



The effect of brand image and price through customer satisfaction on customer loyalty in premium car users: Case study of medan speedline auto dealers

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Abstract

This study aims to determine and analyze the influence of brand image and price on customer loyalty through customer satisfaction of premium car users at Medan Speedline Auto Dealers. The study was conducted on customers who use premium cars at Medan Speedline Auto Dealers involving 45 respondents. A sampling of research using a simple random sampling method. Data analysis uses path analysis.

Based on data analysis, it is known that partially each of the free variables of brand image and price through customer satisfaction influences customer loyalty of premium car users at Medan Speedline Auto Dealers. The results of the analysis of customer satisfaction as an intervening variable have an indirect effect on the brand image variable on customer loyalty and the price variable on customer loyalty. This statement can be proven by the magnitude of the indirect effect of brand image on customer loyalty and price on customer loyalty through customer satisfaction identified as an intervening variable.

Keywords: brand image, price, customer satisfaction, and customer loyalty

Introduction

The car is now a necessity that is owned by everyone, this condition has an impact on the increasing demand for cars. Today the growth of cars in Indonesia has increased significantly, especially in luxury cars or premium class cars, among others: Jeep Wrangler (Rubicon), Mini Cooper, Toyota Land Cruiser, Land Rover, Mercedes Benz, and others. On one side of this condition is a great opportunity for entrepreneurs to meet the needs and demands that exist. Conditions that occur in providers of premium car products become a problem because premium class car users have diverse backgrounds and lead to the welfare level of the upper-middle class or can also be said to have sufficient welfare. It is this premium car user background that underlies that every premium car user prioritizes the highest class car brands or the highest type of brands offered with limited units.

Problems that occur at the provider or dealer of premium cars, how premium car providers can form the loyalty of users to remain loyal to buy at dealers who provide premium type cars. The formation of user loyalty is different from general car users or the type of middle-bottom, premium car users are more likely to like a brand in a certain type or classification with perfect or perfect conditions without any deficiencies both in terms of completeness documents and physical facilities of the vehicle that must be received by the buyer. The problem of the loyalty of premium car users is also experienced by Medan Speedline Auto dealers, one of the premium car dealers as well as maintenance and procurement of parts for several brands of Jeep, Cadillac, Chevrolet, Land Rover, Range Rover, and several other Built-Up car brands. Speedline Auto was established in October 2008 serving indent purchases and procurement of premium cars and parts and maintenance throughout Indonesia.

In the last few months, there has been a decline in sales and

maintenance of incoming cars and with the results of the evaluation that lies in decreasing user satisfaction of products and maintenance services. This condition was previously colored by the number of complaints due to inaccurate completion of maintenance and the arrival of the ordered car. Research Rachmawati (2014) ^[15] "revealed that customer satisfaction affects customer loyalty". Customer satisfaction is an important component for every service/goods provider, satisfaction is a reflection of one's satisfaction, pleasure, and relief towards the consumption of a product or service.

Opinions of Syoalehat, Azizah, and Kusumastuti (2015) ^[11] revealed that the company's brand image affects customer loyalty. The formation of a brand image of service providers and products dominates customer loyalty because customers will be loyal if the information obtained is following the perceived service. The brand image formed in premium car dealers has a big role because not all regions have premium car dealers in Indonesia as well as the maintenance and procurement of spare parts. The problem that arises in the formation of a brand image that is located in how well the promotion with the services provided can be appropriate and in the end the customer feels satisfied and ultimately the customer becomes loyal to continue to buy the products and services offered. This statement is also supported by the research of Yana, Suharyono, and Abdillah's (2015) brand image that influences customer satisfaction.

Research Bulan (2016) ^[19] revealed that prices can affect customer loyalty. Price is one of the factors that is considered in forming customer loyalty because the price is one of the factors that influence the demand and supply of an item. If the price of the item is overvalued by the market, the amount of demand will decrease. Conversely, if the market considers that the price of a product is low, then the amount of demand will increase. High and low prices affect customers to use the products offered, and even likely

customers will turn to other dealers who sell the same product or service. On the other hand Sintya's research, Joyce, Lapien and Karuntu (2018) ^[10] "in his research revealed that prices affect customer satisfaction. If Speedline Auto Medan dealer management leaders pay attention to the price variable in addition to being able to have an impact on customer loyalty also shapes customer satisfaction.

