

Original Article

The Role of Price, Promotion and Quality of Service in Improving Honda Motorcycle Customer Satisfaction and Loyalty

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Abstract - Currently, the demand for motorbikes is increasing with the need for community mobility which is increasing as well. Competition between motorcycle dealers is also increasing in getting consumers. This study aims to determine the effect of price, promotion, service quality on customer satisfaction and loyalty at the Honda Dealer "Banyuwangi Motor". The population of this study were all customers of the Honda Dealer "Banyuwangi Motor" in 2019-2020, totalling 8348. The sample was determined by 100 customers using the purposive sampling method on the condition that customers who had bought a Honda motorcycle 2 times at the Banyuwangi Motor Dealer. The reliability test and validity test were carried out so that the questionnaire used was valid and reliable. SEM-PLS analysis was used to test the hypothesis proposed in this study. The results of this study, after being analyzed with WarpPLS 7.0, showed that the price variable had no significant effect on customer satisfaction and loyalty. Promotion significantly affects customer satisfaction and loyalty. Service quality significantly affects customer satisfaction and loyalty. Customer satisfaction has a significant effect on customer loyalty.

Keywords - price; promotion; service quality; satisfaction; loyalty.

I. INTRODUCTION

In this era of the Covid-19 pandemic, humans are required to be able to apply effectiveness and efficiency in all their activities. Likewise, in terms of mobility from one place to another. This, of course, will affect the choice of means of transportation to be used. In the current condition, of all the existing means of transportation, motorbikes are the people's favourite because they are considered the most effective and efficient. This choice of the community is certainly a great opportunity for automotive business players, especially in the field of two-wheeled motor vehicles, to continue to increase their sales by implementing the right marketing strategy.

Maintaining and even growing new demand in the midst of the Covid-19 pandemic is certainly not an easy matter for business people. The selling concept holds that consumers and businesses if left unchecked, will not regularly buy enough of the product on offer. Marketing work is not only about finding the right consumer for a product but also about finding the right product for the consumer. Therefore, producers must continue to innovate and carry out marketing strategies to be able to maintain or even grow new demand. A customer is someone who is used to buying products in the form of goods or services from us. Habits are the result of repeated transactions over a period of time. Unlike the case with buyers, customers have a strong record of relationships and repeat transactions. True customers grow over time (Griffin, 2015). In connection with this customer, the service or product provider must continue to pay attention to customer satisfaction and loyalty.

Customer loyalty is the tendency of customers to buy a product or use a service provided by a company with a high level of consistency and is the key to success both in the short term, as well as in the long term and sustainable (Kotler & Keller, 2016). Companies that are able to develop and maintain customer loyalty will gain long-term success for their efforts (Mu'ah & Masram, 2014). Responses in the form of customer satisfaction will arise due to the use of goods and/or services. They will review the suitability of the service with the promised service. According to (Tjiptono 2011), consumer satisfaction is a condition in which consumers realize that their needs and desires are as expected. In other words, customer satisfaction will arise if their needs and desires are met properly. Satisfaction is one of the causes of the formation of loyalty. Good customer satisfaction can create a harmonious relationship between the company and consumers (Lupiyoadi, 2013). In addition, this can also lead to recommendations from customers to people they know. On the other hand, good customer satisfaction



can increase the frequency and intensity of purchasing goods and services from customers. This, of course, will greatly benefit the company. Many factors can increase customer satisfaction and loyalty, including the price of goods quality of service.

Pricing is one of the important aspects of marketing activities. Price is very important to pay attention to, considering that price is one of the determinants of whether or not a product sells. Price is one of the most important attributes evaluated by consumers, and managers need to be fully aware of its role in shaping consumer attitudes. According to (Swastha 2016), price is the amount of money (plus some products if possible) needed to get a number of combinations of goods and services. Price is the amount of value that consumers exchange for the benefits of owning or using a product or service whose value is determined by the buyer and seller through bargaining or is set by the seller for the same price to all buyers (Qomariah, 2016). Determining the price in accordance with the quality of the product or service will provide satisfaction for customers. Customers who are satisfied with prices that match the quality of the product or service will make repeat purchases. Research related to the relationship between price and customer satisfaction and loyalty has often been done and gives contradictory results between one study and another. (Surjaatmadja et al., 2019) stated that service quality and price affect the level of customer satisfaction. (Ariska et al., 2020a) in his research stated that the services quality, price, products affect customer satisfaction at Kober Mie Setan Jember East Java Indonesia. (Maskur et al., 2016) stated that service quality (0.191), price (0.215) and customer satisfaction (0.352) all have a positive effect on customer loyalty. Several studies that also discuss price issues with customer satisfaction and loyalty include: (Iriyanti et al., 2016), (Setyawati et al., 2018), (Hasniaty, 2015), (Mahendra et al., 2019), (Yanuar et al., 2017), (Yuliana & Hidayat, 2018), (Anggriana et al., 2017), (Rosalina et al., 2019), (Juniantara & Sukawati, 2018), (Wibowo et al., 2021). Based on the theory and the results of previous research that has been carried out by several researchers, the research hypotheses developed include:

