

# Consumer Satisfaction with Yamaha Motorcycles: A Study of Product Differentiation and Brand Reputation

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## Consumer Satisfaction with Yamaha Motorcycles: A Study of Product Differentiation and Brand Reputation

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**Abstract.** The purpose of this research is to determine the product differentiation, brand reputation and customer satisfaction of Yamaha motorcycle products. A total of 100 samples were collected for the study. Accidental sampling is used in the sampling process. Quantitative data is a type of data. Descriptive and confirmatory testing methods were used in the analysis. Multiple linear regression is used to construct this variable, which consists of product difference (X1), brand reputation (X2) and customer satisfaction (Y) as dependent variables. The results of this study show that differentiated variable products and brand reputation have a positive and important impact on consumer satisfaction. At the same time, product differentiation and brand reputation have a huge impact on customer satisfaction.

**Keywords:** Product differentiation; Brand reputation; Consumer satisfaction.

### Introduction

The national automotive market is still very competitive after the new motorcycle brand goods from abroad (such as China, South Korea, and India) entered the market. Despite this, Indonesian consumers continue to trust Japanese motorcycles as a viable option.

PT. Astra Honda Motor (AHM). PT. Indomotor is an Indonesian automaker (Yamaha). PT. Kawasaki Motor Indonesia and Suzuki Indomobil (Suzuki) (Kawasaki). The Indonesian motorbike assembly industries' competitiveness strategy has pushed each industry to make numerous efforts to ensure its customers through various business sector strategies. Honda and Yamaha are the global industry leaders, and they are attempting to pass on the new developments that are supposed to boost product sales. In addition, from 2017 to 2019, the marketing data of five motorcycle brands in Indonesia.:

Table.1

Data on motorcycle sales in Indonesia from 2017 to 2019

Brands	in		
	2017	2018	2019
Honda	4.385.888	4.759.202	4.910.688
Yamaha	1.348.211	1.455.088	1.434.217
Suzuki	72.191	89.508	71.861
Kawasaki	78.637	78.982	69.766
TVS	1.176	331	898
Jumlah	5.886.103	6.383.111	6.487.430

Sumber: AISI, (2020)

Based on results, such a Honda appears to have a strong impact on marketing each year, controlling 74 percent of all motorcycle marketing in Indonesia. With a significant lead over its closest competitors, Yamaha, this position seems impossible to overcome.

Yamaha continues to provide certainty and dreams to its consumers and customers as a rising automotive industry. Be happy with

them at all times. Yamaha Vega, Yamaha Mio, Yamaha Jupiter, Yamaha Prestige, Yamaha Bison, Yamaha Zion, and Yamaha Scorpio are among the motorcycles sold by several Yamaha commodity distributors in Indonesia.

The fierce rivalry that exists cannot be divorced from the aim of sales operation, which is to share consumer satisfaction. The industry's goods are designed to satisfy customers' needs as a result of receiving satisfaction from the products they purchase. As a result, customer loyalty becomes an important consideration in sales activities. Consumer satisfaction is a post-purchase evaluation in which the assumed ability of the chosen product meets or exceeds expectations prior to purchase. User satisfaction, also known as customer satisfaction, occurs when consumers' impressions of a product's or service's ability match their expectations. Consumer satisfaction leads to a number of important outcomes, including increased consumer loyalty, improved market reputation, reduced price volatility, reduced future negotiations, and increased labor efficiency and capability.

Customer satisfaction is the most important factor in obtaining customer compliance. The industry gains many benefits from achieving high levels of customer satisfaction, including the ability to prevent consumer rotation, reduce consumer sensitivity to inflation, reduce sales deflation fees, reduce operating costs caused by an increase in the number of customers, improve the efficacy of promotions, and improve company credibility. (Fornell in Roshana, 2014).

Customer satisfaction is an integral aspect of the operation process, as is rising Bank Muamalat's market share and overall ranking in the Islamic banking industry.

Brand image, service quality, and consumer value are three independent variables., were evaluated using multiple linear regression analysis on customer satisfaction. Findings revealed that the brand image variable had no significant impact on Muamalat Bank Indonesia customer satisfaction, whereas the variables There was a strong positive correlation between service quality and customer value on the basis of customer satisfaction In Islamic ads. Consumer satisfaction not only does emerge if the object is performs materially but not in line with the customer's requirements, it must additionally perform in accordance with customer expectations. in terms of spirit (Rusmahafi & Wulandari, 2020).

