

ABSTRACT

This research is motivated by the sales dominance of Japanese car brands in Indonesia for many years, and their sales satisfaction index always higher than non-Japanese brands in Indonesia. Besides, the market entry of Chinese car brands with some product example that have more features at much cheaper prices in the same segment has not been able to break Japanese dominance here. The purpose of this study is to analyze the factors that cause consumer satisfaction and loyalty to Japanese brands in Indonesia to be very high, thus causing the dominance of sales explained before. In addition, this study also analyzes the factors that cause sales of Chinese brand cars to lag behind Japanese brand cars, how to take the right steps to increase satisfaction and loyalty to Chinese brand consumers in Indonesia, and to compare the level of brand image, perceived quality, resale value, consumer satisfaction, and consumer loyalty between both of them.

The analytical method used in this research is descriptive quantitative analysis method with data collection techniques using questionnaires distributed online to 284 respondents who have Chinese cars or Japanese cars. The results obtained 240 respondents' answers that deserve to be analyzed with the same proportion between the two research subjects. Analysis was performed using the IBM SPSS version 25 tool.

The results of the study indicate the fact that the factors that influence the dominance of Japanese brand sales in Indonesia for many years are the perception of product quality and consumer satisfaction. In addition, the factors that cause the Chinese car products to be less attractive in Indonesia than Japanese cars come from its brand image and consumer satisfaction. After testing the hypothesis, it can be concluded that to increase consumer satisfaction of Chinese brand cars in Indonesia is to focus on marketing strategies to improve brand image and perception of product quality, while increasing consumer loyalty can be done by implementing marketing strategies that focus on increasing product resale value and customer satisfaction. Finally, the results of the independent-t-test state that there are significant differences between brand image, perceived quality, customer satisfaction, and consumer loyalty between Chinese and Japanese brand cars in Indonesia.

Keywords: Brand image, perceived quality, resale value, customer satisfaction, customer loyalty, automotive, Japanese car, Chinese car.