Literature Review

Customer Loyalty

When we translate the word loyal means it means to be loyal or as a loyalty. Faithfulness means without coercion but arises from a sense of self-awareness. Efforts can be made to create increased customer satisfaction by influencing customer attitudes. Customer loyalty is a reflection of the buyer's behavior, where the buyer is committed to making repeat purchases and does not want to move even though the product or service is scarce in the market, besides that the customer voluntarily recommends the product or service to colleagues, family- or other consumers. Rangkuti, Freddy (2002: 60) ^[13], "Customer loyalty is customer loyalty to a company, brand or product". Sutisna (2003: 41) ^[18] says "loyalty is a liking towards a brand that is reflected through consistent purchases of that brand all the time". While Tjiptono (2008: 110) ^[20], states that "customer loyalty is a commitment to a brand, store or supplier with a very positive nature and make purchases in the long run". From some of this understanding, it can be concluded that someone's loyalty towards a brand can be obtained because of the combination of satisfaction and complaints. While customer satisfaction arises from how much the company's performance can lead to customer satisfaction by minimizing complaints so that customers want to make purchases in the long run.

Durianto (2001: 4) argues "loyal customers will generally buy a brand even though the customer is faced with many alternative competing product brands with superior characteristics in terms of various angles". If there are many customers from a brand that falls into this category, this shows that they have strong brand equity. Brand equity is a set of assets and debts related to a brand, name, symbol, which can add or subtract the value provided by the product or service both to the company and to the customer.

Hidayat (2009: 103) "states that consumer loyalty is a consumer's commitment to a market based on a positive attitude and is reflected in consistent repurchases. Indicators of consumer loyalty are ":

1. Trust is a response to consumer confidence in the market.
2. Emotion commitment is a consumer psychological commitment to the market
3. Switching costs are consumer responses about the burden received when changes occur
4. Word of mouth is the publicity behavior of consumers towards the market.
5. Cooperation is consumer behavior that shows the attitude of working with the market ".

Customer Satisfaction

Day in Tse and Wilton quoted by Tjiptono (2008: 24) ^[20] "states that customer satisfaction/dissatisfaction is a customer response to an evaluation of discrepancies

(perceived disconfirmation) between the previous expectations (or other performance norms) and the actual performance of the product felt after its use".

While Wilkie, quoted by Tjiptono (2008: 24) ^[20] "defines as an emotional response to the evaluation of the consumption experience of a product or service". Then Engel, *et al.* quoted by Tjiptono (2008: 24) ^[20] "states that customer satisfaction is an after-purchase evaluation where the alternative is chosen is at least the same or exceeds customer expectations, while dissatisfaction arises when the results do not meet expectations".

From the definition stated, it can be concluded that customer satisfaction is a feeling or emotional assessment of customers for the use of a product or service because their needs and expectations are met.

Wilkie (2006: 66) ^[21] "revealed that aspects that must be considered in measuring customer satisfaction include":

1. "Hope
"It is a customer's expectation of an item or service that was formed before the customer purchased that item or service. Then at the time of the purchase process, customers also expect that the goods or services they buy following their hopes, desires, and beliefs.
2. "Performance
"Performance is the customer's experience of the actual performance of goods or services when used without being influenced by their expectations. While consuming a product or service, the customer is aware of the actual use of the product and accepts the performance of the product as an important dimension for the customer. "
3. "Comparison
"After consuming goods or services, the customer will compare the expectations of the performance of the goods or services before buying with the actual performance of the goods or services".
4. "Confirmation or Disconfirmation"
"Customers' expectations are influenced by customer experience regarding the use of brands from different goods or services or the experience of others. Through the use of other brands and communications from companies and others, customers compare the performance expectations of the goods or services purchased with the actual performance of the goods or services. Confirmation occurs when expectations match the actual performance of the product. Disconfirmation occurs when expectations are higher or lower than the actual performance of the product. Customers will be satisfied when there is confirmation and disconfirmation ie when expectations exceed the actual performance of goods or services ".
5. "Incompatibility
"Discrepancy indicates how the difference between performance levels and expectations. Negative disconfirmation is when actual performance is below the level of expectation, a wider gap will result in a high level of dissatisfaction. Conversely, positive disconfirmation is when the actual performance is above the level of expectation. When customers are satisfied, then customers will use the same goods or services, and when customers feel dissatisfied, customers will demand improvements or complaints against the company ".