Companies compete to provide outstanding service to customers because customers who are happy are more likely to stay loyal. Findings of the study show that customer value has a favorable impact on customer loyalty and satisfaction. Customers' contentedness and loyalty were definitely and substantially affected by experiential marketing. The aim of this research is to gain a deeper understanding of customer satisfaction, as well as experiential marketing to evaluate what effect does it have on customer retention and loyalty (Abadi et al., 2020).

Understanding the consequences of such factor allows us to better handle clients, balancing perceived quality and perceived value. The findings of the method show that perceived value has a greater impact on consumer satisfaction than perceived quality. a brief introduction Customer satisfaction is a company's target in the corporate world because it contributes to a better competitive place in a competitive market. The empirical study's aim is to determine the effect of both rational factors on customer satisfaction; as a result, the results assist industries in deciding

the best approach for enhancing customer satisfaction. The dependent variable of all rational variables of perceived quality and perceived value is satisfaction. in relation to the article (Samudro et al., 2020).

In today's competitive environment, every organization must be able to develop the appropriate sales strategy in order to retain customer satisfaction. One of the techniques for gaining and maintaining a marketplace is to use product differentiation. Product distinction, according to Kotler & Armstrong (2006), is a technique for accumulating a sequence of meaningful and valuable comparisons to distinguish the industry's proposal from competitors' proposals such that the comparisons stimulated will increase the value that is useful to buyers or consumers. As a result, industry-initiated goods provide added value to the general public as consumers. Product differentiation, according to Simamora (Fauziah, 2015), is an industrial attempt to create differentiation from competitors' goods in order to make it more successful with consumers. Industries with distinct identities want to benefit from qualified capabilities from their competitors. Product differentiation is the key to competing virtue, as the industry is needed to be able to determine significant differences in each product obtained in order for the product to compete with other competitors' products. The typical interpretation of product differentiation is to distinguish one product from another. Another concept of product differentiation is the differentiation of a product within a market so that consumers can select the product that best fits their needs. This is a replacement for consumers sorting products by color, quality, and price. Brand differentiation, also known as product dissimilation, is a marketing technique used by businesses to differentiate their goods from those of competitors.

A good brand name (brand reputation), according to Aaker (in Fathoni, 2015), is an audience assessment of a brand, whether a product or service issued by industry, and defines the respect gained by that industry because of the advantages that exist in that industry.

According to Herbig and Milewicz (in Heryawan, 2011), reputation is the recognition that the industry receives because of its advantages, such as the skills it possesses. As a result, the industry will be able to develop itself in order to offer the most up-to-date conditions. for the fulfillment of consumer wishes once more Industry will come up with a wide range of good names, such as good names for efficiency, sales, product creativity, and so on. Anything successful in the industry will dwindle if it is unable to meet the market's demands.

Brand reputation involves opinions, feelings, and sentiments about a brand's character (cognitive perspective), the effects of using the brand, and the environment in which it is used, as well as the brand's judgments, feelings, and sentiments (affective perspective). Brand credibility is characterized as a user's impression of a brand, as well as a reference to a brand, as represented by the various types of brand federations stored in the customer's memory. While brand federations come in a variety of shapes and sizes, they can be divided into two types: performance associations and imaginary associations based on brand characteristics and benefits (Peter & Olson, in Febrianti 2012).

## **Literatur Review**

### **The Product differentiation and its relationship and satisfaction of customers**

The industry's differentiating the product strategy would be able to capture the interest of customers. Differentiation has connections to customer satisfaction and may influence it. product creations that have certain features in common with rival goods and balance consumer needs or expectations in order to achieve customer satisfaction (Porter, in Rahmawati, 2015). The accumulated value of characteristics that an industry forms for consumers in the chain value in meeting all customer expectations such that consumer loyalty is realized is the degree of global differentiation of an industry.

### Relationship between Brand Reputation and Consumer Satisfaction Brand

Consumer expectations, as well as a reference to brands, are described as reputation. Budi Hermawan used a source of research that revealed a broad relationship demonstrating an abstract impact of brand credibility on customer satisfaction. Not only is it based on research conducted by Budi Siswanto, but the findings of the research often demonstrate the brand credibility has a favorable influence on customer satisfaction, according to Aditi Sarkar Sengupta Meter. S. Balaji C. Krishnan also demonstrated that brand value affects customer loyalty.