H1: Price has an effect on customer satisfaction.

H4: Price affects customer loyalty.

To increase satisfaction and loyalty to the company's products, of course, companies need to carry out promotional strategies, one of which is through sales promotions. According to (Kotler & Keller, 2016), promotion is an activity to socialize the benefits of a product and persuade target consumers to buy the product. This aspect relates to various efforts to provide information to the market about the product/service being sold, the place and the time. In addition, to persuade consumers to buy the products offered through advertising, personal selling, sales promotions and publications. Promotions must be carried out by companies if

they want their products to be known by the public. Usually, people know a product or service from information obtained from advertisements or from customer information who has experienced the product or service. If the promotions that are carried out can make customers buy products and services, then these promotional activities have succeeded in influencing customers to make purchases. If the purchase of a product or service is in accordance with the wishes of the buyer, the customer will feel satisfied. Customers who are satisfied with products and services will make repeat purchases. Research related to promotion and customer satisfaction, and loyalty has been done by many previous researchers. (Mahendra et al., 2019) stated that the promotion effect on consumer satisfaction at Swiwings Chicken in Jember. (Yanuar et al., 2017) in his research stated that product quality, price, promotion, and service quality had a significant influence on customer satisfaction. (Anggriana et al., 2017) states that the variables of price, promotion, service quality affect customer satisfaction for online motorcycle taxi services "Om-Jek" Jember. (Rosalina et al., 2019) stated that promotion had an impact on customer loyalty. (Qomariah et al., 2021) stated that promotion has a significant effect on customer satisfaction the promotion has a significant effect on customer loyalty. Based on the theory and the results of past research, the hypothesis in this study is "

H2: Promotion has an impact on customer satisfaction

H5: Promotion has an impact on customer loyalty.

In a business, serving customers can be one thing that makes the difference between other businesses of its kind. It could be customer loyalty will grow because of the good service quality of a business. To win the hearts of customers, not only with good products or low prices, good and pleasant customer service can also be the main reason people choose products or services. It could be the price is high, but the quality of service is very satisfying, to bring in many visitors. One of the factors that determine the level of success of the company is the company's ability to provide quality service to customers. According to (Tjiptono 2011b), service quality is a measure of how well the level of service provided is able to meet customer expectations. The providers of products or services must pay attention to the quality of service, which is the main key to customer satisfaction. Excellent service quality will provide satisfaction for customers. Satisfied customers will provide good information to other customers. Satisfied customers will also recommend products or services to other customers.

Several studies related to the relationship between service quality and customer satisfaction and loyalty have been carried out by previous researchers. (Sukamuljo et al., 2021) in his research stated that service quality has a positive and significant effect on patient satisfaction, hospital image has no effect on patient satisfaction, patient satisfaction and hospital image has a positive and significant effect on patient

