

Mediation Role of Satisfaction on the Effect of Price, Brand Image and Brand Trust on Loyalty of Polygon Brand Mountain Bike Users in East Java

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Abstract : In the current globalization era, the development of the business world is growing very rapidly. The increasing number of growing businesses makes the competition is tougher, so it requires the organizations to display better advantages and capabilities to be able to compete in the industry. Customer loyalty is the most important component for the company's sales so that the sales strategy must be implemented properly through the components of Price, Brand Image and Brand trust which are mediated by Satisfaction on Mountain Bike products with the Polygon brand. However, there are several things that do not show the success and strength of the Mountain Bike product brand. Polygon brand tries to measure Satisfaction as an intervention. Determining this strategy can increase customer loyalty for Mountain Bike products, the Polygon brand will be higher than other products on the market. The strength of customer loyalty is currently expected to be able to be used by Mountain Bike companies with the Polygon brand as a tool to win market competition in Indonesia.

Keywords: Price, Brand Image, Brand trust, Satisfaction, Loyalty

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I. Introduction

In the current globalization era, the development of the business world is growing very rapidly. The increasing number of growing businesses make the competition even tougher so as to encourage organizations to display better advantages and capabilities to be able to compete in the industry with various marketing strategies that exist to attract consumers' hearts. Consumer behavior is not easy to obtain. Every society is a consumer, therefore consumer behavior is related to the behavior of every human being with all the uniqueness and differences. Humans are rational economic creatures where humans always try to meet their needs and always maximize their satisfaction or needs as long as their financial capabilities allow and as long as they feel comfortable with it.

During the pandemic, there was one bicycle brand that dominated bicycle sales in Indonesia, namely Polygon. Polygon is a bicycle brand that has been established since 1989. This company does not only produce bicycles, through a brand extension strategy the company also sells parts such as gear, pedals, seats, wheels, helmets and so on. During the pandemic, the Polygon brand experienced a fairly high spike, which was 2 times that is compared with the sales at last year, quoted from goodnews Indonesia. According to iPrice 2020, one of the most popular types of bicycles during the pandemic is mountain bikes, from this research it is explained that mountain bikes are the most fond of bicycles in the period March to June 2020. Search interest for 'mountain bikes is increased by 680%. In September 2020, Assistant Head of Global Marketing Communications for Polygon Bikes, Yunike Maris, who was quoted by katadata.co.id, stated that polygon managed to dominate mountain bike sales during the pandemic.

The empirical phenomenon in this research is that during the pandemic cycling has become very popular, especially mountain bikes, big brands such as Polygon and United Bikes continue to try to win the hearts of customers with various strategies that have been carried out. The demand for bicycles has increased three to four times during the pandemic, it is compared with before. Cycling is a very popular sport in Indonesia.

II. Literature Review

One of the important factors that can influence consumer purchasing decisions is the price factor. According to Tjiptono (2015: 151) price is the only element of the marketing mix that generates revenue, while other elements generate or constitute costs. Alma (2014:169) stated that the definition of price is the value of a certain item expressed in a certain amount of money. Based on the opinions of the experts above, it can be concluded that price is the value (can be expressed in currency) that must be issued by consumers to consume a

product (goods or services). When making a purchase, consumers will expect that the price is set by the manufacture that can be affordable and in accordance with the quality and benefits of the goods purchased.

Brand image is the perception and belief made by consumers, as reflected in the associations that occur in the memory of consumers. A strong brand image can provide a major advantage for the company, one of which can create a competitive advantage (Kotler, 2012: 315). Brand Image (brand image) is a set of brand associations that are formed and attached to the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency in brand image (Rangkuti, 2002: 244-245). According to Kotler (2007:346) brand image is the perception and belief made by consumers, as reflected in the associations that occur in consumer memory.

