

The Influence of Promotion, Brand Image, and Customer Experience on Customer Satisfaction: A Case Study of Prima Parama Mobilindo Daihatsu Bertais

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Abstract: Customer satisfaction has become a critical determinant of organizational success in the increasingly competitive automotive industry. This study investigates the influence of promotion, brand image, and customer experience on customer satisfaction at Prima Parama Mobilindo Daihatsu Bertais. A quantitative approach with an associative research design was employed. Data were collected from 100 customers selected through purposive sampling using a structured questionnaire based on a five-point Likert scale. The collected data were analyzed using multiple linear regression with SPSS. The findings reveal that promotion does not have a significant effect on customer satisfaction. Meanwhile, brand image and customer experience have positive and significant effects on customer satisfaction. Furthermore, the simultaneous test results indicate that promotion, brand image, and customer experience jointly have a positive and significant effect on customer satisfaction. The coefficient of determination ($R^2 = 0.666$) indicates that 66.6% of the variation in customer satisfaction can be explained by these three variables, while the remaining 33.4% is influenced by other factors outside this study. These findings highlight the importance of strengthening brand image and improving customer experience while developing more effective promotional strategies to enhance customer satisfaction and maintain competitive advantage in the automotive industry. This study contributes to marketing literature by providing empirical evidence regarding the role of promotion, brand image, and customer experience in shaping customer satisfaction within the context of an authorized automotive dealership in Indonesia.

Keywords: Promotion, Brand Image, Customer Experience, Customer Satisfaction, Automotive Industry.

Introduction

The automotive industry is one of the strategic sectors that plays an important role in Indonesia's economic development. The increasing number of four-wheeled vehicles indicates that private transportation has become an essential need for the community, while at the same time intensifying competition among automotive manufacturers and authorized dealerships. As competition becomes more competitive, automotive companies are required not only to offer high-quality products but also to implement effective marketing strategies that are capable of creating superior customer

value and maintaining long-term customer relationships. Consequently, customer satisfaction has become one of the primary indicators of business success because satisfied customers are more likely to repurchase products, recommend the company to others, and remain loyal to the brand.

Prima Parama Mobilindo Daihatsu Bertais, as an authorized Daihatsu dealership, is expected to provide comprehensive services throughout the customer purchasing journey, including promotional activities, sales services, administrative processes, and after-sales services. Besides functioning as a vehicle distributor, the dealership also plays a significant role in establishing

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positive interactions with customers through professional communication and service quality. Therefore, customer satisfaction is influenced not only by the quality of the vehicles offered but also by customers' overall perceptions of the company and their experiences throughout the purchasing process.

Sales data from Prima Parama Mobilindo Daihatsu Bertais during 2022–2025 indicate varying customer preferences across vehicle models, with Daihatsu Siga recording the highest sales volume compared to other models. Although sales performance remains relatively favorable, the preliminary survey involving 30 customers revealed that customer satisfaction has not yet reached an optimal level. Several respondents expressed dissatisfaction with sales services, promotional information, administrative procedures, and after-sales services. These findings indicate that there are still opportunities for the company to improve marketing strategies and service performance in order to better meet customer expectations.

Promotion is recognized as an important component of marketing communication because it provides information, persuades customers, and encourages purchasing decisions. Effective promotional activities can help customers understand product advantages and increase their perceptions of company value. However, promotion alone may not always determine customer satisfaction because customers also evaluate other factors, such as brand reputation and their overall purchasing experience. Brand image reflects customers' perceptions of a company's reputation, product quality, and reliability, which influence their confidence and satisfaction toward the company. Meanwhile, customer experience encompasses all interactions between customers and the company before, during, and after the purchase process. Positive customer experiences can create favorable evaluations, strengthen emotional relationships, and ultimately increase customer satisfaction.

Previous studies have generally indicated that promotion, brand image, and customer experience are important factors influencing customer satisfaction. Regarding promotion, Rahmawati (2021) found that promotion has a positive and significant effect on customer satisfaction in the automotive dealership sector. Similar findings were reported by Ramadhan (2021) and Sari (2022), who stated that promotional activities significantly influence customer satisfaction among automotive consumers. These results indicate that well-planned promotional strategies can improve customer perceptions and satisfaction.