loyalty, service quality has no effect on patient loyalty, hospital image research findings do not affect patient satisfaction and service quality does not affect patient loyalty. (Pahlevi et al., 2021) states that if the variables of service quality and customer satisfaction increase, it will increase customer loyalty. The magnitude of the coefficient of determination is 0.399. This means that X1 (service quality) and X2 (customer satisfaction) affect customer loyalty (Y) by 39.9%, while the remaining 59.1% is influenced by other variables not examined in this study. There are still many studies that link service quality with customer satisfaction and loyalty, including: (Putro et al., 2014), (Kuntari et al., 2016), (Chao et al., 2015), (Saleem & Raja, 2014), (Ariska et al., 2020), (Djanas, 2016), (Subagja & Susanto, 2019), (Mutmainnah, 2018), (Saputra, 2013), (Dewi & Rulirianto, 2011), (Qomariah, 2012), (Atmanegara et al., 2019), (Mendoza et al., 2020), (Muzammil et al., 2017), (Nursaid et al., 2020a), (Ratnasari & Gumanti, 2019), (Qomariah, 2008), (Maskur et al., 2016), (Purwati & Hamzah, 2019), (Sofiati et al., 2018), (Muharmi & Sari, 2019), (Soliha et al., 2019), (Verriana & Anshori, 2017), (Nursaid et al., 2020b), (Qomariah, Budiastuti, et al., 2020), (Sutrisno et al., 2017), (Subagiyo, 2015), (Setiawan et al., 2019), (Qomariah, Fahrurrozi, et al., 2020), (Rahayu, 2019), (Mu'ah et al., 2020). Based on the theory and the results of previous research that has been done, the research hypotheses developed include:

H3: Service quality has an effect on customer satisfaction.

H6: Service quality has an effect on customer loyalty.

Customer satisfaction is something that needs attention from product and service providers. According to (Kotler & Keller, 2016), customer satisfaction is a measure that can describe a person's feelings after comparing performance or perceived results compared to expectations. The level of satisfaction is a function that shows the difference between the perceived and expected performance. Customer satisfaction is whether or not the customer is satisfied as to the customer's response to the evaluation of the perceived discrepancy between the initial expectations before purchase (or other norm performance) and the actual performance of the product as perceived after the use or consumption of the product concerned (Tjiptono, 2011b). This satisfaction is closely related to customer loyalty. Why is there a close relationship between satisfaction and customer loyalty? This is because if customers are satisfied with products and services, they will automatically make repeat purchases and will provide good information to other customers. (Kotler, 2015) reveals that loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future even though the influence of the situation and marketing efforts has the potential to cause customers to switch. (Mu'ah & Masram, 2014b) states that loyalty is a repurchase behaviour solely regarding the purchase of the same particular brand repeatedly (could be because there is only one available brand, the cheapest brand and so on).

According to (Sumardy & Melone, 2011), customer loyalty is a customer who simply does not repurchase an item and service, for example, by recommending others to buy. (Qomariah, 2012) states that student satisfaction has an impact on student loyalty. (Fahmi et al., 2020) stated that patient satisfaction has a positive and significant effect on patient loyalty. (Suarniki & Lukiyanto, 2020), (Lie et al., 2019), (Kusuma & Giantari, 2020), (Mulyawan & Rinawati, 2016), (Juanamasta et al., 2019), (Wayan et al., 2013), (Verriana & Anshori, 2017), (Qomariah, 2018b), (Ratnasari & Gumanti, 2019), (Qomariah, 2018a), (Purwati & Hamzah, 2019), (Sofiati et al., 2018), (Muharmi & Sari, 2019), (Soliha et al., 2019) is a previous study that discussed the problem of customer satisfaction with customer loyalty. Based on the theory and the results of previous research, the hypotheses in this study are:

H7: Customer satisfaction has an effect on customer loyalty.

Dealer Honda Banyuwangi Motor is a Honda motorcycle dealer engaged in the sale of two-wheeled vehicles with the Honda trademark. The sales location of the Honda Banyuwangi Motor Dealer is in Banyuwangi, Tile, Benculuk, Sumberayu. In 2018 the Banyuwangi Motor Honda Dealer was appointed by PT Astra Honda Motor to be the Honda Wing Dealer. Wing Honda Dealer is a Honda motorcycle sales dealer that serves the sale of Honda motorcycles with premium models and regular models. Honda's premium motorcycle consists of PCX Hybrid, CBR250RR, FORZA250, MONKEY, CT125 and CRF250. In order for sales within the company to run well and as expected, the company must make a good and appropriate marketing strategy. Based on information from the Banyuwangi Motor motorcycle dealer, the number of Honda motorcycle sales from several Honda Dealers throughout Banyuwangi Regency for the last 2 years has decreased drastically due to the impact of the Covid-19 pandemic. In 2020, although sales of Banyuwangi Motor Dealers have decreased, the contribution of sales at Banyuwangi Motor Cab Dealers is. Banyuwangi experienced an increase of 2%. Based on the theory that has been described as well as previous research, the results of which still show consistency in the results and problems faced by the Banyuwangi Motor Dealer, this study has the objectives of (1) to determine the effect of price on customer satisfaction and loyalty; (2) to determine the effect of promotion on customer satisfaction and loyalty; (3) to determine the effect of service quality on customer satisfaction and loyalty; (4) to determine the effect of satisfaction on customer loyalty.

