The Impact of Product Innovation and Corporate Image on Customer Loyalty: The Mediating Role of Customer Satisfaction

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Abstract:

Motorcycles are now not only a means of productive transportation for Indonesian people, but motorbikes have become part of a hobby and lifestyle. This study aims to determine the effect of product innovation and corporate image on customer loyalty with customer satisfaction as a mediating variable (a study on customers of PT. Astra Motor Mranggen Demak). The data used in this study are primary data collected through a survey. The sample used in this study was 100 Honda motorcycle customers at PT. Astra Motor Mranggen Demak. The method used to take samples is Purposive Sampling. Based on the results of data analysis, it was found that product innovation has a positive effect on customer satisfaction, corporate image has a positive effect on customer satisfaction, product innovation has no effect on customer loyalty, corporate image has a positive effect on customer loyalty, customer satisfaction has a positive effect on customer loyalty, customer satisfaction mediates the effect of product innovation on customer loyalty, customer satisfaction mediates the effect of corporate image on customer loyalty.
Keywords: *Product Innovation, Corporate Image, Customer Satisfaction, Customer Loyalty*

1. Introduction

Motorcycles are now not only a means of productive transportation for the Indonesian people, but they have become part of a hobby and lifestyle, and can even lead to certain proud achievements. To accompany people in their activities and achieve their various dreams, PT Astra Honda Motor presents mobility solutions for the community with the best products and services. Since its first presence in Indonesia, Honda motorcycles have always been loved and trusted to be people's driving partners. Armed with this trust, PT Astra Honda Motor consistently innovates its products and technology, continues to improve services in Honda's sales and after-sales networks, and is intensively active and communicates with the community through various platforms.

Companies generally want what they produce to be marketed smoothly and profitably. The company will strive to maintain customers that have been created forever. Customer loyalty is not easy, considering that several changes can occur at any time. Long-term customer loyalty is the goal for strategic market planning, and is also the basis for developing sustainable excellence. The increasingly tight global competitive environment with the entry of several innovative products into the market and

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increasingly saturated market conditions for certain products will cause the task of managing customer loyalty to become a managerial challenge that is not easy.

2. Theoretical Background

Customer Loyalty

Loyalty is an important thing for a company, loyal customers will provide large income for the company, while losing loyal customers will be detrimental to the company, because they have to find new customers to replace the lost customers. Loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services from a company chosen by Aziz et al, (2023). Based on this definition, Customer Loyalty is a commitment to a brand, store or supplier from customers who show positive behavior by making continuous repeat purchases without being influenced by marketing carried out by competitors. Karyose et al in 2017 stated that Customer Loyalty is a behavior, namely indicated by routine purchases, or repurchasing a product. Indicators used to measure loyalty include: Believe, Repeated Saving, Recommend To Other.

Customer Satisfaction

Customer satisfaction is defined by Kotler & Keller (2016:153) which states that "Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations". Customers can experience one of three general levels of satisfaction, namely if performance is below expectations, customers will feel disappointed but if performance is in accordance with expectations, customers will feel satisfied and if performance can exceed expectations, customers will feel very satisfied, happy or excited. Karyose et al in 2017 stated that Customer satisfaction is an after-sales assessment where the alternative chosen is at least the same as or exceeds customer expectations Karyose et al (2017). Satisfaction indicators that can be used as a reference are: Service Over Expectation, Say Positive Thing, Repurchase.

Product Innovation

Product innovation is the result of the development of new products by a company or industry, both existing and non-existent. From old products that have reached saturation point in the market, innovation is needed to replace the old product. This replacement can be in the form of a completely new replacement product or with the development of a more modern and up-to-date old product, so that it can continue to increase consumer desire in purchasing decisions for the product.

Karyose et al in 2017 stated that product innovation is a breakthrough related to new products. A company must be competitive in running its business, Innovation indicators consist of 3 things, namely: (1) Completely new products, (2) Design changes (redesign); and (3) Packaging.