### Thinking Framework and Hypotheses

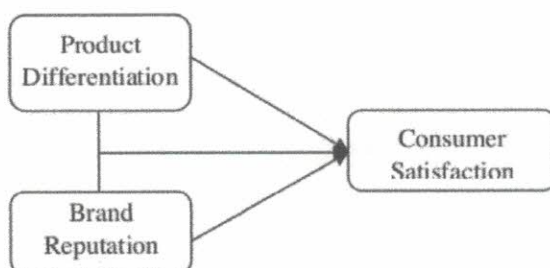


Figure .1 Framework Hypothesis

### Hipotesis

1. Customer satisfaction is affected by the product differentiation as well as the brand's reputation.
2. Product differentiation has a favorable effect on client satisfaction
3. Customer satisfaction is influenced by brand reputation

### Research Methodology

The authors use survey research in this study since it is conducted by referencing a sample of the population and collecting data from respondents through a questionnaire. This argument is in line with Sugiyono's (2012: 2) opinion that "survey research is research that uses a questionnaire to quote a sample from the population." In the meantime, the descriptive approach was used in this analysis. confirmatory. Despite the fact that the variables used in this analysis are:

1. A variable that influences or induces a difference in the appearance (binding) of a dependent variable is known as an independent variable. Product differentiation and brand reputation are the study's independent variables.
2. The The exploratory and descriptive approaches were chosen in this study. the independent variable or is the outcome of it. Customer satisfaction is the dependent variable in this analysis.

All Yamaha Motorcycle Communities in Kuningan Regency with an unknown population are included in this study's population. Since the population's size is difficult to determine in a specific way, the concept of determination is determined by determining the number of samples to be used.

Most research may be completed with a sample size of greater than 30 but less than

500 people. As a result, a sample of 100 respondents can be collected for this study. The sample used as fact in this report, on the other hand, is a subset of the total population of the Yamaha motorcycle group in Kuningan Regency. When selecting a sample from a population, it is necessary to make every effort to ensure that each person has increased in population and has increased in the population of being a representative part of the sample. The researcher's sample selection process was as follows: Accidental sampling, or the sample collection structure based on interests, is a form of sampling that occurs by chance.

The method of obtaining the information required by the method using "questionnaires (questionnaires)" is a set of reported problems for obtaining data from respondents in terms of personal or familiar circumstances. The respondent's research on Product Differentiation, Brand Reputation, and Consumer Satisfaction, which is distributed to the Yamaha motorcycle group in Kuningan Regency, raises an issue, according to the author.

Meanwhile, the descriptive analysis and verification procedures used in this research were descriptive research and verification with linear regression with multiple variables using the SPSS type 20.0. The equation for multiple linear regression is as follows:

Information:

- Y = dependent variable (customer satisfaction)
- A = constant
- $b_1$  = parameter (overall measurement value)  $X_1$
- $b_2$  = parameter (overall measurement value)  $X_2$
- $X_1$  = independent variable (product differentiation)

$X_2$  = independent variable (brand reputation)

## Results and Discussion

### 1.1 Descriptive analysis

#### a. Descriptive analysis of product differentiation

**Table.1 Descriptive Variable Product Differentiation**

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation
TOTAL_DP	100	11,00	28,00	39,00	35,5700	3,17902
Valid N (listwise)	100					

Source: data processing results SPSS 20 for windows

With such a total sample of 100 respondents, the minimum mean of product differentiation is 28 and the highest value is 39, with an average of 35.5700, a variance of 11, and a standard deviation of 3.17902 for all respondents. The product differentiation indicator designs with the lowest ratings.

#### b. Descriptive analysis of Brand Reputation Variable

**Table.2 Descriptive Variable Brand Reputation**

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation
TOTAL_RM	100	15,00	22,00	37,00	30,9100	3,49052
Valid N (listwise)	100					

Source: Data processing result SPSS 20 for windows

Terlihat bahwa nilai reputasi merek terendah adalah 22, nilai tertinggi 37, dan rata-rata 30.9100., rentang atau range sebesar 15 serta nilai standar deviasi.

sebesar 3,49052 dari keseluruhan responden. Nilai terendah dari reputasi merek adalah keunikan.

### c. Analisis Deskriptif Variabel Kepuasan Konsumen

**Table.3 Descriptive Variable Customer Satisfaction**

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. Deviation
TOTAL_JK	100	13,00	22,00	35,00	28,6700	2,78181
Valid N (listwise)	100					

Source : Data processing results SPSS 20 for windows

Customer satisfaction ranges from 22 to 35, with an average of 28.6700, a variance of 13 points, and a standard deviation of 2.78181 for all respondents.