II. RESEARCH METHODS

Research is an activity that aims to develop knowledge. This research is descriptive and quantitative research. According to (Sugiyono 2017), the descriptive method is a method for analyzing data by describing the data that has been collected as it is without intending to make inferences or conclusions that apply to the public or generalizations. The research variables consist of 3 (three) kinds, namely:

independent variable (price, promotion and service quality), intervening variable (customer satisfaction) and dependent variable (customer loyalty).

The population used in this study were customers of the Honda Banyuwangi Motor Dealer, which amounted to 8348 customers. The sample in this study was determined by 100 respondents with the provision of samples based on opinions (Malhotra, 2006), where the sample size was 20 question items multiplied by 5 (five). The sampling technique used in this research is purposive sampling by determining the respondents' considerations are customers of Honda Banyuwangi Motor Dealers who have made repeated purchases (more than 1 time).

The validity test is carried out to show the suitability between each indicator and the theories used to define a construct (Ghozali, 2013). The validity test criteria are to use the factor loadings criteria (cross-loadings factor). The factor loading value with a value of more than 0.70 and the average variance extracted (AVE) with a value exceeding 0.70 is the

threshold for the convergent validity test. To test the discriminant validity, a comparison of the roots of the AVE with the correlation between variables was used. The AVE construct must be worth more than the correlation between latent variables ((Solihin & Ratmono, 2013). Reliability testing is carried out to ensure the research instrument used can provide a consistent and unbiased measurement of the concept. Research hypothesis testing is carried out by using Variance-based SEM or Partial testing Least Square (SEM-PLS) with WARP PLS 7.0 program.

III. RESULTS AND DISCUSSION

A. Descriptive Statistical Analysis Results

Respondents' description statistics related to gender, education, age, frequency of purchasing Honda products, time to become a customer, the most preferred Honda product from respondents who came from Banyuwangi Motor Dealer customers with a total of 100 respondents, are presented in Table 1.

Table 1. The Results of the Statistical Analysis of the Description of the Respondents

Variable	Total	Percentage
Sex		
Male	39	39
Female	61	61
Education		
Primary school	1	1
Junior high school	1	1
Senior High School	28	28
Bachelor	70	70
Age		
17 - 30 years	10	10
31 – 40 years	49	49
>40 years	41	41
Frequency of Purchase of Honda Products		
1 – 3 Times	11	11
>3 Times	89	89
Time to be a Customer		
1 – 5 Times	25	25
>5 Times	75	75
Most Liked Honda Products		
Beat	11	11
CBR	3	3
CRF	1	1
Genio	1	1
PCX	4	4
Scoopy	52	52
SupraX	1	1
Vario	27	27

B. Analysis Results of Validity Test and Reliability Test

The validation test criteria are to use convergent validity, which can be known through the cross-loading factor, where the loading factor value on the latent variable with its indicators is expected to be more than 0.70. In addition to using the loading factor, convergent validity can also be determined through the Average Variance Extracted (AVE) with a value exceeding 0.50. The results of the validity test are presented in Table 2 and Table 3. . WarpPLS 7.0 calculation results. Based on Table 2 shows that each value on the cross-loading factor has reached a value above 0.7 with a p value below 0.001 which means that these indicators can be said to be valid to proceed to the next analysis. Thus the convergent validity test criteria have been

met. In Table 3, information is obtained that the AVE value of each variable is above 0.5. Thus the instrument used in this study has met all the conditions of the validity test and can be continued to the next analysis. Reliability test is the extent to which the measurement results using the same object will produce the same data. A reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data. The results of the reliability test are presented in Table 4. The basis used in the reliability test is composite reliability coefficients, and Cronbach's alpha coefficients have values above 0.6. The results in Table 4 show that the questionnaire instrument in this study has met the requirements of the reliability test.

