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A Comparison Study of The Brand Loyalty of Perodua and Proton Car Owners: A Case Study in Kota Bharu

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Abstract

In today's world, automobile industries play a very important role in contributing to the development and growth of one country's economy. In the car business, which is very competitive, companies must make sure that their products are appealing to consumers and well-liked, as well as highly valued. Branding is not about presenting more choices but about providing buyers with clear choices. Hence, investigating the brand loyalty towards the national car among Malaysians would pave the way for the automobile industry to prosper along with other automobile industries worldwide. This study aims to identify the relative strengths of all factors in influencing brand loyalty among customers towards two brands of national cars in Malaysia. A total of 409 respondents to this study were at least 18 years old and car owners of the national brand, and they were selected from all dealers of Perodua and Proton in Kota Bharu, Kelantan. In this study, descriptive analysis, independent t-test and the Pearson correlation coefficient were used. The sample consisted of an almost equal breakdown of Perodua and Proton car owners. The findings show that the car owners show a moderate level of brand satisfaction, brand price, brand quality, brand equity and brand loyalty with their current cars. All the independent variables, which are brand satisfaction, brand price, brand quality, and brand equity, are strongly correlated with brand loyalty towards the national brand. Perodua owners were more loyal and committed than Proton owners. Brand loyalty has become an essential factor for all manufacturing companies. To gain customer loyalty, a company should produce products with good quality, suitable pricing, and more equity.

Keywords: Brand, Car, Loyalty, Perodua, Proton

Introduction

All nations should be proud of Malaysia's success in the automobile industry. Since the Proton Saga, the country's first automobile, left its factory in 1985, Malaysia has won praise

for its excellent achievements in the automotive sector both domestically and abroad (Fleming & Sjøborg, 2016). In today's world, automobile industries play a very important role in contributing to the development and growth of one country's economy. The automobile industry has become more competitive as the fast-growing trend in the automobile industry in Asia has drawn attention. Asia has been acknowledged as a potential growth area for the automobile industry. Malaysia had the highest sales among ASEAN nations in the early years after the introduction of cars (Rahman and Saidin, 2021). The Malaysian government has launched a number of initiatives to compete on a global stage (Sulaiman et al., 2017). Competitors in the highly competitive automobile industry must ensure that their products are appealing to consumers and highly perceived, not to mention highly valued. The sales of automobiles will enhance the company's growth, profitability and market shares. Many consumers make their purchase based on product characteristics, quality, and perception, even with fast-moving consumer goods (Veloutsou et al., 2004).

Branding is not about presenting more choices but about providing buyers with clear choices. Competitors in the highly competitive automobile industry must ensure that their products are appealing to consumers and highly perceived, not to mention highly valued. The automotive industry provides an ideal context to study brand loyalty because automobile brands have self-expressive benefits attached to them (Chaudhuri & Hollbrook, 2001). In the automotive industry, brand loyalty is essential to a car company because it contributes to cost savings through lower marketing expenses, lower customer turnover costs, and increased cross-selling, which will result in a larger share of customers, while loyalty towards a car brand will provide, to some extent, the guarantee of the brand's quality (Sum, 2015). According to Subaebasni et al (2019), customer loyalty is one of the important factors that the automotive sector must put first in order to grow because it may draw in new customers and keep existing ones. Customer loyalty is a crucial issue that must be given careful consideration, particularly when it comes to the automotive business. This is due to the fact that customers and businesses in the automobile sector have more lasting relationships (Nyadzayo & Khajehzadeh, 2016). Mao (2010) stated that as a crucial component of brand value, brand loyalty offers various advantages, including lower costs, less sensitivity to pricing, attracting new, loyal potential customers, and advantages in the global market. True brand supporters are consumers who actively seek ways to interact with the brand, have a high level of brand loyalty, and want to share their positive brand experiences with others (Alhaddad, 2015). According to Witama and Keni (2020), customers become loyal when they receive good service, which helps to build a positive brand image in their minds.

