

The Role of Brand Trust in Mediating the Influence of Brand Image and Product Quality on Consumer Loyalty of Honda Motorcycles in Malang City

Haifatul Hasanah ¹, Abdul Khodir Djaelani ², Ahmad Subhan Mahardani ³

^{1 2 3} Islamic University of Malang , Indonesia

Email: haifatulhasanah71@gmail.com, abdulgodir_fe@unisma.ac.id, dennymahardani@unisma.ac.id

Keywords :

Brand Image ; Product Quality ;
Consumer Loyalty ; Brand Trust
; Honda

Abstract

This study aims to analyze the influence of brand image and product quality on consumer loyalty of Honda motorcycles through brand trust as a mediating variable on Honda motorcycle users in Malang City. The study uses a quantitative approach with a survey method. Data were collected through distributing questionnaires to Honda motorcycle consumers in Malang City and analyzed using Partial Least Square–Structural Equation Modeling (PLS-SEM) with the help of SmartPLS. The results show that brand image has a positive and significant effect on consumer loyalty. Product quality has a positive and significant effect on consumer loyalty . Brand trust is not proven to mediate the influence of brand image on consumer loyalty. Meanwhile Brand trust has been shown to mediate product quality on consumer loyalty . Honda consumer loyalty is not only influenced by directly by brand image and product quality, but product quality can also increase consumer loyalty through brand trust.

INTRODUCTION

Currently, high public mobility is driving increasing demand for motorized vehicles. This increasing demand is seen as an opportunity for businesses to increase competition. Two-wheeled vehicles are among the most sought-after. Many brands compete in this category. Each manufacturer continuously develops its products to attract the interest of the target market (Amelia & Herawati, 2024) . The Honda brand is strongly associated with the perception of a good motorcycle brand in Indonesia compared to its competitors, where the Honda brand not only controls market share but also remains at the top of consumers' minds (Theodore & Sitinjak, 2024) .

Despite having a strong position in the competitive motorcycle industry, companies still need to retain customers to prevent them from switching to competing brands. Customer loyalty is one measure. a customer's attachment to a brand reflects how a customer might switch to another brand, especially if the brand makes a change, either in price or in elements product. As loyalty increases, group vulnerability decreases. customers from competitive attacks can be reduced. This is an indicator of brand equity that is actually related to profit future, because loyalty is directly interpreted as a future sale (Warusman & Untarini, 2016) .

One factor that can influence customer loyalty is brand image . The image formed in consumers' minds is a consideration in determining their choice and maintaining the use of a brand. (Miran, 2021) . In addition to brand image , product quality is also a factor that can influence consumer loyalty. Products that are of good quality and able to meet consumer needs and expectations can encourage consumers to continue using those products. (Diansyah & Chrisnardani, 2024) .

Several previous studies have shown that brand image has a positive and significant influence on consumer loyalty (Rahmadani et al., 2026) . A positive brand image can increase consumer loyalty because a good brand image can shape positive perceptions and beliefs in consumers about a brand. (Sarwoto et al., 2021) . Furthermore, product quality is also a crucial factor in building consumer loyalty and brand trust . Good product quality can increase consumer loyalty by meeting consumer needs and expectations regarding the products they use. (Nizar et al., 2025) .

Previous research also shows that brand trust influences consumer loyalty . Iqbal et.al (2023) explains that high trust makes consumers feel confident that a brand is capable of meeting expectations and providing benefits as promised. This confidence can encourage consumers to maintain their choice of a brand, make repeat purchases, and recommend it to others . Meanwhile, the better the product quality perceived by consumers, the higher the consumer's trust in the brand . Product quality can be one factor that increases consumer trust in a brand. (Simbolon & Sukresna, 2021) .

However, previous research still has limitations. Some studies only examine brand image, product quality, brand trust, and consumer loyalty separately. Research examining the influence of brand image and product quality on consumer loyalty through brand trust as a mediating variable, particularly among Honda motorcycle consumers in Malang City, is still limited. From a Relationship Marketing Theory perspective , trust is a crucial factor in building long-term relationships with consumers. (Morgan & Hunt, 1994) . Therefore, this study examines the role of brand trust in mediating the influence of brand image and product quality on consumer loyalty of Honda motorcycles .

Based on the research gap, this study aims to analyze the influence of brand image and product quality on consumer loyalty of Honda motorcycles through brand trust as a mediating variable in Malang City. The novelty of this study lies in testing the role of brand trust as a mediating variable in the relationship between brand image, product quality, and consumer loyalty of Honda motorcycle users .

