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Digital Marketing Analysis of Customer Satisfaction's Impact on Company Brand Image: Quantitative Study

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Abstract: This study aims to analyze the influence of digital marketing on customer satisfaction and its impact on brand image, particularly among consumers of PT. YXY Motors. In today's digital era, the use of online media such as websites and applications has become a key strategy for companies to reach consumers. This study employs a quantitative approach using a survey method with 30 respondents, and a questionnaire as the measurement tool, which has been validated and tested for reliability. The results indicate that the implementation of digital marketing at PT. YXY Motors is quite good, with social engagement as the strongest aspect. However, there are still shortcomings, especially in terms of the duration of digital visits. Customer satisfaction is also considered to be in the fairly satisfied category, with expectations as the dominant aspect and perception as the lowest. Meanwhile, PT. YXY Motors's brand image is in the fairly good category, with the *reputation* dimension having the highest score and *affinity* as the lowest. Data analysis shows that digital marketing has a significant effect on customer satisfaction, and customer satisfaction has a positive impact on the company's brand image. These findings indicate the importance of optimal digital marketing management to increase consumer loyalty and positive perceptions of the Yamaha brand.

Keywords: Corporate Brand Image, Digital Marketing, Customer Satisfaction

INTRODUCTION

In today's era of advanced technology in Indonesia, where technology and consumer behavior continue to evolve rapidly, it has become important for companies to build close relationships with consumers regarding their products and their functions. In this context, it is important to understand Yamaha consumers' perceptions to gain a deeper understanding of the relationship between direct marketing and customer satisfaction, as well as its impact on *customer satisfaction* and *brand image*, as developments have changed the way companies interact with consumers, both directly and virtually (online).

With a wide range of categories and models, Yamaha offers a price range that reflects the diverse needs and preferences of riders, starting from the Mio M3 125 priced at Rp17,650,000 as an economical option, to the YZ250F priced at Rp129,200,000 with its special engine for speed enthusiasts and off-road adventure seekers. For more information, customers can choose the products they desire through Yamaha Deta Indonesia. Regarding the brand image of the Deta Yamaha Sukabumi branch, the company can now leverage online media to penetrate the motorcycle sales market. Deta Yamaha Sukabumi can interact directly with its customers effectively, regularly sharing the latest information about its products such as: Yamaha Aerox 155 Connected, Yamaha Fino 125, Yamaha All New NMAX, Yamaha LEXI, Yamaha WR155 R, Yamaha XRIDE 125, Yamaha XSR 155, and Yamaha Mio, as well as local innovations and activities such as official workshop facilities, skilled mechanics, availability of spare parts, major service, free new motorcycle service, and service for all types of motorcycles.

This combination of online strategies not only helps improve offerings but also reinforces the Yamaha brand image in the eyes of Deta Yamaha Sukabumi consumers. Call Center: 0858-6342-1751, Jl. Pelabuhan II Tegalega Tegal Lega, Lembursitu, Kec. Lembursitu, Kota Sukabumi, West Java 43134. According to www.warungasep.net, Yamaha motorcycle sales accounted for 25.05% or 129,389 units sold, placing Yamaha in second place in 2023, while Honda took first place with 74.09% or 383,989 units sold. The GDP per capita reached Rp75.0 million or US$919.7.

Based on the asset ranking data of PT. YXY Motors in 2023, it ranked second among five motorcycle brands studied, with total *assets of* 338.839 million yuan. The following is Table 1 of PT. YXY Motors's *Assets*

Table 1. Total *Asset* Ranking List of PT. YXY Motors for the Second Quarter of 2023

Rank	Motorcycle Brand	*Asset*
	PT. Honda	32.612 trillion
2	PT. YXY Motors	291.181 billion
3	PT. Suzuki	5,385 billion
4	PT. Kawasaki	3,529 billion
5	PT TVS	199.3 billion
6	PT Vespa	1.97 billion
7	PT Viar	1.91 billion
8	PT Gesits	1.81 billion
9	PT Uwinfly	1.75 billion
10	PT United Motor	1.23 billion

Source: Motorcycle *Asset* Report (bisnis.com 2023)

Several internal measures may potentially lead to a decline in economic activity. Moreover, economic activity is disrupted simultaneously in terms of both demand and supply. If this is not adhered to, it could negatively impact PT. YXY Motors's brand image in the eyes of consumers. To assess PT. YXY Motors's brand image, researchers conducted an initial survey of a number of respondents (N=30) using a questionnaire that had been tested for validity and reliability. The results showed that PT. YXY Motors's brand image was still low.

According to data from the Central Statistics Agency (BPS), the highest growth occurred in the Transportation and Warehousing sector at 13.96%. Meanwhile, the highest expenditure was recorded in Nonprofit Institutions Serving Households (PK-LNPRT) at 9.83%. Global Factory Yamaha Indonesia Selected as Production Base for MT-07. With nearly 50 years of experience in Indonesia, PT. YXY Motors Indonesia Manufacturing (YIMM) has developed into a global-standard manufacturer with two factory locations in Pulogadung, East Jakarta, and Karawang, West Java. This world-class quality has earned YIMM the trust of Yamaha Motor Company (YMC) to produce motorcycles for the global market.

Based on Yamaha consumer data owned by PT. YXY Motors, as shown in Figure 1, the company's overall income has experienced significant growth. However, in 2023, there was a decrease in the number of transactions compared to the previous year in 2021, amounting to 21.04%.

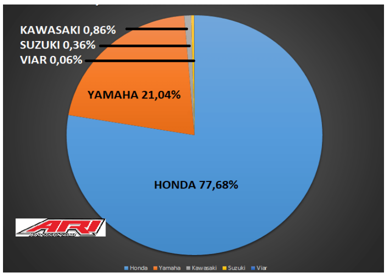


Figure 1. Sales Graph of PT. YXY Motors Motor Indonesia (AISI 2021)
Source: Yamaha Sales Report (AISI 2021)

To determine customer satisfaction at PT. YXY Motors, the researcher conducted an initial survey of a number of respondents (N=30) using a questionnaire that had been tested for validity and reliability.

Based on the data in Figure 1, out of 6,985 respondents, more people use motor vehicles. This indicates that in the digital era, Indonesians increasingly value the convenience of daily transportation. If we look at the development of digital marketing, competition in digital services, both from Yamaha dealers and digital marketers, is heating up. In line with this competition, digital apps like My App are proliferating rapidly. Almost all dealers are experiencing an increase in the number of consumers.

Based on the research background, identification, and limitation of the problem, this study can be formulated as follows: 1) What is the description and analysis of Digital Marketing at PT. YXY Motors?; 2) What is the description and analysis of Customer Satisfaction at PT. YXY Motors?; 3) What is the description and analysis of Brand Image at PT. YXY Motors?; 4) How does Digital Marketing influence Customer Satisfaction at PT. YXY Motors ; 5) How does Digital Marketing influence Brand Image at PT. YXY Motors?; 6) How does Customer Satisfaction influence Brand Image at PT. YXY Motors?; 7) How does *Digital Marketing* influence *Customer Satisfaction* and its impact on *Brand Image* at PT. YXY Motors?

METHOD

Research methods are one of the ways used to achieve research objectives, while the objectives of research are to analyze, reveal, describe, and conclude the results of problem solving related to Digital Marketing, Customer Satisfaction, and Brand Image through certain methods in accordance with research procedures. Research methods will direct the research towards the research objectives.

The research approach that will be used by the researcher is quantitative. The type of research used is associative (relationship) research with quantitative analysis methods (numerical data). Associative research is research that aims to determine the relationship between two or more variables, which in this study are Digital Marketing, Customer Satisfaction, and Brand Image.

The research methods used in this study are descriptive and verifiable. The purpose of descriptive research is to make a systematic, factual, and accurate description, illustration, or depiction of the facts, characteristics, and relationships between the phenomena being investigated. The next theory, according to Sugiyono (2014: 37), states, "Verificative research is basically to test the validity of data obtained in the field that has been collected." The verificative method in this study was conducted by collecting data from the field with the aim of examining how Digital Marketing affects Customer Satisfaction and its impact on the Brand Image of PT. YXY Motors.

This study uses primary and secondary data. Primary data was obtained from distributing questionnaires to respondents. Secondary data was obtained through library research, which involved reviewing references and comparing them with sources such as books, academic literature, and journals relevant to the research objectives.