(Othman et al., 2016) says that Proton and Perodua were able to dominate the Malaysian and international markets because they were cheaper and required less maintenance than other models. Both companies want to make brands that are high-quality and affordable for Malaysians from all walks of life. In contrast to Perodua, whose sales in 2016 totaled 207,110 units and which held a 40% market share as compared to Proton's 14%, which only reached 72,290 units (Sulaiman & Chau, 2021). But Proton and Perodua seem to have lost a lot of sales over the years (Nadzri et al., 2016; Jawi et al., 2016). This may be because of tough competition from other foreign car models and other factors. According to Phuong et al (2020), in order to forecast clients' purchasing behaviour, marketing heavily relies on their purchasing intentions. Frameworks for the intention to buy cars are not an exception. People purchase cars with the purpose of keeping them as long as possible because they are expensive items. Several studies have been conducted to determine the factors that influence purchasing cars (CheeSeng and Husin, 2015; Belgiawan et al., 2014; Lee

and Govindan, 2014; Shaharudin et al., 2011). The majority of previous studies on prospective car buyers generally concentrated on a few key factors, such as income and economic, social, technical, and personal attitudes regarding gender and automobile design.

The automobile industry is a key success factor for the growing economy because it creates a diverse range of jobs. The growth of the auto market has a strong and positive multiplier effect, which helps a country move forward. To keep customers coming back, a business should make products that are of good quality, priced right, and have more equity. These things have an effect on how happy the customer is, which in turn makes the customer more loyal to the product. This study looks at the factors that make up a brand as part of relationship marketing strategies and the value of a customer over their lifetime. Each factor adds to the story of how a brand is seen and how loyal people are to national brands. However, only a minimal study has been done in Malaysia comparing the Perodua and Proton brands. Hence, investigating the levels of brand satisfaction, brand price, brand equity, and brand quality towards brand loyalty between both national brand cars will assist Malaysians and pave the way for the automobile industry to prosper together with other automobile industries worldwide. This study also attempts to identify the relative strengths of all factors in influencing brand loyalty among customers towards two brands of national cars in Malaysia. By evaluating these outcomes, it may provide the reasons driving brand loyalty and aid marketing professionals in developing suitable marketing strategies.

Literature Review

Brand Satisfaction

Many studies have been conducted on brand satisfaction (Mokha et al., 2021; Fathorrahman et al., 2020; Amineh & Kosach, 2016; Chinomona, 2013). According to Grisaffe & Nguyen (2011), brand satisfaction is described as the entire satisfaction of an overall consumer's rating based on the consumer's whole experience with a brand of product or service. However, based on the discrepancy between prior expectations and the actual performance perceived after consumption, Nam et al (2011) defined brand satisfaction as an evaluation of the direct consuming experience. Satisfaction can be achieved when companies outperform customers' expectations (Fida et al., 2020). Meeting customer expectations will not only result in customer satisfaction but will also foster customer loyalty, which will reduce the instances of customer attrition or increase the retention rate (Lau et al., 2013).

Meanwhile, Berry (2000) believes that trust is essential for satisfaction. A customer who has trust in a brand will be satisfied and more likely to remain with it. This is also agreed upon by (Chaudhuri and Holbrook, 2001). They stated that loyalty is predicted by trust, and satisfied customers are those who have their trust. In order to determine whether the benefits of the product are appropriate given the expectations of the customer, the company can use customer satisfaction to increase the competitive position of its products and services. Customers can make better decisions about their consumption habits and can avoid negative consumption experiences by using the concept of customer satisfaction, which helps to make it obvious how much the product benefits from meeting customer expectations (Fathorrahman et al., 2020).

