

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Influence of Brand Preference and Product Quality on Consumer Loyalty

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ABSTRACT

The objectives of this study are: 1. To determine the effect of brand preference and product quality on consumer loyalty of Beat Street motorcycles at Astra Honda Motor, Mamuju Regency. 2. To determine the effect of brand preference and product quality simultaneously on consumer loyalty of Beat Street motorcycles at Astra Honda Motor, Mamuju Regency. This quantitative study has two independent variables and one dependent variable. The test tools used are 1) validity test, 2) reliability test, 3) multiple linear regression test, t-test (partial), and f-test (simultaneous). The sample used in this study was 96 respondents. The research data processing used multiple linear regression with SPSS software version 24.0 to partially read the direction of independent variables' influence on the dependent variable using t-test and F-test. The results of the study showed that brand preference has a partially significant influence on consumer loyalty of Beat Street motorcycles at Astra Honda Motor, Mamuju Regency. Product quality partially influences consumer loyalty to Beat Street motorcycles at Astra Honda Motor, Mamuju Regency. The results also showed that brand preference and product quality significantly influence consumer loyalty to Beat Street motorcycles at Astra Honda Motor, Mamuju Regency.

Keywords: Brand Preference, Product Quality, Consumer Loyalty.

I. Introduction

Industrial development in Indonesia has experienced rapid progress. This situation has made business competition increasingly fierce. This requires companies to have superior innovation and creativity to create competitiveness in the face of the emergence of other competitors operating in the same industry. One industry that is growing rapidly is the automotive industry, especially motorcycles. In producing two-wheeled vehicles, companies not only consider the function of motorcycles as a means of transportation to facilitate people's daily activities, but also need to consider the benefits people can experience from using these vehicles. This is one marketing strategy to face competition and provide opportunities for potential buyers to choose the brand, type, and quality of products they are interested in according to their needs and purchasing power. In today's fast-paced world, the need for mobility has become crucial. Owning a car has become a necessity rather than a luxury. In truth, the world was created to meet human needs. The need for transportation is no longer a luxury but a necessity, compounded by the high purchasing power of the public. This has led to the automotive industry's rapid growth in recent years, resulting in intense competition and increasingly innovative motor vehicle products. The greater the competition between businesses, the more every company demands high customer loyalty. According to Yoo and Chang et al (2023:2)," reveals that

consumer loyalty is formed through pleasant words, repeat purchases, and repurchase intentions." This definition demonstrates that consumer loyalty cannot be achieved without fulfilling needs, providing quality service, and maintaining a positive relationship between the consumer and the company or business. Consumers have different desires, so they will demonstrate loyalty to a business or company when their expectations and needs are met.

According to Sutisna in Rasyidah and Ganiyati (2023) "interpreting brand preference as a belief in information received by consumers that can influence their behavior in choosing a particular brand to buy." Brand preference can be interpreted as the existence of information conveyed by another party to the party concerned that is considered suitable or in accordance with the desired product criteria, so that it impacts individual interest in a product. According to Kotler and Armstrong (2019) Product quality is "the ability of a product to perform its function, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes." When the product offered meets consumer expectations, consumers will be satisfied. When consumers are satisfied, achieving company goals becomes easier. The object of this research is Astra Honda Motor, Mamuju Regency, one of the well-known Honda dealers in Mamuju City. Located on Jl.RoadGatot Subroto, Simbuang Village, Simboro and Islands District, Mamuju Regency, West Sulawesi Province.

Based on the results of observations conducted by researchers, a phenomenon or problem was found that could affect consumer loyalty, namely in terms of brand preferences. Several consumers say that I still buy a Beat Street motorbike because the motorbike differs from several competitors, such as an attractive motorbike design, various motorbike colors, and the image of using an engine with fuel-efficient use among the public. However, several consumers say the price is relatively high compared to its competitors. The Cubicle Centimeter (CC) of the Beat Street motorbike is still relatively low or underpowered; the engine sometimes experiences noise when the use of the motorbike changes after a year or two, which impacts consumer loyalty. Furthermore, researchers found problems in terms of product quality, where the Beat Street motorbike still has deficiencies that affect consumer loyalty, including spare parts that often leak, and the engine requires special attention. The engine is too wasteful to use engine oil. The vehicle frame is rusty, which causes the vehicle to experience frame damage. The features presented on the speedometer do not meet consumer expectations, as well as the appearance of the motorcycle shell, which is less attractive, and the quality of the engine is prone to damage, such as the double clutch, which is relatively easy to damage compared to previous outputs. Based on the phenomena described previously, the researcher formulated the research problems proposed in this research activity as follows: (1) Do brand preferences and product quality influence the loyalty of Beat Street motorcycle consumers to Astra Honda Motor, Mamuju Regency? (2) Do brand preferences and product quality simultaneously affect consumer loyalty to Beat Street motorbikes at Astra Honda Motor Mamuju Regency?