In relation to brand image, Putri (2020) found that brand image has a positive and significant effect on customer satisfaction in automotive products. This

finding is supported by Andini (2021), who demonstrated that brand image significantly influences customer satisfaction in the automotive industry. Furthermore, Hidayah (2022) confirmed that brand image and customer experience simultaneously contribute positively to customer satisfaction, indicating that a strong brand reputation combined with a positive customer experience can enhance customer evaluations.

Customer experience has also received considerable attention in previous research because it represents customers' overall perceptions resulting from interactions with a company. Pratama (2021) found that customer experience has a positive and significant effect on customer satisfaction. Similar results were reported by Firmansyah (2023) and Maulana and Sari (2023), who showed that customer experience significantly influences customer satisfaction in automotive dealerships. In addition, Wijaya and Susanto (2021) found that customer experience strengthens the relationship between brand image and customer satisfaction.

However, empirical findings regarding the influence of promotion, brand image, and customer experience on customer satisfaction remain inconsistent across different research contexts. Kurnia (2022) found that promotion, brand image, and customer experience simultaneously have a positive and significant effect on customer satisfaction in the automotive industry. Likewise, Tsaputra (2023) revealed that promotion and brand image positively influence customer satisfaction, with customer experience strengthening these relationships. Nevertheless, several differences in research findings indicate that the effectiveness of marketing factors may vary depending on industry characteristics, customer preferences, and purchasing conditions. This inconsistency creates a research gap that requires further investigation, particularly in the context of authorized automotive dealerships in Indonesia, where customer expectations and competition continue to increase.

Based on these considerations, this study aims to examine the influence of promotion, brand image, and customer experience on customer satisfaction at Prima Parama Mobilindo Daihatsu Bertais. The findings are expected to contribute to the development of marketing management literature, particularly regarding customer satisfaction in the automotive industry. Furthermore, this study is expected to provide practical recommendations for dealership management in designing more effective promotional strategies, strengthening brand image, and improving customer experiences to enhance customer satisfaction and maintain competitiveness in the automotive market.

Method

This study employed a quantitative approach with an associative research design to examine the relationship between promotion, brand image, customer experience, and customer satisfaction. The research was conducted at Prima Parama Mobilindo Daihatsu Bertais, an authorized Daihatsu dealership located in Mataram, Indonesia. The quantitative approach was selected because it enables researchers to measure variables and analyze relationships among variables using numerical data and statistical procedures.

The population in this study consisted of customers who had purchased vehicles at Prima Parama Mobilindo Daihatsu Bertais. The sample consisted of 100 respondents selected using purposive sampling. The sampling criteria included customers who had completed a vehicle purchase at the dealership, were at least 17 years old, and were willing to participate by completing the research questionnaire.

The primary data were collected through a structured questionnaire distributed to respondents. The questionnaire used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The research instrument measured four variables: Promotion (X_1), Brand Image (X_2), Customer Experience (X_3), and Customer Satisfaction (Y). The indicators used to measure each variable were adapted from relevant marketing literature to ensure the validity of the research instrument.

Before conducting hypothesis testing, the research instrument was evaluated through validity and reliability tests. The validity test was conducted to determine whether each questionnaire item accurately measured the research variables, while the reliability test using Cronbach's Alpha was performed to assess the consistency of the measurement instrument. Furthermore, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to ensure that the regression model met the required statistical assumptions.

The hypotheses were tested using multiple linear regression analysis with the assistance of the Statistical Package for the Social Sciences (SPSS). The partial effects of Promotion, Brand Image, and Customer Experience on Customer Satisfaction were examined using the t-test, while the simultaneous effect was analyzed using the F-test. The coefficient of determination (R^2) was also calculated to determine the extent to which the independent variables explain variations in Customer Satisfaction. The significance level used in this study was 5% ($\alpha = 0.05$).

Result and Discussion

The study involved 100 respondents who had purchased vehicles at Prima Parama Mobilindo Daihatsu Bertais. The respondents were categorized based on age to provide an overview of the sample characteristics. The distribution of respondents by age is presented in Table 4.1.