Company Image

Company image plays an important role for the public in choosing to buy goods. Consumers tend to prefer to use the services of companies that have a good image and are widely known by the public. The perception of a company's good or bad in the eyes of customers cannot be separated from the image of a company itself. Where the image of the company such as the condition of the company's external environment is also one of the customer's considerations, this is related to the customer's comfort or discomfort with a company, both the comfort he gets from the service or the comfort he gets from the physical environment such as cleanliness, comfort of the waiting room, ease of the company's parking location (Nugroho & Ni, 2023). Karyose et al in 2017 stated that corporate image is something that refers to a series of opinions, thoughts, and actions that someone has in assessing an object. Indicators that can be used as references are as follows: Personality, Reputation, Value, Corporate Identity, while research conducted by Purba & Ricky in 2023 stated that corporate image is the existence of a perception (which develops in the public mind) of reality (which appears in the media) or the audience's perspective on a company regarding all business activities carried out.

Research model

Based on the Theoretical Basis, Previous Research Results and Hypotheses that have been described, the following research model illustration can be made:
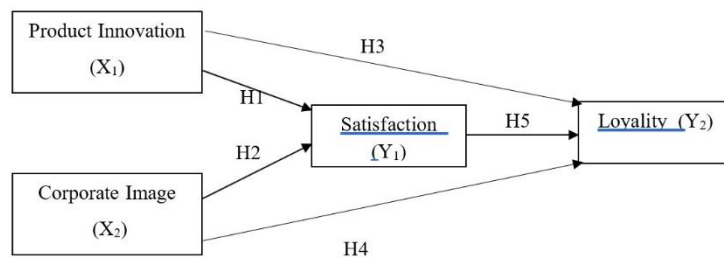

Figure 1. Graphic Model

3. Methodology

The data used in this study are primary data collected through surveys. Primary data is data obtained from respondents through questionnaires, panels, and focus groups, or data from the results of interviews between researchers and informants. The data collection instrument in this study used a questionnaire. A questionnaire is a data collection instrument that is carried out by providing several written statements or questions to respondents for them to answer. This study uses the Accident sampling technique, which is a determination technique. The sample used in this study was 100 Honda motorcycle customers at PT. Astra Motor Mranggen Demak. The method used to take samples is Purposive Sampling with the aim of obtaining samples that meet the desired criteria. In this study, the questionnaire was measured using the Likert Scale, a scale used to measure the attitudes, opinions, and perceptions of a person, or a group of people about social phenomena. With the Likert Scale, the variables to be

measured are used as variable indicators, then these indicators are used as benchmarks for compiling Safitri, et al. (2022).

4. Empirical Findings/Result and Discussion

The object of this study is Honda motorcycle customers at PT. Astra Motor Mranggen Demak. The researcher distributed questionnaires to 100 respondents to obtain research data and to prove the proposed hypothesis. Before analyzing the respondents' answers, we first discuss the relationship between several factors in this study regarding the general description of the respondents. In this case, something that is closely related to the respondents individually will be reviewed. The description of the respondents is obtained from the respondents' self-identity listed in each answer to the questionnaire. The description includes gender, age, occupation, and income as follows.

Table 1. Description of Respondents Based on Gender

No.	Gender	Amount	Percentage (%)
1.	Man	50	50%
2.	Woman	50	50%
	Amount	100	100%

Source: Processed Primary Data, 2024

Based on Table 1, it is known that out of 100 male respondents, 50 respondents are male with a percentage of 50% of the total respondents. The rest are female respondents, 50 respondents with a percentage of 50%.

Table 2. Description of Respondents by Age

No.	Age	Amount	Percentage (%)
1.	< 21 Tahun	2	2%
2.	21 – 30 Tahun	38	38%
3.	31 - 40 Tahun	36	36%
4.	41 – 50 Tahun	21	21%
5.	> 50 Tahun	3	3%
	Amount	100	100%

Source: Processed Primary Data, 2024

Based on Table 2, it is known that out of 100 respondents, most of them are aged 21-30 years, as many as 38 respondents with a percentage of 38% of the total respondents. In addition, respondents aged <21 years were 2 respondents with a percentage of 2%, aged 31-40 years were 36 respondents with a percentage of 36%, and 41-50 years were 21 respondents with a percentage of 21%. The rest are respondents aged > 50 years as many as 3 respondents with a percentage of 3%.

