


# The influence of product quality, price perception and brand image on consumer satisfaction of Yamaha NMAX Motorcycles in Denpasar Bali

Putu Ayu Lalita Srivisakha<sup>1</sup>, Trianasari<sup>2</sup>, Ni Made Suci<sup>3</sup>

<sup>1,2,3</sup>Magister Management, Ganesha Educational Universities, Singaraja

Article Info	ABSTRACT
<b>Keywords:</b> Product Quality, Price Perception, Brand Image, Satisfaction	The aim of this research is to ascertain how two or more factors interact. The research location is the Yamaha Agung Motor Dealer. The subjects in this research were all customers who used Yamaha NMAX motorbikes in the Denpasar Bali area. The impact of brand image, pricing perception, and product quality on customer satisfaction is the focus of this study. Purposive sampling was used to select 190 participants to become the research sample. Google Forms was used to complete the questionnaire as part of the data collection strategy. This research uses multiple linear analysis methods to determine how big the influence of several independent and dependent variables is. The research results show: (1) The Yamaha NMAX motorcycle customers in Denpasar's consumer satisfaction is largely influenced by product quality, as indicated by the product quality variable's significance value of 0.000, which is less than the predetermined significance threshold of 0.05. (2) the variable pricing on consumer satisfaction finds that pricing has a somewhat significant impact on customer satisfaction, with a significance value of 0.001, which is less than the designated significance threshold of 0.05 using Yamaha NMAX motorbikes in Denpasar. (3) variable Brand image on consumer satisfaction obtained a significance value of 0.040, below the predetermined 0.05 level of significance, indicating that brand image has a somewhat meaningful impact on consumer satisfaction of Yamaha NMAX motorbike users in Denpasar.
This is an open access article under the <a href="#">CC BY-NC</a> license 	<b>Corresponding Author:</b> Putu Ayu Lalita Srivisakha Magister Management, Ganesha Educational Universities, Singaraja <a href="mailto:Lalitasrivisakha05@gmail.com">Lalitasrivisakha05@gmail.com</a>

## INTRODUCTION

Globalization changes the dynamics of competition faced by companies in various fields throughout almost the world, including in Indonesia. Another problem that then arises in the company's market is if the products produced by a company are similar products, this increases marketing competition within one company with other companies. Companies must be able to change themselves to become stronger and able to respond to market needs and desires. Companies that have a strong marketing strategy will be able to compete in an increasingly competitive business environment. It will be more difficult for companies to retain existing customers than to create new customers, therefore customer

satisfaction is something that must be created. Various factors can create consumer satisfaction, one of which is product quality. Kotler and Keller (2018: 164) define product quality as an item's capacity to deliver outcomes or performance that either equal or surpass consumers' expectations. To achieve the product quality that consumers want, quality standardization is needed.

The company also tries to create customer satisfaction through pricing. According to Tjiptono (2019: 210) price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of a product or service. Irawan (2020:37) stated that for sensitive consumers, usually setting the right price is a significant factor in happiness as it provides excellent value for the money.

Another factor that can influence consumer satisfaction is brand image. According to Firmansyah (2019:60) brand image is a perception that appears in the minds of consumers when they remember a brand of a particular product. The Indonesian automotive industry continues to grow and shows positive conditions amidst the slowdown in the national economy this year, based on information from the Indonesian Motorcycle Industry Association (AIS). Last year, the number of motorbike sales in Indonesia was 5,221,470 units, of which the largest sales were automatic motorbikes which remained the best-selling with a contribution of 3.24 percent of the national market share last year. Several factors that explain the high automotive sales in Indonesia are the large market potential, supported by fairly good economic fundamentals in Indonesia, making the purchasing power of the Indonesian people have good prospects for the automotive industry. Second, the growth of the Indonesian middle class is estimated to reach 105 million people.

Of the many motorbike brands circulating in this country, Yamaha is the motorbike brand that still dominates sales compared to other brands. And one of them is the Yamaha Nmax, which is a motorbike product that consumers are interested in. Yamaha NMAX is an automatic transmission scooter model produced by PT Yamaha Indonesia Motor Manufacturing (YIMM), a subsidiary of Yamaha Motor Company based in Indonesia. Yamaha NMAX is the motorbike that is most popular with Indonesian people because it has many advantages compared to other motorbikes. The Yamaha NMAX motorbike is equipped with the latest features and technology which makes the NMAX stylish with a futuristic design, equipped with brakes with ABS brake system technology, the auxiliary switch works when the engine cannot be started from the standard side, the engine power is greater and uses fuel injection technology for combustion. the engine is more perfect and more environmentally friendly, with more economical fuel consumption. Luxurious high-end design in the style of European motorbikes, as well as a comfortable sitting posture.

Apart from that, the company also uses the right pricing strategy to create consumer satisfaction. Yamaha NMAX has a fairly affordable price among motorbikes with large motor bodies. The company is trying to build a good image in the minds of users with the reputation of the Yamaha NMAX motorbike as a dream bike, which is proven by being named the happiest type of motorbike in the 2022 Riding Happiness Index (IKB) award event. Yamaha NMAX managed to achieve the highest percentage compared to other brands. other similar motorbikes. From the results of the 2022 Driving Happiness Index

(IKB) award event, the Yamaha NMAX received an award with a percentage of 20.3%, while the Honda PCX received an award with a percentage of 4.5%, thus showing that the Yamaha NMAX is in great demand and is the choice of motorbike users.