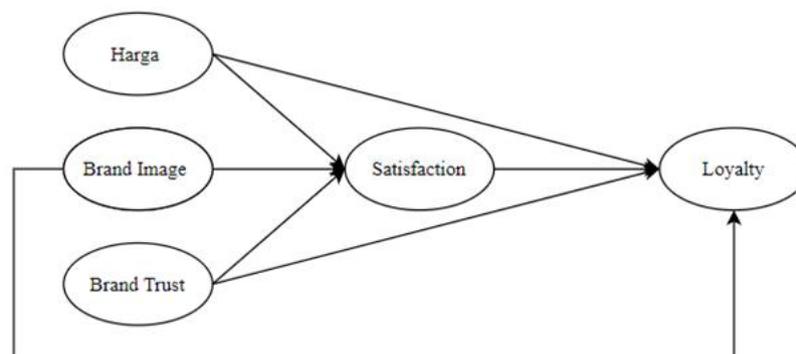
Brand trust is the willingness of consumers to trust or rely on a brand in a risk situation due to the expectation that the brand in question will give positive results (Tjiptono 2014). According to Delgado (2005) in his research stated that brand trust is a high expectation or possibility that the brand will result in positive results for consumers, while according to this definition brand trust reflects an important component, namely consumer confidence that the product is capable of meet the promised value and the perception that the brand is capable of meeting consumer expectations.

According to Kotler & Keller (2012) the definition of satisfaction is the level of one's feelings after comparing (performance or results) that is felt compared to his expectations. The level of satisfaction is a function of the difference between perceived performance and expectations. According to Tjiptono and Chandra (2016: 204), satisfaction comes from the Latin *satis* (meaning good enough, adequate) and *facio* (doing or making). Satisfaction can be interpreted as an effort to fulfill something or make something adequate, satisfaction is the level of a person's feelings after comparing the performance (or results) he feels compared to his expectations.

Loyalty is a concept that consists of attitudes and behaviors. Rauyruen and Miller (2007) Loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future despite situational influences and marketing efforts that cause customers to switch (Kotler, 2015:138)

III. Conceptual Model

The conceptual framework of this study aims to determine the relationship between the independent variables Price, Brand Image and Brand trust, the intervening variable Satisfaction, and the dependent variable Loyalty. So, based on the background description above which explains the effect of price, brand image and brand trust on loyalty through satisfaction, the conceptual framework of this research can be described as follows:



Figurer 1. Conceptual Framework

HYPOTHESIS

The Effect of price on Satisfaction

Price is the only element of the marketing mix that generates revenue, while other elements cause or are costs, (Tjiptono 2015:151) Price is one of the factors that affect consumer satisfaction, because the price has been set by the company as a benchmark for achieving satisfaction. This is because price is one of the considerations for consumers to buy a product. This explanation is supported by several studies which state that price affects consumer satisfaction. Yulisetiari (2013), Yaqub (2019) Yulisetiari and Prahasta (2019) which also stated that price affects consumer satisfaction. Based on the theory and empirical evidence above, the research hypothesis proposed is as follows:

H1 : the price (X1) has a significant effect on Satisfaction (Z) on Mountain Bike Polygon users in East Java.

The Effect of Brand Image on Satisfaction

Brand image is the perception and belief that is made by consumers, as reflected in the associations that occur in the memory of consumers. A strong brand image can provide a major advantage for banks, one of which can create a competitive advantage (Kotler, 2012: 315). This explanation is supported by several studies which stated that brand

image affects consumer satisfaction. Upamannyu and Sankpal (2014), Naupae (2015), Yulisetiari and Mawarni (2021) stated that brand image affects consumer satisfaction. Based on the theory and empirical evidence above, the research hypothesis proposed is as follows:

H2: Brand image (X2) has a significant effect on Satisfaction (Z) on Mountain Bike Polygon users in East Java.

The Effect of Brand Trust on Satisfaction

According to Delgado (2005) in his research stated that brand trust is a high expectation or possibility that the brand will lead to positive results for consumers. This explanation is supported by several studies which stated that brand trust has an effect on consumer satisfaction. Cha and Seo (2019) stated in their research that Brand trust has an effect on consumer satisfaction, this is also reinforced by the research of Nandya and Permana (2020) which also stated that Brand trust has an effect on consumer satisfaction. Based on the theory and empirical evidence above, the research hypothesis proposed is as follows:

H3 : Brand image (X3) has a significant effect on Satisfaction (Z) on Mountain Bike Polygon users in East Java.

The Effect of price on Loyalty

Price is the value of a certain item expressed in a certain amount of money (Alma 2014:169). Price is the value (usually expressed in money) that must be sacrificed by consumers to obtain and consume an item or service. This explanation is supported by several studies which stated that price has an effect on loyalty. Afthanorhan et al. (2018) stated in his research that Price had an effect on Loyalty, this was also reinforced by the research of Yaqub (2019) and El-Adly (2019) which also stated that Price had an effect on Loyalty. Based on the theory and empirical evidence above, the research hypothesis proposed is as follows:

H4 : Price (X1) has a significant effect on Loyalty (Y) for Mountain Bike Polygon users in East Java.