Table 3. Description of Respondents Based on Occupation

No.	Occupation	Amount	Percentage (%)
1.	Students	15	15%
2.	Private sector employee	39	39%
3.	Government Employees	2	2%
4.	Trader	12	12%
5.	Self-employed	22	22%
6.	Other	10	10%
	Amount	100	100%

Source: Processed Primary Data, 2024

Based on Table 3, it is known that out of 100 respondents, most of them have jobs as private employees, as many as 39 respondents with a percentage of 39% of the total respondents. In addition, respondents who work as students are 15 respondents with a percentage of 15%, civil servants are 2 respondents with a percentage of 2%, traders are 12 respondents with a percentage of 12%, and self-employed are 22 respondents with a percentage of 22%. The rest are respondents who work in other fields, as many as 10 respondents with a percentage of 10%.

Table 4. Description of Respondents Based on Income

No.	Income	Amount	Percentage (%)
1.	< Rp500.000	11	11%
2.	Rp500.000 – Rp1.500.000	17	17%
3.	Rp1.500.000 – Rp3.500.000	43	43%
4.	Rp3.500.000 – Rp5.000.000	25	25%
5.	> Rp5.000.000	4	4%
	Amount	100	100%

Source: Processed Primary Data, 2024

Based on Table 4, it is known that out of 100 respondents, most of them have income of Rp1,500,000 – Rp3,500,000 as many as 43 respondents with a percentage of 43% of the total respondents. In addition, respondents who have income of <Rp500,000 are 11 respondents with a percentage of 11%, Rp500,000 – Rp1,500,000 are 17 respondents with a percentage of 17%, and Rp3,500,000 – Rp5,000,000 are 25 respondents with a percentage of 25%. The rest are respondents who have income of >Rp5,000,000 are 4 respondents with a percentage of 4%.

Table 5. Description of Product Innovation Variables (X1)

No	Question		STS (1)	TS (2)	CTS (3)	N (4)	CS (5)	S (6)	SS (7)	Jmlh	Average	Category
1.	I feel that Honda motorbikes have implemented the latest technology..	f	2	0	1	0	0	48	49	100	6,36	Very good
		Skor	2	0	3	0	0	288	343	636		
2.	I feel there is a design change in the Honda motorbike.	f	0	2	0	0	3	50	45	100	6,34	Very good
		Skor	0	4	0	0	15	300	315	634		
3.	I feel that Honda products have differentiation (uniqueness) compared to other products.	f	0	0	2	1	8	49	40	100	6,24	Very good
		Skor	0	0	6	4	40	294	280	624		
4.	I feel that Honda motorcycles have an attractive design.	f	0	1	1	0	0	53	45	100	6,38	Very good
		Skor	0	2	3	0	0	318	315	638		
5.	I find Honda motorcycles easy to remember	f	0	0	1	5	14	47	33	100	6,06	Very good
		Skor	0	0	3	20	70	282	231	606		
6.	Honda motorcycle models are not outdated (up to date)	f	0	1	2	11	15	44	27	100	5,80	Good
		Skor	0	2	6	44	75	264	189	580		
	Total Average										6,20	Very good

Source: Processed Primary Data, 2024

Based on Table 5, it is known that the average respondent's answer for the product innovation variable is 6.20, which is categorized as very high or very good (range

5.81-7.00). The indicator of the Honda motorcycle model is not outdated (up to date) occupies the lowest position with an average of 5.80, which is categorized as high or good (range 4.61-5.80).

Table 6. Description of Corporate Image Variables (X2)