The population in this study consists of 487 consumers who use PT. YXY Motors's electronic services. The sampling technique used in this study is simple random sampling, which is a method of selecting samples in such a way that all members of the population have the same opportunity and freedom to be selected as samples. This technique was chosen by the author because the data on consumers who use PT. YXY Motors's electronic services are homogeneous. The analysis used to test causal relationships between variables was Structural Equation Modeling (SEM) with the Maximum Likelihood (ML) estimation technique.

Based on a Monte Carlo study conducted by the researcher on various SEM estimation methods, it was concluded that the sample size for ML estimation must be at least 5 x free parameters, including Bentler & Chou's *error* (1987). The Likert scale is widely used in research on morality, attitudes, and attitudes toward psychological objects. The Likert scale is designed to assess how strongly subjects agree or disagree, or how important or unimportant something is. Therefore, the researcher developed two parts of the questionnaire: the perception or performance level section and the expectation or importance level section. An ordinal scale is a scale that has levels but the distance between levels is not yet determined (Suliyanto, 2017).

RESULTS AND DISCUSSION

Results

Management

Management is one of the most vital aspects in the world of business and organizations. This concept involves a series of processes, practices, and approaches aimed at effectively managing organizational resources to achieve predetermined goals (Widodo, 2021). In a broader context, management is not only relevant to large companies or organizations, but also important for individuals, groups, and even society as a whole (Satriawan et al., 2024).

Marketing

Marketing, as a term, originates from the word "market," which refers to the place where transactions of buying and selling occur or where sellers and buyers meet. The term "marketing" exists due to the dynamic nature of society and economic pressures, which necessitate the activity of selling and purchasing a product or service, based on the interest or desire to buy and sell (Widjanarko, Saputra, et al., 2023).

Consumer Behavior

Consumer behavior is a broad and important field in the study of marketing and economics (Farahdiba, 2020) . It relates to how individuals, groups, or organizations make decisions about purchasing, using, and disposing of goods and services (Widjanarko, Hadita, et al., 2023). Understanding consumer behavior is key to developing effective marketing strategies, as it enables companies to understand consumers' needs, desires, preferences, and motivations (Simarmata et al., 2022) . Consumer behavior is influenced by various factors, including psychological, social, cultural, economic, and personal factors (Permatasari et al., 2022). For example, psychological factors such as perception, motivation, attitude, and individual beliefs play a significant role in the consumer decision-making process. Meanwhile, social factors such as reference groups, culture, and social status also influence how someone chooses and purchases products or services (Lestari & Latabulo, 2022).

Brand

A product can be distinguished from other products in terms *of brand*. A brand can be used as a tool to create a certain perception among buyers through advertising or promotional activities carried out (Ali et al., 2023). According to Kotler (2016), a brand is a name, symbol, sign, or design, or a combination thereof, intended to identify the goods or services of a seller or group of sellers and to distinguish them from those of competitors. (Ekaprana et al., 2020).

Digital Marketing

Digital marketing is the use of the internet and information technology to expand and enhance traditional marketing functions. This definition focuses on all aspects of traditional marketing. (Saputra & Sumantyo, 2022). We can also state that concepts such as "*interactive* marketing," "*one-to-one marketing*," and *"e-marketing"* are closely related to "*digital marketing."* According to *Coviello, Milley*, and *Marcolin (*2001:26), *"Digital Marketing* is the use of the internet and other interactive technologies to create and connect dialogues between companies and identified consumers. They also argue that *e-marketing* is part of *e-commerce."*

Customer Satisfaction

Customer Satisfaction is considered an important and significant factor in purchasing a product or receiving a service (Saputro et al., 2020) . Previous studies have provided several definitions of *Customer Satisfaction* (Fadilah et al., 2021). *Customer Satisfaction* is the fulfilled response of consumers regarding services and products (Oliver & Sharpe, 1997). *Customer Satisfaction* refers to the overall evaluation based on the total purchasing and consumption experience of consumers from a company that provides goods/services over time (, 2023).

Brand Image

Brand Image, according to Kotler (2016), is the consumer's response to the overall offering provided by a *dealer* and is defined as the sum of the consumer's beliefs, ideas, and impressions of a company (Mahaputra & Saputra, 2021).

Katz (Soemirat and Ardianto, 2016) explains that *image* is the way others perceive a company, an individual, a committee, or an activity. *Image* is the impression gained through knowledge and experience about something (Bimaruci et al., 2021).

Corporate Image

Corporate image is one of the most important aspects of a company, whether it is a large or small company. According to Nguyen and Le Blanc in Flavian et al. (2014), corporate image is the result of a series of processes in which consumers compare various attributes of a company. Consumers will form subjective perceptions about the company and all its activities, as stated by Walters and Paul in Chiu and Hsu (2015).

Wibisono (2018) defines image as something abstract and cannot be measured numerically or mathematically, but the image can only be perceived from research results or good or bad values and positive or negative responses. A positive image will provide the advantage of creating consumer loyalty, trust in products or services, and the willingness of consumers to seek out those products or services when they need them.

Validity and Reliability Testing of Questionnaires

Validity testing is used to measure whether the measuring instrument used in the form of questions in a research questionnaire is an accurate (valid) measurement or not accurate at all. Meanwhile, reliability testing is used to measure the reliability of the research questionnaire. The results of the validity and reliability tests for the variables *Digital Marketing, Customer Satisfaction,* and *Brand Image* at PT. YXY Motors are outlined below.

1) Validity Test

Table 1. Validity Test of Digital Marketing, Customer Satisfaction, and Brand Image

No	Item	Dimension	$r_{calculated}$	Sig.	$rs_{\cdot table}$	Conclusion
1	DM1	*Website engagement*	0.449	0.013	0.364	Valid
2	DM2		0.730	0	0.364	Valid
3	DM3	*Social Engagement*	0.493	0.006	0.364	Valid
4	DM4		0.566	0.001	0.364	Valid
5	DM5	*Click-through Rate*	0.48	0.007	0.364	Valid
6	DM6		0.476	0.008	0.364	Valid
7	DM7	*Conversion Rate*	0.542	0.002	0.364	Valid
8	DM8		0.507	0.004	0.364	Valid
9	DM9	*Duration*	0.491	0.006	0.364	Valid
1	DM10		0.426	0.019	0.364	Valid
No	**Item**	**Dimension**	**$r_{calculated}$**	**Sig.**	**$rs_{\cdot table}$**	**Conclusion**
1	KP1	*Expectation*	0.555	0.001	0.364	Valid
1	KP2		0.568	0.001	0.364	Valid
13	KP3		0.425	0.019	0.364	Valid
14	KP4		0.650	0	0.364	Valid
1	KP5		0.571	0.001	0.364	Valid
1	KP6	*Perception*	0.579	0.001	0.364	Valid
17	KP7		0.427	0.019	0.364	Valid
1	KP8		0.530	0.003	0.364	Valid
1	KP9		0.538	0.002	0.364	Valid
2	KP10		0.534	0.002	0.364	Valid
No	**Item**	**Dimension**	**r_{count}**	**Sig.**		**Conclusion**
21	CP1	*Reputation*	0.536	0.002		Valid
2	CP2		0.417	0.022		Valid
23	CP3		0.387	0.035		Valid
24	CP4		0.429	0.018		Valid
25	CP5		0.499	0.005		Valid
26	CP6	*Recognition*	0.616	0.000		Valid
27	CP7		0.382	0.037		Valid
28	CP8		0.634	0.000		Valid
29	CP9		0.530	0.003		Valid
30	CP10		0.666	0.000		Valid
31	CP11	*Affinity*	0.515	0.004		Valid
32	CP12		0.521	0.003		Valid
33	CP13		0.668	0.000		Valid
34	CP14		0.470	0.009		Valid
35	CP15		0.514	0.004		Valid
36	CP16	*Brand Loyalty*	0.464	0.010		Valid
37	CP17		0.388	0.034		Valid
38	CP18		0.469	0.009		Valid
39	CP19		0.545	0.002		Valid
40	CP20		0.487	0.0006		Valid

Source: Adapted from Questionnaire Data from the Initial Survey, 2025
rs.table = Spearman correlation coefficient at the 5% significance level, *n* = 30

Based on the results of the validity test on the *Digital Marketing* items, the lowest correlation value between the item and the total was found in the item regarding how long customers visit social media (YouTube, Facebook, Twitter, Instagram) of PT. YXY Motors (item 10/DM10) in the duration dimension, which was 0.426 (Sig. = 0.019), while the highest correlation is found in the item regarding the frequency of customers visiting PT. YXY Motors's website per day (item 2) in the Website Engagement dimension, with a value of 0.730 (Sig. = 0.000). All correlation values between the item-total of the Digital Marketing variables have a significance value less than 0.05 (calculated correlation value greater than r(s) .(table) Rho = 0.364), so all items are declared valid.