In the Denpasar Bali area, interest in Yamaha NMAX motorbikes can be said to be quite high. However, based on the results of an interview with the General Manager Sales of Yamaha Bisma Central Denpasar, it was stated that sales of Yamaha NMAX motorbike products had decreased. In fact, for some time before, 150cc automatic scooter models such as the NMAX were the best sellers, so consumers had to pivot. However, recently, demand for Yamaha NMAX has actually decreased, this is because consumers have switched to Yamaha Aerox, which has released products with new colors and graphics. This fresher color and graphic variant is adapted to the character of young-minded drivers who want to appear more impressive, sporty and stylish. This was also stated by a used motorbike seller in the Denpasar area, namely Fahri Motor, that Yamaha NMAX sales experienced a very drastic decline, in a month the seller only sold 1 to 2 units, in contrast to previously who could sell up to 5 units of Yamaha NMAX products in one month. . This is because the Yamaha NMAX seems to lack innovation in terms of design and features which are considered the same as previously released products.

## METHODS

Quantitative research methodology was employed in this study. Quantitative research methods are research based on methodology which intends to measure data and often uses statistical analysis to evaluate preconceived notions (Sugiyono, 2018:5). Quantitative researchers formulate particular hypotheses and then gather data to confirm or refute these predictions in order to test theories. This study will employ a quantitative analytical strategy based on statistical data as its research methodology. This approach will require careful measurement of variables related to the object of research, with the aim of producing conclusions that can be applied generally, independent of the specific context of time, location and situation. Data based on how to obtain it consists of primary data and secondary data.

This study employed primary data for its analysis. Primary data are those that are taken straight from the source, either written down or verbally. The answers to a research questionnaire about the impact of brand image, pricing perception, and product quality on customer satisfaction for Yamaha NMAX motorcycles serve as the major source of data for this study.

## RESULTS AND DISCUSSION

### Respondent Characteristics

**Table 1** Respondent's Gender

Gender	Frequency	Percentage
Male	102	53,7%
Female	88	46,3%
Total	190	100%

Based on Table 1, it can be seen that 102 respondents were male (53.7%) while 88 female respondents (46.3%) indicated that the majority of respondents were male.

a. Age

The ages of respondents in this study were grouped into four, namely between 17 - 30 years, 31 - 40 years, 41 to 50 years and more than 50 years. The results of data tabulation obtained the characteristics of respondents based on age as follows.

**Tabel 2** Ages of Respondents

Age	Frequency	Percentage
17 - 30 Year	78	41,1%
31 - 40 Year	50	26,3%
41 - 50 Year	33	17,4%
More than 50 Year	29	15,3%
Total	190	100%

According to Table 2, it is evident that there were 78 respondents aged between 17 and 30 years (41.1%), 50 people aged between 31 and 40 years (26.3%), 33 people aged between 41 and 50 years (17.4%) and 29 people (15.3%) were over 50 years old, indicating that most responders, who ranged in age from 17 to 30.

b. Income

Respondents' income in this study was grouped into three, namely less than IDR 3,000,000, between IDR 3,000,001 to IDR 5,000,000 and more than IDR 5,000,000. The results of the data tabulation show that the respondents' characteristics according to their income are as follows.

**Tabel 3** Respondents' Income

Income	Frequency	Percentage
Less then Rp 3.000.000	47	24,7%
Rp 3.000.000 - Rp 5.000.000	81	42,6%
More then Rp 5.000.000	62	32,6%
Total	190	100%

Berdasarkan Based on Table 3, it can be seen that 47 people (24.7%) had an income of less than IDR 3,000,000, 81 people (42.6%) had an income between IDR 3,000,000 and IDR 5,000,000 and 81 people had an income of more than IDR 5,000,000 as many as 62 people (32.6%) indicating because most respondents' monthly incomes range from IDR 3,000,000 to IDR 5,000,000.

### Description of Research Variables

Descriptions of research variables are used to interpret respondents' assessments of research variables. Below is presented the respondent's assessment of each research variable.

a. Product Quality ( $X_1$ )

Respondents' assessments of The presentation of each indication inside the product quality variable ( $X_1$ ) as follows.

**Table 4** Frequency of Answers to Product Quality Variables ( $X_1$ )

Indicator	Frequency										Total
	SS	%	S	%	CS	%	TS	%	STS	%	
X1.1	43	22,6	103	54,2	11	5,8	33	17,4	0	0	190
X1.2	49	25,8	101	53,2	10	5,3	30	15,8	0	0	190
X1.3	52	27,4	85	44,7	26	13,7	27	14,2	0	0	190
X1.4	52	27,4	83	43,7	26	13,7	29	15,3	0	0	190
X1.5	50	26,3	91	47,9	21	11,1	28	14,7	0	0	190
X1.6	40	21,1	108	56,8	14	7,4	28	14,7	0	0	190
X1.7	54	28,4	81	42,6	19	10,0	36	18,9	0	0	190
Average	49	25,6	93	49,0	18	9,5	30	15,9	0	0	190

Table 4 illustrates how seven indicators are used to quantify the product quality variable ( $X_1$ ). The first indicator regarding performance, most responders gave an affirmative response, 103 people (54.3%). The second indicator regarding durability, the majority of respondents agreed with 101 people (53.2%). The third indicator regarding conformance to specification (conformity with specifications), most responders provided affirmative responses, 85 people (44.7%). The fourth indicator regarding reliability, most responders gave an affirmative response, 83 people (43.7%). The fifth indicator regarding features, most responders provided affirmative responses, 91 (41.9%). The sixth indicator regarding aesthetics, most responders provided affirmative responses, 108 (56.8%). And the seventh indicator regarding perceived quality (impression of quality), most responders provided affirmative responses, 81 people (42.6%).

Based on the description Given the variable measuring product quality ( $X_1$ ), it is evident that on average the majority of respondents answered in the affirmative, 93 people (49%), indicating that the quality of Yamaha NMAX motorbike products was perceived as good.

b. Price Perception ( $X_2$ )

Respondents' assessments of each price perception variable ( $X_2$ ) indication is displayed as follows.