Brand Price

Chang (2006) defines "suggested price" as the price that customers expect to pay. Consumers' satisfaction can also be built by comparing prices with perceived costs and values. When the perceived value of a product exceeds its costs, consumers are more likely to

purchase it (Yee & Sidek, 2008). Keller (2003) found that empirical studies of suggestion prices normally measure price discrepancies. Pracejus (2003) reported price discrepancy is often viewed as the given price minus the reference price. Price discrepancy is alternatively viewed with the following dichotomy: "expensive or cheap, high or low, higher than expected or lower than expected" (Goldberg & Verboven, 2001). Basically, a retailer generally chooses cost-plus pricing as their pricing strategy. These cost-plus pricing models include adding a percentage to the retailer's costs in order to charge the price recommended by the manufacturer (Sulaiman & Chau, 2021). Shipley and Jobber (2001) state that the price of the goods is mostly influenced by the distribution method, the quality of the goods, and the strategic promotion. Hence, if the costs are high, the price needs to be raised. The price must also take into account the expense of distribution, advertising, and promotion efforts, among other things. Car price is regarded as the main consideration that greatly influences people's decisions to purchase vehicles. Also, customers appear to be attracted to discounts (Deloitte, 2008). When making a purchase, customers will take pricing into consideration. The goal is to maximise their utility during the purchasing process (Sulaiman & Chau, 2021).

Brand Quality

Basically, the customers seek out products that are excellent in quality, durable and able to last longer because they can satisfy their wants. According to Othman et al (2016), customers are satisfied when the requirements for pricing, quality, and service meet their expectations. Using the most recent technology and online resources makes it simpler to find information regarding quality. As a result, a car's quality will be determined by a number of factors, including its durability, capacity, ability, specs, safety, dependability, engine power, features, and so on (Sulaiman & Chau, 2021). According to Sulaiman et al (2020), customer satisfaction depends on a product's performance and quality, which will affect their propensity to make future purchases. It is well known that the evaluation of product quality is based on information gathered during advanced marketing studies of customer satisfaction. Usually, the automakers' marketers obtain product quality information based on the customer's evaluation of those items, which is strongly influenced by each person's preferences and needs for their vehicle purchase (Amineh & Kosach, 2016). High-assumed quality increases the value of brands where quality is scarce (Wu and Hsing, 2006). Every company has the belief that consistently great quality will result in recurring business. So, in order to encourage customer loyalty, a company must create a sense of product quality sustainability and understand what quality means to customers. These steps will allow the company to provide the customer with services and goods of the expected quality (Sulaiman & Chau, 2021).

Brand Equity

There are various definitions of brand equity from different customers' perspectives. Based on Nam et al (2012), brand equity is defined as a perception of belief that extends beyond mere familiarity to an extent of superiority that is not necessarily tied to a specific action. Meanwhile, Keller (2003) stated that brand equity is the difference between the consumer's brand knowledge and the consumer's reaction to the brand promotion, or the "differential effect," where the form of brand qualities goes beyond the value proposition. One of the most important means by which every business develops competitiveness is regarded as brand equity (Nuseir, 2020). Because marketers can gain from competitive advantages provided by strong brands, "brand equity" is a term that is particularly significant

in both business practise and academic study (Anselmsson et al., 2017; Cifci et al., 2016). According to Kataria & Saini (2020), customers' greater trust in a particular brand when compared to competitors is what creates brand equity. The brand benefits from brand loyalty and premium pricing as a result of the inherent trust. Three perspectives on brand equity were mentioned by Lehmann and Srinivasan (2014): customer, product market, and financial perspectives. From the perspective of the customer, the perception and response of customers to branded and nonbranded goods are represented by brand equity, or what customers associate with the brand. The brand equity in sales and revenue for a branded product compared to that for a comparable nonbranded product can be seen from the perspective of the product market. Lastly, brand equity is defined from a financial perspective as the net present value of future brand-anticipated purchases.