Based on the validity test results for the customer satisfaction items, the lowest correlation value between the item-total was found in the item regarding customer satisfaction with the Yamaha website because it meets their needs (item 13/KP3) in the Perception Dimension, with a value of 0.425 (Sig. = 0.019), while the highest correlation is found in the item regarding customer satisfaction with the Yamaha website because it offers a complete range of automotive products item 14/KP4) in the Perception dimension, with a value of 0.650 (Sig. = 0.000). All correlation values between the item-total of the customer satisfaction variables have a significance level less than 0.05 (calculated correlation value is greater than r(s) .(table) Rho = 0.364), so all items are deemed valid.

Based on the results of the validity test on the Brand Image items, the lowest correlation value between the item and the total was found in the item "customers can easily obtain useful information from the Yamaha website" (item 27/CP7) in the recognition dimension, with a value of 0.382 (Sig. = 0.037), while the highest correlation was found in the item regarding customers being able to obtain good product information on the Yamaha website (item 33/CP13) in the Affinity Dimension, with a value of 0.668 (Sig. = 0.000). All correlation values between the item-total of the Brand Image variable have a significance value less than 0.05 (calculated correlation value greater than r(s) .(table) Rho = 0.364), so all items are declared **valid.**

2) Reliability Test

The reliability test aims to measure the reliability of the questionnaire. Table 2 below presents the results of data processing collected from the Initial Survey using SPSS 26 *software*.

Table 2. Reliability Test Using *Cronbach's Alpha* Method

No	Variable	Reliability Coefficient (r)	Critical r	Description
1	*Digital Marketing*	0.741	0.700	Reliable
2	*Customer Satisfaction*	0.758	0.700	Reliable
3	*Brand Image*	0.862	0.700	Reliable

Source: Processed from Questionnaire Data in the Initial Survey, 2025

The results of the reliability test on the variables in the research questionnaire show that the variable with the highest reliability is *Brand Image* at 0.862. This value indicates that the consistency level of respondents' answers to the Brand *Image* variable is very high at 86.2%. Meanwhile, the *Digital Marketing* variable has the lowest reliability at 0.741, indicating a consistency level of 74.1%, which is categorized as high. All three variables have reliability values greater than 0.700, so *Digital Marketing, Customer Satisfaction,* and *Brand Image* are deemed **reliable.** Therefore, all research variables can be used in further analysis.

Variable Score, Satisfaction Score, Importance Performance Analysis

1) *Variable Score* and *Satisfaction Score*

To measure the quality scores of the Digital *Marketing*, *Customer Satisfaction*, and *Brand*

Image variables based on the concept developed by Zeithaml, Parasuraman, and Berry, the following formula is used:

$$Variable\ Score = Perception\ Score - Expectation\ Score$$

From the processing of interval data, the average *Perception score* and *Expectation score* for each variable were obtained as follows:

Table 3. *Variable Score* and *Satisfaction Score of* Research Variables ( )

Variable	Mean		VS = P – H	KP = P/H
	Perception (P)	Expectation (E)		
Digital Marketing	4,266	4,253	0.014	1,003
Customer Satisfaction	4,335	4,372	-0.037	0.991
Brand Image	4,210	4,182	0.027	1,007

Source: Data processing, 2025

The criteria used to determine *the Variable Score* are:
P – H = 0 : Means that the level of perception is the same as the respondents' expectations.
P – H > 0: Means that the level of perception is very satisfying to the respondent's expectations.
P – H < 0: This means that the perception level is lower than the respondents' expectations.

Based on these criteria, it can be concluded that only the *Digital Marketing* and *Brand Image* variables satisfy respondents, as their *Variable Score* values are greater than zero (VS > 0), while *Customer Satisfaction* does not satisfy respondents, as its *Variable Score* value is less than zero (VS < 0). Meanwhile, *satisfaction score* is measured using the formula:

$$Satisfaction\ Score = \frac{Perceived\ Score}{Expected\ Score}$$

The criteria for respondents being considered satisfied based on *the satisfaction score* (KP) are:
KP < 1 : Respondents are not satisfied
KP = 1 : Respondents are satisfied
KP > 1 : Respondents are very satisfied

From the *satisfaction score* calculation table, it can be concluded that only the *Digital Marketing Brand Image* variable satisfies respondents, as indicated by a *satisfaction score* greater than 1 (KP > 1), while *Customer Satisfaction* has not satisfied respondents because it has a *satisfaction score* less than 1 (KP < 1).

2) *Importance Performance Analysis* (IPA)

To determine the level of importance of attributes (indicators) in the variables *of Digital Marketing*, *Customer* Satisfaction, and *Brand Image*, *Importance Performance Analysis* is used, also known as the analysis of importance and performance levels by John A. Martila and John C. James in Nasution (2003:62), where the tool used is a Cartesian diagram. The horizontal axis (X) is filled with the score (percentage) of performance level, while the vertical axis (Y) is filled with the score (percentage) of importance level.

From the processing of interval data, the average *perception score* (performance level) and *expectation score* (importance level) for each attribute (indicator) of the research variable were obtained as follows:

Table 3. Average Research Variable Indicators

Variable	Indicator Label	Average	
		Perception (*Performance*)	Expectation (*Importance*)
Digital Marketing	DM1	4,200	4,287
	DM2	4,395	4,395
	DM3	4,126	4,287
	DM4	4,200	4,395
	DM5	4,287	4,200
	DM6	4,287	4,395
	DM7	4,287	4,126
	DM8	4,287	4,200
	DM9	4,395	4,287
	DM10	4,200	3,955
Customer Satisfaction	KP6	4,200	4,200
	KP7	4,395	4,395
	KP8	4,395	4,777
	KP9	4,395	4,200
	KP10	4,287	4,287
Brand Image	CP1	4,287	4,063
	CP2	4,006	4,200
	CP3	4,542	4,126
	CP4	3,955	4,200
	CP5	4,287	4,287
	CP6	4,200	4,200
	CP7	4,063	4,063
	CP8	4,441	4,395
	CP9	4,063	4,395
	CP10	4,542	4,200
	CP11	3,955	3,955
	CP12	4,287	4,287
	CP13	4,287	4,287
	CP14	4,126	4,126
	CP15	4,200	4,200
	CP16	4,063	4,063
	CP17	4,200	4,200
	CP18	4,006	3,909
	CP19	4,395	4,200
	CP20	4,287	4,287
Overall average		**4,244**	**4,229**

Note: KP1-KP5 = *expectation* indicators in the *Customer Satisfaction* variable
Source: Data processing, 2025

The average of the research variable indicators in the table is then presented in a Cartesian diagram using the *Graph Scatter Plot* menu in SPSS 26, with the following results:

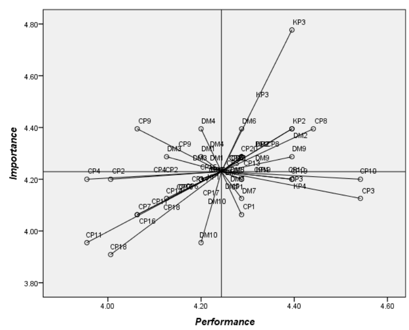


Figure 1. ***Cartesian Diagram of Importance Performance Analysis***

Based on Figure 1, the following can be explained:

a) **Block A** shows factors or attributes considered influential, including elements deemed important but not yet implemented by management according to *customer* preferences, namely:

CP9	Customers are dissatisfied with transactions through *the* Yamaha *website*
DM3	*Customers* rarely visit *social media* (*YouTube, Facebook*, *Twitter, Instagram*) of PT. YXY Motors in the last month
DM4	*Customers* rarely visit *social media* (*YouTube, Facebook, Twitter, Instagram*) of PT. YXY Motors in a day

b) **Block B** highlights the key areas that the company has successfully implemented and must be maintained, specifically related to:

CP5	Yamaha has a beneficial *social* responsibility
CP8	*The* Yamaha *website* can maintain consumer trust
CP12	Consumers can easily read about Yamaha products *online*
CP13	Consumers can obtain good product information on Yamaha's *website*
CP20	Consumers will never switch to other *websites*
KP2	*Customers* are satisfied with Yamaha's *website* because it has *online* customer service representatives available
KP3	*Customers* are satisfied with Yamaha's *website* because it provides quick responses to customer requests
KP5	*Customers* are satisfied with the appearance of the Yamaha *website*
DM2	How often do *customers* visit PT. YXY Motors's *website* in a day?
DM6	Have *customers* ever clicked on an advertisement from *social media* (*YouTube, Facebook, Twitter, Instagram*) of PT. YXY Motors?
DM9	How long do *customers* spend on PT. YXY Motors's *website*?

c) **Block C** indicates several factors that have a less significant influence on respondents (*customers*), are implemented by the company in an average manner, and are considered less important and less satisfying, namely:

CP2	Yamaha is trustworthy in protecting consumers' finances
CP4	Customer requests on the Yamaha *website* can be fulfilled
CP6	Consumers can easily obtain information about Yamaha through *social media*
CP7	Consumers can easily obtain useful information from Yamaha's website
CP11	Consumers can easily view Yamaha products online through the *website*
CP14	Consumers have positive reviews of products on Yamaha's website
CP15	Consumers will make more transactions on Yamaha's *website* in the future
CP16	Consumers will recommend the Yamaha *website* to family and friends
CP17	Consumers will promote Yamaha's *website* to others
CP18	Consumers will prioritize Yamaha's *website* in every financial transaction.
KP1	*Customers* are satisfied with Yamaha's *website* because their transaction needs for various products are always available.
DM10	How often do *customers* visit Yamaha's *social media* (*YouTube, Facebook, Twitter, Instagram*)?

d) **Block D** indicates factors that influence satisfaction that are less important but are implemented excessively, considered less important but highly satisfying for respondents, namely:

CP1	Yamaha is trusted in protecting data
CP3	Yamaha is easy to contact by phone by consumers
CP10	Customers feel comfortable using Yamaha's online system
CP19	Customers will make transactions at Yamaha after viewing *the* Yamaha *website*
KP4	*Customers* are satisfied with Yamaha's *website* because it provides immediate responses to customers when issues arise
DM1	How often do *customers* visit *the* PT. YXY Motors *website* in the last month?
DM5	Have customers ever clicked on an advertisement from the PT. YXY Motors website?

DM7	How often do customers visit the PT. YXY Motors website and then make a purchase/transaction?
DM8	How often do customers visit PT. YXY Motors's *social media* (*YouTube, Facebook, Twitter, Instagram)* and then make a purchase or transaction?

3) Data Normality Check

In this study, the theoretical model was analyzed using *Structural Equation Modeling* (SEM) with parameter estimation through the *Maximum Likelihood* (ML) method, which requires a minimum interval measurement scale. Therefore, the first step before SEM analysis was to convert the data scale from ordinal to interval using *the Method of Successive Intervals* (Syarifudin Hidayat, 2005:55). The process of scaling ordinal data to interval scale for all questionnaire items is presented in the appendix. The interval-scaled data was then organized into a matrix consisting of 11 (eleven) manifest variables to be used as the input matrix for Confirmatory Factor Analysis (CFA) and SEM analysis.

Before CFA and SEM analysis, data normality must be checked. Data normality can be determined by observing the *c.r.* values for the *skewness* and *kurtosis* tests, which should be between -2.58 and +2.58. From the summary of the univariate normality test statistics, it is known that the largest negative *skewness coefficient* is found in dimension $Z_{(1)}$at -2.906, while the largest positive *skewness coefficient* is not present. Meanwhile, in the *kurtosis* test, the largest negative *coefficient* is found in dimension $Z_{(2)}$at -1.484, and no positive coefficients are present. Thus, almost all *skewness* and *kurtosis* c.*r*. values are still within the range of -2.58 to +2.58, except for $Z_{(1)}$,which indicates that the data is not yet fully *univariate normally* distributed.

Table 4 . ***Assessment of Normality***

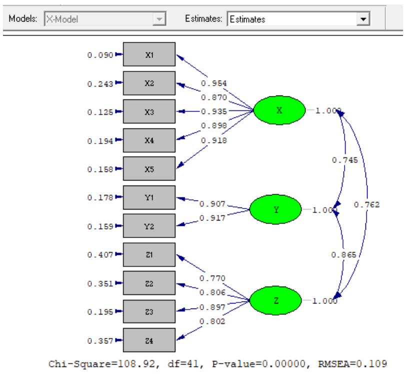
Variable	min		skew	c.r.	kurtosis	c.r.
Z4	10,000	26.615	-.339	-1.638	-.494	-1,194
Z3	12,230	27,308	-.140	-.676	-.357	-.863
Z2	12.713	27.322	-.443	-2.138	-.615	-1,484
Z1	12,211	26,087	-.602	-2.906	-.256	-.619
Y2	11,061	27,093	-.279	-1.350	-.465	-1,123
Y1	12,591	28,130	-.194	-.938	-.014	-.033
X1	4.00	10.933	-.280	-1.354	-.301	-.728
X2	4.000	11,018	-.187	-.902	-.222	-.537
X3	4.000	10,660	-.305	-1.472	-.144	-.347
X4	4,000	10,970	-.256	-1.238	-.223	-.538
X5	4.000	11,024	-.305	-1.475	-.249	-.602
Multivariate					5.599	1.959

Source: Data Processing Results, 2025

Based on Table 4, in the last row, the multivariate normal distribution test of *skewness* and *kurtosis* shows a *critical ratio* of 1.959, which is within the range of$\pm$ 2.58, indicating that the data is normally distributed. Thus, the *Maximum* Likelihood (ML) method can be used as the appropriate method for estimating parameters for this research data.

4) *Digital Marketing* Structural Model on *Customer Satisfaction* and Its Impact on *Brand Image* at PT. YXY Motors

Next, the data was processed to determine the relationship between latent variables using *Confirmatory Factor* Analysis (*CFA*) with Lisrel 8.80 software. The CFA model for *Digital Marketing*, *Customer Satisfaction*, and *Brand Image* is as follows:




```
Goodness of Fit Statistics

Degrees of Freedom = 41
Normal Theory Weighted Least Squares Chi-Square = 108.921 (P = 0.000)
Root Mean Square Error of Approximation (RMSEA) = 0.109

Normed Fit Index (NFI) = 0.967
Non-Normed Fit Index (NNFI) = 0.972
Comparative Fit Index (CFI) = 0.979
Standardized RMR = 0.0453
Goodness of Fit Index (GFI) = 0.875
Adjusted Goodness of Fit Index (AGFI) = 0.799
```

Figure 2. s of the CFA Model of *Digital Marketing*, *Customer Satisfaction*, and *Brand Image*

From the CFA model diagram, the Chi-square value at the bottom is = 108.92 with a probability of rejecting the hypothesis approaching zero (P-value = 0.00000), and the RMSEA (Root Mean Square Error Approximation) of 0.109 indicates that the model is not yet fit. These results indicate that the CFA model does not meet the criteria for a well-fitting model because the P-value is less than 0.05, and the RMSEA is greater than 0.08. The NFI, NNFI, and CFI indices are 0.967, 0.972, and 0.979, respectively, all of which are greater than 0.95, indicating that the model is fit. However, the GFI value of 0.875 is less than 0.90, which falls within the range of 0.80–0.90, indicating a marginal model (still acceptable), while the AGFI index of 0.799 is < 0.80, indicating that the model is not fit.

Therefore, the model is deemed poorly fitted, necessitating modifications to the CFA model above. Modifications to the initial CFA model can be made by considering the modification indices (Modification Indices/M.I) greater than 4.

In the LISREL output, there are two parts of modification indices: the "Modification Indices Suggest to Add the Path" section and the "Modification Indices Suggest to Add an Error Covariance" section. Since all latent variables in the CFA model are interrelated and manifest variables are not allowed to predict more than one latent variable, if there is a modification index in the path addition section, it does not need to be considered.

The significance test of parameter estimates for each dimension in predicting latent variables, as well as covariances (correlations) between latent variables and error covariances, is presented in the table below.