Brand Image

Roslina (2010: 334) ^[16] "defines the brand image as a collection of associations organized into something that has meaning. Brand image based on consumer memory about a product, as a result of something, felt by someone to the brand. Pleasant or unpleasant feelings towards a brand that will form an image, then stored in the memory of consumers ". Roslina (2010: 334) ^[16]" explains that the brand image is composed of brand associations, while the brand association is something related to the memory of a brand that has certain strengths will also increase along with the increase in experience and information gathering will be even stronger if supported by other networks. The brand image of a product can have a positive or negative impact, depending on how consumers interpret.

According to Tjiptono (2008: 112) ^[20], "brand image is a description of associations and consumer confidence in a particular brand. Several qualitative and quantitative techniques have been developed to express consumers' perceptions of a particular brand, including multi-dimensional scaling, projection techniques, and so on. " Keller (1993: 3) ^[7] "states that brand image is a perception about the brand as reflected by the brand association held in consumer memory", that brand association is information that is connected to brain memory and contains the meaning of the brand for consumers ".

Keller (1993: 8) ^[7] "suggests a strong brand image in the minds of customers is formed from 3 elements, namely: the excellence of brand associations, the strength of brand associations and the uniqueness of brand associations. The three elements of the brand image can be explained as follows ":

"Favorability of brand association"

"Excellence brand association can make consumers believe that the attributes and benefits provided by a brand can satisfy the needs and desires of consumers to create a positive attitude towards the brand. The final goal of every consumption made by consumers is to get satisfaction with their needs and desires. The existence of needs and desires in consumers gives birth to hope, where these expectations are sought by consumers to be met through the performance of the products and brands they consume. If the performance of the product or brand exceeds expectations, then the consumer will be satisfied, and vice versa. It can be concluded that the superiority of brand associations lies in the benefits of the product, the availability of many choices to meet the needs and desires, the price offered is competitive, and the ease of getting the products needed and a bona fide company name is also able to be a supporter of the brand ".

"The strength of brand associations"

"The strength of brand associations depends on how information enters consumers' memories and how that information is managed by sensory data in the brain as part of the brand image. When consumers actively think about and describe the meaning of information on a product or service, it will create an increasingly strong association with consumers' memories. Consumers perceive an object of stimuli through sensations that flow through the five senses: eyes, ears, nose, skin, and tongue. However, each consumer follows, regulates, and interprets this sensory data in their way. Perception depends not only on physical stimulation

but also on stimulation related to the environment and the individual's circumstances. Differences in customer views of an object (brand) will create a process of perception in different buying behavior ".

"The uniqueness of brand associations."

"A brand must be unique and attractive so that the product has special characteristics and is difficult for competitors to imitate. Through the uniqueness of a product, it will give an impression that is quite imprinted on the customer's memory of the uniqueness of the brand or brand of the product that distinguishes it from other similar products. A brand that has characteristics must be able to give birth to the desire of customers to know more about the dimensions of the brand contained therein. Brands should be able to create customer motivation to start consuming these branded products. Brands should also be able to create a good impression for customers who consume products with that brand. "

Price

Price is an element of the marketing mix that is flexible where at any time it can change according to time and place. The price is not only the nominal value printed on a package, but the price has many forms and carries out many functions, such as rent, fees, wages, interest, tariffs, storage fees, and salaries.

According to Kotler and Keller (2009: 67) ^[7] "price is one element of the marketing mix that generates revenue, other elements produce costs". "Price is the easiest element in a marketing program to adjust, product features, channels, and even communication require a lot of time." While the definition of the price according to Alma (2013: 169) ^[1] is "the value of an item expressed in the money". From the two terms above, it can be concluded that the price is the amount of money that must be paid for a product or service, and prices can vary depending on the product or service being sold.

Rosvita (2010: 24) ^[3] states that four indicators characterize prices, namely:

1. "Affordability of prices
2. Price match with the product quality
3. Price competitiveness
4. Price match with benefits "

The price will be a pretty important consideration for consumers in deciding on a purchase. Consumers will compare the prices of their chosen products and then evaluate the suitability of those prices with the value of the product or service and the amount of money that must be spent.

Research Methods

Population

Umar (2008: 137) ^[6] "defines population is a collection of elements that have the same characteristics and have the same opportunity to be used as sample members". The population of this study is 45 customers using premium cars at Medan Speedline Auto Dealers.