**Table 5** Frequency of Answers to the Price Perception Variable ( $X_2$ )

Indicator	Frequency										Total
	5	%	4	%	3	%	2	%	1	%	
X2.1	59	31,1	97	51,1	7	3,7	27	14,2	0	0	190
X2.2	66	34,7	83	43,7	22	11,6	19	10,0	0	0	190
X2.3	52	27,4	102	53,7	21	11,1	15	7,9	0	0	190
X2.4	43	22,6	102	53,7	27	14,2	18	9,5	0	0	190
Average	55	28,9	96	50,5	19	10,1	20	10,4	0	0	190

Table 5 shows that four indicators are used to measure the price perception variable ( $X_2$ ). The first indicator regarding price affordability, most responders provided affirmative responses, 97 people (51.1%). The second indicator regarding the suitability of price to product quality, the majority of respondents agreed, 83 people (43.7%). The third indicator

concerns the suitability of price with benefits. Most responders gave an affirmative response, 102 people (53.7%). The fourth indicator regarding price competitiveness, most responders gave an affirmative response, 102 people (53.7%).

Based on the description of the price perception variable (X<sub>2</sub>), it can be seen that on average the majority of respondents answered in the affirmative, 96 people (50.5%), indicating that the price setting for Yamaha NMAX motorbikes was perceived well.

c. Brand Image (X<sub>3</sub>)

Respondents' assessments of each indicator in the brand image variable (X<sub>3</sub>) are presented as follows.

**Table 6** Frequency of Answers to Brand Image Variables (X<sub>3</sub>)

Indicator	Frequency										Total
	5	%	4	%	3	%	2	%	1	%	
X3.1	64	33,7	84	44,2	16	8,4	26	13,7	0	0	190
X3.2	71	37,4	84	44,2	8	4,2	27	14,2	0	0	190
X3.3	54	28,4	97	51,1	12	6,3	27	14,2	0	0	190
X3.4	64	33,7	81	42,6	30	15,8	15	7,9	0	0	190
Average	63	33,3	87	45,5	17	8,7	24	12,5	0	0	190

Table 6 shows that the variable associated with brand image (X<sub>3</sub>) is measured through four indicators. The first indicator regarding the brand attracted the majority of participants who provided affirmative responses, 84 people (44.2%). The second indicator regarding the brand is pleasant, the majority of participants who provided affirmative responses, 84 people (44.2%). The third indicator regarding brands is social status symbols. The majority of participants who provided affirmative responses, 97 people (51.1%). The fourth indicator regarding the brand having a good reputation, the majority of participants who provided affirmative responses, 81 people (42.6%).

Based on the description of the brand image variable (X<sub>2</sub>), it can be seen that on average the majority of respondents answered in the affirmative, 87 people (45.5%), indicating that the Yamaha NMAX motorbike brand image was perceived well.

d. Consumer Satisfaction (Y)

Respondents' assessments of each indicator in the consumer satisfaction variable (Y) are presented as follows.

**Table 7** Frequency of Answers to the Consumer Satisfaction Variable (Y)

Indicator	Frequency										Total
	5	%	4	%	3	%	2	%	1	%	
Y.1	64	33,7	87	45,8	14	7,4	25	13,2	0	0	190
Y.2	46	24,2	97	51,1	24	12,6	23	12,1	0	0	190
Y.3	31	16,3	122	64,2	18	9,5	19	10,0	0	0	190
Y.4	38	20,0	107	56,3	33	17,4	12	6,3	0	0	190
Average	45	23,6	103	54,3	22	11,7	20	10,4	0	0	190

Based on Table 7, it can be seen that the consumer satisfaction variable (Y) is measured through four indicators. The first indicator regarding repurchase was that the



majority of participants who provided affirmative responses, 87 people (45.8%). The second indicator regarding creating word of mouth, the majority of participants who provided affirmative responses, 97 people (51.1%). The third indicator regarding creating a brand image, the majority of participants who provided affirmative responses, 122 people (64.2%). The fourth indicator regarding making purchasing decisions, the majority of participants who provided affirmative responses, 107 people (56.3%).

Based on the description of the consumer satisfaction variable (Y), it can be seen that on average 10 respondents answered in the affirmative (54.3%), which indicates that consumer satisfaction with Yamaha NMAX motorbikes is perceived as good.

### Classic Assumption Test

#### a. Multicollinearity Test

To determine if the regression model detects a link between each variable, the multicollinearity test is employed. To determine whether there is multicollinearity in this research, look at the variance inflation factor (VIF) value. It may be concluded that there is no evidence of multicollinearity between the independent variables if the VIF score is less than 10. The multicollinearity test results are displayed as follows.

**Table 8** Multicollinearity Test Results

Variabel	VIF	Description
Product Quality ( $X_1$ )	4,197	Multicollinearity does not occur
Price Perception ( $X_2$ )	3,742	Multicollinearity does not occur
Brand Image ( $X_3$ )	5,095	Multicollinearity does not occur

Based on Table 8, it can be seen that the results of the multicollinearity test for product quality variables ( $X_1$ ), price perception ( $X_2$ ), brand image ( $X_3$ ) and consumer satisfaction (Y) show that each variable obtained a VIF value of less than 10 so it can be interpreted that this did not happen. multicollinearity.

#### b. Heteroscedasticity Test

When determining if there is an inequality in variance or residuals from one observation to another in a regression model, the heteroscedasticity test is utilised. In this study, the Glejser test was utilised to assess heteroscedasticity using SPSS version 26. Heteroscedasticity is not observed if the significance value is greater than 0.05.