Brand Loyalty

Satisfaction with the brand will instill a sense of trust in the consumer. It led to a situation where they would repeat purchases of the same brand (Sze & Hamid, 2012). Yee and Sidek (2008), in their literature, distinguish brand loyalty as a function of both behaviour and attitudes. It is a consumer's preference to buy a particular brand in a product category. It occurs because the consumer perceives that the brand offers the right product features, image, or level of quality at the right price. Investigating brand loyalty is vital in marketing management literature (Brown et al., 2003). Brand loyalty can be assessed using metrics such as good word-of-mouth, customer satisfaction, brand trust, price sensitivity, and others. It was defined as a measure of how frequently a customer chooses the brand offered in the product category (Ahmed et al., 2020). Based on Sum (2015), for a car company, brand loyalty is important since it results in cost savings through decreased marketing costs, reduced customer turnover costs, enhanced word-of-mouth, and cross-selling, which will result in a larger share of customers, whereas loyalty towards a car brand will provide, at least in part, the assurance of the brand's quality. Chaudhuri and Holbrook (2001) stated that brand loyalty is seen as necessary for an organisation to be profitable and sustainable. Customers are more likely to pay more for a preferred brand because they think that no rival can match the value that the preferred brand offers. Customer brand loyalty helps to somewhat justify the extra pricing. The preservation and expansion of brand loyalty is the primary objective of marketers due to the decreasing levels of product differentiation, the short maturation period, and the rising unpredictability of the product market (Kataria & Saini, 2020).

Methodology

The people who took part in this study had to be at least 18 years old and own a national brand car. They were chosen from all of the Proton and Perodua dealers in Kota Bharu. They either own a Proton or a Perodua car. The sampling method used was stratified cluster sampling, whereby the car brand represented the strata and the car dealers were the clusters. Stratified cluster sampling was used because the population is widely distributed geographically and covers a large area. About 5 Perodua dealers and 5 Proton dealers in Kota Bharu were identified in the study. A total of 204 Proton car owners and 205 Perodua car owners were chosen for this study. A total of 409 customers from both brands were involved in this study.

This study surveyed car owners through an online survey. The Google form was created to gain information from the respondents. This method was chosen because of its several advantages and suitability for this research. The benefits include a lower budget requirement

and the ability for respondents to complete the questionnaire at their leisure. Table 1 refers to the distribution of items adapted from several sources.

Table 1
Distribution of Items in Survey

Variables	No. of Items	Sources
Brand Satisfaction	4	M. Lanza (2008)
Brand Price	3	Aaker (1994)
Brand Quality	3	Simonim and Ruth (1998)
Brand Equity	3	Sweeney and Soutar (2001)
Brand Loyalty	3	Zeithaml, Berry, and Parasuraman (1996)

A set of questionnaires adapted from those used by other researchers was used to measure the factors that contribute to brand loyalty towards national brands. The questionnaire consisted of three sections. The first section (Section A) contains five items on demographic information such as gender, age group, marital status, education level and brand owned. The second section (section B) is about general questions related to owned cars. Then, the third section (Section C) consisted of 22 items (7-point Likert scale) measuring the respondents' level of agreement on five variables, which are brand satisfaction, brand price, brand equity, brand quality and brand loyalty.

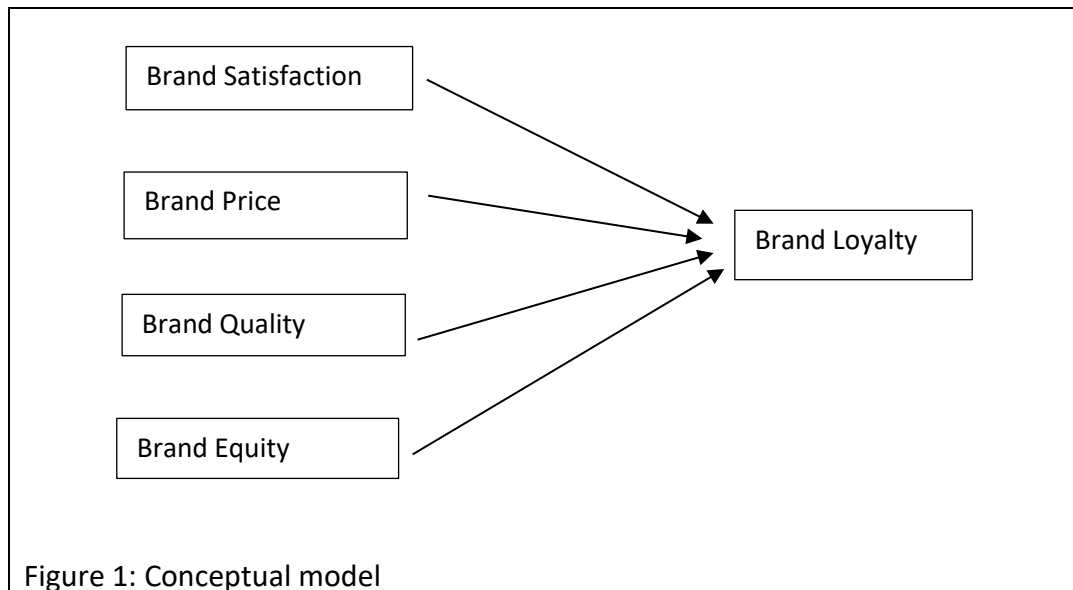
Descriptive statistics, Pearson correlation analysis and Independent T-test were employed for this study. A pilot study was also conducted to ensure the reliability of the questionnaire. The pilot study was conducted on respondents with similar characteristics to the target population. About 50 respondents from the target population participated in the pilot study. The reliability test based on Cronbach's alpha was produced and the results are shown in Table 2.