II. Literature Review and Hypothesis Development

This research is grounded in several developmental theories, serving as a framework for analyzing the problems that arise. These developmental theories are:

2.1. Marketing Concept

Basically, the marketing concept emphasizes a forecast of consumer needs and desires, combined with structured or integrated marketing activities to achieve individual and group goals within a company. According to Alma, B (2021), Marketing is an activity or process carried out by someone, not only offering goods or selling, but using various methods to achieve a sales agreement between consumers and producers. Meanwhile, according to Warnadi and Triyono. A (2019) said marketing "includes activities to identify consumer needs, marketing research, product development, pricing, distribution, and promotion." Kotler also expressed a similar opinion. P. and Armstrong. G. (2019), who said that marketing is a social and managerial

process by which individuals or organizations obtain what they need and want through creating and exchanging value with others.

2.2. Brand Preference

According to Lou and Lee in Adnyana and Respati (2019) That brand preference is a condition where consumers like a brand because the brand is pleasant. Meanwhile, according to Ridian (2020) Brand preferences are generally consumers' estimated expectations or beliefs about what they will receive." A similar opinion was also expressed by Warnadi and Triyono (2019) Brand preference is the consideration or information customers receive that will influence a product's purchasing pattern.

2.3. Product Quality

According to Kubtiyah, et al. (2024) Product quality is the overall characteristics of a product or service in its ability to satisfy stated or implied needs. Consumers can feel satisfied if their evaluation results show that the product they use is of good quality. Meanwhile, according to Munisih in Jaya, et al. (2021) Product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. Kotler also expressed a similar opinion: "Product quality is the ability of a product to perform its function, including overall durability, reliability, accuracy, ease of operation, and repair of the product, as well as other product attributes.

2.4. Consumer Loyalty

According to Tjiptono in Coal., et al (2025) Consumer loyalty is loyalty to a brand or company demonstrated by repeatedly choosing products or services from them or the same company. Meanwhile, according to Assauri in Khusna and Nirawati (2024) Consumer loyalty is the consumer's attention to determining the value of the company offered above the alternative offers of competing companies. Wahyoedi and Saporso also expressed another opinion. Nopitasari., et al (2024) Consumer loyalty is a consumer's loyalty to using a company for a long time and recommending it to others.

III. Research Method

3.1. Data Types and Sources

Judging from its nature, data is categorized into qualitative and quantitative data: Sugiyono (2019) states that quantitative data is data in the form of numbers or qualitative data expressed in numbers. Sugiyono (2019) states that qualitative data is data in words, sentences, schemes, and images. Based on the explanation above, the author concludes that quantitative data is data in numbers or data derived from statistical results. Meanwhile, qualitative data is in words, documents, and general descriptions of the research object. Based on the source, data can be clustered into primary and secondary categories. Sugiyono (2019) states that primary data is the data source that directly provides the data to data collectors. According to Sugiyono (2019), Secondary data is a source that does not directly provide data to data collectors. Based on the explanation above, the researcher concludes that the researcher processes primary data. Meanwhile, secondary data is data obtained from other parties or sources.

3.2. Population and Sample

According to (2019), the population is a generalization area consisting of objects or subjects with specific qualities and characteristics determined by researchers to be studied, and then conclusions are drawn. This research uses a limited population, namely a population with clear quantitative boundaries, so the population used in this research is all consumers who make purchases at Astra Honda Motor Mamuju Regency,

with an unknown or unlimited population size. According to (2019), a sample is a portion of the population and characteristics researchers consider to be truly representative. In this study, the population size is unknown or unlimited. According to Sugiyono (2019), if the exact population size in a study is unknown, the sample size can be calculated using the Cochran formula. The results of the Cochran formula calculation above show that the number of samples in this study was 96.04, rounded up to 96 samples as respondents. Furthermore, according to Sugiyono (2019), Incidental Sampling is a sampling determination technique based on chance, namely, anyone who coincidentally/incidentally meets the researcher can be used as a sample, if it is considered that the person who happened to meet is suitable as a data source.