**Table 9** Heteroscedasticity Test Results

Variabel	Sig	Description
Product Quality ( $X_1$ )	0,313	Heteroscedasticity does not occur
Price Perception ( $X_2$ )	0,384	Heteroscedasticity does not occur
Brand Image ( $X_3$ )	0,067	Heteroscedasticity does not occur

Based on Table 9, it can be seen that the results of the heteroscedasticity test for the variables product quality ( $X_1$ ), price perception ( $X_2$ ) and brand image ( $X_3$ ) on the absolute residual value show that each variable obtained a significance value of more than 0.05 so it can be interpreted that this did not happen. heteroscedasticity.

c. Normality test

The residual values are tested for normality to see if they are distributed regularly or not. This study's normalcy test was conducted with SPSS version 26 and the Kolmogrov-Smirnov test technique. The data must be regularly distributed if the significance value is greater than 0.05. The following is how the normalcy test results are shown.

**Table 10** Normality Test Results

Variabel	<i>Asymp Sig</i>	Description
<i>Unstandarized Residual</i>	0,062	Normally Distributed

Based on Table 10, it can be seen that the results of the normality test on the unstandardized residual values of the product quality variables (X1), price perception (X2), brand image (X3) and consumer satisfaction (Y) show that the asymp sig or probability value obtained is 0.062 which is greater than 0.05 so it can be interpreted that the data used and obtained in this study are normally distributed.

d. Linearity Test

The linearity test is used to see whether the model built has a linear relationship or not. The linearity test in this research was carried out by looking at the significance value in the results of the test for linearity using SPSS version 26. The condition is that if the significance value is  $<0.05$  then there is a significant linear relationship between the independent variable and the dependent variable. The results of the linearity test are presented as follows.

**Table 11** Linearity Test Results

Variabel	Sig	Description
Product Quality (X <sub>1</sub> )	0,000	there is a linear relationship
Price Perception (X <sub>2</sub> )	0,000	there is a linear relationship
Brand Image (X <sub>3</sub> )	0,007	there is a linear relationship

Price perception (X2) and brand image (X3) on consumer satisfaction (Y) show that each variable obtained a significance value of less than 0.05 so it can be interpreted that there is a linear relationship between the independent variable and the dependent variable in this research.

### Hypothesis Testing

a. F Test

The link between independent variables that are simultaneously impacting the dependent variable is determined using the F test. The rules state that there is a significant link between the independent and dependent variables at the same time if the significance value is less than 0.05. The results of the F test are displayed as follows.

**Table 12** F Test Results

Variabel	Sig	Description
Product Quality (X1), Price Perception (X2), Brand Image (X3)	0,000	Signifikan

Based on Table 12, it can be seen that the results of testing the influence of product quality (X1), price perception (X2) and brand image (X3) on consumer satisfaction (Y)



obtained a significance value of 0.000 which is smaller than the specified significance level of 0.05 which means that product quality (X<sub>1</sub>), price perception (X<sub>2</sub>) and brand image (X<sub>3</sub>) simultaneously have a significant effect on consumer satisfaction (Y) of NMAX motorbike users in Denpasar.

#### b. T Test

The t test is used to find the relationship between independent variables partially influencing the dependent variable. The provisions are that if the significance value is <0.05 then partially there is a significant relationship between the independent variable and the dependent variable. The t test results are presented as follows.

**Table 13** t test results

Variabel	Sig	Description
Product Quality (X <sub>1</sub> )	0,000	H <sub>1</sub> accepted
Price Perception (X <sub>2</sub> )	0,001	H <sub>2</sub> accepted
Brand Image (X <sub>3</sub> )	0,040	H <sub>3</sub> accepted

The following illustrates how each independent variable affects the dependent variable based on the findings of a hypothesis test using the t test.

1. After examining the impact of product quality variables on consumer satisfaction, the results showed that product quality partially significantly affects consumer satisfaction with motorcycle riders. This is indicated by the significance value of 0.000, which is less than the predetermined significance level of 0.05 and leads to the rejection of H<sub>0</sub> and the acceptance of H<sub>1</sub>. Yamaha NMAX in Denpasar.
2. A significance value of 0.001, less than the predetermined significance level of 0.05, was obtained from the testing of the pricing variables' impact on consumer satisfaction. This means that H<sub>0</sub> is rejected and H<sub>2</sub> is accepted, indicating that partial pricing significantly affects customer satisfaction with motorcycle riders. Yamaha NMAX in Denpasar.
3. A significance value of 0.040 was obtained from the testing of the brand image variable's impact on consumer satisfaction. This value is less than the predetermined significance level of 0.05, meaning that H<sub>0</sub> is rejected and H<sub>3</sub> is accepted. This suggests that brand image has a partially significant impact on consumer satisfaction among motorcycle riders. Yamaha NMAX in Denpasar.

#### Multiple Linear Regression Analysis

To ascertain the direction and degree of the independent variable's effect on the dependent variable, multiple linear regression analysis was performed. The following is a presentation of the multiple linear regression analysis findings.

**Table 14** Results of Multiple Linear Regression Analysis

Variabel	Beta	Sig	Description
Constant	105,003		
Product Quality (X <sub>1</sub> )	0,330	0,000	Signifikan
Price Perception (X <sub>2</sub> )	0,242	0,001	Signifikan
Brand Image (X <sub>3</sub> )	0,157	0,040	Signifikan

The influence of product quality, price perception and brand image on consumer satisfaction of Yamaha NMAX Motorcycles in Denpasar Bali—Putu Ayu Lalita Srivisakha et.al

Based on Table 14, a regression equation is obtained which describes the influence of product quality (X1), price perception (X2) and brand image (X3) on consumer satisfaction (Y) of Yamaha NMAX motorbike users in Denpasar, as follows.

$$Y = 100,003 + 0,330X_1 + 0,242X_2 + 0,157X_3 + e$$

- The constant value is 1005.003, which means that if the value of the variables product quality (X1), price perception (X2) and brand image (X3) is equal to zero then consumer satisfaction (Y) is a constant, namely 105.003.
- The coefficient value ( $\beta_1$ ) is positive 0.330, meaning that the better the product quality, the satisfaction of consumers using Yamaha NMX motorbikes in Denpasar will increase.
- The coefficient value ( $\beta_2$ ) is positive 0.242, meaning that the better the price setting, the satisfaction of consumers using Yamaha NMX motorbikes in Denpasar will increase.
- The coefficient value ( $\beta_3$ ) is positive 0.157, meaning that the better the brand image, the satisfaction of consumers using Yamaha NMX motorbikes in Denpasar will increase.