Table 2
Reliability Test for Pilot Study

Variables	No. of Items	Cronbach Alpha
Brand Satisfaction	4	0.798
Brand Price	3	0.914
Brand Quality	3	0.946
Brand Equity	3	0.811
Brand Loyalty	3	0.924

Because the Cronbach's alpha coefficients were all greater than 0.6, it indicates that the items in each scale have good internal consistency. In short, the instrument is reliable for the actual study.

The study was focused on the five main variables of brand satisfaction, brand price, brand quality, brand equity and brand loyalty, as illustrated in the conceptual model in Figure 1. The independent variables are brand satisfaction, brand price, brand quality and brand equity, while the dependent variable is brand loyalty.



Results

Distribution of respondent's profile

Based on Table 3, almost the same number of Perodua and Proton car owners were in the sample. The male group accounts for the majority of respondents (57.5%), while the female group accounts for 42.3%. Meanwhile, the highest percentage of the respondents was from the age group of 26 to 30 years old (39.9%). It was followed by the age group of 18 to 25 years old (34%), and the group older than 40 years old had the lowest percentage.

Table 3

Demographic data of the respondents

Variable	No. of Respondents	Percentage (%)
Brand owned		
Perodua	205	50.1
Proton	204	49.9
Gender		
Female	236	57.5
Male	173	42.3
Age (years old)		
18-25	139	34
26-30	163	39.9
31-35	55	13.4
36-40	29	7.1
More than 40	23	5.6

General Questions Related to Owned Cars

The majority of them (77.4%) bought their automobiles from brand-approved dealerships. Most of the respondents (58.5%) had their automobiles serviced at either company- or brand-approved dealership. About 62% were somewhat to very satisfied with the overall services offered.

Table 4

General Questions Related to Owned Cars

Variable	No. of Respondents	Percentage (%)
Where did you purchase your current automobile?		
Brand Dealer	164	77.4
Independent Dealer	32	15.1
Private Purchase	16	7.5
Where do you normally take your automobile to have service work performed?		
Brand Dealer	124	58.5
Independent Dealer	66	31.1
Self or Family	22	10.4
Satisfaction on overall services		
Very dissatisfied	12	2.9
Dissatisfied	23	5.6
Somewhat dissatisfied	33	8.1
Neutral	89	21.8
Somewhat satisfied	92	22.5
Satisfied	102	25.9
Very satisfied	54	13.2

The Level of Brand Satisfaction, Brand Price, Brand Quality, Brand Equity and Brand Loyalty with the Car Owned

Based on Table 5, majority of items were at a moderate level, with the mean range between 3.5 to 5.19 and the standard deviation (SD) range between 1.45 to 2.05. Overall, the level of brand satisfaction, brand price, brand quality, brand equity and brand loyalty towards the national brand cars was moderate.