### Multiple linear regression analysis

**Table 4. Result of multiple linear regression analysis**

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7,112	2,065	
	TOTAL_DP	,197	,082	,225
	TOTAL_RM	,471	,075	,589

Source : Data processing results SPSS 20 for windows

Then the multiple linear regression equation can be formulated as follows:

$$Y = 7112 + 0,197 X_1 + 0,471 X_2$$

The following is a breakdown of the above equation:

1.  $B_0$  (a) *Constant* = if there is no product differentiation and no brand reputation, the customer satisfaction score is 7112. The value 7112 is derived from other variables not investigated in this analysis.

2.  $B_1$  = If the value of product differentiation rises by 1% and the value of brand reputation remains intact, the value of customer satisfaction rises by 0.197.
3.  $B_2$  = If the value of a brand's reputation rises by 1% while product differentiation remains unchanged, the value of customer satisfaction rises by 0.471 percent.

### 1.2 Determination analysis of

A customer satisfaction variable with an R-squared value of 0.587 can be explained by 58.7% by product differences and brand reputation variables that influence customer satisfaction, or 58.7% for variable product differences and brand reputation variables that influence customer satisfaction. The remaining 41.3 percent is clarified because it is affected by other variables not investigated in this report.

### 1.3 Hypothesis testing

- a. **Simultaneous hypothesis testing is a method of testing several hypotheses at the same time (f-test)**

**Table 5. Simultaneous test results (f-test)**

Model		F	Sig.
1	Regression	68,328	,000 <sup>b</sup>
	Residual		
	Total		

Source : the results of data processing SPSS 20 for windows.

Using table F to get  $F_{\alpha}$  (table) of 3.24 and based on the table obtained above, use  $\alpha = 5\%$   $df = nk-1$  or  $100-2-1 = 97$  F table values. 3.09 to be exact Since the value  $> (68.328 > 3.09)$ , if  $H_0$  is refused and  $H_a$  is approved because

the significance amount is  $0.000 < 0.05$ . approved, implying product differentiation as well as brand reputation have pleasure doing it major impact in terms of customer satisfaction with Yamaha motorcycles.

**a. Partial hypothesis (t-test)**

**Table 6. Partial test result (t-test)**

Model		t	Sig.
1	(Constant)	3,445	,001
	TOTAL_DP	2,393	,019
	TOTAL_RM	6,256	,000

Source : results of data processing SPSS 20 for windows

The t-table value is 1,661 for the t-table value  $\alpha = 5\%$  and  $df = nk-1$  or  $100-2-1 = 97$ , the results of hypothesis testing the impact of the differences in products ( $X_i$ ) on customer product's influence difference variable's t value was 2.393 times that of the t table ( $2.393 > 1.661$ ), with a degree of importance of  $0.001 < 0.05$ . As a result,  $H_0$  is denied. while  $H_a$  is a valid phrase, implying product differentiation has positive impact to satisfaction of customers.

The outcomes of hypothesis test in the impact in brand reputation ( $X_2$ ) on customer satisfaction, with t-table value  $\alpha = 5\%$  and  $df = nk-1$  or  $100-2-1 = 97$ , yield a t-table value of 1.661. The brand reputation variable has a t value of 6.256, which is higher than the t table value ( $6.256 > 1.661$ ), and a significance level of  $0.019 < 0.05$ . As a result,  $H_0$  is rejected while  $H_a$  is approved, suggesting that brand reputation on Customer satisfaction is increased as a result of this..

Findings of this research support previous theory as well as the concept mentioned at the outset of the study: there is a strong link between product differentiation

and customer satisfaction. In the eyes of customers, the product of differentiation will share value, as well as the value that is supposed to affect options and high customer expectations. Porter (1993: 120) claims that the industry uses a differentiation strategy to generate value for consumers by creating unique or different goods.

The findings of the brand reputation study support the previous hypothesis, as well as the concept mentioned at the outset of this study that there is a clear correlation. link between Brand reputation and Customer satisfaction. A large relationship proves an abstract impact of brand credibility on customer satisfaction, according to Gianfranco Walsh et al (2006). Suryanto et al. (2002) conducted research that demonstrated the impact of credibility on customer satisfaction.

**DISCUSSION**

1. Customer satisfaction is influenced by product differentiation and brand reputation at the same time

It can be shown from the results of simultaneous knowledge analysis that There is a significant relationship between the independent variable and the dependent variable can be shown in F counts of 68, 328 since  $F\_count > F\_table$  (4, 7083, 09) Until  $H_0$  is rejected and  $H_a$  is approved, the degree of significance is  $0,05 < 0.05$ , indicating Product differentiation and Brand reputation have positive and significant impact in customer satisfaction. Explain how product differentiation and brand reputation have an effect on customer loyalty as they happen at the same time.

Differentiation has connections to customer satisfaction and may influence it. Customer satisfaction can be achieved by



creating goods that have the attributes of rival products and meet the needs or preferences of customers.