#### Coefficient of Determination Test

The degree to which fluctuations in the dependent variable can be explained by the model is gauged by the coefficient of determination. The coefficient of determination values are zero and one. A small value of the coefficient of determination means that the ability of the independent variables to explain variations in the dependent variable is limited. The results of the coefficient of determination test are presented as follows.

**Table 15** Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.812 <sup>a</sup>	0,660	0,654	41,29903

Based on Table 15, it can be seen that the results of the coefficient of determination test show an R Square (R<sup>2</sup>) value of 0.660, which means that the magnitude of product quality (X1), price perception (X2) and brand image (X3) on consumer satisfaction (Y) of Yamaha NMAX motorbike users in Denpasar it was 66.6% (100% $\times$ 0.660), while the remaining 33.4% (100%-66.6%) was influenced by other factors not used in this research.

#### Discussion

##### Effect of Product Quality on Consumer Satisfaction

The study's findings demonstrate that customer happiness is significantly impacted by product quality. A positive regression coefficient value indicates that the better the quality of the Yamaha NMAX motorbike product, the more consumer satisfaction will increase. According to Effendi and Edison (2022), product provider companies can provide quality products to achieve consumer satisfaction. Good product quality will be a way to maximize a pleasant consumer experience and minimize unpleasant experiences for consumers when using the product. If the performance of a product received or felt is in line with consumer expectations, then the product is perceived to have good quality.

Likewise with the Yamaha NMAX motorbike, users who perceive the product quality of the motorbike as good will feel satisfaction with the product. Product quality is an important aspect that must be maintained by the company so that consumers will trust the company's products. Companies that have products of poor quality will certainly not be purchased by consumers. Based on the results of the description of the research variables, it can be seen that the majority of respondents think that Yamaha NMAX motorbikes have good product quality, this is what drives satisfaction for their users. The company continues to strive to improve the quality of its products to increase user comfort, such as the keyless feature. However, there are still some respondents who feel that the product quality of the Yamaha NMAX motorbike is not optimal, as the design is less innovative. Unlike other motorbike products, some of the changes to the Yamaha NMAX motorbike are only in the shape of the rear light body.

Product quality in this research is measured through seven indicators, while satisfaction is measured through four indicators. If studied further, the following is the relationship between the two. The first indicator regarding performance, the majority of respondents perceive that the Yamaha NMAX motorbike has good engine performance. The Yamaha NMAX engine is designed with sophisticated technology so that it minimizes sound when used. Apart from that, fuel consumption on the Yamaha NMAX motorbike is relatively economical with a capacity of 155cc due to the good combustion process in the engine. The second indicator regarding durability, the majority of respondents perceive that the Yamaha NMAX motorbike has long-lasting spare parts. The company designed the Yamaha NMAX motorbike with the best spare parts to support the motorbike's performance when used. Users do not need to replace their Yamaha NMAX motorbike spare parts too often because they have been proven to be as durable as brake linings which only need to be replaced after 40,000 to 80,000 kilometers or after 3 years of use. And the motorbike tires are very thick, namely 110/70-13, so they will last longer than other brands of motorbikes. The third indicator regarding conformance to specification, the majority of respondents perceive that the Yamaha NMAX motorbike has specifications that match those advertised.

The Yamaha NMAX motorbike claims that its products are increasingly stylish and cool with advanced technology, where the company has upgraded the connected features and smart key system it uses. The fourth indicator regarding reliability, the majority of respondents perceive that Yamaha NMAX motorbikes are safe to use on various types of road terrain. This motorbike is safe to use on the road because it uses a telescopic front suspension which is made high and has an axle cover installed to keep it safe from mud. The rear suspension is also designed higher with an aftermarket shock absorber that uses tubes. The fifth indicator regarding features, the majority of respondents perceive that the Yamaha NMAX bicycle has superior features compared to other motorbikes with spacious luggage. This motorbike's trunk is 24 liters which can accommodate a full-face helmet with a large capacity. The sixth indicator regarding aesthetics, the majority of respondents perceive that the Yamaha NMAX motorbike has a stylish design, this is because the innovations carried out by Yamaha are different from the automatic motorbikes of other

companies. And the seventh indicator regarding perceived quality, the majority of respondents perceive that Yamaha NMAX motorbikes have a long economic life. The Yamaha company claims that the use of Yamaha NMAX products is longer than other automatic motorbike products.

Based on the research results, it can be seen that the indicator that received the lowest assessment was regarding perceived quality, so it is important for companies to improve the quality of their products so that consumers have more confidence in Yamaha NMAX motorbike products, which will increase the willingness of users to recommend them to other people. The results of this research prove that product quality influences consumer satisfaction, this is in line with previous research conducted by Daniswara and Rahardjo (2023), Artha and Prijati (2023), Christopher and Prabowo (2023), Sayedi, Ilato, Hafid, Moonti and Sudirman (2023), Setyawan and Setiawan (2023), Effendi and Edison (2022), Ria (2022), Prastiwi and Rivai (2022), Jabar (2021), Mariansyah and Syarif (2020) and Sinollah, Wahidah and Khoiriyah (2020 ) which shows that the better the product quality, the more consumer satisfaction will increase.