Table 5

Level of Brand Satisfaction

No	Items	Mean	SD	Interpretation
C1	I am very satisfying with the brand of automobile that I currently own.	5.11	1.45	Moderate
C2	I am pleased with the brand of automobile that I own.	5.19	1.48	Moderate
C3	Overall, the brand of automobile that I currently own has met my expectations.	4.91	1.52	Moderate
C4	If I had to do it all over again, I would purchase the brand of automobile that I currently own.	4.11	1.97	Moderate
	Brand Satisfaction	4.83	1.61	Moderate
C5	This automobile brand is reasonably priced.	4.76	1.77	Moderate
C6	This automobile brand offers value for the money.	4.54	1.72	Moderate
C7	This brand is good product for the price.	4.62	1.70	Moderate
	Brand Price	4.64	1.73	Moderate

C8	This brand of automobile is very quality for me.	4.56	1.62	Moderate
C9	For me, the performance of this brand is superior.	4.62	1.59	Moderate
C10	For me, this brand is very reliable.	4.77	1.55	Moderate
	Brand Quality	4.65	1.59	Moderate
C11	This brand of automobile is very quality for me.	4.95	1.57	Moderate
C12	For me, the performance of this brand is superior.	4.96	1.56	Moderate
C13	For me, this brand is very reliable.	3.5	2.05	Low
	Brand Equity	4.47	1.73	Moderate
C14	I will recommend this brand to friends and colleagues.	4.59	1.73	Moderate
C15	I would consider myself loyal to this brand.	4.15	1.91	Moderate
C16	The likelihood that I will continue to be a loyal customer to this brand.	4.14	1.86	Moderate
	Brand Loyalty	4.29	1.83	Moderate

The Relationship Between Brand Satisfaction, Brand Price, Brand Quality and Brand Equity with Brand Loyalty Towards the National Brand Car

Table 6 shows that there are significant relationships between all of the independent variables and brand loyalty to the national brand. The relationship between brand satisfaction and brand loyalty towards the national brand is 0.802, which indicates that there is a strong positive correlation between these two variables. This means that owners with high levels of satisfaction tend to have a high level of brand loyalty towards the national brand.

Meanwhile, the relationship between brand price and brand loyalty towards the national brand is 0.733, which indicates that there is a strong positive correlation between these two variables. It was found that people who own expensive brands are very loyal to the national brand. Aside from that, the relationship between brand equity, brand quality, and brand loyalty towards the national brand car was 0.816 and 0.828, respectively. Both sets of results showed that people tend to be loyal to brands that have good brand equity and brand quality.

Table 6

Correlations between Independent Variables and Dependent Variable

Variables	Brand Satisfaction	Brand Price	Brand Equity	Brand Quality	Brand Loyalty
Brand Satisfaction	1	0.755	0.839	0.856	0.802
Brand Price	0.755	1	0.744	0.784	0.733
Brand Equity	0.839	0.744	1	0.877	0.816
Brand Quality	0.856	0.784	0.877	1	0.828
Brand Loyalty	0.802	0.733	0.816	0.828	1

*** Correlation is significant at the 0.01 level*

Comparing Brand Loyalty

The means and standard deviations of loyalty for Perodua and Proton car owners are presented in Table 7. The results reveal that the mean loyalty for the Perodua brand (4.50) is higher than the mean loyalty for the Proton brand (4.09). Based on these results, it looks like Perodua owners were more loyal and dedicated than Proton owners.