METHODS

This study uses a quantitative approach with a survey method. The quantitative approach is used to objectively test the relationship between variables through statistical analysis. (Sugiyono, 2017) . The research location was in Malang City, which is an area with a fairly high number of motorcycle users, so it is relevant to study consumer loyalty towards Honda motorcycles .

The population in this study were Honda motorcycle users . The sampling technique used purposive sampling with the criteria of respondents being at least 20 years old, having purchased or used a Honda motorcycle, and residing in Malang City . The research data consisted of primary and secondary data. Primary data were obtained through the distribution of questionnaires using a five-point Likert scale, while secondary data were obtained from relevant documents, journals, and literature (Sugiyono, 2017) .

The research variables consist of brand image (X1), product quality (X2), brand trust (Z), and consumer loyalty (Y). Data analysis uses Structural Equation Modeling (SEM) based on Partial

Least Square (PLS) with the help of SmartPLS. The analysis stages include testing the outer model through validity and reliability tests, testing the inner model using R-Square, and testing hypotheses based on T-Statistics and P-Values (Hair, 2011). (Sarstedt et al., 2021) .

RESULTS AND DISCUSSION

Table 1Validity Test (Outer Model)

Variables	Loading Factor	AVE	Information
<i>Brand Image</i>	0.773 – 0.879	0. 664	Valid
Product Quality	0.560 – 0.891	0.6 25	Valid
Brand Trust	0.741 – 0.909	0.71 6	Valid
Consumer Loyalty	0.914 – 0.926	0. 846	Valid

Source: SmartPLS primary data, 2026

Based on Table 1, all research variables have an Average Variance Extracted (AVE) value above 0.50, namely brand image of 0.664 , product quality of 0.625 , brand trust of 0.716 , and consumer loyalty of 0.846 . In addition, the loading factor value of each variable is in the range that meets the criteria for convergent validity. Thus, all indicators in this study are declared valid and able to measure the construct of each variable (Henseler et al., 2015) .

Table 2Reliability Test

Variables	Cronbach's Alpha	Composite Reliability	Information
<i>Brand Image</i>	0. 749	0. 855	Reliable
Product Quality	0.8 44	0. 890	Reliable
Brand Trust	0.8 19	0.9 17	Reliable
Consumer Loyalty	0.8 65	0.90 9	Reliable

Source: SmartPLS primary data, 2026

Based on Table 2, all variables have Cronbach's Alpha and Composite Reliability values above 0.70. The highest Cronbach's Alpha value is found in the consumer loyalty variable at 0.865 , while the lowest value is found in the brand image variable at 0.749 . Meanwhile, the Composite Reliability values of all variables are in the range of 0.855 to 0.917 . These results indicate that all research instruments have good internal consistency and are declared reliable.

Table 3Inner Model (R-Square)

Variables	R-Square	R-Square Adjusted	Information
Brand Trust	0. 593	0. 585	Strong
Consumer Loyalty	0. 950	0. 949	Strong

Source: SmartPLS primary data, 2026

Based on Table 3, the R-Square value on the brand trust variable is 0.593 . This shows that brand image and product quality are able to explain the variation in brand trust by 59.3 % , while the remaining 40.7 % is explained by other variables outside the research model. Furthermore, the R-Square value on the consumer loyalty variable is 0.950 , which means that brand image , product quality and brand trust are able to explain the variation in consumer loyalty

by 95.0 %, while the remaining 5.0 % is influenced by other variables outside the model (Ghozali & Latan, 2015) .

Table 4Hypothesis Test

Relationship between variables	Original Sample	T Statistics	P Values	Information
<i>Brand Image</i> → Consumer Loyalty	0.3 58	6,493	0.00 0	Significant
<i>Brand Image</i> → Brand Trust	0. 323	2 . 194	0.0 28	Significant
Product Quality → Consumer Loyalty	0. 266	4,277	0.000	Significant
Product Quality → Brand Trust	0. 476	3,415	0.00 1	Significant
Brand Trust → Consumer Loyalty	0. 434	6,890	0.0 00	Significant
<i>Brand Image</i> → Brand Trust → Consumer Loyalty	0.14 0	1.9 35	0.05 3	Not Significant
Product Quality → Brand Trust → Consumer Loyalty	0. 207	3 . 17 4	0.0 02	Significant

Source: SmartPLS primary data, 2026

Based on Table 4, brand image has a positive and significant effect on consumer loyalty with an original sample value of 0.358 , T Statistics of 6.493 , and P Values of 0.000 . This shows that the better the brand image , the higher the consumer loyalty . Brand image has a positive and significant effect on brand trust , with an original sample value of 0.323 , T Statistics of 2.194 , and P Values of 0.028 . This shows that the better the brand image , the higher the brand trust .