### **The Effect of Pricing on Consumer Satisfaction**

The research results prove that price perception has a significant effect on consumer satisfaction. A positive regression coefficient value indicates that the better the perception of the price of the Yamaha NMAX motorbike, the more consumer satisfaction will increase. Irawan (2020:37) stated that for sensitive consumers, usually setting the right price is an important source of satisfaction because it gets high value for money. Companies must be able to set prices appropriately to be successful in marketing their products. Products with affordable prices but with quality that is felt to be useful will create consumer satisfaction.

Likewise with the Yamaha NMAX motorbike, users who perceive that the price of the motorbike is correct will feel satisfaction with the product. Price is something that consumers take into account when buying a product, so the company must determine the right price so that the product offered is not considered too expensive. The company sets the selling price for its newest products, namely the All New NMAX 155 IDR 32,700,000 and the All New NMAX Connected IDR 34,050,000 which is equipped with various features including blue core & VVA, Stop & Start System, Relax riding position and Hazard lamp. However, some consumers feel that this price can be said to be expensive because it is much different from other automatic motorbikes. Based on the results of the description of research variables, it can be seen that the majority of respondents think that Yamaha NMAX motorbikes have good pricing, this creates satisfaction for users so that consumers show an attitude of not wanting to use other brands of motorbikes, apart from Yamaha NMAX. Pricing in this research is measured through four indicators, and satisfaction is also measured through four indicators. If studied further, the following is the relationship between the two. The first indicator regarding price affordability, the majority of respondents perceive that the price of the Yamaha NMAX motorbike offered is affordable according to consumers' ability to purchase the product. Currently, the income of the people of Denpasar is quite high with a minimum wage of IDR 3,096,823, so if you want to get a Yamaha NMAX motorbike credit it will be easier, which is offered at a credit price of

around IDR 1,526,000 for 35 payments and with a down payment of IDR 3,200,000. The second indicator regarding the suitability of price to product quality, the majority of respondents perceive that the price of the Yamaha NMAX motorbike is commensurate with the quality of the product obtained. Yamaha NMAX motorbike users can enjoy various quality advantages, such as durable spare parts and riding comfort due to the wider seat design. The third indicator regarding the suitability of price with benefits, the majority of respondents perceive that the price of the Yamaha NMAX motorbike has benefits according to the needs for use as a means of daily transportation. With use that can be said to be quite economical, the Yamaha NMAX is very suitable for the needs of users who want to travel long or short distances. The Yamaha NMAX is also equipped with a large trunk so it will be easy to carry quite a lot of items. The fourth indicator regarding price competitiveness, the majority of respondents perceive that the price of the Yamaha NMAX motorbike is competitive compared to other brands in its class. Many of the competitors of the Yamaha NMAX motorbike have higher prices, for example its close competitor, the PCX, is sold for around IDR 36,000,000.

Based on the research results, it can be seen that the indicator that received the lowest assessment is regarding price competitiveness, so it is important for companies to pay more attention to the prices offered by their competitors in order to be able to sell Yamaha NMAX motorbikes according to the benefits that consumers will get. The results of this research prove that price influences consumer satisfaction, this is in line with previous research conducted by Ariyani and Fauzi (2023), Artha and Prijati (2023), Christopher and Prabowo (2023), Kurniasasri and Hastuti (2023), Nugroho and Tjahjaningsih (2022), Ria (2022), Prastiwi and Rivai (2022) Suhardi, Zulkarnain, Burda, Darmawan and Klarisah (2022), Jabar (2021), Mariansyah and Syarif (2020) and Sinollah, Wahidah and Khoiriyah (2020) which shows that price determination is getting better then consumer satisfaction will increase.

### **The Influence of Brand Image on Consumer Satisfaction**

The research results prove that brand image has a significant effect on consumer satisfaction. A positive regression coefficient value indicates that the better the Yamaha NMAX motorbike brand image, the more consumer satisfaction will increase. Zentra et al., (2023) stated that currently the brand of a product or service is very crucial and effective in shaping consumer satisfaction. A brand makes a product unique, and as a result, the brand gives customers an impression. Since a brand is an asset that a business will hold throughout time, cultivating a favourable reputation among customers is crucial. By emphasising the benefits and features of the product, effective marketing may help establish the ideal brand image. Additionally, the brand guarantees that customers will be satisfied with the goods they buy at that particular moment.

Likewise with Yamaha NMAX motorbikes, users who perceive that Yamaha NMAX motorbikes have a good image as if they were produced by a well-known and trusted automotive company will make users more confident in Yamaha NMAX products. Naturally, marketers find it highly helpful to establish a suitable brand image for a product, since this impacts consumers' evaluations of impacted alternative brands, which have to satisfy more



than just customer demands. Based on the results of the description of the research variables, it can be seen that the majority of respondents think that the Yamaha NMAX motorbike has a good brand image, this creates satisfaction for its users so that consumers show an attitude that they will immediately buy a Yamaha NMAX motorbike in the future when they need a vehicle. However, some consumers still think that the brand image of the Yamaha company is more wasteful than its competitors, thus creating a less favorable impression of the Yamaha NMAX. Apart from that, the lack of maximum innovation in the design of this product has given the Yamaha NMAX motorbike a bad image.