Table 2. Combined Loadings and Cross Loadings

	PRC	PRM	SQ	STFTC	LOYAL	Type (as defined)	SE	P value
X1.1	(0.891)	0.204	0.001	-0.127	-0.024	Reflective	0.078	<0.001
X1.2	(0.889)	-0.079	-0.086	-0.113	0.356	Reflective	0.079	<0.001
X1.3	(0.780)	-0.067	0.247	-0.116	-0.184	Reflective	0.081	<0.001
X1.4	(0.849)	-0.069	-0.136	0.359	-0.179	Reflective	0.079	<0.001
X2.1	-0.026	(0.804)	0.188	-0.549	0.658	Reflective	0.080	<0.001
X2.2	-0.025	(0.818)	0.328	-0.157	-0.030	Reflective	0.080	<0.001
X2.3	0.042	(0.815)	-0.540	0.114	0.022	Reflective	0.080	<0.001
X2.4	0.002	(0.739)	0.282	0.416	-0.533	Reflective	0.082	<0.001
X2.5	0.008	(0.732)	-0.258	0.231	-0.176	Reflective	0.082	<0.001
X3.1	0.094	0.079	(0.798)	0.028	-0.600	Reflective	0.081	<0.001
X3.2	-0.083	-0.204	(0.709)	-0.055	0.594	Reflective	0.082	<0.001
X3.3	-0.313	-0.036	(0.859)	0.249	-0.206	Reflective	0.079	<0.001
X3.4	0.021	0.022	(0.810)	0.186	0.500	Reflective	0.080	<0.001
X3.5	0.281	0.113	(0.841)	-0.414	-0.204	Reflective	0.080	<0.001
Z1.1	0.037	0.088	-0.189	(0.882)	-0.102	Reflective	0.079	<0.001
Z1.2	-0.096	-0.235	0.058	(0.857)	0.446	Reflective	0.079	<0.001
Z1.3	0.058	0.144	0.136	(0.859)	-0.340	Reflective	0.079	<0.001
Y1.1	-0.008	0.085	-0.095	-0.398	(0.908)	Reflective	0.078	<0.001
Y1.2	0.001	0.033	0.215	0.201	(0.906)	Reflective	0.078	<0.001
Y1.3	0.008	-0.116	-0.117	0.194	(0.923)	Reflective	0.078	<0.001

Table 3. Average Variance Extracted (AVE)

Variable	AVE
Price	0.728
Promotion	0.612
Service Quality	0.648
Satisfaction	0.750
Loyalty	0.833

Table 4. Reliability Test

Variable	Composite Reliability	Cronbach's alpha
Price	0.914	0.874
Promotion	0.887	0.841
Service Quality	0.902	0.863
Satisfaction	0.900	0.833
Loyalty	0.937	0.900