The Effect of Brand Image on Loyalty

Brand Image is a set of brand associations that are formed and attached to the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency in brand image (Rangkuti, 2002: 244-245). This explanation is supported by several studies which stated that Brand Image has an effect on Loyalty. Diputra and Yasa (2021) stated in their research that Brand Image had an effect on Loyalty, this was also reinforced by the research of Naupae (2015), Windiari and Djumarno (2021) which also stated that Brand Image had an effect on Loyalty. Based on the theory and empirical evidence above, the research hypothesis proposed is as follows:

H5: Brand Image (X2) has a significant effect on Loyalty (Y) on Mountain Bike Polygon users in East Java.

The Effect of Brand trust on Loyalty

Brand trust is the willingness of consumers to trust or rely on a brand in a risk situation due to the expectation that the brand in question will give positive results (Tjiptono 2014). This explanation is supported by several studies which stated that Brand trust has an effect on Loyalty. Martin and fate (2021) stated in their research that Brand trust has an effect on Loyalty, this is also reinforced by the research of Nandya and Permana (2020), Hasanah et al. (2022) which also stated that Brand trust has an effect on Loyalty. Based on the theory and empirical evidence above, the research hypothesis proposed is as follows:

H6: Brand trust (X3) has a significant effect on Loyalty (Y) on Mountain Bike Polygon users in East Java.

The Effect of Satisfaction on Loyalty

According to Kotler & Keller (2012) the definition of Satisfaction is the level of one's feelings after comparing the perceived (performance or results) compared to their expectations. This explanation is supported by several studies which state that Satisfaction has an effect on Loyalty. Hussein (2018) and Nuridin (2018) stated that Satisfaction has an effect on Loyalty. Based on the theory and empirical evidence above, the research hypothesis proposed is as follows:

H7: Satisfaction (Z) has a significant effect on Loyalty (Y) for Mountain Bike Polygon users in East Java.

The role of Satisfaction which mediates price, brand image and brand trust on loyalty

According to Tjiptono and Chandra (2016: 204), satisfaction comes from the Latin *satis* (meaning good enough, adequate) and *facio* (doing or making). Satisfaction can be interpreted as an effort to fulfill something or make something adequate. Satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations. According to Bloemer et al. (2008) the existence of satisfaction can provide several benefits, including the relationship between the company and its customers to be harmonious, provide a good basis for repurchase, can encourage the creation of customer loyalty. Zhang et al. (2019) and Uzir et al. (2021) stated in their research that satisfaction is able to mediate on loyalty. Satisfaction is also able to mediate several variables on loyalty such as price, this is stated by research by El-Adly (2019), Yaqub (2019) which states that Satisfaction mediates price to loyalty, Naupae (2015), Yazid et al. (2020), Hayati et al. (2020) stated in their research that Satisfaction was able to mediate brand image on loyalty, Nandya and Permana (2020) stated in their research that Satisfaction was able to mediate brand trust on loyalty.

H8 : Satisfaction mediates price on loyalty to Polygon mountain bike users in East Java

H9: Satisfaction mediates brand image on loyalty to Polygon mountain bike users in East Java

H10: Satisfaction mediates brand trust on loyalty to Polygon mountain bike users in East Java

IV. Conclusion

The tight competition of the mountain bike industry in Indonesia makes companies have to be more competitive in presenting products that meet consumer expectations. One of the changes that occur in the fierce competition era is a decrease in customer loyalty. The superiority of the brand has the impact of such a big change. The development of the brand also affects the loyalty of Polygon mountain bike users, this shows that the concept of customer loyalty has become a necessity to show the performance of the company or organization entity. Strategic planning and complex utilization within the company are needed as a solution to face the uncertain changes that occur in this era.

In the fierce competition era, the Polygon mountain bike company requires an effective and efficient product sales strategy concept. In this fierce competition era, the concept of product sales strategy becomes the main subject in overcoming threats and opportunities. For this reason, further research is needed to determine the effect of price, brand image and brand trust in increasing loyalty through satisfaction of Polygon mountain bike users.

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