

Yamaha Marketing Strategy In Palopo City: Understanding The Impact Of Promotion Mix, Service Quality, And Company Image On Customer Satisfaction Through Customer Trust

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Abstract

This study aims to examine the influence of promotion mix, service quality, and company image on consumer trust and satisfaction, as well as their impact on consumer satisfaction through the trust factor. The research method used is associative with a quantitative approach. The research sample consists of 96 Yamaha motorcycle consumers registered at PT. Jaya Baru Palopo. The results of the study indicate that promotion mix, service quality, and company image significantly influence consumer trust. Although indirectly, improvements in these factors have the potential to enhance consumer satisfaction through trust. This research emphasizes the importance of these factors in building a positive relationship with consumers.

Keywords: Promotion Mix; Quality Of Service; Corporate Image; Consumer Confidence; and Consumer Satisfaction.

1. Introduction

The growth of the automotive market in Indonesia from year to year is increasingly showing significant development, a variety of motor vehicle products are introduced to the community in order to facilitate the daily mobility of the people. Of the many automotives products available in Indonesia, two-wheeled motor vehicles or often called motorcycles are the most sought after automotif products in Indonesia. This is because motorcycles are very flexible and efficient to support the daily mobility of people. Therefore, the motorcycle has become a very potential market share in the world of automotive business in Indonesia.

Accordingly, an effort can be made in marketing a product by carrying out promotional activities that include, advertising, sales promotion, personal selling, public relations, direct marketing so that potential consumers better know, understand, as well as sympathy for the product offered. [1].

Through this research, the researchers wanted to find out why Yamaha motorcycle consumers in Palopo City chose to use a Yamaha motorbike compared to using a similar brand of motorcycles, and from the variables that exist which most influence on the decision to buy a Yamaha Motorcycle.

The city of Palopo is a very fast-growing area. It is characterized by the number of emerging enterprises, whether it's small, medium-sized even to large companies. With the company being built, the competition becomes tougher. It is felt also by a company that is engaged in the field of distribution and marketing of two-wheeled vehicles with the brand Yamaha is PT. Global Jaya New. Every company will always strive inining the survival of its

business, as well as PT. The marketing department that plays an important role in this issue must be able to understand the consumer's reaction to the offer or incentive given by the company either of quality, price, promotion, or service because of this whole form will result in consumer decisions. Besides, it is also trying to maintain the survival of its business by providing facilities such as providing the sale of motorcycles in cash and credit. Marketing communication, often referred to as promotion, is a concept within a company used to convey clear, consistent, and influential messages about the organization and its products. Thus, it can shape a strong brand identity in the market by aligning and reinforcing all images and messages from the company. [2]. The promotion mix is defined as "the best combination of advertising, personal selling, and other promotional tools, all planned to achieve sales program objectives."

Quality is a crucial aspect for sales service companies to consider in facing highly competitive situations. The service quality provided by the company must be consistently maintained to deliver the best to consumers, thereby building trust among them. [3]. Service quality can be interpreted as the level of customer satisfaction, while this level of customer satisfaction itself can be obtained from a comparison between the actual type of service received by customers and the type of service expected by customers. The type of good service quality is service that satisfies and aligns with the service expected by customers. [4].

Company image is considered crucial by both large and small-scale companies. It is the impression of a company in someone's mind, derived from a collection of feelings, attitudes, ideas, and experiences about the company.

Trust is a form of emotional reflection for commerce [5]. It depends on the level of expected product fulfillment or service benefits, as well as the consistency between expectations and actual outcomes. If consumers expect a certain level of service, and perceive that the service received exceeds their expectations and still continue to use the product or service, then these consumers can be considered to trust [6].

Customer satisfaction is the perceived outcome of buyers from the performance of a company meeting their expectations. Customers are satisfied when their expectations are met and delighted or happy when their expectations are exceeded. Satisfied customers will remain loyal longer, buy more, be less price-sensitive, and provide positive comments about the company.