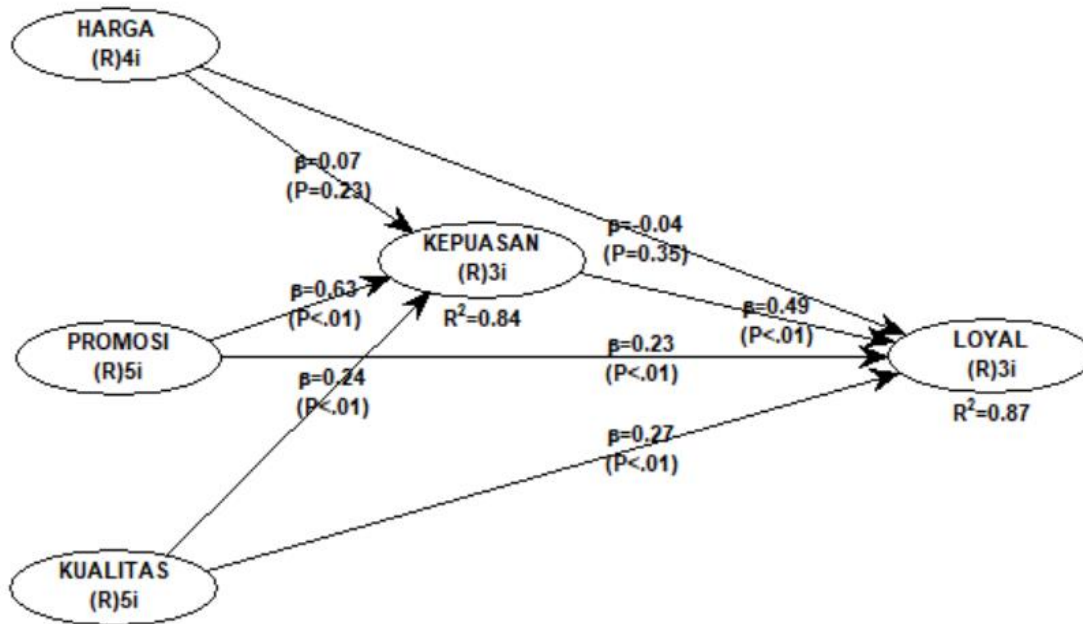


Fig 1. Path Analysis Results

Table 5. Hypothesis Test Results

No	Hypothesis	Path Coefficient	P-value	Conclusion
1.	H1: Price affects customer satisfaction	0.073	0.230	Rejected
2.	H2: Promotion affects customer satisfaction	0,631	0,001	Accepted
3.	H3. Satisfaction affects customer satisfaction	0.236	0,001	Accepted
4.	H4: Price affects customer loyalty	-0,039	0.347	Rejected
5.	H5: Promotion affects customer loyalty	0.231	0,001	Accepted
6.	H6. Service quality affects customer loyalty	0.267	0,001	Accepted
7.	H7. Satisfaction affects customer loyalty	0.489	0,001	Accepted

C. Hypothesis Test Results

Hypothesis testing is based on the results of the analysis of the PLS-SEM model, which contains all the variables supporting the hypothesis test. The PLS model with the addition of the customer satisfaction variable as an intervening variable explains that the addition of the variable will provide an additional contribution as an explanatory factor for customer loyalty. The results of the hypothesis test

are presented in Figure 1. Based on the results of the Outer model test, it shows that the model built has a high level of validation and reliability with a loadings factor (cross-loading factor) and average variance extracted (AVE) value of more than 0.70. The results of the Outer model also show that all hypotheses in this study show a significant effect except for the price variable. The results of hypothesis testing are presented in Table 5.

IV. DISCUSSION

A. The Effect of Price on Customer Satisfaction

Based on the results of testing and data analysis, it was found that the price had no significant effect on customer satisfaction at the Honda Banyuwangi Motor Dealer. So the high or low price offered by the Honda Banyuwangi Motor Dealer has no effect on customer satisfaction. This is because the Honda Banyuwangi Motor Dealer sells several types of quality Honda motorcycle products at affordable prices for all people, from the cheapest to the most expensive. The results of this study are in line with research conducted by (Khuluq et al., 2016; Khoirulloh et al., 2016) which states that price has a positive but not significant effect on customer satisfaction.

B. The Effect of Promotion on Customer Satisfaction

Based on the results of testing and data analysis, it was found that promotion had a positive and significant effect on customer satisfaction at the Honda Banyuwangi Motor Dealer. Promotions are used by the company to introduce products to the wider community so that awareness of Honda motorcycle products is increased. The greater the form of promotion carried out by the company, the more positive it will be on the level of customer satisfaction. Promotions used by Honda Banyuwangi Motor Dealers include cashback, discounts, direct prizes, special events at exhibitions, online marketing promos, PCX touring, and customer gatherings. This study has significant similarities with previous research conducted by: (Azazi et al., 2019; Juniantara and Sukawati, 2018; Hastary et al., 2019; Rokhim et al., 2019; Nasrul, 2019), which shows that promotion has a positive and significant effect on satisfaction customer.

C. The Effect of Service Quality on Customer Satisfaction

Based on the results of testing and data analysis, the results obtained to state that service quality has a positive and significant effect on customer satisfaction at the Honda Banyuwangi Motor Dealer. This can be due to aspects related to service quality that have an impact on customer satisfaction. The aspects of service quality include physical evidence, reliability, responsiveness, assurance, empathy. The quality of service is closely related to customer satisfaction. The quality provided by the company becomes a supporting tool to achieve satisfaction. This is because if there is good service from the company, consumers will feel that there is more treatment given by the company to consumers. In other words, consumers will be satisfied with what has been provided by the company. This study has significant similarities with previous research conducted by: (Sutanto and Japariato, 2013; Kurniasih, 2012; Kamaru and Kurniati, 2017; Purnamasari and Madiawati, 2014; Dennisa and Santoso, 2016; Qomariah, Budiastuti et al., 2020), which shows that service quality has a positive and significant effect on customer satisfaction.