Sample

Suharsimi (2009: 131) ^[2] defines the sample as a part or representative of the population under study. To obtain a representative sample from the population, every subject in the population is strived to have the same opportunity to

become a sample. The sampling techniques in this study are probability sampling and simple random sampling. According to Sugiyono (2011: 66) ^[17] what is meant by probability sampling is a sampling technique where each member of the population has the same opportunity to be elected as a sample member. Whereas what is meant by simple random sampling is a random sampling technique from each member of the population without regard to strata. The number of samples in this study was 45 people.

Data Collection Technique

Data collection techniques in this study using a questionnaire in the form of open questions: consisting of the identity of respondents and closed questions with alternative answers. Respondents were asked to provide a checkmark (√) for the assessment felt by the respondent to be most correct.

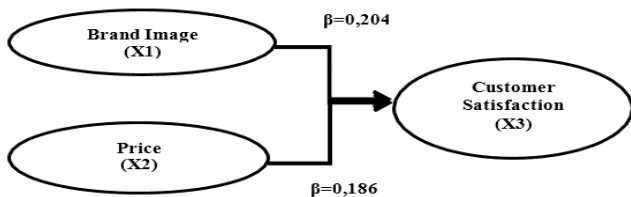
Research Results and Discussion

1. The Influence of Brand Image and Price Affect Customer Satisfaction of Premium Car Users at Medan Speedline Auto Dealers

R-square value on the influence of brand image and price variables on customer satisfaction that is equal to 0.968. This value can be interpreted that variations in changes in customer satisfaction variables can be explained by variations in changes in brand image variables and prices by 96.8% while the rest is 3.2 influenced by other variables outside the brand image and price. Based on the results of the analysis it is known, the partial effect of brand image and price variables on customer satisfaction can be seen from the following equation:

$$X3 = 0.204 X1 + 0.186 X2.$$

The influence of brand image and price variables has a positive effect on customer satisfaction. Standardized Coefficients value of a brand image is a regression coefficient which means that if the formation of a positive brand image is noticed by the company, customer satisfaction increases by 0.204. The value of standardized price coefficients is a variable price regression coefficient which means that if the company pays attention to competitive prices, customer satisfaction increases by 0.186. From the two regression coefficient values, it is obtained the coefficient value of the price variable has a small value in the formation of customer satisfaction compared to the value of the brand image regression coefficient. This statement gives the meaning that the company in shaping customer satisfaction can prioritize price variables then followed by the formation of a brand image. This research model can be seen in the model image below.



Customer Satisfaction = F (Brand Image And Price)

Fig 1: Analysis Model 1

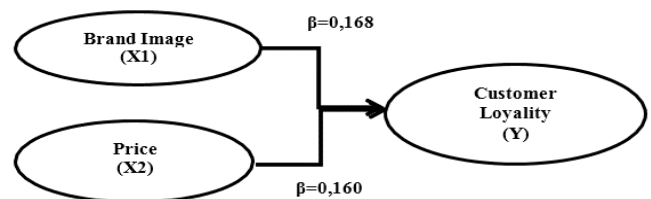
The f-count results obtained were 43,768 when compared to the f-table (alpha = 0.05 DF = 2; 43), then the f table value was 3.21. From the results of f-arithmetic and f-table

obtained when compared can be concluded that the value of f-arithmetic > f-table. From the analysis described in the analysis of the simultaneous influence of brand image and price variables on customer satisfaction, it can be concluded that the hypothesis stating "brand image and price on customer satisfaction of premium car users at the Medan Speedline Auto Dealer" hypothesis is tested and proven.

2. The Effect of Brand Image and Price on Customer Loyalty of Premium Car Users at Medan Speedline Auto Dealers

Based on the analysis results, the R-square value on the influence of brand image and price variables on customer loyalty is 0.989. This value can be interpreted that variations in changes in customer loyalty variables can be explained by variations in changes in brand image variables and prices by 98.9% while the rest is equal to 1.1 influenced by other variables outside the brand image and price. Partial effect of brand image and price variables on customer loyalty can be seen from the following equation $Y = 0.168X1 + 0.160X2$

Based on the results of the analysis note that the influence of brand image and price variables have a positive effect on customer loyalty. The standardized coefficients value of the brand image is a regression coefficient of brand image variables which gives meaning if the formation of brand image is carried out to the maximum by the company, customer loyalty increases by 0.168. The value of standardized price coefficients is a variable price regression coefficient which means that if the prices applied are competitive then customer loyalty increases by 0.160. From the two regression coefficient values, it is obtained that the variable price regression coefficient has a smaller value in the formation of customer loyalty then followed by the value of the brand image regression coefficient. This statement gives the meaning that companies in forming customer loyalty can prioritize the price variable then followed by the brand image variable. In the research model, this equation can be seen in the model image below.