Here is the conceptual framework in this research:

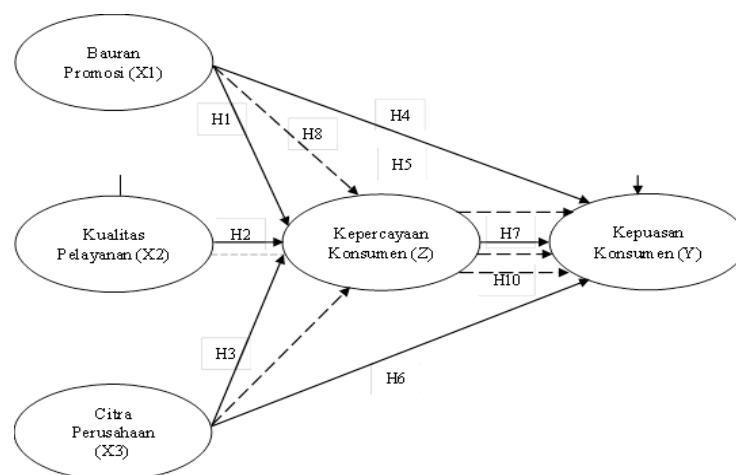


Figure 1. Conceptual Framework

From the above conceptual framework, the hypotheses generated are as follows:

- H1: Promotion mix is hypothesized to have a positive and significant effect on consumer trust in Yamaha motorcycle in Palopo City;
- H2: Service quality is hypothesized to have a positive and significant effect on consumer trust in Yamaha motorcycle in Palopo City;
- H3: Company image is hypothesized to have a positive and significant effect on consumer trust in Yamaha motorcycle in Palopo City;
- H4: Promotion mix is hypothesized to have a positive and significant effect on consumer satisfaction with Yamaha motorcycle in Palopo City;
- H5: Service quality is hypothesized to have a positive and significant effect on consumer satisfaction with Yamaha motorcycle in Palopo City;
- H6: Company image is hypothesized to have a positive and significant effect on consumer satisfaction with Yamaha motorcycle in Palopo City;
- H7: Consumer trust is hypothesized to have a positive and significant effect on consumer satisfaction with Yamaha motorcycle in Palopo City;
- H8: Promotion mix is hypothesized to have a positive and significant effect on consumer satisfaction through consumer trust in Yamaha motorcycle in Palopo City;
- H9: Service quality is hypothesized to have a positive and significant effect on consumer satisfaction through consumer trust in Yamaha motorcycle in Palopo City;
- H10: Company image is hypothesized to have a positive and significant effect on consumer satisfaction through consumer trust in Yamaha motorcycle in Palopo City.

2. Research Methods

The type of research used by the author is associative research with a quantitative approach. Associative research aims to determine the influence or relationship between independent variables and dependent variables and how close their relationship is.

In this study, the approach used by the researcher is quantitative research and utilizes statistical formulas to assist in analyzing the data and facts obtained. Quantitative approach is research that focuses its analysis more on numerical (numeric) data processed using statistical methods.

The population in this study is all Yamaha motorcycle consumers, totaling 2,051 individuals registered at PT. Jaya Baru Palopo located on Jalan Jendral Sudirman Binturu, Palopo City. The sample in this study was taken using the Purposive Sampling method with the criteria of Yamaha Motorcycle consumers at PT. Jaya Baru Palopo. The determination of the sample size uses the margin of error formula, which suggests for sampling in cases where the population is very large and the number is unknown, the following formula can be used:

$$n = \frac{Z^2}{4(\text{Moe})^2}$$

Information:

n = number of samples.

z = the level of confidence required in determining the number of samples is 95% which refers to table Z. 95% = 1,96 Moe = *margin of error*

$$n = \frac{1.92^2}{4(\text{Moe})^2}$$

$$n = \frac{1.92^2}{4(0.1)^2} = 96.04$$

Data collection is obtained from observations, interviews, documentation, and triangulation. The data collection method used in this study is by using questionnaires. Sugiyono's questionnaire states that it is a data collection technique carried out by providing a set of questions or written statements to respondents for them to answer.