Table 5. Final CFA Modification Model Path Coefficients

Dimension	to	Latent Variable	*Factor Loadings*	Standardized	t
X1	←	X	0.952	0.0630	15.105
X	←	X	0.864	0.0675	12,807
X	←	X	0.949	0.0633	14,984
X	←	X	0.891	0.0662	13,459
X	←	X	0.934	0.0642	14,536

Y1	←	Y	0.908	0.0671	13,535
Y2	←	Y	0.915	0.0668	13,698
Z1	←	Z	0.712	0.0758	9,392
Z2	←	Z	0.755	0.0740	10,196
Z3	←	Z	0.915	0.0668	13.691
Z4	←	Z	0.798	0.0721	11,070

Source: Data Processing Results, 2025

Table 6. Final Modified CFA Model Covariance

Covariance (Correlation)			Parameter Estimates	Standard Deviation	t
X	↔	Y	0.739	0.044	16.756
X	↔	Z	0.777	0.040	19,351
Y	↔	Z	0.886	0.030	29,451
EX5	↔	EX3	-0.057	0.0147	-3.897
EZ2	↔	EZ1	0.255	0.0510	4.995

The results of the path coefficient analysis of the final modified confirmatory factor analysis (CFA) model show a significant influence, as indicated in the table above, where all t-values are above the required critical value of $|t| \geq 1.96$. Therefore, it can be concluded that the dimensions used to predict the relevant latent factors are appropriate. Similarly, the relationships among the latent variables and the addition of error covariances are all significant at the 95% confidence level.

In structured modeling, the validity coefficients of each dimension and the construct reliability coefficients (latent variables) can be calculated. The purpose is to determine whether the dimensions used to predict these latent variables are valid and how consistent the latent variables are. The following are the properties of the final CFA model, consisting of standardized loadings (*loading factors)*, $t_{(calculated)}$,reliability, and extracted variance.

Table 7. Validity and Reliability of Dimensions

Factors and Dimensions	Loadings Standardized	t	R square	Error
Digital Marketing (X / ξ_1)				
X_1	0.952	15.105	0.906	0.094
X_2	0.864	12.807	0.746	0.254
X_3	0.949	14,984	0.901	0.099
X_4	0.891	13,459	0.794	0.206
X_5	0.934	14.536	0.872	0.128
Total	4,590		4,220	0.780
Construct Reliability			**0.964**	
Extracted Variation				**0.844**
Customer Satisfaction (Y/η_1)				
Y_1	0.908	1	0.824	0.176
Y_2	0.915	13.698	0.837	0.163
Total	1,823		1,662	0.338
Construct Reliability			**0.908**	
Extracted Variance				**0.831**
Brand Image (Z/η_2)				
Z_1	0.712	9.392	0.507	0.493
Z_2	0.755	10.196	0.570	0.430
Z_3	0.915	13.691	0.837	0.163
Z_4	0.798	11,070	0.637	0.363

Factors and Dimensions	Loadings Standardized	t	R square	Error
Total	3,180		2,551	1,449
Construct Reliability			**0.875**	
Extracted Variation				**0.638**

Source: Data Processing Results, 2025

Table 7 above shows that the Variance Extracted values range from 0.638 to 0.844, all above the recommended critical threshold of 0.5. Therefore, based on the Variance Extracted values, the latent variables used have good discriminant validity. The construct reliability values range from above 0.875 to 0.964, all of which are greater than the recommended value of 0.7. This criterion indicates that in the model formed, the three latent variables, namely Digital Marketing, Customer Satisfaction, and Brand Image, have very high reliability (>0.80).

Based on the standardized loadings used to predict the latent variables of Digital Marketing, Customer Satisfaction, and Brand Image, all values are greater than 0.3 ($t > 1.96$), indicating that all indicators used are valid.

Based on all model fit criteria (quality criteria), it can be concluded that the modified CFA model meets the requirements, making the model valid and suitable for testing the hypotheses in this study.

The next steps that can be taken in the CFA model are to evaluate the data, including outliers, multicollinearity, and singularity.

Univariate outlier checks were performed by observing Z-scores below -3 or above +3. The results of data processing with SPSS 26 show that the largest negative Zscore value (minimum part) is in dimension X$_{(3)}$ at -2.83807, while the largest *positive Zscore* value (*maximum* part*)* is in sub-variable Z$_{(1)}$ at 1.83769, as shown in Table 8 below.

Table 8. Summary of *Univariate Outlier* Check Statistics

	Min	Maximum
Zscore(X1)	-2.7286	1.44232
Z-score (X2)	-2.76466	1.49178
Z-score (X3)	-2.83807	1.51665
Zscore(X4)	-2.82504	1.47996
Z-score (X5)	-2.83048	1.44007
Zscore(Y1)	-2.61350	1.76837
Z-score (Y2)	-2.83791	1.44945
Z-score (Z1)	-2.46169	1.83769
Z-score (Z2)	-2.65814	1.75696
Z-score (Z3)	-2.71147	1.43865
Zscore(Z4)	-2.66409	1.56549

Source: Data Processing Results, 2025

Based on the table, all *Z*-scores for the dimensions fall within the range of -3 to +3. Therefore, it can be concluded that the data is free from univariate outliers.

Multivariate outlier checks are shown in the following table. The results show that the data with the largest Mahalanobis distance is observation 14, which is 27.165 (p1 = 0.004, p2 = 0.456). Since the probability value is greater than 0.001, this observation is not a multivariate outlier.

Next, the most important part of SEM analysis is testing the goodness of fit of the constructed model. This stage determines whether the model can be used to answer the research hypotheses and draw conclusions.

The hypotheses proposed for the CFA (*Confirmatory Factor Analysis*) model fit test are stated as follows:

H_0 : The CFA model is good
H_1 : The CFA model is not good

The following table shows the results of calculations using **LISREL 8.80** *software*, displaying several fit indices commonly used to determine whether the CFA model is good or not.

Table 10. Final CFA Model Fit Test

Fit Indices	Value	*Cut-off Value*	Conclusion
Chi-Square	53.585	< 54.572	Accept H_0 , model is good
P-value	0.0600*	> 0.05	Accept H_0, model is good
RMSEA	0.052*	< 0.08	Accept H_0 , model is good
Standardized RMR	0.032	< 0.05	Accept H_0 , model is good
GFI	0.934	> 0.90	Accept H_0 , model is good
AGFI	0.889	0.80 - 0.90	Accept H_0, marginal model
NFI	0.984	> 0.90	Accept H_0, model is good
NNFI	0.994	> 0.95	Accept H_0 , model is good
CFI	0.996	> 0.95	Accept H_0, model is good

Source: Data Processing Results, 2025
* Goodness-of-fit index (*GOF*) meets the criteria for a good model

From the results of the final modified CFA model analysis, the value obtained was$\chi 2$ of 53.585 with a P-value of 0.0600. When compared to the critical value required for the$\chi(2)<\chi(2)$ (table) = 53.585 (significance level 5% and degrees of freedom db = 39) or the actual probability value (P-value) above 0.05, then H(0)is accepted. Thus, it can be stated that the CFA model is good. The RMSEA value of 0.052 is less than 0.08. Similarly, the comparative fit index values are all above 0.90, indicating that the model falls into the good category (Appendix 11). Therefore, this CFA model can be considered appropriate for forming the constructs to be used in SEM.

The results of the final modified CFA model evaluation indicate that the model to be analyzed using SEM has good *goodness of fit* criteria, the data is normally distributed, there are no *outliers*, and there are no signs of *multicollinearity* or *singularity*. Therefore, this model can be retained as a good model for predicting the influence of *Digital Marketing* on *Customer Satisfaction* and its impact on *Brand Image* at PT. YXY Motors.

Structural Model

To illustrate the influence of *Digital Marketing* on *Customer Satisfaction* and its impact on *Brand Image* at PT. YXY Motors, the structural model is presented below.

