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Brand Experience Sampling in Developing Brand Identification and Effective Customer Experience to Increase Customer Satisfaction in The Automotive Industry

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ABSTRACT

In the highly competitive automotive industry, understanding the factors influencing customer satisfaction is crucial for long-term success. This study addresses the gap in research by comprehensively examining the combined effects of Brand Experience, Brand Identification, and Effective Customer Journey on customer satisfaction. Using a structural equation modeling method with a partial least squares approach, data were collected through surveys involving individuals with experiences using specific car brands. The analysis reveals that both Brand Experience and Brand Identification positively influence customer satisfaction. Additionally, the Effective Customer Journey, which encompasses how customers interact with brands throughout the purchasing and usage process, significantly impacts customer satisfaction. These findings highlight the need for marketing strategies that holistically integrate Brand Experience, Brand Identification, and Effective Customer Journey to enhance customer satisfaction in the automotive sector. The study provides valuable insights for brand managers and marketing professionals to better understand and manage the critical factors shaping customer satisfaction.

1. Introduction

The automotive industry is affected by a number of variables due to the increasing influence of foreign countries and its complexity[1]. The Indonesian automotive industry still greatly influences

the national economy because advances in automotive technology have led to a rapid increase in the number of vehicles in Indonesia[2]. Vehicles are an essential part of modern life. Four-wheeled or two-wheeled cars are preferred because personal transportation is more efficient than public transportation[3]. Brand Experience will be greatly influenced by service quality, driving experience, and service consistency[4].

In addition, all automotive industry leaders have shown interest in the concept of after-sales service. All car manufacturers today use the latest technology and their products are very similar, so this cannot be used to differentiate. Customer perception has changed about their thinking about buying a particular item. Although quality and price can influence a buyer's decision, after-sales service is the most important factor. Therefore, in today's highly competitive market, car manufacturers are trying to increase their business profits by improving customer satisfaction and turning after-sales service into a strategic resource and competitive advantage for the company[5].

The most effective way to promote sustainability in the service sector is to remove the barriers that hinder sustainability and encourage the discovery of more sustainable solutions to the problems. Over the past few years, more and more experts have recognized the importance of the "Customer Journey," which encompasses the entire customer experience and is discussed by little literature; however, the term "Customer Experience (CX)" is defined as a person's response or interpretation to a company's offerings during CJ interactions with others and their environment. It includes six different categories of responses: sensory, social, spiritual, emotional, behavioral, and cognitive[6].

Even for branded goods, Brand Identification is important because it is closely related to profitability and may have a greater impact on customer perceptions of the brand than quality[7]. Although a large number of studies have investigated how brand identification functions as a mediator in analyzing consumer behavior, further research is needed to understand consumers in their self-identification in various situations[8].

Customers are satisfied with what a business provides with the term "customer satisfaction." In many situations, customer satisfaction can be associated with goods and services. Customer expectations greatly influence this highly subjective evaluation. Customer satisfaction varies by circumstance and the product or service used. Customers may be happy with the product or service they choose, the sales staff, the company, the service provider, the features, or any number of other things[9].

When fast and concise customer response is critical, simple measurements are a viable alternative to multidimensional measurement scales that require large resources[10].

This study aims to determine the influence of Brand Experience on Effective Customer Journey and the determination of Brand Identification that has an impact on Customer Satisfaction. On the other hand, a pleasant Effective Customer Journey will have a positive impact on Customer Satisfaction. The study was conducted to add to previous research conducted by Reitsamer et al., in providing an overview of the Effective Customer Journey which has a positive impact on Brand Loyalty[11].

2. State of the Art

Consumers who are highly connected to a brand are referred to as "brand enthusiasts." Construal-Level Theory of Psychological Distance: The theory in this study focuses on how the level of brand knowledge of a brand affects Customer Satisfaction. Brand Experience is an important factor in understanding the relationship between Effective Customer Journey and Brand Identification with Customer Satisfaction[12]. This literature review aims to better understand the influence of Brand Experience, Brand Identification, Effective Customer Journey, on Customer Satisfaction in the automotive industry.

2.1. Brand Experience and Brand Identification

According to research, brand value congruence, credibility, and experience increase brand identification; this impacts brand advocacy, engagement, and loyalty[13]. This creates a positive Brand Experience which can increase Brand Identification[14].

2.2. Brand Identification and Customer Satisfaction

In the existing literature, customer satisfaction and brand identity have been identified as important factors that enhance business success and performance by facilitating the relationship between predictor constructs and outcome variables, including service brand loyalty. Meanwhile, customer satisfaction is primarily a customer's emotional condition or state resulting from his/her subjective assessment of the experience associated with the consumption of[15].