3.3. Method of collecting data

Data collection methods are crucial in research, as they represent the strategies or methods researchers use to gather the data needed for their research. Researchers obtain data and information related to their research activities by:

- a. Observation means making direct observations of the research object to see the activities taking place up close. Sugiyono, (2019). Observations conducted in this study were made by observing and recording the behavior, habits, and conduct of employees carrying out activities and observing the objects, attributes, or equipment used by employees in their work.
- b. Interviews are a method of collecting data to obtain information directly from the source. Sugiyono, (2019) The purpose of the interview is to obtain initial information regarding issues or problems in the object, so that the researcher can determine with certainty what problems or variables must be studied.
- c. Questionnaire, according to Sugiyono, (2019) It is a data collection technique that gives respondents a set of written questions or statements to answer. The measurement of variables in this research questionnaire uses a Likert scale. This Likert scale measures a person or group's attitudes, opinions, and perceptions regarding the phenomena in the research. Sugiyono, (2019).

3.4. Data Processing and Analysis Techniques

Data analysis is an effort or strategy to manage information obtained from research to become meaningful data, so that the nature of the information can be understood and used to answer problems that arise, including in the research activities carried out. The research approach used in this study is quantitative research with a methodological approach, associative, to see the relationship between research variables, dependent variables, and independent variables. To facilitate researchers in managing and analyzing data, Microsoft Excel software was used to assist with data tabulation, and IBM SPSS software was used for data processing.

3.5. Quality Testing of Research Instruments

Testing the quality of research data: A researcher's initial perception depends heavily on the quality of the questionnaire used to collect the data. In this research, two parts were used to test data quality:

a. Instrument Validity Testing

According to Sugiyono (2019), a Validity or authenticity test is used to determine the extent of the accuracy and precision of a measuring instrument in carrying out its measuring function. This test is carried out by comparing the results of the r count with the r table results. The significance level used in this study is 0.05. r count is seen from the Pearson correlation output from SPSS, while the r table is seen from the r

distribution table. First, the degree of freedom must be known, then combined with the significance level of the research used. Formulation of degrees of freedom: $df = N - 2$

Where: N = Number of samples
 2 = Number of independent variables

Decision-making parameters in validity testing:

When the calculated r number $> r$ table, the research instrument item is valid

When the calculated r number $< r$, the research instrument item table is invalid

b. Reliability Testing

According to Sugiyono, (2019) Reliability testing means the extent to which measurement results can be trusted." This means a measurement result can be trusted if several measurements are carried out on the same subject and relatively the same results are obtained, as long as the aspects measured in the subject have not changed. In other words, a questionnaire is reliable if a person's answers to the statements are consistent or stable over time.

Decision-making parameters in reliability testing:

When Cronbach's alpha is > 0.60 , it is said to be reliable

When the Cronbach's alpha number is < 0.60 , it is said to be unreliable.

3.6. Data Analysis Testing

The data analysis test used multiple linear regression analysis in this study because it has two independent variables and one dependent variable. Ghazali (2018) states, "Multiple linear regression models are used to test the influence of independent variables on dependent variables. In multiple regression, the independent variable whose influence on the dependent variable is considered is more than one.

Multiple regression equation: $Y = \alpha + b_1X_1 + b_2X_2 + e$

Note: Y = Consumer Demand
 α = Constant (state when not influenced by other variables)
 b = Regression Coefficients Line (Direction of Influence)
 X_1 = Brand Preference
 X_2 = Product Quality
 e = *Error* (Variables not included in the model)

3.7. Research Hypothesis Testing

a. Partial Test (t-statistic test)

Ghozali, (2018) holds that "t-statistical testing is carried out to witness the ability of all independent variables independently (partially) in describing the behavior of the dependent variable." Individual testing is used to compare the calculated t and t table figures. To see the calculated t figure, the method used is to pay attention to the results of the coefficient regression analysis, while looking at the t table value, the method used is to determine the degrees of freedom, using an error of 5% or 0.05. Next, look it up in the t -distribution table.