Table 1. Characteristics of Respondents by Age

No	Age	Frequency	Percentage (%)
1.	25–32 years	44	44,00
2.	34–45 years	29	29,00
3.	46–63 years	27	27,00
Total		100	100%

As shown in Table 1, most respondents were aged 25–32 years, accounting for 44% of the sample. Respondents aged 34–45 years represented 29%, while those aged 46–63 years accounted for 27%. These findings indicate that the majority of customers purchasing vehicles at Prima Parama Mobilindo Daihatsu Bertais were within the productive working-age group, suggesting that this segment constitutes the dealership's primary customer market.

The normality test was conducted to determine whether the residual values in the regression model were normally distributed. This assumption is important because a good regression model requires residual data that follows a normal distribution. The normality test was performed using the Normal Probability Plot (P-P Plot) of Regression Standardized Residual.

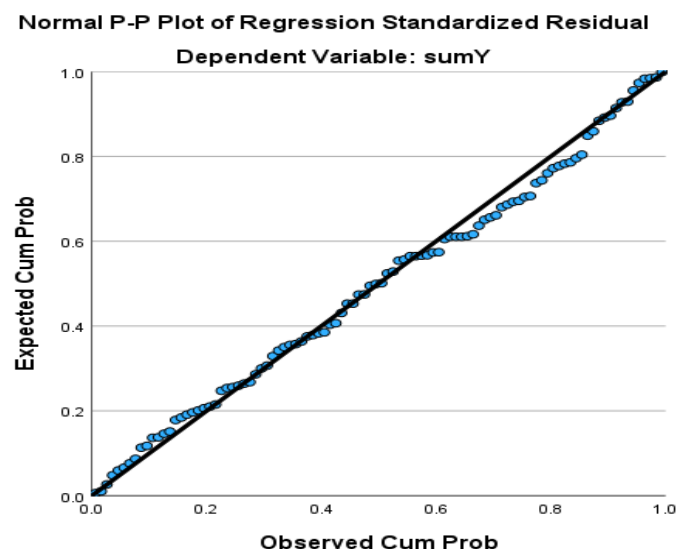


Figure 1. Normal P-P Plot of Regression Standardized Residual

The results of the normality test shown in Figure 1 indicate that the data points are distributed around the diagonal line and follow the direction of the line. There is no substantial deviation or systematic pattern away

from the diagonal line. Therefore, it can be concluded that the residual values are normally distributed.

These findings indicate that the regression model satisfies the normality assumption, meaning that the data are appropriate for further analysis using multiple linear regression to examine the influence of Promotion, Brand Image, and Customer Experience on Customer Satisfaction at Prima Parama Mobilindo Daihatsu Bertais.

Table 2. Results of Multiple Linear Regression Analysis

Variable	B	Std.Error	Beta	t-Value	Sig.
Constant	2.647	2.250	-	1.177	0.242
Promotion (X1)	0.038	0.089	0.038	0.430	0.668
Brand Image (X2)	0.389	0.085	0.405	4.563	<0.001
Customer Experience (X3)	0.440	0.094	0.445	4.671	<0.001

Source: Primary data processed using SPSS (2026).

The results of the multiple linear regression analysis presented in Table 2 indicate that Promotion (X1) did not have a significant effect on customer satisfaction. This result is supported by a regression coefficient (B) of 0.038, a t-value of 0.430, and a significance value of 0.668, which is greater than the significance level of 0.05. Therefore, the promotion variable was not proven to significantly influence customer satisfaction at Prima Parama Mobilindo Daihatsu Bertais. This finding suggests that promotional activities alone are insufficient to increase customer satisfaction, as customers tend to consider various other factors when evaluating their purchasing experience.

Conversely, Brand Image (X2) had a positive and significant effect on customer satisfaction. The regression coefficient (B) was 0.389, with a t-value of 4.563 and a significance value of <0.001, indicating that the hypothesis was accepted. This finding implies that an improvement in the dealership's brand image contributes to higher customer satisfaction. Customers who perceive Daihatsu as a trustworthy and reputable brand are more likely to experience greater satisfaction with their purchasing decisions.

Similarly, Customer Experience (X3) showed a positive and significant effect on customer satisfaction. The regression coefficient (B) was 0.440, with a t-value of 4.671 and a significance value of <0.001. Since the significance value is below 0.05, customer experience significantly influences customer satisfaction. Furthermore, Customer Experience has the largest regression coefficient among the independent variables, indicating that it is the most influential factor affecting customer satisfaction. This finding demonstrates that delivering a positive purchasing experience, supported

by responsive service, convenient transactions, and reliable after-sales services, plays a crucial role in enhancing customer satisfaction.