In this study, two tests were conducted to examine the validity of the data, namely validity and reliability tests. Validity indicates the extent to which a measuring instrument measures what it intends to measure. To assess validity, the value of Corrected Item-Total Correlation is compared with the r-table, for example, for a sample size of 30, the r-table value is 0.361. Therefore, the calculated r-value on Corrected Item-Total Correlation is compared with the r-table (0.361); if the Corrected Item-Total Correlation value is greater than 0.361, then the item is considered valid. Reliability is an index that indicates the extent to which a measuring instrument can be trusted or relied upon. If a measuring instrument is used twice to measure the same symptoms and the measurement results obtained are relatively consistent, then the measuring instrument is reliable. PLS is a tool that functions to measure reliability using the statistical test Cronbach Alpha (α); a construct or variable is considered reliable if it yields a Cronbach Alpha value of > 0.60 . Testing is done using PLS.

The data analysis technique used to test the hypotheses in this study is "Descriptive Statistical Analysis and Path Analysis". The purpose of using Partial Least Square (PLS) is to make predictions, which involve predicting the relationships between constructs, and to assist researchers in obtaining latent variable values aimed at prediction. Latent variables are linear aggregates of their indicators. In processing the data for this research, the statistical tool software PLS (Partial Least Squares) used is Smart PLS version 3.2.

The inner model examination is completed by assessing the significance of the path coefficients or t-values of each path between the research variables. The magnitude of the path coefficient or inner model indicates the influence of exogenous latent variables on endogenous latent variables. The standardized coefficient path value is indicated by the arrows of the latent variable relationships. If the standardized coefficient path value ≥ 0.1 , then the influence of the exogenous variable on the endogenous variable is significant (the larger the value, the greater the influence). It can also be evaluated through the path coefficient scores indicated by the t-statistic value, where it must be ≥ 1.96 for two-tailed testing and ≥ 1.64 for one-tailed testing at $\alpha = 5\%$ (Hair, 2016).

The final results of the structural model testing and model significance are conducted using the bootstrap method (non-parametric method) because PLS does not assume normally distributed data, so parametric significance testing cannot be performed (Hair, 2016). The significance test results will be the basis for testing the research hypotheses. To see the magnitude of the influence and relationships between latent variables in the study, it can be observed through the coefficient of determination (R^2).

3. Result and Discussion

3.1. Result

Questionnaires were given to 100 respondents with general information related to respondents namely gender, age, recent education and marital status. Description of motorcycle customer respondents PT. Jaya Baru in Palopo City can be seen in table 1 as follows:

Table 1 Description of Respondents by Gender, Age, Education, and Marital Status

Gender	Frek	%	Age	Frek	%	Education	Frek	%	Status	Frek	%
Man	68	68%	30 - 40	19	19%	SMP	7	7%	Marry	83	83%
Woman	32	32%	41 - 50	46	46%	SMA/SMK	24	24%	Unmarried	14	14%
			51 - 60	22	22%	S1	36	36%	Widower	3	3%
			> 61	13	13%	S2	23	23%			
						S3	8	8%			
						Professor	2	2%			
Total	100	100%		100	100%		100	100%		100	100%

Source: Primary Data processed, 2022

Based on table 1, the number of male respondents is 68 or as much as 68% while the female sex is 32 people or as many as 32%. Based on the data above, the dominant male respondents made motorcycle purchases at PT. Jaya Baru compared to female respondents.

Age of PT. Jaya Baru, the first range, ages 30-40 as many as 19 respondents or 19%, the second range aged 41-50 as many as 46 or 46%, the third range, ages 51-60 as many as 22 or 22%, and the fourth range aged 61 and over as many as 13 respondents or 13%. Based on these data, most respondents are aged 41-50 years with a percentage of 46%.