Formulation table $= a/2; N - K - 1$
 Description: a = Level of confidence
 N = Sample
 K = Total independent variables

Parameters for determining the influence of partial tests:

When the calculated t number $> t$ table = partial effect

When the calculated t number $< t$ table = no partial effect

Parameters for determining significance decisions:

When the significance figure < 0.05 = significant

When the significance figure > 0.05 = not significant

b. Simultaneous Test (F-statistic test)

According to Sugiyono (2019), the F statistical test is carried out to show all independent variables included in the model that have a joint (simultaneous) influence on the dependent variable. This F test is carried out by comparing the calculated F value with the F table value. The calculated F value is determined by looking at the results of the Analysis of Variance (ANOVA) regression analysis in the SPSS output. Meanwhile, to find out the F table value, determine the degrees of freedom, namely DF1 (numerator or denominator) and DF2 (denominator or numerator), then determine the significance level, and look at the F distribution table.

Formula equationftabel: $DF1 = K - 1$
 $DF2 = N - K$
 Where: N = Number of samples
 K = Number of variables

Simultaneous influence level decision-making criteria:

If $F_{count} > F_{table}$ = declared to have a simultaneous effect

If $F_{count} < F_{table}$ = declared as having no simultaneous effect

IV. Results and Discussion

4.1. Data Quality Test Results

a. Validity Test Results

states that "validity testing is used to measure the validity or otherwise of each statement item made in the questionnaire." This test is carried out by comparing the calculated r value with the r table value. To find the calculated r value, look at the SPSS output in the Pearson Correlation column. To find the r table value, determine the significance of the study, find the degrees of freedom, and then look at the product-moment distribution table.

$df = N - 2$
 $= 96 - 2$
 $= 94$

Product-Moment value (r_{table}) significance level $0.05 = 0.201$.

Decision-making parameters:

When the calculated r number $> r$ table, the research instrument item is valid

The research instrument item is invalid when the calculated $r < r$ table.

Table 1. Validity Test Results

No	Feedback Items	r-calculated	r-estimated	Information
1	Response X1.1	0.641	0.201	Valid
2	Response X1.2	0.531	0.201	Valid
3	Response X1.3	0.683	0.201	Valid
4	Response X1.4	0.557	0.201	Valid
5	Response X1.5	0.698	0.201	Valid
6	Response X1.6	0.403	0.201	Valid
7	Response X2.1	0.506	0.201	Valid
8	Response X2.2	0.33	0.201	Valid
9	Response X2.3	0.660	0.201	Valid
10	Response X2.4	0.717	0.201	Valid
11	Response X2.5	0.693	0.201	Valid
12	Response X2.6	0.637	0.201	Valid
13	Y.1's Response	0.559	0.201	Valid
14	Y.2's Response	0.516	0.201	Valid
15	Y.3's Response	0.707	0.201	Valid
16	Y.4's Response	0.600	0.201	Valid
17	Y.5's Response	0.631	0.201	Valid
18	Y.6's Response	0.467	0.201	Valid

The results of the validity test in Table 1 show that each item of the instrument proposed in this study has a calculated r value greater than the r table (0.201). This means that all the items of the instrument proposed in this research variable are said to be valid and meet the requirements for carrying out reliability testing.

b. Reliability Test Results

Ghozali (2018), stated that "reliability testing is a questionnaire measuring tool that is stated in the indicators of each variable, a questionnaire or questionnaire is said to be reliable or reliable if the respondents' responses to the statements offered are consistent or stable over time". This test compares the Cronbach's Alpha Value with the Cronbach's Alpha Standard Value (0.60).

Decision-making parameters:

When the Cronbach's Alpha figure is > 0.60 , it is considered reliable

When the Cronbach's Alpha figure is < 0.60 , it is considered unreliable

Table 2. Reliability Test Results

Variable Name	N of Item	Cronbach's Alpha	Standard Cronbach's Alpha	Result
Brand Preference (X1)	6	0.604	0.60	Reliable
Product Quality (X2)	6	0.643	0.60	Reliable
Consumer Loyalty (Y)	6	0.604	0.60	Reliable

The results of the test in table 2 related to the results of the reliability test, concluded that all variable statements in this study showed a Cronbach's alpha value greater than the standard Cronbach's alpha value (0.60), so it is said that all statements in the proposed variables are considered reliable or can be said to be reliable and consistent, meaning they meet the requirements for data analysis.