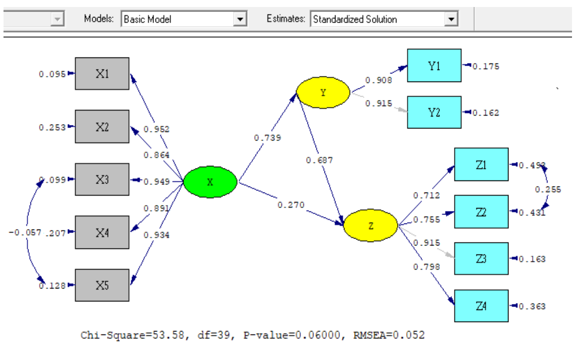


Figure 3. Structural Equation Model of the Influence of *Digital Marketing* on *Customer Satisfaction* and Its Impact on *Brand Image*
Source: Data Analysis Results, 2025

Table 11. Regression Coefficients/Paths of the SEM Model

Endogenous Latent Variables	to	Variable Latent Exogenous	Estimation Parameter	Estimated Parameter Standardized	Standard abbreviation	t	Conclusion
Y	←	X	0.739	0.676	0.0740	9.133	Significant
Z	←	X	0.270	0.247	0.0766	3.227	Significant
Z	←	Y	0.687	0.687	0.0904	7.596	Significant

Source: Analysis Results Data, 2025

Based on Table 11, it can be seen that *Digital Marketing* (X) has a significant effect on *Customer Satisfaction* (Y), as indicated by the t-value of 9.133 > 1.96. Similarly, *Customer Satisfaction* (Y) has a significant influence on *Brand Image* (Z), as it has a t-test statistic value of = 7.596, which is greater than 1.96. *Digital Marketing (*X) also has a significant influence on *Brand Image* (Z), as it has a t-test statistic value of = 3.227, which is greater than 1.96. The magnitude of the influence of *Digital Marketing* on *Customer Satisfaction* is the square of its path coefficient, which is: $(0.739)^2 \times 100\% = 54.6\%$, while the remaining 38.3% comes from influences outside the research variables. The magnitude of the influence of *Digital Marketing* and *Customer Satisfaction* on *Brand Image*, both partially and simultaneously, is as follows:

Table 12. t of *Digital Marketing* and *Customer Satisfaction* on *Brand Image*

Variable	Path Coefficient	Influence Direct	Indirect Effect X	Indirect Effect Y	Total PTL	Sub. Total
X	0.270	0.073		0.137	0.137	0.210
Y	0.687	0.472	0.137		0.137	0.609
Total Effect						0.819

Source: Data Processing Results, 2025

Measurement Model

Digital Marketing Measurement Model

Based on the SEM model in Figure 4.13, the measurement model (unidimensional) for the latent variable *Digital Marketing* (X) predicted by *Website Engagement* Dimension (X_1), *Social Engagement* (X_2), *Click-through Rate* (X_3), *Conversion Rate* (X_4), and *Duration* (X_5).

In the *Digital Marketing* (X) measurement model, the dimension with the largest standardized *loading* factor is *Website* Engagement (X_1) at 0.952 (R^2 = 0.905), meaning that the *Website Engagement* dimension is able to predict *Digital Marketing* by 90.2% and the error rate is 9.5%. Meanwhile, the smallest standardized loading factor is possessed by the *Social Engagement* dimension ($X_{(2)}$)at 0.864 ($R^{(2)}$ = 0.747), meaning that the *Social Engagement* dimension can only predict *Digital Marketing* at 74.7%, while the error rate reaches 25.3%. The results of the model measurement testing in Table 4.23 show that all *Digital Marketing* Dimensions are significant (t > 1.96), indicating good results in predicting *Digital Marketing.* The results of the CFA model modification show that in the measurement model, there is a relationship between the error of the *Click-through Rate* Dimension and the error of the *Duration* Dimension of -0.057.

Customer Satisfaction Measurement Model

Based on the SEM model in Figure 6, the measurement model (unidimensional) for the latent variable Customer Satisfaction (Y) is predicted by the Expectation Dimension (Y1) and Perception Dimension (Y2).

In the Customer Satisfaction (Y) measurement model, the dimension with the largest standardized loading factor is perception (Y2) at 0.915 (R2 = 0.838), meaning that the perception dimension (customer satisfaction) is able to predict Customer Satisfaction by 83.8%

and the error is only 16.2%. Meanwhile, the smallest standardized loading factor is found in the expectation dimension (Y(1))at 0.908 (R(2) = 0.825), meaning that the expectation dimension (customer's expected satisfaction) can only predict Customer Satisfaction by 82.5%, with an error rate of 17.5%. The results of the model measurement testing in Table 4.23 show that all *Customer Satisfaction* Dimensions are significant (t > 1.96), indicating good results in predicting *Customer Satisfaction.*

Brand Image Measurement Model

Based on the SEM model in Figure 7, the measurement model (unidimensional) for the latent variable *Brand* Image (Z) predicted by the dimensions *Reputation* (Z_1), *Recognition* (Z_2), *Affinity* (Z_3), and *Brand Loyalty* (Z_4) can be depicted as follows:

In the *Brand Image* (Z) measurement model, the dimension with the largest standardized loading *factor* (*loading factor*) is *Affinity* (Z_3) at 0.915 (R^2 = 0.837), meaning that *the Affinity* dimension can predict *Brand Image* by 83.7% and the error is 16.3%. Meanwhile, the smallest standardized loading factor is found in the *Reputation* dimension (Z($_{1)}$)at 0.712 (R($^{2)}$ = 0.507), meaning that the *Reputation* dimension can only predict *Brand Image* by 50.7%, with an error rate of 49.3%. The results of the model measurement testing in Table 4.23 show that all *Brand Image* Dimensions are significant (t > 1.96), indicating good results in predicting *Brand Image.* The results of the CFA model modification show that in the measurement model, there is a relationship between the error of the *Reputation* Dimension and the error of the *Recognition* Dimension of 0.255.

Hypothesis Testing

1) Hypothesis *Testing s of Digital Marketing* on *Customer Satisfaction*

In this study, one of the variables tested for its relationship with other variables is the *Digital Marketing* variable, which includes *Website Engagement*, *Social Engagement, Click-through Rates* (CTR), Conversion *Rates* (CR)*,* and *Duration,* in relation to *Customer Satisfaction*, which includes the *Expectation* and *Perception* dimensions at PT. YXY Motors. The hypothesis to be tested is as follows:

$H_{0,4}$:γ_1= 0 : There is no influence of *Digital Marketing*, which includes *Website Engagement*, *Social Engagement, Clickthrough Rates* (CTR), *Conversion Rates* (CR)*,* and *Duration*, on Customer Satisfaction at PT. YXY Motors

$H_{1,4}$:$\gamma_1 \neq 0$: There is an influence of *Digital Marketing* encompassing *Website Engagement*, *Social Engagement, Click-Through Rates* (CTR), *Conversion Rates* (CR)*,* and *Duration* at PT. YXY Motors

The structured model equation of *Digital Marketing* on *Customer Satisfaction* at PT. YXY Motors is presented in Table 13, which tests the influence of *Digital Marketing* (X), including *Website Engagement*, *Social Engagement, Clickthrough Rates* (CTR), *Conversion Rates* (CR)*,* and *Duration,* on *Customer Satisfaction* (Y) at PT. YXY Motors.

Table 13 . Test of the Influence of *Digital Marketing* (X) on *Customer Satisfaction* (Y)

Endogenous Latent Variable	to	Variable Latent Exogenous	*Estimate: Standardized Regression Weights*	*Estimate: Regression Weights*	*Standard Error* (S.E.)	*t*	Conclusion
Y	←	X	0.739	0.676	0.0740	9.133*	Significant

*significant at the 0.05 level

Source: Data Analysis Results, 2025

Test statistics:

$$t = \frac{\gamma_1}{se(\gamma_1)} = \frac{0{,}676}{0{,}0740} = 9.133$$

For a two-tailed test at a 95% confidence level, the critical value of the standard normal z-distribution is 1.96. When comparing the calculated t-value with the critical value from the table, t = 9.133 > 1.96, so the null hypothesis is rejected. This means that *Digital Marketing*, which includes *Website Engagement, Social Engagement, Click-Through Rates (*CTR), *Conversion Rates (*CR), and *Duration,* has a significant influence on *Customer Satisfaction* at PT. YXY Motors. The magnitude of the influence of *Digital Marketing* on *Customer Satisfaction* is 0.739$^{(2)}$× 100% = 54.6%.

2. **t Hypothesis Test of Digital Marketing on Brand Image**

Next, the variables tested for their relationship with other variables are *Digital Marketing* variables, which include *Website Engagement*, *Social Engagement, Clickthrough Rates* (CTR), *Conversion Rates* (CR)*,* and *Duration,* against *Brand Image*, which includes the dimensions *of Reputation*, *Recognition*, *Affinity*, and *Brand Loyalty* at PT. YXY Motors. The hypotheses to be tested are as follows:

$H_{0,5}$:$\gamma_2 = 0$: There is no influence of *Digital Marketing*, which includes *Website Engagement*, *Social Engagement, Click-Through Rates* (CTR), *Conversion Rates* (CR)*,* and *Duration,* on *Brand Image* at PT. YXY Motors

$H_{1,5}$:$\gamma_2 \neq 0$: There is an influence of *Digital Marketing*, which includes *Website Engagement*, *Social Engagement, Clickthrough Rates* (CTR), *Conversion Rates* (CR)*,* and *Duration,* on *Brand Image* at PT. YXY Motors

The structured model equation of *Digital Marketing* on *Brand Image* at PT. YXY Motors is presented in Table 14. This is a test of the influence of *Digital Marketing*, which includes *Website Engagement*, *Social Engagement, Click-Through Rates* (CTR), *Conversion Rates* (CR)*,* and *Duration,* on *Brand Image* at PT. YXY Motors.