Respondents who have junior high school education are 7 people or as much as 3%, respondents who have high school / vocational education are 24 people or as many as 24%, respondents who have S1 education are 36 people or as many as 36%, respondents who have S2 education are 23 people or as many as 23%, respondents who have S3 education are 8 people or as much as 8%, respondents who have the title of Professor are 2 people or as many as 2%. So the majority of respondents are motorcycle customers of PT. Jaya Baru is S1 educated with a percentage of 36%.

Of the 100 respondents, 83 married respondents or 83%, unmarried respondents were 14 people or 14%. While respondents who are widows or widowers are 3 people or as many as 3%. Based on these data, most respondents are married or as many as 83%.

In SmartPLS software, the validity test for each indicator against its latent variables can be seen from the outer loading value. The outer loadings value is obtained after conducting a PLS Algorithm test. These results can be seen in figure 4.1 and table 4.2 as follows:

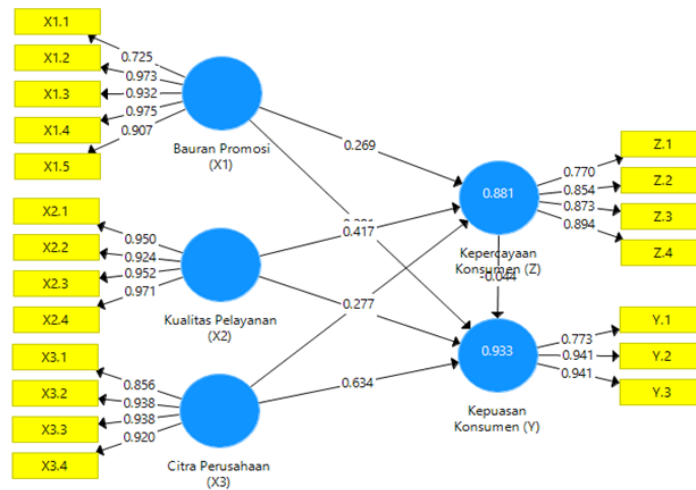


Figure 2 Value of Outer Loadings

Table 2 Value of Loadings Factor

Variabel	Indicators	Loading Factor	Keterangan
Promotion Mix (X1)	X1.1	0.725	Reliabel
	X1.2	0.973	Reliabel
	X1.3	0.932	Reliabel
	X1.4	0.975	Reliabel
	X1.5	0.907	Reliabel
Quality of Service (X2)	X2.1	0.950	Reliabel
	X2.2	0.924	Reliabel
	X2.3	0.952	Reliabel
	X2.4	0.971	Reliabel
Corporate Image (X.3)	X3.1	0.856	Reliabel
	X3.2	0.938	Reliabel
	X3.3	0.938	Reliabel
	X3.4	0.856	Reliabel
Consumer Confidence (Z)	Z.1	0.770	Reliabel
	Z.2	0.854	Reliabel
	Z.3	0.873	Reliabel
	Z.4	0.894	Reliabel
Customer Satisfaction (Y)	Y.1	0.773	Reliabel
	Y.2	0.941	Reliabel
	Y.3	0.941	Reliabel

Source: SmartPLS 3.3 output result, data processed, 2022

Based on the table above, the outer loadings value of each indicator against each latent variable as a whole > 0.7 . Thus, all indicators of each variable in this study are declared valid. Valid indicators mean that all indicators in this study are appropriately used to measure each variable studied.

The validity between variables between constructs can be seen from the value of Average Variance Extracted (AVE) in construct reliability and validity. The AVE values for testing the validity of construct variables can be seen in table 3 as follows:

Table 3 Average Variance Extracted Value

Variabel	Average Variance Extracted (AVE)
Promotion Mix (X1)	0.823
Corporate Image (X3)	0.835
Consumer Confidence (Z)	0.721
Customer Satisfaction (Y)	0.790
Quality of service (X2)	0.902

Source: SmartPLS 3.3 output result, data processed, 2022

Between construct variables is declared valid or not highly correlated if the AVE value > 0.5 . Based on table 4.3 the AVE value of each construct variable as a whole > 0.5 . This means that all construct variables in this study are declared valid or not highly correlated between construct variables.