Brand image in this research is measured through four indicators, and satisfaction is also measured through four indicators. If studied further, the following is the relationship between the two. The first indicator regarding an attractive brand, the majority of respondents perceive that the Yamaha NMAX motorbike has an attractive brand so it is easy to remember. An attractive brand will be easily remembered by consumers, so using the short and popular name NMAX is one of the right strategies to instill the product name in consumers' minds. The second indicator regarding the brand is pleasant, the majority of respondents perceive that the Yamaha NMAX motorbike is comfortable when used so that it can provide a pleasant experience. Yamaha NMAX motorbike products are famous among several groups because of their comfort when used due to the stylish design, wide seat and large tires which support comfort when riding. The third indicator regarding the Yamaha NMAX motorbike is that it can improve the social status of its users. Social status by using NMAX will increase because this product is included in the premium automatic products which are more expensive than previous automatic motorbikes so that users are seen to have good social status. The fourth indicator regarding the brand having a good reputation, the majority of respondents perceive that the Yamaha NMAX motorbike has a good reputation. This is different from products from other companies known for folding motorbikes because they are easily damaged. NMAX has good durability and is anti-rust so it will satisfy its users.

Based on the research results, it can be seen that the indicator that received the lowest assessment, namely brand, is a symbol of social status because currently motorbikes are a product that many people already own so they do not increase their social status. The results of this research prove that brand image influences consumer satisfaction, this is in line with previous research conducted by Daniswara and Rahardjo (2023) Ariyani and Fauzi (2023) Setyawan and Setiawan (2023) Zentra, Soleh and Noviantoro (2023) Masfufa and Noviantoro (2021) which shows that the better the brand image, the more consumer satisfaction will increase.

### **The Influence of Product Quality, Pricing and Brand Image on Consumer Satisfaction**

The research results prove that product quality, pricing and brand image simultaneously have a significant effect on consumer satisfaction. Consumer satisfaction is the buyer's assessment of the seller's offer which they feel exceeds their expectations when purchasing (Tjiptono, 2019:379). Consumer satisfaction is the key to the success of a business. Consumers who are satisfied with a particular brand/product tend to repurchase that brand/product when the same need arises in the future. This shows that consumer



satisfaction is a key factor for consumers in making repeat purchases. Furthermore, satisfied consumers are very likely to influence their environment to consume brands/products that satisfy them. This situation will really help the company in promoting its products. From the facts above, it appears that consumer satisfaction is an important factor for the survival of a company to survive in competition. Based on the research results, it can be seen that product quality, pricing and brand image are important in creating consumer satisfaction. with quality products in line with consumer expectations, setting prices in accordance with consumer purchasing power and a good product brand image will encourage consumer satisfaction which will make consumers loyal to Yamaha NMAX motorbike products. The research results show that the dominant factor influencing consumer satisfaction for Yamaha NMAX motorbikes in Denpasar is product quality, so it is important for companies to maintain product quality that is considered to be good and improve product quality that is considered less than optimal to create higher consumer satisfaction.

## CONCLUSION

Customer satisfaction is positively correlated with product quality, meaning that higher product quality will increase customer satisfaction of Yamaha NMAX motorbike users in Denpasar will increase. The majority of Yamaha NMAX motorbike users in Denpasar consider the product quality of this motorbike to be good and therefore feel satisfied with the product. Pricing has a significant positive effect on consumer satisfaction, which means that the better the pricing, the consumer satisfaction of Yamaha NMAX motorbike users in Denpasar will increase. The majority of Yamaha NMAX motorbike users in Denpasar perceive that the price of the motorbike is correct and therefore feel satisfied with the product. Customer happiness is positively impacted by brand image, therefore the stronger the brand image, the more satisfied customers are, the consumer satisfaction of Yamaha NMAX motorbike users in Denpasar will increase. The majority of Yamaha NMAX motorbike users perceive that Yamaha NMAX motorbikes have a good image as they are produced by a well-known and trusted automotive company, which will make users more confident in Yamaha NMAX products.

## REFERENCE

- Ansory, A. F. 2018. Human Resource Management. Edition. Revision. Sidoarjo: Indonesia Library.
- Amilia, Suri and M. Oloan Asmara Nst. 2017. The influence of brand image, price and product quality on purchasing decisions for Xiaomi brand cellphones in Langsa City. Journal of Management and Finance, Vol 6, No 1. Pages 1 – 15.
- Ariyani, Ade and Achmad Fauzi. 2023. The Influence of Price, Location and Service Quality on Consumer Satisfaction. Journal of Economics and Management. Vol 2 No 2. Pages 23 – 28. <https://Journal.Admi.Or.Id/Index.Php/Jekma/Article/View/710/864> Accessed 5 November 2023.