Furthermore, reputation is the perceived quality that is combined with the designation (brand name) or is the user's trust in the service facilitator's good designation. Customer satisfaction is influenced by a company's credibility.

The findings of this study are consistent with those of Karina Utami Anastuti and Zainul Arifin Wilopo (2014), who found that product differentiation has a big impact on customer satisfaction. Not only that, according to Thariz Baharmal et al (2014), product differentiation has positive impact in customer satisfaction. Not only that, but findings of Puji Isyanto, et al. (2012) show that product differentiation can improve customer satisfaction. Furthermore, the research findings of Fuji Fauji (2012) show that product differentiation has a positive impact on customer satisfaction

Furthermore, Gianfranco Walsh et al. (2006) found a significant relationship between brand reputation and customer satisfaction. Not only that, but Budi Siswanto (2011) cites research that shows brand reputation has a beneficial effect on customer satisfaction and appropriate. Furthermore, according to Roshana G (2014), brand reputation has a huge effect on client satisfaction.

## 2. The Effect of Product Differentiation in Customer Satisfaction

Product differentiation effect on client satisfaction substantial impact in consumer satisfaction, according to a partial test.  $T_{\text{value}} > T_{\text{table}}$  (2.393 > 1.661) with a

significance level of  $0.019 < 0.05$  demonstrates this.

The findings of this study are consistent with previous research (Robert Grant, 1997: 202). Differentiation encompasses not only the physical characteristics of products and services, but also all objects associated with those products or services that have an impact on the product's value. Consumers are looking at products. Differentiated results can provide consumers with value, as well as values that can influence consumer demand and choice of expected value. Porter (1993: 120) believes that the industry uses a differentiation strategy to create value for consumers by producing unique or different products.

Not only that, but research by Karina Utami Anastuti and Zainul Arifin Wilopo (2014) shows that product differentiation matters. Not only is consumer satisfaction important, but research conducted by Taliz Bahamar De Javata Srikandi Kumaji Yusri Abdila (2014) shows that product differentiation variables have a significant impact. Not only that research conducted by Thariz Baharmal et al (2014) proves product differentiation has positive effect in consumer satisfaction, but also that research conducted by Puji Isyanto, et al (2012), Not only does research for Fuji Faujiah (2012) show that product differentiation can improve customer satisfaction, but it also shows that product differentiation can improve customer happiness

As a result, there is a link between product differentiation and customer satisfaction, which is supported by a number of studies that show that product differentiation has a favorable effect on client satisfaction. Customer satisfaction is influenced significantly.

### 3. Customer satisfaction and the influence of brand reputation.

Several studies have demonstrated that brand reputation has a major and positive influence impact in terms of customer satisfaction. The value of  $t_{count} > t_{table}$  (6, 2561, 661) proves this, and the significance level is  $0,000 < 0.05$ .

The findings of this study agree with those of Gianfranco Walsh et al. (2006), who found a significant relationship for brand reputation and customer satisfaction. Suryanto and some. (2002) also proved the effect of reputation on consumer satisfaction in the study that was conducted.

According to research conducted by Budi Siswanto (2011), It is beneficial to have a strong Brand reputation. consumer contentedness, additionally, research conducted by Aditi Sarkar Sengupta et al, also proves that term reputation has a favorable influence on consumer satisfaction; finally, Gianfranco Walsh, et al (2006) reported a large relationship proving an abstract effect. or clients and some research show that brand reputation has significant Customer satisfaction is affected

### Kesimpulan

The following conclusions can be drawn based on research findings and reviews:

1. Consumer satisfaction in the Yamaha motorcycle community in Kuningan Regency is influenced by product differentiation and brand reputation
2. In the Yamaha motorcycle community in Kuningan Regency, product differentiation has a favorable and significant Customer satisfaction is affected

3. Yamaha Motorcycle Community in Kuningan Regency, brand reputation has an important and positive influence on consumer contentedness.

Researchers have shared recommendations that are expected to be useful, based on research on the effect of the commodity differentiation in addition brand reputation in consumer contentment of Yamaha motorcycle products. These suggestions include:

1. Companies must create a more appealing concept in order to achieve optimal customer satisfaction when producing product differentiation to increase customer satisfaction.
2. Companies must improve more appealing characteristics in order to achieve more optimal customer satisfaction when developing a brand reputation to increase customer satisfaction.
3. To obtain better results in future research, it may be necessary to increase other aspects of the independent variable, such as brand perceptions, price, and product quality. We also intend to use samples from other business categories.

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