Reliability tests are used to prove the accuracy, consistency and permanence of instruments in measuring constructs. In SmartPLS software, reliability tests are seen from Cronbach's Alpha and Composite Reliability values on construct reliability and validity. The reliability test can be seen in table 4 as follows:

Table 4 Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability
Bauran Promosi (X1)	0.943	0.958
Citra Perusahaan (X3)	0.933	0.953
Kepercayaan Konsumen (Z)	0.870	0.912
Kepuasan Konsumen (Y)	0.864	0.918
Kualitas pelayanan (X2)	0.964	0.973

Source: SmartPLS 3.3 output result, data processed, 2022

The reliability test is fulfilled when Cronbach's Alpha value > 0.6 and the Composite Reliability value > 0.7166 . Based on table 4.4, the value of Cronbach's Alpha of all construct variables > 0.6 and the Composite Reliability value of all construct variables > 0.7 . Thus, the instruments in this study are declared reliable. All questions in the questionnaire related to each variable are trustworthy and able to reveal true customer loyalty in the field.

Structural model analysis begins with a model feasibility test (R-Square). Model feasibility testing aims to assess each dependent variable as a strength of the structural model.

Table 5. *R-Square*

Variabel	R Square	R Square Adjusted
Consumer Confidence (Z)	0.881	0.878
Customer Satisfaction (Y)	0.933	0.930

Source: SmartPLS 3.3 output result, data processed, 2022

Based on table 5, it is known that the variables of promotion mix (X1), service quality (X2), company image (X3), and consumer trust (Z) together affect consumer satisfaction (Y)

by 93.3 percent, while 6.7 percent are influenced by other variables not observed in this study. While promotion mix (X1), service quality (X2), company image (X3) together affects consumer confidence (Z) by 88.1 percent, while 11.9 percent are influenced by other variables not observed in this study.

In Smart PLS 3.3, significance values are obtained through bootstrap testing. The independent variable has a significant effect on both intervening and bound variables if the t-value > 1.96 and p value = 0.051. In SmartPLS software, the results of the structural model (Inner model) are presented in the image after bootstrapping. The image of the structural model (Inner model) can be seen in figure 2 as follows:

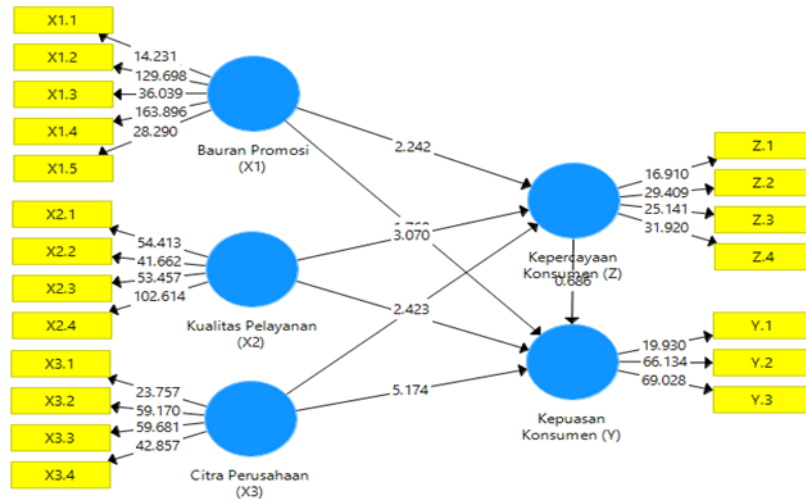


Figure 2 Structural Model

Analysis of the influence of variables analyzed in this study is promotion mix (X1), service quality (X2), company image (X3), and consumer trust (Z) on consumer satisfaction (Y). Anallisis is also used to test research hypotheses. The amount of influence of these variables is shown in table 6 as follows:

Table 6 Direct Influence

Direct Influence	T Calculate	T Table	P Values	Cut off Value
Promotion Mix (X1) -> Consumer Confidence (Z)	2.242	2,00	0.025	0,05
Promotion Mix (X1) -> Consumer Satisfaction (Y)	1.768	2,00	0.078	0,05
Company Image (X3) -> Consumer Trust (Z)	2.423	2,00	0.016	0,05
Company Image (X3) -> Customer Satisfaction (Y)	5.174	2,00	0.000	0,05
Consumer Confidence (Z) -> Consumer Satisfaction (Y)	0.686	2,00	0.493	0,05
Quality of Service (X2) -> Customer Trust (Z)	3.070	2,00	0.002	0,05
Quality of service (X2) -> Customer Satisfaction (Y)	1.006	2,00	0.315	0,05

Source: SmartPLS 3.3 output result, data processed, 2022

Based on table 6 above, the following hypothesis test can be carried out: Hypothesis 1: The promotion mix is suspected to have a positive and significant effect on Yamaha motorcycle consumer confidence in Palopo City. The results of statistical T analysis obtained a calculated t value = 2.242 > t table = 2.00 with a P Value value of 0.025 or smaller than the Cut off Value of 0.05. This means that the promotion mix variable has a significant positive effect on consumer confidence. So it can be stated that hypothesis 1 is accepted. Hypothesis 2: Service quality is thought to have a positive and significant effect on Yamaha motorcycle consumer

confidence in Palopo City. The results of statistical T analysis obtained a calculated t value = $3.070 > t \text{ table} = 2.00$ with a P Value value of 0.002 or smaller than the Cut off Value of 0.05. This means that service quality has a significant positive effect on consumer confidence. So it can be stated that hypothesis 2 is accepted.

Hypothesis 3: The company's image is suspected to have a positive and significant effect on the confidence of Yamaha motorcycle consumers in Palopo City. The results of statistical T analysis obtained a calculated t value = $2.423 > t \text{ table} = 2.00$ with a P Value value of 0.016 or smaller than the Cut off Value of 0.05. This means that the company's image has a significant positive effect on consumer confidence. So it can be stated that hypothesis 3 is accepted.

Hypothesis 4: The promotion mix is suspected to have a positive and significant effect on Yamaha motorcycle customer satisfaction in Palopo City. The results of statistical T analysis obtained a calculated t value = $1.768 < t \text{ table} = 2.00$ with a P Value value of 0.078 or greater than the Cut off Value of 0.05. This means that the promotion mix variable has a positive insignificant effect on consumer confidence. So it can be stated that hypothesis 4 is rejected.

Hypothesis 5: Service quality is thought to have a positive and significant effect on Yamaha motorcycle customer satisfaction in Palopo City. The results of statistical T analysis obtained a calculated t value = $1.006 < t \text{ table} = 2.00$ with a P Value value of 0.315 or greater than the Cut off Value of 0.05. This means that service quality has a positive insignificant effect on customer satisfaction. So it can be stated that hypothesis 5 is rejected.

Hypothesis 6: The company's image is thought to have a positive and significant effect on the satisfaction of Yamaha motorcycle customers in Palopo City. The results of statistical T analysis obtained a calculated t value = $5.174 > t \text{ table} = 2.00$ with a P Value value of 0.000 or smaller than the Cut off Value of 0.05. This means that the company's image has a significant positive effect on consumer confidence. So it can be stated that hypothesis 6 is accepted.

Hypothesis 7. Consumer confidence is thought to have a positive and significant effect on Yamaha motorcycle customer satisfaction in Palopo City. The results of statistical T analysis obtained a calculated t value = $0.686 < t \text{ table} = 2.00$ with a P Value value of 0.493 or greater than the Cut off Value of 0.05. This means that the variable of consumer confidence has a positive effect not significantly on consumer satisfaction. So it can be stated that hypothesis 7 is rejected.