Customer Loyalty = F (Brand Image And Price)

Fig 2: Analysis Model 2

The f-count results obtained were 19.472 when compared to the f-table (alpha = 0.05 DF = 2; 43), then the f-table value was 3.21. From the results of the f-count and f-table being compared it can be concluded that the value of f-count > from f-table. From the analysis described in the analysis of the simultaneous influence of brand image and price variables on customer loyalty, it can be concluded that the hypothesis stating "brand image and price influences customer loyalty of premium car users at Speedline Auto Medan dealers" This hypothesis is tested and proven.

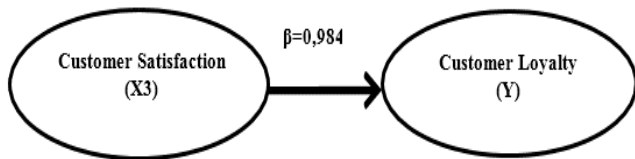
3. Influence of Customer Satisfaction on Customer Loyalty of Premium Car Users at Medan Speedline Auto Dealers

Based on the results of the analysis note the value of R-

square on the partial effect of customer satisfaction variables on customer loyalty that is equal to 0.968. This value can be interpreted that variations in changes in customer loyalty variables can be explained by variations in changes in customer satisfaction by 96.8% while the rest is 3.2% influenced by other variables outside customer satisfaction.

The partial effect of customer satisfaction variables on customer loyalty can be seen from the following equation $Y = 0.984 X_3$

The results of the analysis note that partially customer satisfaction variables have a positive effect on customer loyalty. Standardized Coefficients The value of customer satisfaction is a regression coefficient of customer loyalty variables. If customer satisfaction is considered will increase customer loyalty by 0.984. In the research model, this equation can be seen in the model image below.



Customer loyalty = f (customer satisfaction)

Fig 3: Analysis Model 3

From the analysis described that the partial influence of customer satisfaction variables on customer loyalty can be concluded that the hypothesis stating "customer satisfaction affects customer loyalty of premium car users at Medan Speedline Auto Dealers" This hypothesis is tested and proven. With the acceptance of this hypothesis, it supports the research of Rachmawati (2014)^[15].

4. Effect of Brand Image on Customer Loyalty of Premium Car Users at Medan Speedline Auto Dealers Through Customer Satisfaction.

From the results of data processing that has been done, it can be described several equations that can be arranged on the variables discussed as follows.

- Equation I: $Y = f(X_1) = b_1 X_1$ $Y = 0.168 X_1$
 - Equation II: $Y = f(X_2) = b_2 X_2$ $Y = 0.160 X_2$
 - Equation III: $X_3 = f(X_1) = b_3 X_1$ $X_3 = 0.204 X_1$
 - Equation IV: $X_3 = f(X_2) = b_4 X_2$ $X_3 = 0.186 X_2$
 - Equation V: $Y = f(X_3) = b_5 X_3$ $Y = 0.984 X_3$
- The direct effect that can be arranged is $Y = 0.168 X_1$ $Y = 0.160 X_2$

The indirect effect of brand image on customer loyalty through customer satisfaction can be arranged, namely: $(0.204) (0.984) = 0.200$

In the research model, this equation can be seen in the model image below.

From the direct and indirect effects described can be explained that the magnitude of the direct effect of brand image on customer loyalty is equal to 0.168, while the magnitude of the indirect effect of brand image on customer loyalty through customer satisfaction is equal to 0.200. From the explanation above it can be concluded that the value of the direct influence is smaller than the value of the indirect effect which gives the meaning that the variable of customer satisfaction can mediate the brand image of customer loyalty. By proving this value the hypothesis

which states that "customer satisfaction has an indirect effect on brand image on customer loyalty of premium car users at Speedline Auto Medan dealers" is tested and proven.