Product quality has a positive and significant effect on consumer loyalty with an original sample value of 0.266 , T Statistics of 4.277 , and P Values of 0.000. Product quality also has a positive and significant effect on brand trust with an original sample value of 0.476 , T Statistics of 3.415 , and P Values of 0.001 . In addition, brand trust has a positive and significant effect on consumer loyalty with an original sample value of 0.434 , T Statistics of 6.890 , and P Values of 0.000 .

In the indirect effect, brand trust is not able to mediate the influence of brand image on consumer loyalty with the original sample value of 0.14 0 , T Statistics of 1.9 35 , and P Values of 0.05 3. While brand trust is able to mediate the influence of product quality on consumer loyalty with the original sample value of 0. 207 , T Statistics of 3. 17 4 , and P Values of 0.0 02. Thus, H1, H2 , H3 , H4 , H5 , and H7 are accepted, while H6 is rejected.

DISCUSSION

The results of the study indicate that brand image has a positive and significant effect on consumer loyalty. This suggests that the better a brand's image, the more likely consumers are to continue using and choosing that brand. These findings align with those of Rizky & Hariasih. (2023) , who found that brand image has a significant influence on consumer loyalty . This finding reinforces the idea that a positive brand image can foster consumer loyalty.

Product quality has a positive and significant impact on consumer loyalty. This indicates that the better the product quality perceived by consumers, the more likely they are to continue

using and choosing that product. Product quality that meets consumer needs and expectations can foster loyalty. These research findings align with those of Thayyibah et al., 2024. which shows that product quality has a positive and significant effect on customer loyalty .

Brand image has a positive and significant effect on brand trust. This indicates that the more positive a brand's image, the higher consumer trust in that brand. A good brand image can shape positive consumer perceptions of a product, thus making consumers feel more confident and trustworthy in using that brand. Therefore, companies need to maintain a positive brand image to increase consumer trust. The results of this study align with Aulia et al. (2025) which shows that brand image has a positive and significant influence on brand trust among Honda motorcycle consumers .

Product quality has a positive and significant impact on brand trust. This indicates that the better the product quality perceived by consumers, the higher their trust in the brand. Products that are high quality, reliable, and able to meet consumer expectations will inspire consumers to continue using that brand. Therefore, companies need to maintain and improve product quality to strengthen consumer trust in the brand .

Brand trust has a positive and significant impact on consumer loyalty. This means that the higher a consumer's trust in a brand, the greater their tendency to continue using and choosing that brand. Trust, formed from consumer confidence in a brand's reliability, quality, and ability to meet expectations, can encourage consumers to maintain their relationship with the brand. This situation indicates that brand trust is a crucial factor in building and maintaining consumer loyalty. Therefore, companies need to maintain product reliability and provide a consistent experience to strengthen consumer trust in the brand .

The results of the study indicate that brand trust is unable to mediate the influence of brand image on consumer loyalty. This means that a positive brand image is not sufficient to increase loyalty through brand trust. Meanwhile, brand trust is able to mediate the influence of product quality on consumer loyalty. This indicates that good product quality can increase consumer trust, which then encourages consumers to continue using and choosing Honda motorcycles.

Theoretically, this research reinforces Relationship Marketing Theory , which emphasizes the importance of building long-term relationships with consumers. In this study, these relationships can be built through a positive brand image , good product quality, and brand trust. Consumer trust can then foster brand loyalty. Thus, the research results indicate that building good relationships with consumers can help companies increase consumer loyalty .

CONCLUSION

This study shows that brand image has a positive and significant effect on consumer loyalty and brand trust , and product quality has a positive and significant effect on consumer loyalty and brand trust . In the indirect effect , brand trust is unable to mediate the effect of brand image on consumer loyalty, while brand trust is able to mediate the effect of product quality on consumer loyalty .

findings indicate that Honda motorcycle consumer loyalty is not only related to brand image and product quality, but also to the trust formed in the brand. Product quality plays a role in increasing loyalty through brand trust, while brand image has a more dominant and direct influence on consumer loyalty. This demonstrates the importance of maintaining product quality and building trust to maintain consumer loyalty.