Table 14 . Testing the Influence of *Digital Marketing* (X) on *Brand Image* (Z)

Endogenous Latent Variable	to	Variable Latent Exogenous	*Estimate: Standardized Regression Weights*	*Estimate: Regression Weights*	*Standard Error* (S.E.)	*t*	Conclusion
Z	←	X	0.270	0.247	0.0766	3.227*	Significant

*significant at the 0.05 level
Source: Data Analysis Results, 2025

Statistical Test:

$$t = \frac{\gamma_2}{se(\gamma_2)} = \frac{0{,}247}{0{,}0766} = 3.227$$

For a two-tailed test, at a 95% confidence level, the critical value of the standard normal z-distribution is 1.96. If we compare the calculated t-value with the critical value in the table, we find that t = 3.227> 1.96, so the null hypothesis is rejected. This means that *Digital Marketing*, which includes *Website Engagement, Social Engagement, Click-Through Rates (*CTR), *Conversion Rates (*CR), and *Duration*, has a significant influence on *Brand Image* at PT. YXY Motors. The magnitude of the direct influence of *Digital Marketing* on *Customer Satisfaction* is 0.270$^{(2)}$× 100% = **7.3%.**

3. Hypothesis Test s Customer Satisfaction on Brand Image

Next, the variable tested for its relationship with other variables is *Customer Satisfaction*, which includes the dimensions *of Expectation* (*Customer's* expected satisfaction) and *Perception* (*Customer's* perceived satisfaction) toward *Brand Image*, which includes the dimensions *of Reputation*, *Recognition*, *Affinity*, and *Brand Loyalty* at PT. YXY Motors. The hypothesis to be tested is as follows:

$H_{0,6}$:$\beta = 0$ There is no influence of *Customer Satisfaction,* which includes the *Expectation* and *Perception* dimensions, on *Brand Image* at PT. YXY Motors

$H_{1,6}$:$\beta \neq 0$: There is an influence of *Customer Satisfaction* encompassing the *Expectation* and *Perception* dimensions on *Brand Image* at PT. YXY Motors

The structured model equation *of Customer Satisfaction* on *Brand Image* at PT. YXY Motors shown in Table 15 is a test of the influence of *Customer Satisfaction,* which includes the *Expectation* and *Perception* dimensions, on *Brand Image* at PT. YXY Motors.

Table 15. : Testing the Influence of *Customer Satisfaction* (Y) on *Brand Image* (Z)

Endogenous Latent Variables	to	Variable Latent Exogenous	*Estimate: Standardized Regression Weights*	*Estimate: Regression Weights*	*Standard Error* (S.E.)	*t*	Conclusion
Z	←	X	0.687	0.687	0.0904	7.596*	Significant

*significant at the 0.05 level

Source: Data Analysis Results, 2025

Statistical Test:

$$t = \frac{\beta}{se(\beta)} = \frac{0{,}687}{0{,}0904} = 7.596$$

For a two-tailed test at a 95% confidence level, the critical value of the standard normal z-distribution is 1.96. When we compare the calculated t-value with the critical value from the table, t = 7.596 > 1.96, so the null hypothesis is rejected. This means that *Customer Satisfaction,* which includes the *Expectation* and *Perception* dimensions, has a significant influence on *Brand Image* at PT. YXY Motors. The magnitude of the direct influence of *Customer Satisfaction* on *Brand Image* is $0.687^{(2)} \times 100\% = 47.2\%$.

4. Hypothesis Test 's Digital Marketing on Customer Satisfaction and Its Impact on Brand Image Both Partially and Simultaneously

The discussion of the partial influence of *Digital Marketing* on *Brand Image* has been presented in the previous section, and the partial influence of *Customer Satisfaction* on *Brand Image* has been presented earlier.

The research hypothesis to determine the effect of *Digital Marketing*, which includes the dimensions of *Website Engagement*, *Social Engagement, Click-Through Rates* (CTR), *Conversion Rates* (CR), and *Duration*, on *Customer Satisfaction*, and its impact on *Brand Image* at PT. YXY Motors simultaneously is as follows:

$H_{0,7}$:$\gamma = \gamma = \beta = 0$: There is no influence of *Digital Marketing*, including *Website Engagement*, *Social Engagement, Click-Through Rates* (CTR), *Conversion Rates* (CR), and *Duration,* on *Customer Satisfaction* and its impact on *Brand Image* at PT. YXY Motors simultaneously.

$H_{1,7}$:$\gamma_1 \neq \gamma_2 \neq \beta \neq 0$: There is an influence of *Digital Marketing*, which includes *Website Engagement*, *Social Engagement, Clickthrough Rates* (CTR), *Conversion Rates* (CR), and *Duration,* on *Customer Satisfaction* and its impact on *Brand Image* at PT. YXY Motors simultaneously

The structured model equation of *Digital Marketing* on *Customer* Satisfaction , and its impact on *Brand Image* at PT. YXY Motors simultaneously is stated as:

Test Statistics:

$$F = \frac{(n-p-1)R^2_{\eta_2}}{p\left(1-R^2_{\eta_2}\right)} \sim F_{[\alpha;\,(p,n\text{-}p\text{-}1)]}$$

$$F = \frac{(140-3-1)(0{,}819)}{3(1-0{,}819)} = 205.159$$

F_{table}= $F_{[0.05;\,(3,140\text{-}3\text{-}1)]}$= 2,671

Test criteria: Reject H_0 if $F >$ F_{table}

Since $F_{calculated}$ = $205.159 >$ F_{table} = 2.671, H_0 is rejected, meaning that there is an influence of *Digital Marketing*, which includes *Website Engagement*, *Social Engagement, Click-Through Rates* (CTR), *Conversion Rates* (CR), and *Duration*, on *Customer Satisfaction* and its impact on *Brand Image* at PT. YXY Motors simultaneously. The magnitude of the influence of *Digital Marketing* and *Customer Satisfaction* variables on *Brand Image* is 81.9%, with the remaining 18.1% influenced by other factors outside the research variables.

DISCUSSION

1. The Influence of Digital Marketing on Customer Satisfaction at PT. YXY Motors

There is a significant influence of *Digital Marketing*, consisting of *Website Engagement, Social Engagement,* Click-Through Rate, Conversion Rate, and Duration, on Customer Satisfaction at PT. YXY Motors, as indicated by the t-test statistic value of 9.133, which is absolutely smaller than the critical z-value of 1.96. The standardized slope coefficient is positive at 0.739, indicating that if other variables are held constant, every increase in Digital Marketing will result in an increase in Customer Satisfaction by 0.739 units. The magnitude of the influence of Digital Marketing on Customer Satisfaction is 54.6%, while the remaining 45.4% is influenced by factors outside the research variables.

Empirically, this shows that Digital Marketing, which consists of website engagement, social engagement, click-through rate, conversion rate, and duration, influences Customer Satisfaction. If Digital Marketing is implemented properly, it will result in customer satisfaction. The results of this study are consistent with previous research indicating that Digital Marketing has a positive and significant impact on Customer Satisfaction (Ngurah et al., 2019). Other studies have shown that the Digital Marketing dimension of outcome quality influences Customer Satisfaction (Kao & Lin, 2016). Consumers determine whether they are satisfied based on "what" they receive in the service process rather than "how" the service is delivered. In other words, compared to service delivery, superior service outcomes that exceed consumer expectations have greater potential to create higher Customer Satisfaction (Kao & Lin, 2016).

Based on the expectation-disconfirmation theory, Customer Satisfaction in electronic services is viewed as an affective response to a purchase or service, and consumers become satisfied when they believe that a website will provide what they expect (Chang & Chen, 2014). Previous studies have shown that Digital Marketing has an influence on Customer Satisfaction. Therefore, this study analyzes the influence of Digital Marketing on Customer Satisfaction at PT. YXY Motors.