Table 7
 Mean and standard deviation for brand loyalty

	N	Mean	Standard Deviation
Perodua	205	4.50	1.57
Proton	204	4.09	1.82

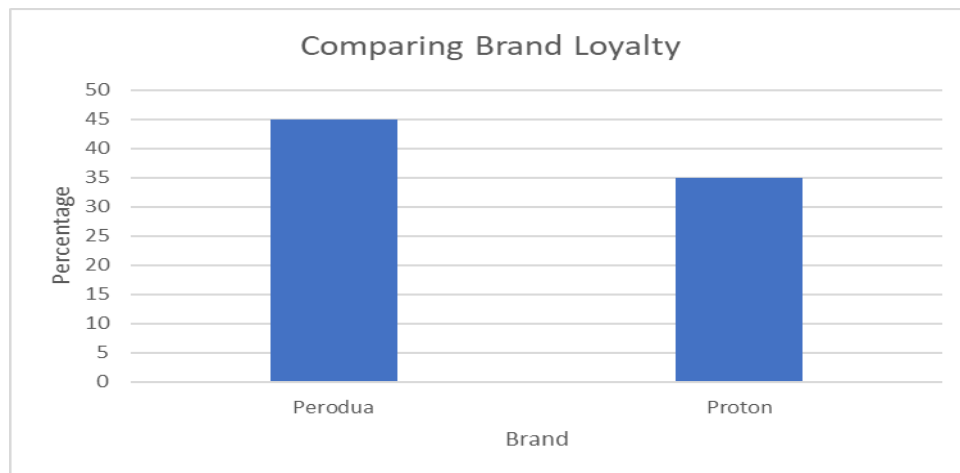


Figure 2: Distribution of loyal car owners

Figure 2 shows the distribution of car owners who are loyal to both brands. The results show that Perodua car owners (45%) were more loyal compared to Proton car owners (35%). Their differences are supported by two independent sample t-tests. The result of this test is below:

Table 8
 Result of two independent sample t-tests

Levene's Test for Equality of Variances		t	df	Sig.(2-tailed)
F	Sig.			
6.009	0.015	2.433	397.367	0.015

The small p-value ($p < 0.05$) support there is significant differences in brand loyalty between Perodua and Proton car owners. Therefore, generally Perodua car owners were more loyal.

Discussion

The purpose of this study was to investigate the factors that led to brand loyalty towards the national brand of cars. The evaluation was performed by correlating the influences of brand satisfaction, brand price, brand equity, brand quality with brand loyalty for Perodua and Proton owners within Kota Bharu. The intent of this study was to identify the reasons

influencing the extent to which customers become loyal to an automotive brand and intend to repurchase the same brand. According to the findings, all independent variables, namely brand satisfaction, brand price, brand quality, and brand equity, are strongly correlated with National Car Company's brand loyalty. All the variables have a relationship with each other that influences brand loyalty. It is clearly shown that there is a strong positive relationship between the variables, namely, brand satisfaction, brand price, brand equity, brand quality and brand loyalty, at the $p < 0.01$ level of significance. This implies that these variables should be continuously emphasized by the Perodua and Proton companies in their services because of their significance to the possible growth of the automobile industry in this country.

Basically, the majority of customers from both companies, Proton and Perodua, indicated that they agreed with all brand satisfaction, brand price, brand equity, brand quality and brand loyalty related statements since the level of these variables was moderate. The correlation is positive ($p < 0.01$), according to the findings. The results of this study also demonstrated that brand satisfaction has a positive influence on brand loyalty. Customers who are satisfied with their current vehicle's performance will be more loyal to that brand. Numerous studies have also shown a positive relationship between customer satisfaction and customer loyalty. Customer satisfaction is one of the most common factors in determining customer loyalty (Mokha, 2021; Fida et al., 2020; Gillani & Awan, 2014). It is also supported by Ahmed et al (2014), who stated that customer satisfaction is another important factor that has been discovered to have a big impact on brand loyalty. Companies consider the demands and desires of the customers and fulfil and facilitate them with their best goods and services in order to retain their loyalty. Based on Fathorrahman et al (2020), the positive aspects of the performance of brand technology products are referred to as brand satisfaction which creates a belief among customers that these products can fulfil all future expectations. The belief that ultimately drives customer loyalty is the willingness to purchase a particular brand.

