

## ABSTRACT

*This study focuses on analyzing the impact of relational benefits, service quality, and product quality on customer satisfaction and loyalty for Honda motorcycles with e-SAF frame in Bandung City. In the midst of increasingly intense competition in the automotive industry, companies need to understand the factors that influence customer satisfaction and loyalty as efforts to maintain market share.*

*The objective of this study is to analyze the various factors that affect customer satisfaction and loyalty for Honda motorcycles with e-SAF frame in Bandung City. The research focuses on the influence of relational benefits, service quality, and product quality on customer satisfaction, as well as the effect of customer satisfaction on customer loyalty. In addition, this study also explores the role of customer satisfaction as a mediating variable in the relationship between relational benefits, service quality, and product quality on customer loyalty.*

*This research uses a descriptive quantitative approach with a survey method involving 134 Honda motorcycle users in Bandung City. The analysis technique used is Structural Equation Modeling (SEM) with SmartPLS application.*

*The results indicate that relational benefits, service quality, and product quality have a significant impact on customer satisfaction. Furthermore, customer satisfaction can serve as an intervening or mediating variable between relational benefits, service quality, and product quality on customer loyalty.*

*This study contributes to the development of marketing strategies for PT Astra Honda Motor by suggesting improvements in service and product quality, such as enhancing responsiveness, communication, product durability, design that aligns with customer preferences, and stock availability. Additionally, relational benefits should be strengthened through loyalty programs, improved reputation, and a commitment to meeting customer needs. Suggestions for future research include further exploring other variables that may have a more significant impact on customer loyalty, such as trust or customer commitment.*

**Keywords:** *Relational benefits, service quality, product quality, customer satisfaction, customer loyalty, Honda motorcycles, e-SAF frame.*