4.2. Results of Multiple Linear Regression Analysis

Ghozali (2018) Multiple linear regression models are used to test the influence of independent variables on dependent variables. In multiple regression, the independent variables whose influence on the dependent variable is calculated are those whose number is more than one. The study uses multiple linear regression analysis because it has three independent variables (capital, production, and price), while the dependent variable is income.

Multiple Linear Regression Formulation: $Y = a + b_1X_1 + b_2X_2 + e$

Table 3. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,964	1,546		2,564	0.012
	Brand Preference	0.461	0.080	0.473	5,750	0,000
	Product Quality	0.378	0.076	0.407	4,953	0,000
a. Dependent Variable: Consumer Loyalty						

Table 3 shows the results of multiple linear regression analysis. The results obtained are: $Y = 3.964 + 0.461 X_1 + 0.378 X_2 + e$. From the results of the multiple linear regression equation, it is interpreted as follows:

- Constant Value (a) of 3.964 or the condition when the consumer loyalty variable (Y) has not been influenced by other variables, meaning that if there is no change in the brand preference and product quality variables, the consumer loyalty value of the Beat Street Motorbike at Astra Honda Motor, Mamuju Regency, amounts to 3,964.
- Regression Coefficients: price with a positive direction of 0.461. This indicates that the price variable positively influences consumer demand at the Ratu Tani Store in Enrekang Regency, meaning that every increase in the price variable can increase consumer demand by 0.461, assuming that other variables do not change or are in a constant state.
- Regression Coefficients: income with a positive direction of 0.378. This shows that the income variable positively influences consumer demand at the Ratu Tani Store in Enrekang Regency, meaning that every increase in the income variable increases consumer demand by 0.378, assuming that other variables do not change or are in a constant state.

4.3. Research Hypothesis Testing

a. Partial Hypothesis Testing Results (t-Statistic Test)

Ghozali, (2018:98), states that "partial testing is used to determine the ability of independent variables to describe the behavior of dependent variables individually." Partial or t-statistical testing is carried out by comparing the calculated t value with the t-table value.

When the calculated t figure > t table, it is considered to have a partial effect.

When the calculated t figure < t table, it is considered to have no partial effect.

Determination of significant decisions:

When significance < 0.05 , it is considered Significant

When significance > 0.05, considered Not Significant

To determine the calculated t value, look at the input of the SPSS table coefficients in the t column. Meanwhile, to find out the t-table value, first determine the probability/significance of the research, then determine the degrees of freedom, and then look at the one-tailed Student t distribution table.

$$\begin{aligned} \text{Formulation of the t table formula} &= a/2 ; N - K \\ &= 0.05/2; 96 - 3 \\ &= 0.025 ; 93 \\ \text{Mark ttable} &= 1.986 \end{aligned}$$

Table 4. Results of testing the first research hypothesis

Coefficients ^a				
Model	t count	t table	b1X1	Sig.
Brand Preference	5,750	1,986	0.461	0,000
a. Dependent Variable: Consumer Loyalty (Y)				

Table 4 results of testing the first research hypothesis on the influence of brand preference on consumer demand show a t-value of $5.750 < t\text{-table } 1.986$, which means it has a partial effect, and a significance value of $0.000 < 0.05$ means it is significant. The analysis results mean that "brand preference has a significant partial effect on Consumer loyalty of Beat Street Motorbikes to Astra Honda Motor Mamuju Regency". This answers the researcher's initial perception; the first hypothesis proposed in this study was accepted.

Table 5. Results of testing the second research hypothesis

Coefficients ^a				
Model	t count	t table	b2X2	Sig.
Product Quality	4,953	1,986	0.378	0,000
a. Dependent Variable: Consumer Loyalty (Y)				

Table 5 results of testing the first research hypothesis on the influence of income on consumer demand show a calculated t value of $4.953 > t\text{-table } 1.986$, which means it has a partial effect; the significance value of $0.000 < 0.05$ is interpreted as significant. The analysis results mean that "product quality has a partially significant effect on consumer loyalty of Beat Street Motorbikes to Astra Honda Motor Mamuju Regency". This has been answered. In other words, the researcher's initial perception of the second hypothesis proposed in this study was accepted.