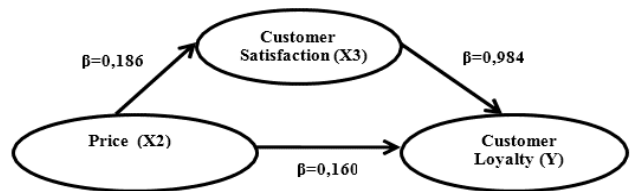


Customer Loyalty = F (Brand Image, Through Customer Satisfaction)

Fig 4: Analysis Model 4

5. There is a price effect on customer loyalty of Premium Car Users at Medan Speedline Auto Dealers through customer satisfaction

The indirect effect of prices on customer loyalty can be arranged, namely: $(0.186) (0.984) = 0.183$



Customer Loyalty = F (Price, Through Customer Satisfaction)

Fig 5: Analysis Model 5

From the direct and indirect effects described can be explained that the magnitude of the direct effect of prices on customer loyalty is equal to 0.160, while the magnitude of the indirect effect of prices on customer loyalty through customer satisfaction is equal to 0.186. From the explanation above it can be concluded that the value of the direct influence is smaller than the value of the indirect effect which gives the meaning that the variable of customer satisfaction can mediate the price of customer loyalty. With the proof of this value, the hypothesis which states that "customer satisfaction has an indirect effect on prices on customer loyalty of premium car users at Medan Speedline Auto Dealers" This hypothesis is tested and proven. To see the direct and indirect effects of the compiled equation can be seen in the picture below.

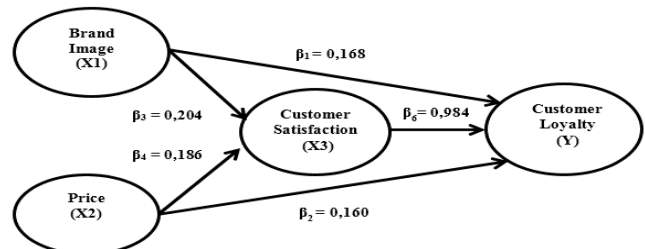


Fig 6: Path Analysis Model

Discussion

1. Brand Image and Price affect Customer Satisfaction of Premium Car Users at Medan Speedline Auto Dealers

The results of the analysis in this hypothesis are reflected

that the brand image and price variables have a positive and significant effect on customer satisfaction. The regression coefficient of the brand image gives meaning if the brand image is formed positively and is considered by the company it will give an increase in customer satisfaction. Likewise, the variable price needs serious attention from the company, because if the company pays attention to competitive prices, customer satisfaction will also increase. From these two variables, it can be seen that the brand image variable contributes more than price to the formation of customer satisfaction. The results of this analysis illustrate the company that the company in shaping customer satisfaction can prioritize attention on the brand image which is then followed by variable prices. From the analysis described about the influence of brand image and price variables on customer satisfaction it can be said that the hypothesis that states "brand image and price affect customer satisfaction of premium car users at Speedline Auto Medan dealers" is tested and acceptable, and the results of this study are in line with hypothesis of the results of research conducted by Fata (2015)^[8].

2. Brand Image and Price affect Customer Loyalty of Premium Car Users at Medan Speedline Auto Dealers

The results of tests conducted by the author show that brand image and price variables have a positive and significant effect on customer loyalty. Where the coefficient value of the brand image variable shows a positive and significant effect, this gives the meaning that if the formation of the brand image is carried out to the maximum by the company it will increase customer loyalty, as well as the price variable which will provide a positive and significant effect on increasing loyalty. customer. From the two variables, it is reflected that brand image has a greater influence than the price effect on increasing customer loyalty. This statement gives the meaning that the company informing customer loyalty should first prioritize the brand image variable then followed by the price variable. From the results of the analysis that has been carried out illustrates that the brand image and price variables have a positive and significant influence on increasing customer loyalty of premium car users at Speedline Auto Medan dealers. " Thus the hypothesis set by the authors tested and proven and following. the results of previous studies conducted by Hengestu and Iskandar (2017)^[5].