The indirect influence analyzed in this study is the influence of promotion mix (X1), service quality (X2), and company image (X3) on consumer satisfaction (Y) through consumer trust (Z). The amount of indirect influence of variables X on Y through Z is presented in Table 7 as follows:

Table 7 Influence of Indirect Variables

Indirect influence	T Calculate	T Table	P Values	Cut off Value
Promotion Mix (X1) -> Consumer Confidence (Z) -> Consumer Satisfaction (Y)	0.564	2,00	0.573	0,05
Company Image (X3) -> Consumer Trust (Z) -> Consumer Satisfaction (Y)	0.639	2,00	0.523	0,05
Quality of Service (X2) -> Consumer Trust (Z) -> Customer Satisfaction (Y)	0.647	2,00	0.518	0,05

Source: SmartPLS 3.3 output result, data processed, 2022

Based on Table 7 above, the following hypothesis test can be carried out: Hypothesis 8: The promotion mix is suspected to have a positive and significant effect on consumer satisfaction through consumer confidence of Yamaha motorcycles in Palopo City. The results of statistical T analysis obtained a calculated t value = $0.564 < t_{table} = 2.00$ with a P Value value of 0.573 or greater than the Cut off Value of 0.05. This means that the promotion mix variable has a positive insignificant effect on consumer satisfaction through consumer confidence. So it can be stated that hypothesis 8 is rejected.

Hypothesis 9: Service quality is thought to have a positive and significant effect on customer satisfaction through the trust of Yamaha motorcycle consumers in Palopo City. The results of statistical T analysis obtained a calculated t value = $0.647 < t_{table} = 2.00$ with a P Value value of 0.518 or greater than the Cut off Value of 0.05. This means that the variable of service quality has a positive insignificant effect on consumer satisfaction through consumer trust. So it can be stated that hypothesis 9 is rejected.

Hypothesis 10: The company's image is suspected to have a positive and significant effect on consumer satisfaction through the confidence of Yamaha motorcycle consumers in Palopo City. The results of statistical T analysis obtained a calculated t value = $0.639 < t_{table} = 2.00$ with a P Value value of 0.523 or greater than the Cut off Value of 0.05. This means that the company's image variable has a positive insignificant effect on consumer satisfaction through consumer confidence. So it can be stated that hypothesis 10 is rejected.

3.2. Discussion

The promotional mix is suspected to have a positive and significant effect on the confidence of Yamaha motorcycle consumers in Palopo City. If the promotion mix increases, so will consumer confidence. Previous research results from [7] concluded that the promotional mix has significantly increased consumer confidence in Oriflame cosmetic products in Lhokseumawe City. The promotion mix of Oriflame cosmetics is already going well and needs to be maintained, but this advertising program needs to be evaluated against existing advertising, this needs to be done to find out the various changes that occur in society so that advertising activities remain effective in increasing their trust in Oriflame cosmetics.

Service quality is thought to have a positive and significant effect on the confidence of Yamaha motorcycle consumers in Palopo City. If the quality of service increases, so will consumer confidence. Furthermore, the results of previous research from [8], [9] concluded that the quality of service affects trust. This is because the quality of service that has been provided by Beauty Clinic Inc. to customers is generally good enough to cause trust in each customer.

The company's image is suspected to have a positive and significant influence on the confidence of Yamaha motorcycle consumers in Palopo City. If the company's image increases, so will consumer confidence. The results of the above research are in accordance with the results of previous research from [10] concluded that it concluded that the company's image had a significant and positive effect on trust and online purchase decisions on the Shopee marketplace in Bireuen Regency.

The promotional mix is suspected to have a positive and significant effect on the satisfaction of Yamaha motorcycle consumers in Palopo City. Promotion has a positive and significant effect on customer satisfaction, which means that the better and higher the quality

of promotional activities carried out by the company, customer satisfaction will increase as seen from the positive perception of customers towards the company's promotional activities [15].