This study contributes to the development of studies on motorcycle consumer loyalty by examining the role of brand trust in the relationship between brand image, product quality, and consumer loyalty. Limitations of this study include the research object that focuses on Honda motorcycle users in Malang City, so that consumer characteristics and regional conditions can influence the research results. Future research can involve more diverse brands, regions, and consumer characteristics to gain a broader understanding of the formation of consumer loyalty .

REFERENCE

- Amelia, M., & Herawati, S. (2024). *The influence of product quality, brand image, and brand trust on brand loyalty of Honda motorcycles* . 13 , 304–313.
- Aulia, Naya; Asnusa, S. (2025). The Influence of Social Media Marketing and Brand Image on Honda Motorcycle Purchasing Decisions with Brand Trust as an Intervening Variable. *IRJE (International Research Journal of Economics)* , 5 (1), 1–13.
- Diansyah, RJ, & Chrismardani, Y. (2024). *CUSTOMER LOYALTY OF HONDA VARIO DI MOTORCYCLE USERS* . 5 (2), 113–128.
- Ghozali, I., & Latan, H. (2015). *Concepts, Techniques, Applications Using Smart PLS 3.0 for Empirical Research* . BP Undip.
- Hair, JF (2011). *PLS-SEM : Indeed a Silver Bullet* . 19 (2), 139–151.
<https://doi.org/10.2753/MTP1069-6679190202>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). *A new criterion for assessing discriminant validity in variance-based structural equation modeling* . 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Iqbal, MAD, Hardini, R., & Digidowiseiso, K. (2023). *The Influence Of Product Quality, Brand Image, And Brand Trust On Customer Loyalty Of Honda Vario Motorcycle Products At The Honda Margo Mulyo Megah Dealership, South Jakarta* . 4 (1), 207–219. <https://doi.org/10.46799/jsa.v4i1.812>
- Miran, I. (2021). THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON CUSTOMER LOYALTY: CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE (AN EMPIRICAL STUDY OF HONDA MOTORCYCLE CUSTOMERS IN KAMPAR REGENCY). *Management Science* , 9 (2).
- Morgan, Robert M, Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing* , 58 (3), 20–38.
- Nizar, MA, Rahayu, S., & Trihandayani, Z. (2025). *The Influence of Product Quality and Brand Image on Loyalty Through Consumer Satisfaction on Honda Automatic Motorcycles in Palembang City* . 5 (June), 90–96.
- Rahmadani, AD, Respatiningsih, H., & Probowati, A. (2026). *The Role of Price, Brand Image and Product Innovation in Increasing Customer Loyalty. A Quantitative Study on Honda Motorcycle*

Consumers in Purworejo Regency . April .

Rizky, ME, & Hariasih, MH (2023). Consumer Loyalty: Brand Perception, Trust, Product Quality, and the Mediating Role of Customer Satisfaction. *Academia Open* , 9 (2), 1–19.
<https://doi.org/10.21070/acopen.9.2024.5562>

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). *Partial Least Squares Structural Equation Modeling* .

Sarwoto, Ismail, & Subagja, IK (2021). *The Effect of Brand Image and Product Quality on Loyalty through Customer Satisfaction of Honda Brand Matic Motorcycles in Bekasi City, Indonesia* . 9 (8), 74–84.

Simbolon, PS, & Sukresna, IM (2021). Analysis of the Influence of Product Innovation, Marketing Communication, and Product Quality on Brand Image and Brand Trust. *Journal of Organizational Management Studies* , 18 (2), 39–48.
<https://doi.org/10.14710/jsmo.v18i2.39181>

Sugiyono. (2017). *Quantitative, Qualitative, and Re&D Research Methods* . Alfabeta.

Thayyibah, NH, Hurriyati, R., & Razzati, G. (2024). The Influence of Brand Image and Product Quality on Customer Loyalty. *Strategic: Journal of Business Management Education* , 24 (2).
<https://doi.org/10.17509/strategic.v24i2.53339>

Theodore, SB, & Sitinjak, T. (2024). The Influence of Brand Image, Brand Trust, Service Quality Through Customer Satisfaction on Honda Brand Motorcycle Brand Loyalty in DKI Jakarta. *INDONESIAN JOURNAL OF SOCIAL SCIENCES Ypedume.ln: Publikasi Indonesia* , 5 (10), 2635–2654.

Warusman, JD, & Untarini, N. (2016). *THE EFFECT OF BRAND IMAGE AND BRAND TRUST ON CUSTOMER LOYALTY (A Study of Members of the Honda Vario 125cc Motorcycle Community in Surabaya)* . 35 (2010), 35–41.