D. The Effect of Price on Customer Loyalty

Based on the results of testing and data analysis, it was found that the price had a negative and insignificant effect on customer loyalty at the Honda Banyuwangi Motor Dealer. From the discussion above, the rejection of this hypothesis indicates that customer loyalty is not significantly influenced by the existing price. So the high or low price offered by the Honda Banyuwangi Motor Dealer has no effect on customer loyalty. This is because the Honda Banyuwangi Motor Dealer sells several types of quality Honda motorcycle products at affordable prices for all people, from the cheapest to the most expensive. Consumers in choosing dealers no longer only look at price but can be due to other factors that have an impact on customer loyalty, such as service quality and promotion via social media or online marketing. The results of this study are in line with research conducted by (Hariyati 2013; Khoirulloh et al., 2016) which states that price has a negative and insignificant effect on customer loyalty.

E. The Effect of Promotion on Customer Loyalty

Based on the results of testing and data analysis, the results showed that promotion had a positive and significant effect on customer loyalty at the Honda Banyuwangi Motor Dealer. The more attractive promotions are made about a product from a company, the more consumers will buy the product. The existence of a massive promotion aimed specifically at Customer Repeat Order Dealer Honda Banyuwangi Motor will create consumer loyalty to repurchase and refer the company to others. This is confirmed by the results of research conducted by: (Suastini and Mandala, 2019; Yulianto et al., 2016; Nasrul 2019; Azazi et al., 2019; Khoirulloh & Haryono, 2016), which show that promotion.

V. CONCLUSION, LIMITATIONS AND SUGGESTIONS

A. Conclusion

Based on the research findings that have been described in Chapter IV, the conclusions in this study are as follows: 1) The test results prove that price has a positive but not significant effect on customer satisfaction. 2) The test results prove that promotion has a positive and significant effect on customer satisfaction. 3) The test results prove that service quality has a positive and significant effect on customer satisfaction. 4) The test results prove that price has a negative and insignificant effect on customer loyalty. 5) The test results prove that promotion has a positive and significant effect on customer loyalty. 6) The test results prove that service quality has a positive and significant effect on customer loyalty. 7) The test results prove that customer satisfaction has a positive and significant effect on customer loyalty.

B. Research Limitations

This research also still has limitations. With these limitations, it is hoped that improvements can be made for future research. The limitations of this study include: 1) The number of variables involved in this study is still very limited, including price, promotion, service quality, customer satisfaction, and customer loyalty. 2) This research only examines one object of research, namely Honda Banyuwangi Motor Dealer Customers.

C. Suggestion

Based on the conclusions obtained in this study, suggestions are proposed as a complement to the results of the study as follows: 1) The results of the study indicate that the price variable has no significant effect on customer satisfaction and loyalty, which means that companies need to evaluate pricing policies in order to maintain customer loyalty. 2) Although the research results show a significant effect of service quality on customer satisfaction and loyalty at Honda Banyuwangi Motor Dealers, companies need to improve service quality, especially on speed, accuracy and responsiveness of employees in serving consumers because fast and precise service quality will lead to customer satisfaction. Thereby fostering customer loyalty. By making a repeat order. In addition, consumers will easily recommend (Word of Mouth) to others to become loyal customers at the Honda Banyuwangi Motor Dealer and do not want to move to other dealers.

c. Further research needs to be done on the factors of price, promotion, service quality, satisfaction, and customer loyalty at another branch Banyuwangi Motor Dealers, to be used as a comparison in developing their business. 3) Further research needs to be done on the factors that influence customer satisfaction and loyalty in addition to price, promotion, service quality of Honda Banyuwangi Motor Dealers such as corporate social responsibility, product quality, company image, and brand image offered. 4) For future research, it is recommended to examine prices, promotions, service quality and satisfaction that affect customer loyalty to other dealers so that they can be used as comparisons and complement further research. 5) For future research, it is recommended to look for a different and wider scope of respondents from this research. The sample used should also be more than the sample in this study; thus, further research can provide a better picture of the effect of price, promotion, service quality and satisfaction on customer loyalty.

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