No	Question		STS (1)	TS (2)	CTS (3)	N (4)	CS (5)	S (6)	SS (7)	Jmlh	Average	Category
1.	Astra Motor Mranggen Dealer is well known to many people	*f*	1	1	1	3	21	48	25	100	5,86	Very good
		Skor	1	2	3	12	105	288	175	586		
2.	Astra Motor Mranggen Dealer has a positive impression for consumers	*f*	2	0	1	4	20	43	30	100	5,89	Very good
		Skor	2	0	3	16	100	258	210	589		
3.	Astra Motor Mranggen Dealer has good and friendly service	*f*	0	1	6	9	29	38	17	100	5,48	Good
		Skor	0	2	18	36	145	228	119	548		
4.	Astra Motor Mranggen Dealer has a strategic location	*f*	0	2	1	1	11	49	36	100	6,12	Very good
		Skor	0	4	3	4	55	294	252	612		
5.	Astra Motor Mranggen Dealer has a modern feel	*f*	0	2	1	1	16	59	21	100	5,92	Very good
		Skor	0	4	3	4	80	354	147	592		
6.	Astra Motor Mranggen Dealer serves customers in all segments	*f*	1	1	8	17	29	29	15	100	5,19	Good
		Skor	1	2	24	68	145	174	105	519		
	Total Average										5,74	Good

Source: Processed Primary Data, 2024

Based on Table 6, it is known that the average respondent's answer for the corporate image variable is 5.74 in the high or good category (range 4.61-5.80). The Astra Motor Mranggen dealer indicator serving customers in all segments occupies the lowest position with an average of 5.19 in the high or good category (range 4.61-5.80).

Table 7. Description of Customer Satisfaction Variables (Y1)

No	Question		STS (1)	TS (2)	CTS (3)	N (4)	CS (5)	S (6)	SS (7)	Jmlh	Average	Category
1.	Astra Motor Mranggen dealer employees act quickly in responding to customer requests	*f*	1	0	2	4	18	55	20	100	5,83	Very good
		Skor	1	0	6	16	90	330	140	583		
2.	The service provided by the Astra Motor Mranggen dealer is as promised	*f*	0	1	2	2	19	50	26	100	5,93	Very good
		Skor	0	2	6	8	95	300	182	593		
3.	Astra Motor Mranggen dealer employees are willing to tell customers about the advantages and provide recommendations for Honda products.	*f*	0	2	0	2	11	49	36	100	6,13	Very good
		Skor	0	4	0	8	55	294	252	613		
4.	I have a strong desire to make a repeat purchase of Honda	*f*	1	1	0	5	8	50	35	100	6,08	Very good
		Skor	1	2	0	20	40	300	245	608		

No	Question		STS (1)	TS (2)	CTS (3)	N (4)	CS (5)	S (6)	SS (7)	Jmlh	Average	Category
											Skor	
	products at Astra Motor Mranggen											
5.	Honda products meet my expectations	f	0	0	3	0	6	50	41	100	6,26	Very good
		Skor	0	0	9	0	30	300	287	626		
6.	People say positive things about Honda products	f	0	0	1	10	13	47	29	100	5,93	Very good
		Skor	0	0	3	40	65	282	203	593		
	Total Average										6,03	Very good

Source: Processed Primary Data, 2024

Based on Table 7, it is known that the average respondent's answer for the customer satisfaction variable is 6.03, which is categorized as very high or very good (range 5.81-7.00). The indicator of Astra Motor Mranggen dealer employees acting quickly in responding to customer requests is in the lowest position with an average of 5.83, which is categorized as very high or very good (range 5.81-7.00).

Table 8. Description of Customer Loyalty Variables (Y2)

No	Question		STS (1)	TS (2)	CTS (3)	N (4)	CS (5)	S (6)	SS (7)	Jmlh	Average	Category
						Skor						
1.	I will still buy a Honda motorbike	f	1	1	1	4	20	43	30	100	5,90	Very good
		Skor	1	2	3	16	100	258	210	590		
2.	I don't want to switch to another dealer to buy a Honda motorbike and still choose Astra Motor Mranggen	f	1	2	1	1	19	50	26	100	5,89	Very good
		Skor	1	4	3	4	95	300	182	589		
3.	I am willing to recommend to others to buy a Honda motorbike at the Astra Motor Mranggen dealer.	f	1	0	3	6	17	49	24	100	5,81	Very good
		Skor	1	0	9	24	85	294	168	581		
4.	I can accept a higher price than the price offered by competitors, because I believe the quality of Honda Motor is better.	f	0	0	15	18	25	27	15	100	5,09	Good
		Skor	0	0	45	72	125	162	105	509		
5.	I am satisfied with the quality of service I received at	f	0	1	2	11	17	43	26	100	5,77	Good
		Skor	0	2	6	44	85	258	182	577		