The focus of marketing on Customer Satisfaction is clear: low quality will place a company at a competitive disadvantage, potentially driving away dissatisfied customers. This is especially true for the automotive industry, where Yamaha customers are individuals who are difficult to satisfy, even though Yamaha is able to provide an appropriate level of service and pricing. In the automotive industry, customers have more options to meet their diverse needs. This reality compels the automotive industry to be creative in developing competitive advantages amid intense competition for customers and maintaining their satisfaction to turn them into loyal customers who can increase profits, i.e., individuals, households or companies that, over time, generate revenue far exceeding the costs incurred to attract, sell, and serve those *customers* (Kotler & Keller, 2007: 183).

2. The Impact of *Digital Marketing* on *Brand Image* at PT. YXY Motors

For a two-tailed test, at a 95% confidence level, the critical value of the standard normal z-distribution is 1.96. If we compare the calculated t-value with the critical value in the table, we find that t = 3.227> 1.96, so the null hypothesis is rejected. This means that Digital Marketing, consisting of website engagement, social engagement, click-through rate, conversion rate, and duration, has a significant influence on the Brand Image of PT. YXY Motors, with a direct effect of 7.3%.

The standardized slope coefficient of Digital Marketing on Brand Image is positive at 0.270, indicating that if other variables are held constant, every increase of one unit in Digital Marketing will result in an increase of 0.270 units in Brand Image. The direct effect of Digital Marketing on Brand Image is only 7.3%.

Empirically, this shows that Digital Marketing, which consists of website engagement, social engagement, click-through rate, conversion rate, and duration, can influence Brand Image. If Digital Marketing is implemented properly, it will result in customers being willing to purchase products from the company.

Thus, if the experience of the services received by consumers is good, it will form a good image of the company; conversely, if the services received are poor, it will form a poor image as well. Previous studies have shown and proven that service quality significantly influences Brand Image. Service quality and Customer Satisfaction are correlated, which in turn influence Brand Image (Setyadi et al., 2017). Specifically in Digital Marketing, previous research has proven that there is a correlation between *Digital Marketing* and *Brand Image* (Andrew, 2019).

3. The Influence *of Customer Satisfaction* on *Brand Image* at PT. YXY Motors

The results indicate that there is a significant influence of *Customer Satisfaction* on *Brand Image* at PT. YXY Motors, as shown by the t-test statistical value of 7.596, which is absolutely smaller than the critical z value of 1.96. The standardized slope coefficient is positive at 0.687, indicating that if other variables are held constant, an increase of one unit in Customer Satisfaction will result in an increase of 0.687 units in Brand Image. The direct effect of Customer Satisfaction on Brand Image is 47.2%.

Empirically, this shows that Customer Satisfaction influences Brand Image. If customers are satisfied, they will be willing to purchase products from the company.

The influence of customer satisfaction in Tjiptono (2017:45) is that customer satisfaction is a key element in modern marketing thinking and practice. Based on the above theory, it can be concluded that customer satisfaction is the response or reaction of consumers in the form of feelings or assessments of product use where their expectations and needs are met.

This can directly influence a brand image, where Oliver (2007), a translation of the Collins English Dictionary quoted in the book Public Relations Strategy, explains the definition of image as a mental picture or idea produced by the imagination or personality that is shown to the public by a person, organization, and so on.

The influence of customer satisfaction on brand image has been previously studied by Ayep Zaki (2021), with the results showing that digital marketing implemented at PT. YXY Motors, which includes website engagement, social engagement, click-through *rates, conversion rates,* and *duration,* is already good. The concept of *Digital Marketing*, which includes *Website Engagement, Social Engagement, Clickthrough Rates, Conversion Rates,* and *Duration*, influences Customer Satisfaction and impacts *Brand Image.*

4. The Influence of *Digital Marketing's s* on *Customer Satisfaction* and Its Impact on *Brand Image* at PT. YXY Motors

There is a significant influence of *Digital Marketing*, which consists of *website engagement, social engagement, click-through rate, conversion rate,* and *duration,* on *Customer Satisfaction* and its impact on *Brand Image* at PT. YXY Motors, as indicated by the statistical value of the F-test of 205.159, which is greater than the critical F-value of 2.671. The coefficient of determination is 0.819 or 81.9%, indicating that Digital Marketing influences Brand Image through the intervening variable Customer Satisfaction by 81.9%, while the remaining 18.1% is influenced by other factors outside the scope of this study.

Empirically, this indicates that Digital Marketing, which consists of website engagement, social engagement, click-through rate, conversion rate, and duration, influences Customer Satisfaction and impacts Brand Image. If Digital Marketing is implemented effectively, it will result in customer satisfaction, which in turn will lead customers to be willing to purchase products from the company.

Digital Marketing is the ability of a service to deliver functional performance during shopping, purchasing, and delivery to consumers through electronic media (Agustina et al., 2022). The interaction between sellers and buyers is now facilitated by electronic media in the form of websites specifically designed for buying and selling transactions. With further development, e-commerce services such as transactions or marketing activities can now be accessed through mobile applications.

This, of course, can significantly influence Customer Satisfaction according to Handi Irawan (2015), Customer Satisfaction is a comprehensive assessment of service and the result of a comparison between consumer expectations and perceptions of actual service performance, which directly impacts the company's image—the feelings and public perception of a company, organization, or institution; an impression intentionally created of an object, person, or organization (Ardianto, 2016). It can be concluded that image is a self-portrait, whether personal, organizational, or corporate, that is intentionally formed to show personality or characteristics.

There is a previous study conducted by Kadam et al. (2022) using a verifiable data analysis method, which found that there is a simultaneous influence and a partial positive influence of Digital Marketing on Customer Satisfaction. Digital Marketing on Company Image. Customer Satisfaction toward Company Image. Digital Marketing on Customer Satisfaction and its impact on Company Image.

Other research according to Suwarsono (2021) shows that Digital Marketing has been implemented well, with a Digital Marketing level of 64.3% out of a maximum of 100%. Consumers are satisfied, with a satisfaction rate of 64.0% out of a maximum of 100%. Brand image has been established effectively, with a brand image rate of 65.1% out of a maximum of 100%. There is an influence of Digital Marketing on Customer Satisfaction, with a direct influence of 70.4% out of a maximum of 100%. There is an influence of Digital Marketing on Brand Image with a direct influence of 26.6% and an indirect influence of 17.6%, resulting in a total influence on Brand Image of 44.2% out of a maximum of 100%. There is an influence of Customer Satisfaction on Brand Image of 37.04% out of a maximum of 100%. There is an influence of Digital Marketing on Customer Satisfaction, and its impact on Brand Image with a simultaneous influence of 78.4% out of a maximum of 100%.

CONCLUSION

Based on the results and discussion of the influence of *Digital Marketing*, which consists of *Website Engagement, Social Engagement, Click-Through Rate, Conversion Rate,* and *Duration* on Customer *Satisfaction*, and its impact on *Brand Image* at PT. YXY Motors, the following conclusions can be drawn:

1. *Digital Marketing*, which consists of *Website Engagement, Social Engagement, Click-Through Rate, Conversion Rate,* and *Duration* at PT. YXY Motors, has been implemented effectively, with an achievement rate of 75.7% out of a maximum of 100%.
2. Customers are satisfied with the services provided by PT. YXY Motors, with a satisfaction level of 76.2% out of a maximum of 100%.
3. PT. YXY Motors's *brand image* is well-established, with an achievement rate of 74.3% out of a maximum of 100%.
4. There is an influence of *Digital Marketing*, which includes *Website Engagement, Social Engagement, Click-through Rate, Conversion Rate,* and *Duration,* on *Customer Satisfaction* at PT. YXY Motors, with an influence of 54.6%.
5. There is an influence of *Digital Marketing*, which includes *Website Engagement, Social Engagement, Click-Through Rate, Conversion Rate,* and *Duration,* on *Brand Image* at PT. YXY Motors, with a direct influence of 7.3%.
6. There is an influence of *Customer Satisfaction* on *Brand Image* at PT. YXY Motors, with a direct influence of 47.2%.
7. There is an influence of *Digital Marketing*, consisting of *Website Engagement, Social Engagement, Click-Through Rate, Conversion Rate,* and *Duration*, on *Customer Satisfaction*, and its impact on *Brand Image* at PT. YXY Motors, with a simultaneous influence of 81.9% out of a maximum of 100%.

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