4.4. Results of Simultaneous Hypothesis Testing (F Test)

Simultaneous statistical testing, or simultaneous testing, is carried out to describe all independent variable capabilities included in the model as having an influence simultaneously on the dependent variable. The criteria for simultaneous hypothesis testing are carried out by comparing the calculated f with the f table. The significance level used is 5% or 0.05.

$$\begin{aligned} \text{F-table value} &= DF1 &= K - 1 & DF2 = N - K \\ &= 3 - 1 &= 96 - 3 \\ &= 2 &= 93 & f\text{table} = 3,094 \end{aligned}$$

Table 6. Results of testing the third research hypothesis

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	478,384	2	239,192	82,826	.000b

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Residual	268,574	93	2,888		
Total	746,958	95			

a. Dependent Variable: Consumer Loyalty

The results of simultaneous testing of brand preference and product quality variables in Table 28 show an F-count value of $82.826 > F\text{-table } 3.094$, which means it has a simultaneous influence, and a significance value of $0.000 < 0.05$ is interpreted as significant. This answers the researcher's initial perception that "brand preference and product quality have a significant simultaneous influence on consumer loyalty of Beat Street Motorcycles at Astra Honda Motor, Mamuju Regency". In other words, H_0 is rejected and H_3 is accepted, which means the third hypothesis proposed in this study is accepted.

4.5. Discussion

The findings of this study reveal a significant influence of brand preference on consumer loyalty at Astra Honda Motor in Mamuju Regency. Based on the partial statistical test results, the t-value obtained was 5.570, which is greater than the t-table value of 1.986. This indicates a partial effect, further supported by the significance value of 0.000, which is lower than the threshold of 0.05, thereby confirming its statistical significance. These results can be interpreted to mean that brand preference has a meaningful and measurable effect on consumer loyalty, particularly among Beat Street motorcycle users in Astra Honda Motor Mamuju. In practice, this suggests that the stronger the consumers' preference for the Honda brand, the higher their tendency to remain loyal. Such loyalty is reflected in repeated purchases, positive word-of-mouth recommendations, and a long-term commitment to the brand. In addition, product quality was also found to contribute significantly to consumer loyalty. The partial test results showed a t-value of 4.953, which exceeds the t-table value of 1.986, along with a significance value of 0.000, which is below the 0.05 threshold. These results indicate that product quality is vital in consumer loyalty to Beat Street motorcycles. A product that demonstrates high quality in performance, safety, comfort, and durability helps build consumer trust toward the brand. This trust eventually translates into loyalty, as consumers feel their expectations and needs are consistently met through the quality offered by the product.

Furthermore, when both brand preference and product quality were tested simultaneously, the results demonstrated an even more substantial influence on consumer loyalty. The simultaneous hypothesis testing produced an F-value of 82.826, significantly higher than the F-table value of 3.094, with a significance level of 0.000, well below the threshold of 0.05. These findings confirm the initial assumption of the researcher that brand preference and product quality together have a substantial simultaneous effect on consumer loyalty. This implies that consumer loyalty does not emerge solely from a strong emotional attachment to the brand's reputation but is also reinforced by the tangible quality of the products themselves. Combining a strong brand preference and consistent product quality creates emotional and rational bonds between consumers and Astra Honda Motor, particularly with the Beat Street model. This study emphasizes that the success of Astra Honda Motor in fostering consumer loyalty in Mamuju Regency is shaped by the synergy between brand preference and product quality. Brand preference provides the emotional foundation, as consumers develop pride and trust in the Honda brand, while product quality delivers the rational foundation through consumers' real experiences with the motorcycles. When these two aspects operate together, they produce stronger and more sustainable consumer loyalty, supporting business continuity and strengthening Astra Honda Motor's competitive position in the regional automotive market.

V. Conclusion

Referring to the discussion outlined in the previous sections, the conclusion of this research is drawn based on the results of the data analysis and its connection to the problem formulation that guided this study. The findings confirm that brand preference significantly affects consumer loyalty toward Beat Street motorcycles at Astra Honda Motor in Mamuju Regency. This indicates that the stronger the consumers' attachment and preference for the Honda brand, the greater their likelihood of maintaining loyalty, demonstrated through repeated purchases and positive recommendations. In addition, product quality was also found to have a significant partial influence on consumer loyalty. This suggests that product performance, reliability, safety, and durability are critical factors in strengthening consumer trust and, consequently, their long-term loyalty. Furthermore, when examined simultaneously, both brand preference and product quality were shown to have a significant combined impact on consumer loyalty. These results reinforce the idea that emotional connections to the brand and the tangible benefits of high product quality are essential drivers of loyalty among Beat Street motorcycle users in Mamuju Regency.

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