No	Question		STS (1)	TS (2)	CTS (3)	N (4)	CS (5)	S (6)	SS (7)	Jmlh	Average	Category
							Skor					
	the Astra Motor Mranggen dealer.											
6.	I feel that I get benefits according to my hopes and desires.	*f*	0	0	4	12	16	45	23	100	5,71	Good
		Skor	0	0	12	48	80	270	161	571		
				Total Average							5,70	Good

Source: Processed Primary Data, 2024

Based on Table 8, it is known that the average respondent's answer for the customer loyalty variable is 5.70, which is in the high or good category (range 4.61-5.80). The indicator I can accept a higher price than the price offered by competitors, because I believe the quality of Honda Motor is better, occupies the lowest position with an average of 5.09, which is in the high or good category (range 4.61-5.80).

Table 9. Validity Test Results

Variables	Item Pertanyaan	KMO Value	*Loading Factor*	Information
Innovation Product (X_1)	X1.1	0,827	0,849	Valid
	X1.2		0,838	Valid
	X1.3		0,897	Valid
	X1.4		0,801	Valid
	X1.5		0,732	Valid
	X1.6		0,782	Valid
Corporate Image (X_2)	X2.1	0,797	0,879	Valid
	X2.2		0,823	Valid
	X2.3		0,659	Valid
	X2.4		0,861	Valid
	X2.5		0,843	Valid
	X2.6		0,615	Valid
Customer satisfaction (Y_1)	Y1.1	0,768	0,716	Valid
	Y1.2		0,705	Valid
	Y1.3		0,905	Valid
	Y1.4		0,766	Valid
	Y1.5		0,756	Valid
	Y1.6		0,849	Valid
Customer Loyalty (Y_2)	Y2.1	0,728	0,783	Valid
	Y2.2		0,786	Valid
	Y2.3		0,823	Valid
	Y2.4		0,905	Valid
	Y2.5		0,604	Valid
	Y2.6		0,623	Valid

Source: Processed Primary Data, 2024

Based on table 9, it can be seen that all Kaiser-Meyer-Olkin (KMO) values for each variable are more than 0.05 and all loading factor values for each indicator are more than 0.40. So it can be concluded that all indicator items used in this study passed the validity test and were declared valid.

Table 10. Reliability Test Results

Variabel	*Cronbach Alpha*	Nilai r *Alpha*	Information
Innovation Product (X_1)	0,60	0,863	Reliabel
Corporate Image (X_2)	0,60	0,862	Reliabel
Customer satisfaction (Y_1)	0,60	0,836	Reliabel
Customer Loyalty (Y_2)	0,60	0,805	Reliabel

Source: Processed Primary Data, 2024

Based on table 10, it shows that all variables have a Cronbach Alpha coefficient above 0.60, so it can be said that all measuring concepts for each variable are reliable, which means that the questionnaire used in this study is a reliable questionnaire.

Table 11. Linear Regression Equation with Customer Satisfaction as the Dependent Variable

First Model					
Dependent = Customer Satisfaction					
Variabel	**B**	**Std. Error**	**Beta**	**T**	**Sig.**
(Constant)	5,408	2,044		2,646	0,010
Innovation Product	0,341	0,064	0,336	5,297	0,000
Corporate Image	0,525	0,054	0,621	9,803	0,000

Source: Processed Primary Data, 2024

Based on Table 11, the following regression equation can be compiled:

$Y1 = \beta1.X1 + \beta2.X2$

$Y1 = 0.336.X1 + 0.621.X2$

From the multiple regression equation, it can be seen:

The regression coefficient of the product innovation variable shows a value of 0.341 with a positive direction, so the influence is unidirectional. This means that the better the product innovation, the greater the customer satisfaction. The regression coefficient of the corporate image variable shows a value of 0.525 with a positive direction, so the influence is unidirectional. This means that the better the corporate image, the greater the customer satisfaction.