3. Effect of Customer Satisfaction on Customer Loyalty of Premium Car Users at Medan Speedline Auto Dealers

Based on the results of the testing that has been done it is reflected that the variable customer satisfaction gives a positive and significant effect on customer loyalty. This shows that if customer satisfaction is given careful attention will provide an increase in customer loyalty. From the results of testing that has been done it can be said that "customer satisfaction has a positive and significant effect on customer loyalty of premium car users at Speedline Auto Medan dealers", thus the hypothesis that the authors set is tested and acceptable, where the results of the hypothesis are in line with the results of research that have been conducted by Rachmawati (2014)^[15].

4. Effect of Brand Image on Customer Loyalty of Premium Car Users at Medan Speedline Auto Dealers Through Customer Satisfaction.

Based on the results of testing that has been done it can be explained that the magnitude of the direct influence of brand image on customer loyalty is smaller when compared to the effect of brand image on customer loyalty through customer satisfaction. These results illustrate that the direct effect is smaller than the value of the indirect effect, this gives the meaning that the variable of customer satisfaction can mediate the brand image of customer loyalty, meaning that customer satisfaction can increase customer loyalty to the purchase of a product. Thus it can be proven the hypothesis which states that "there is an influence of brand image on customer loyalty of premium car users at Speedline Auto Medan dealers through customer satisfaction.

5. Effect of price on customer loyalty of Premium Car Users at Medan Speedline Auto Dealers through customer satisfaction.

Based on the results of tests conducted can be explained that the effect of price directly on customer loyalty is smaller when compared to the effect of price on customer loyalty through customer satisfaction. These results illustrate that the direct price effect is smaller than the value of the indirect effect, this gives the meaning that the variable of customer satisfaction can mediate the price of customer loyalty, meaning customer satisfaction can further enhance customer loyalty to the purchase of a product. Thus it can be proven the hypothesis which states that "there is a price effect on customer loyalty of premium car users at Medan Speedline Auto dealers through customer satisfaction.

Conclusions and suggestions

Conclusion

Departing from the results of the analysis and discussion it can be concluded that partially each of the free variables of brand image and price through customer satisfaction influences customer loyalty of premium car users at Medan Speedline Auto Dealers. Then the results of the analysis of customer satisfaction variables as intervening variables can be proved perfectly that customer satisfaction variables have an indirect effect on brand image variables on customer loyalty and price variables on customer loyalty. This statement can be proven by the amount of indirect effect (brand image on customer loyalty and price on customer loyalty) through customer satisfaction identified as an intervening variable.

From the results of this study, there is also one thing that is very significant in terms of premium car sales, especially the JEEP WRANGLER brand which is not a variable in this study, namely political conditions (situation) in the Sumatra region. In this case, the PILKADA (Regional Head Election) / PILEG (Legislative Election) event from the data of JEEP WRANGLER premium car sales increased sharply in the period 2016 - 2018.

According to our interviews with several customers (buyers) that the JEEP WRANGLER type car is ideal and appropriate to be used during the PILKADA (Regional Head Election) / PILEG (Legislative Election). This is because the JEEP brand image is very influential on the collection of time during the campaign, in addition to having a good brand image also premium JEEP WRANGLER brand cars have fairly high prestige in the

community.

Saran

1. The brand image owned by the Speedline Auto Medan Dealer is generally quite good, but it is better to pay attention to customer impressions by providing more modern designs and services to further enhance the impression of a stronger brand image.
2. In discussing prices, the break-even point analysis has several limitations, namely assumptions needed, especially regarding the relationship between costs and income and then less attention to risks that occur during the sale period such as paying less attention to price increases that are not offset by services provided.
3. To increase customer satisfaction the company management can continue to improve the services provided so that in addition to customer satisfaction can continue to be maintained also helps in expanding its business network to all regions of Indonesia.
4. The author suggests that in the next research the factor of sales of premium brand cars, especially the JEEP WRANGLER brand, is carried out more deeply in relation to the period (political conditions) in a region, namely during the Regional Election (Pilkada) / PILEG (Legislative Election) / Election (General Election) in order to get a conclusion whether political events also affect the sale of premium cars, especially the JEEP WRANGLER brand.
5. The author is very aware that in the preparation of this thesis is still far from perfection for it is expected that further research who wishes to raise the same variable is more concerned with the determination of research indicators where the determination of indicators can be adjusted to the place and object of the research determined. Then, on the other hand, the weaknesses of this study can be seen from the use of the number of samples used. Where the limited number of respondents in this study can have an impact on the accuracy and validation of the data collected and analyzed.

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