- Artha, Ardesto Prima and Prijati. 22023. The Influence of Service Quality, Product Quality and Price on Customer Satisfaction at Kopi Lain Hati Deltasari Branch. Journal of Management Science and Research. Vol 12 No 1.  
[Http://Jurnalmahasiswa.Stiesia.Ac.Id/Index.Php/Jirm/Article/View/5094](http://Jurnalmahasiswa.Stiesia.Ac.Id/Index.Php/Jirm/Article/View/5094) Accessed 5 November 2023
- Buchari, Alma. 2018. Marketing Management and Services Marketing. Bandung: Alphabeta
- Christopher and Budi Prabowo. 2023. The Influence of Price, Brand Image and Product Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variable (Study of Yamaha Nmax Users in the Cangkruk'an Max Surabaya Community). Jurnal Management. Volume 6 Issue 1 (2023), Pages 562 - 580.
- Daniswara, Adika and Susilo Toto Rahardjo. 2023. The Influence of Product Quality and Brand Image on Customer Loyalty: With the Mediating Variable of Customer Satisfaction. Volume 12, Number 1, Page 1.
- Dhana, Dyno Senja Rama., Umi Latifa., and Zanuba Ana Mastura. 2023. Implementation of Marketing Strategies to Increase Consumer Satisfaction. Journal of Community Service Actuation. Vol 1 No 1. Pages 13 – 29.  
[Https://Jurnalfakarbiyah.lainkediri.Ac.Id/Index.Php/Akdimas/Article/View/1535](https://Jurnalfakarbiyah.lainkediri.Ac.Id/Index.Php/Akdimas/Article/View/1535)  
Downloaded on 5 November 2023.
- Effendi, Salma Putrid and Emron Edison. 2022. The Influence of Product Quality on Customer Satisfaction and Loyalty among Batam Batik Customers in Dekrasasda Batam City. Journal of Management and Tourism. Vol 1 No 1. Page 15 - 32.  
[Http://Www.Jurnal.Stiepar.Ac.Id/Index.Php/Jmp/Article/View/197](http://Www.Jurnal.Stiepar.Ac.Id/Index.Php/Jmp/Article/View/197) Diakses on 5 November 2023.
- Firmansyah, Anang. 2019. Product and brand marketing, first printing, publisher. Surabaya: Qiara Media.
- Ghozali, Imam. 2018. Application of Multivariate Analysis with the IBM SPSS Program. 25. Yogyakarta-ta: Diponegoro University Publishing Agency
- Indrasari. 2018. Human Resources Management. Edition. Revision. Sidoarjo: Indonesia Library.
- Irawan, M. R. 2020. The Influence of Product Quality, Price and Promotion on Consumer Purchase Interest at PT. Satria Nusantara Jaya. Ekonika: Kadiri University Economic Journal Volume 05 Number 2 2020, 5, 141-156.
- Kurniasari, Rindi Puji Danmaria Agatha Sri Widanti Hastuti. 2023. The Influence of Price and Service Quality on Customer Satisfaction of Users of PT Goods Delivery Services. Indonesian Post in Tulungagung. Economina Journal. Vol 2 No 8. Page 1997 – 2010.  
[Https://Ejournal.45mataram.Ac.Id/Index.Php/Economina/Article/View/710](https://Ejournal.45mataram.Ac.Id/Index.Php/Economina/Article/View/710) Accessed 5 November 2023
- Kotler, P and Armstrong. 2018. Marketing Management. II Edition. Jakarta : PT. Index.
- Kotler, Philip and Kevin Lane Keller. 2012. Marketing Management. Thirteenth Edition. New Jersey: Pearson Prentice Hall, Inc.
- Lamb, Charles W., Joseph F. Hair., and Carl McDaniel. 2001. Marketing, 1st Edition. Jakarta-ta: Salemba Empat.

- Lupiyoadi, Rambat. 2018. Services Marketing Management. Jakarta: Salemba Empat.
- Malhotra, Naresh K. 2009. Marketing Research. Fourth edition volume I. Jakarta : Erlangga
- Mardiyansah, Alvin and Amirudin Sarif. 2020. The Influence of Product Quality, Service Quality, and Price on Consumer Satisfaction at Cafe Kabalu. Scientific Journal of Management Development. Vol 3 No 2. Page 134 – 146.  
<https://Journal.Binadarma.Ac.Id/Index.Php/Binamanajemen/Article/View/1106>  
Accessed 5 November 2023
- Masfufa, Nina and Ugy Subianto. 2021. The influence of brand image and trust on consumer satisfaction. Journal of Management Economics and Accounting. Vol 23 No 4. Pages 765 – 772.  
<https://journal.feb.unmul.ac.id/index.php/FORUMEKONOMI/article/view/10127/1571>  
accessed on 5 November 2023.
- Mowen, John C. and Michael Minor. 2017. Consumer Behavior. Jakarta: Erlangg
- Nagle, Thomas T and John E Hogan. 2006. The Strategy and Tactics of Pricing. Fourth Edition. New York: The Free Press
- Orville, Mullins John W, C., Jean-Claude Larreche, and Harper W Walker Boyd. 2005. Marketing Management. Jakarta: Erlangga
- Prastiwi, Erlin Setiani and Alimuddin Rizal Rivai. 2022. The Influence of Product Quality, Brand Image, and Price Perception on Customer Satisfaction and the Impact on Customer Loyalty. Journal of Business Management. Vol 5 no 1. Pages 244 – 256.  
<https://journal.stieamkop.ac.id/index.php/seiko/article/download/1556/1002> accessed on 5 November 2023.
- Priansa, Donni. 2017. Excellent Service Management. Bandung: Alfabeta
- Priyatno, D. 2018. SPSS Data Processing Guide for Students & the General Public. Yogyakarta: Andi
- Sayed., Fandriananto., Rosman Ilato., Radia Hafid., Usman Moonti., and Sudirman Sudirman. 2023. The Influence of Product Quality on Consumer Satisfaction at the Amira Meubel Store. Journal Of Economic And Business Education. Vol 1 No 2. Pages 83 – 92. <https://Ejurnal.Ung.Ac.Id/Index.Php/Jebe/Article/Download/18651/6516>  
Accessed on 5 November 2023.
- Schiffman and Kanuk, 2018. Consumer Behavior. Jakarta: PT. Index.
- Setyawan, Tri Bhakti and Mulyo Budi Setiawan. 2023. The Influence of Product Quality, Brand Image and Brand Trust on Satisfaction and Its Impact on Repurchase Intentions (Study of Lconverse Shoe Consumers in Semarang City). Management studies and Entrepreneurship Journal. Vol 4 No 5. Pages 5353 – 5360.  
<https://journal.yrpiiku.com/index.php/msej/article/view/2213/1577> accessed on 5 November 2023
- Sinollah., Siti Magfirotul Wahidah., and Nailatul Khoiriyah. 2022. Analysis of Product Quality, Price and Service Quality on Mobile Phone Customer Satisfaction. Journal of Islamic Business and Entrepreneurship. Vol 1 No 1. Pages 1 – 6.  
<https://ejournal.uniramalang.ac.id/index.php/jibe/article/download/1596/984> accessed on 5 November 2023.