Table 12. Linear Regression Equation with Customer Loyalty as the Dependent Variable

Second Model					
Dependent = Customer Loyalty					
Variabel	**B**	**Std. Error**	**Beta**	**T**	**Sig.**
(Constant)	-3,721	1,592		02,337	0,022
Innovation Product	0,090	0,055	0,079	1,647	0,103
Corporate Image	0,449	0,057	0,468	7,897	.000
Customer satisfaction	0,527	0,076	0,464	6,900	0,000

Source: Processed Primary Data, 2024

Based on table 12, the following regression equation can be compiled:

$Y2 = \beta3.X1 + \beta4.X2 + \beta5.Y1$

$Y2 = 0.079.X1 + 0.468.X2 + 0.464.Y1$

From the multiple regression equation, it can be seen:

The regression coefficient of the personality variable shows a value of 0.090 with a positive direction, so the influence is unidirectional. This means that the better the product innovation, the more customer loyalty increases. The regression coefficient of the corporate image variable shows a value of 0.449 with a positive direction, so the influence is unidirectional. This means that the better the corporate image, the more customer loyalty increases. The regression coefficient of the customer satisfaction variable shows a value of 0.527 with a positive direction, so the influence is unidirectional. This means that the more customer satisfaction increases, the more customer loyalty increases.

Based on Table 11 and Table 12, the results of the t-test can be explained as follows:

1. **Effect of Product Innovation on Customer Satisfaction**

   Based on Table 11, it shows that the product innovation variable has a regression coefficient value of b = 0.341 and a calculated t of 5.297> t table (1.983) with a significance of 0.000 less than the significance level of 0.05. This means that partially the first hypothesis stating that "Product innovation has a positive effect on customer satisfaction" is accepted.

2. **The Effect of Corporate Image on Customer Satisfaction**

   Based on Table 11, it shows that the corporate image variable has a regression coefficient value of b = 0.525 and a calculated t of 9.803> t table (1.983) with a significance of 0.000 less than the significance level of 0.05. This means that partially the second hypothesis stating that "Corporate image has a positive effect on customer satisfaction" is accepted.

3. **The Influence of Product Innovation on Customer Loyalty**

   Based on Table 12, it shows that the product innovation variable has a regression coefficient value of b = 0.090 and a calculated t of 1.647 <t table (1.983) with a significance of 0.103 more than the significance level of 0.05. This means that partially the third hypothesis stating that "Product innovation has a positive effect on customer loyalty" is rejected.

4. **The Influence of Corporate Image on Customer Loyalty**

   Based on Table 12, it shows that the corporate image variable has a regression coefficient value of b = 0.449 and a calculated t of 7.897> t table (1.983) with a significance of 0.000 less than the significance level of 0.05. Thus, partially the fourth hypothesis stating that "Corporate image has a positive effect on customer loyalty" is accepted.

5. **The Influence of Customer Satisfaction on Customer Loyalty**

   Based on Table 12, it shows that the customer satisfaction variable has a regression coefficient value of b = 0.527 and a calculated t of 6.900> t table (1.983) with a significance of 0.000 less than the significance level of 0.05. Thus, partially the fifth hypothesis stating that "Customer satisfaction has a positive effect on customer loyalty is accepted.

Table 13. F Test Results

Model	R	R Square	Adjusted R Square	F	Sig.
1	0,857	0,735	0,729	134,437	0,000
2	0,941	0,885	0,881	245,799	0,000

Source: Processed Primary Data, 2024

Based on Table 13, the results of the first model F test with customer satisfaction as the dependent variable show that the calculated F value is 134.437 and the significance value is 0.000 less than <0.05 so it can be concluded that product innovation (X1) and corporate image (X2), together (simultaneously) affect customer loyalty (Y1).

Based on Table 13, the results of the second model F test with customer loyalty as the dependent variable show that the calculated F value is 245.799 and the significance value is 0.000 less than <0.05 so it can be concluded that product innovation (X1),

corporate image (X2), and customer satisfaction (Y1) together (simultaneously) affect customer loyalty (Y2).