Table 3. Results of Simultaneous Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F-value	Sig.
Regression	1200.232	3	400.077	63.735	<0.001
Residual	602.608	96	6.277	-	-
Total	1802.840	99	-	-	-

The ANOVA results presented in Table 3 indicate that the multiple linear regression model is statistically significant. The regression analysis produced an F-value of 63.735 with a significance value of <0.001, which is lower than the significance level of 0.05. These findings demonstrate that Promotion, Brand Image, and Customer Experience simultaneously have a positive and significant effect on Customer Satisfaction.

This result implies that the three independent variables jointly explain variations in customer satisfaction at Prima Parama Mobilindo Daihatsu Bertais. Although the partial regression analysis showed that Promotion did not significantly influence customer satisfaction, the combined contribution of Promotion, Brand Image, and Customer Experience significantly improved the explanatory power of the regression model. Therefore, the fourth hypothesis (H4), stating that Promotion, Brand Image, and Customer Experience simultaneously have a positive and significant effect on Customer Satisfaction, is accepted.

The findings suggest that customer satisfaction is influenced by the integration of various marketing strategies rather than by a single marketing factor. Consequently, Prima Parama Mobilindo Daihatsu Bertais should implement promotional activities, strengthen its brand image, and consistently deliver positive customer experiences in an integrated manner to maximize customer satisfaction and maintain its competitive position in the automotive industry.

Table 4. Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.816	0.666	0.655	2.505	1.895
Dependent Variable: Customer Satisfaction (Y)					
Predictors: Promotion (X1), Brand Image (X2), Customer Experience (X3).					

Source: Primary data processed using SPSS (2026).

The Model Summary presented in Table 4 shows that the multiple correlation coefficient (R) is 0.816, indicating a strong relationship between the independent variables (Promotion, Brand Image, and Customer Experience) and the dependent variable (Customer Satisfaction).

The coefficient of determination (R Square) is 0.666, indicating that 66.6% of the variation in Customer Satisfaction can be explained by Promotion, Brand Image, and Customer Experience. The remaining 33.4% is explained by other variables outside the scope of this study that were not included in the regression model.

Furthermore, the Adjusted R Square value of 0.655 indicates that, after adjusting for the number of independent variables, the model explains 65.5% of the variance in Customer Satisfaction. This suggests that the regression model has good explanatory power in predicting customer satisfaction at Prima Parama Mobilindo Daihatsu Bertais.

The Durbin-Watson value of 1.895 is close to 2.0, indicating that there is no serious autocorrelation problem in the regression model. Therefore, the regression model is considered reliable and appropriate for explaining the relationship between Promotion, Brand Image, Customer Experience, and Customer Satisfaction.

Conclusion

This study examined the influence of Promotion, Brand Image, and Customer Experience on Customer Satisfaction at Prima Parama Mobilindo Daihatsu Bertais. The findings indicate that Promotion has a positive but insignificant effect on Customer Satisfaction. This suggests that promotional activities alone are not sufficient to significantly improve customer satisfaction, as customers also consider other factors in evaluating their purchasing experiences. Meanwhile, Brand Image and Customer Experience have positive and significant effects on Customer Satisfaction, indicating that customers' perceptions of brand reputation and the quality of service experiences play important roles in determining satisfaction.

The simultaneous test results demonstrate that Promotion, Brand Image, and Customer Experience collectively have a positive and significant effect on Customer Satisfaction. The coefficient of determination (R^2) value of 0.666 indicates that 66.6% of the variation in Customer Satisfaction can be explained by these three independent variables, while the remaining 33.4% is influenced by other factors outside this research model.

These findings suggest that Prima Parama Mobilindo Daihatsu Bertais should focus on strengthening its brand image, improving customer experience, and optimizing promotional strategies to enhance customer satisfaction. An integrated marketing approach that combines strong brand positioning, excellent service experiences, and targeted promotional activities is expected to improve customer satisfaction and strengthen competitiveness in the automotive industry. Future research is recommended to include

additional variables, such as service quality, perceived value, product quality, and customer trust, as well as involve larger samples and different automotive dealerships to obtain more comprehensive findings.

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