A closer look at the results shows that there is a relationship between brand price and brand loyalty for both the Perodua and the Proton brands. Price has always been a major factor in deciding which product or service to buy (Sulaiman & Chau, 2021). Ahmed et al. (2014) proved that brand price significantly contributes to the building of brand trust that leads to customer loyalty. In general, the customer's evaluation of the product is related to the price. Because they believe that no competition can offer a better value than their favourite brand, consumers desire to spend more money on their favourite brands (Raut et al., 2019). Customer brand loyalty helps to somewhat justify the extra pricing (Kataria & Saini, 2020). Another study by Sulaiman & Chau (2021) found that price influences purchases of the same brand of car. The price is a major consideration when buying an automobile. If the competition is offering a better price than your company, the higher price will prevent your product from being competitive. In a different study (Phuong et al., 2020), price was shown to be the most significant factor influencing car purchase decisions. When determining which car to purchase, many individuals routinely compare many options. Customers typically look for the greatest deal in terms of high quality at the lowest cost, but many are willing to pay extra to get a well-known brand.

This study also reveals that the correlation is positive between brand equity and brand loyalty. There exists a strong positive relationship between these two variables for both the Perodua and Proton brands. This is in line with a study by Mokha (2021); Nuseir (2020), which found that brand equity had a significant positive impact on brand loyalty. Brand equity characteristics, including physical quality, employee behaviour, ideal self-congruence, brand identification, and lifestyle congruence, are significant drivers of consumer brand loyalty

(Nam et al., 2011). According to Quan et al (2020), customers are more likely to remain loyal to a brand when they can recognise it, remember it, and have positive experiences with it. Offering their clients high-quality services is a sign of strong brand equity (Jeon, 2017; Su & Chang, 2018).

Analysis of the finding also shows that the quality of the Perodua and Proton brands is strongly correlated with brand loyalty for both brands. Previous studies also agreed with this statement. Rahman and Saidin (2021) stated that customer loyalty will finally result from customer satisfaction with regard to service quality. The national automotive suppliers must make sure they are offering a higher quality of car in order to ensure customer loyalty and reach a bigger market. Customer loyalty is essential in any service industry since it will determine whether a brand will succeed or fail. This should discourage customers from choosing a different automotive brand. Every business has the belief that consistently great quality will result in repeated purchases. Therefore, in order to encourage repeated purchases, a company must create a perception of product quality sustainability and understand what quality means to customers (Sulaiman et al., 2017). According to Alqasa et al (2017), about 27% of buyers changed brands because the major national automotive companies fell short of their expectations. Additionally, they stated that their interactions with national automobile businesses did not result in them receiving good or high-quality customer service. In order to satisfy customers' expectations and maintain their loyalty, service centres must also make sure that the quality of their post-sale services meets certain standards (Putra, 2020).

Conclusion

In conclusion, all the variables have a relationship with each other that influences brand loyalty. It is clearly shown that there is a strong positive relationship between the variables, namely, brand satisfaction, brand price, brand equity, brand quality and brand loyalty, at the $p < 0.01$ level of significance. This implies that these variables should be continuously emphasized by the Perodua and Proton companies in their services because of their significance to the possible growth of the automobile industry in this country. This study shows that the level of brand loyalty may be rated as positive and that customers are quite happy with their current cars. Having a long-term strategy should improve some things, such as the level of customer loyalty. Brand loyalty has become an essential factor for all manufacturing companies. To gain customer loyalty, a company should produce products with good quality, suitable pricing, and more equity. Additionally, brand equity and brand satisfaction, when combined with improved product and service quality, may be utilized to promote brand loyalty, maintaining a strategic competitive edge over other companies in the e-commerce business. Customers are considered loyal if they are satisfied with a product or service, repurchase the item, recommend it to others, and are committed to continuing to use the item or service in the long term. Almost no business can survive without loyal customers, and one of the best methods to win those people over is to strengthen the company's brand.

From a theoretical perspective, this study will contribute to brand loyalty by providing empirical evidence to support the relationships between brand pricing, brand quality, brand equity, brand satisfaction and brand loyalty in the automobile industry in Malaysia. Therefore, it helps in reducing customer loss, which can dramatically improve business growth and brand loyalty, which leads to consistent and even greater sales since the same brand is purchased repeatedly. As for recommendations for future research, researchers need to conduct the

survey in a large area, such as the whole of Kelantan or Malaysia, to get more accurate findings. And also, the future researcher can include other types of dimensions, such as patents, trademarks, and channel relationships, to affect brand loyalty in the automobile industry.

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