Based on Table 13, the coefficient of determination in the first model is shown by the R Square (R2) value of 0.735, which means that 73.5% of the dependent variable, namely customer satisfaction, can be explained by the three independent variables, namely product innovation and corporate image, the remaining 26.5% of customer satisfaction is explained by other factors outside the variables studied. Based on Table 13, the coefficient of determination in the second model is shown by the R Square (R2) value of 0.885, which means that 88.5% of the dependent variable, namely customer loyalty, can be explained by the two independent variables, namely product innovation and corporate image, and the intervening variable, namely customer satisfaction, the remaining 11.5% of customer loyalty is explained by other factors outside the variables studied.
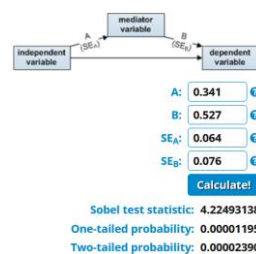
A:	0.341
B:	0.527
SE$_A$:	0.064
SE$_B$:	0.076

Sobel test statistic: 4.22493138
One-tailed probability: 0.00001195
Two-tailed probability: 0.00002390

Figure 2. Results of Sobel Test Calculator for Significant of Mediation Product Innovation

Source: Primary data processed, 2024

Based on Figure 2, we can see that A (regression coefficient of product innovation on customer satisfaction) is 0.341, B (regression coefficient of customer satisfaction on customer loyalty) is 0.527, SEA (standard error of A) is 0.064 and SEB (standard error of B) is 0.076. From the data, it is then calculated and produces a one-tailed probability of 0.303> 0.05 and a two-tailed probability of 0.000 <0.05, which means that the results of the Sobel test show that customer satisfaction mediates the effect of product innovation on customer loyalty. It is concluded that the sixth hypothesis (H6) is accepted.
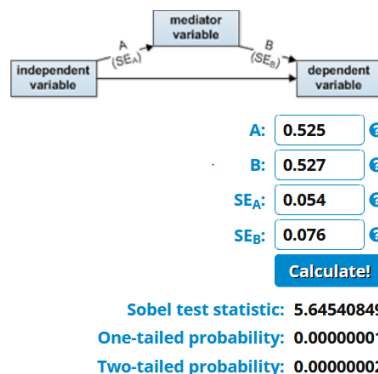
A:	0.525
B:	0.527
SE$_A$:	0.054
SE$_B$:	0.076

Sobel test statistic: 5.64540849
One-tailed probability: 0.00000001
Two-tailed probability: 0.00000002

Figure 3. Results of Sobel Test Calculator for Significant of Mediation Corporate Image

Source: Primary data processed, 2024

Based on Figure 3, we can see that A (regression coefficient of corporate image on customer satisfaction) is 0.525, B (regression coefficient of customer satisfaction on customer loyalty) is 0.527, SEA (standard error of A) is 0.054 and SEB (standard error of B) is 0.076. From the data, it is then calculated and produces a one-tailed probability of 0.000 <0.05 and a two-tailed probability of 0.000 <0.05, which means that the results of the Sobel test show that customer satisfaction mediates the influence of corporate image on customer loyalty. It is concluded that the seventh hypothesis (H7) is accepted.

5. Conclusions

Based on the results of the data analysis that have been described, it can be concluded that product innovation has a positive effect on customer satisfaction. Corporate image has a positive effect on customer satisfaction. Product innovation does not have a positive effect on customer loyalty. Corporate image has a positive effect on customer loyalty. Customer satisfaction has a positive effect on customer loyalty. Customer satisfaction mediates the effect of product innovation on customer loyalty. Customer satisfaction mediates the influence of corporate image on customer loyalty. The limitations of the study respondents used were only customers of PT. Astra Motor Mranggen Demak consisting of 100 respondents, there were only four research variables, namely: product innovation, corporate image, customer satisfaction, and customer loyalty. Future research agenda Objects in further research can be added not only for PT. Astra Motor Mranggen Demak but also for all Honda motorcycle sales dealers in one city or one province. Future exploration must utilize more factors, such as service quality, product price, and promotion so that it can strengthen the examination, the problem is more resolved and can influence findings that are not the same as the consequences of the review. The number of respondents used is increasingly changing and moreover so that feelings from various districts can be conveyed. In addition to increasing the population and examples used so that they are expanded from previous examples, this is done so that the results of the examination are clearer and more interesting to study

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