Service quality is thought to have a positive and significant effect on Yamaha motorcycle customer satisfaction in Palopo City. Negative signs of coefficient regression of service quality variables indicate that service quality has a positive and insignificant effect on customer satisfaction. If the quality of service increases, customer satisfaction decreases. That is, consumers do not show empathy for the quality of service shown by PT. Jaya Baru Palopo, although the quality of service provided is very good.

The results of the above study are not in line with previous research from [16] It is concluded that there is a positive and significant influence between the promotion mix, price, and service quality with customer satisfaction, both individually (partial) and together (simultaneous). A better promotion mix (high), more competitive prices (affordable according to customer expectations), increasing service quality (high) will further increase customer satisfaction in using PT. Telkom Indonesia, especially in the East Jakarta area.

The company's image is suspected to have a positive and significant influence on the satisfaction of Yamaha motorcycle consumers in Palopo City. If the company's image increases, so will consumer satisfaction. The results of the above research are in accordance with the results of previous research from [18], Conclude that there is a positive influence between company image and service quality on consumer satisfaction, it means that company image and service quality affect consumer satisfaction. From the discussion, it can be concluded that the results of the study support the hypothesis that has been proposed, namely the company's image and service quality affect consumer satisfaction.

Consumer confidence is thought to have a positive and significant effect on Yamaha motorcycle customer satisfaction in Palopo City. A negative sign of coefficient regression of consumer confidence variables indicates that consumer confidence has a positive and insignificant effect on consumer satisfaction. If consumer confidence increases, consumer satisfaction decreases. The results of the above research are not in line with the results of previous studies from [11] Summing up customer trust in customer satisfaction shows a positive influence or has a meaningful unidirectional relationship if customer trust increases it will be able to increase customer satisfaction.

The promotional mix is suspected to have a positive and significant effect on consumer satisfaction through the trust of Yamaha motorcycle consumers in Palopo City. A negative sign of coefficient regression of promotion mix variables shows that the promotion mix has a positive and insignificant effect on consumer satisfaction through consumer confidence. If the promotion mix increases, consumer confidence does not succeed in becoming an intervening variable in consumer satisfaction. The results of the above research are not in line with the results of previous studies from [20], concluded that the promotion mix has a positive and significant effect on both pilgrim trust and pilgrim satisfaction.

Service quality is thought to have a positive and significant effect on customer satisfaction through the trust of Yamaha motorcycle consumers in Palopo City. Negative signs of coefficient regression of service quality variables indicate that service quality has a positive and insignificant effect on customer satisfaction through consumer trust. If the quality of services increases, consumer trust does not succeed in becoming an intervening variable in customer satisfaction.

The company's image is suspected to have a positive and significant influence on consumer satisfaction through the trust of Yamaha motorcycle consumers in Palopo City. A negative sign of coefficient regression of corporate image variables shows that the company's image has a positive and insignificant effect on consumer satisfaction through consumer trust. If the company's image increases, consumer trust does not succeed in becoming an intervening variable in consumer satisfaction. The results of the above research are not in line with the results of previous studies from [10] shows that there is a trust relationship that mediates positively between the company's image and purchase decisions. As research conducted by Virgo shows that trust mediates between company image and purchasing decisions.

4. Conclusion

In this study, it was found that the promotion mix, service quality, and company image have a positive and significant influence on consumer confidence. The better the three factors, the higher the consumer confidence. In addition, there is a relationship between promotion mix, service quality, and company image with consumer satisfaction through consumer trust, although it is not statistically significant. However, quality improvement in these three aspects still has the potential to increase consumer satisfaction through the trust factor.

Thus, this study confirms that the promotion mix, service quality, and company image have an important role in building consumer trust. Although it does not directly affect consumer satisfaction, improvements in all three factors can potentially increase consumer satisfaction through the trust factor. Therefore, a strategy that focuses on improving the promotion mix, service quality, and company image can be an effective step in increasing consumer loyalty and achieving higher satisfaction in the long run.

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