2.3. Effective Customer Journey and Customer satisfaction

Siebert et al., discusses the customer experience journey with the engagement spiral and loyalty circle[16]. Customer satisfaction has long been recognized as a critical component in growing customer loyalty to a brand. Tannady & Purnamaningsih, studied the components that determine customer satisfaction and its impact on customer loyalty, especially from the perspective of Vespa customers[17]. Their findings provide important insights into the relationship between customer satisfaction and loyalty, but further research is needed to determine how these findings impact the automotive industry.

2.4. Customer Satisfaction

Customer satisfaction is a measure of how close customers are to a brand, which encourages them to purchase items that are frequently favored by that brand.

2.5. Hypothesis Development

The Influence of Service Quality, Product Experience, Consistency Service Experience on Brand Experience

When customers participate in Brand Experience, they feel emotionally connected and delighted with the Product Experience and Service Quality[18]. Brand Experience is a collection of experiences that occur at various touch points during various phases of Consistency Service Experience. In addition, short-term memory is used to reason, understand, and solve problems; some aspects of the service experience, such as cognitive evaluation and perceptual processes, are stored in autobiographical memory[19].

H1: Product Experience, Service Quality, Consistency Service Experience have a positive effect on Brand Experience

The Influence of Brand Experience on Brand Identification

Consumers respond to brands through their experiences with the brand. A study involving mobile service customers found that there is a positive correlation between Brand Experience and Brand Identification [8]. According to this study, brand experience factors, both affective and sensory, influence how people identify brands.

H2: Brand Experience has a positive influence on Brand Identification

The Influence of Brand Experience on Effective Customer Journey

Positive experiences with Brand Experience can help customers build an emotional bond with the brand, which can result in a greater Effective Customer Journey[10].

H3: Brand Experience has a positive influence on Effective Customer Journey

The Influence of Brand Identification on Customer Satisfaction

Previous research shows that consumers who are aware of a particular brand tend to purchase the product more frequently and recommend the brand to others[8].
Consumers who can distinguish brands will better understand the advantages of the brand. This can be evidence of the relationship between Brand Identification and Customer Satisfaction with the brand[20].

H4: Brand Identification has a positive effect on customer satisfaction

The Influence of Effective Customer Journey on Customer Satisfaction

A positive experience for customers at every stage of their Customer Journey can improve their perception of the brand and product, which in turn results in higher Customer Satisfaction[21].

H5: Effective Customer Journey has a positive effect on Customer Satisfaction

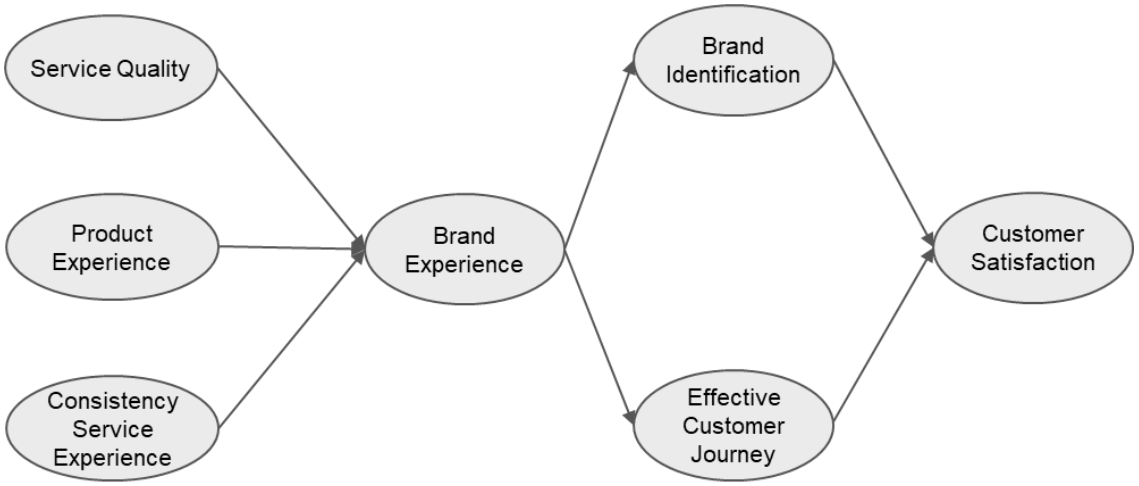

Figure 1. Conceptual Framework

3. Method

Hypothesis testing is used in the research design. Individuals are the units of analysis. Cross-sectional data are used in the study with a purposive sampling method, and a population of 150 samples of four-wheeled vehicle users in Indonesia from various brands with vehicle usage under 2 years or over 2 years. Samples were taken through a questionnaire that was coded to measure variables using a Likert scale, and using the SEM-PLS method. Descriptive data about respondents collected from the study are presented in Table 1.

Research data shows that the majority of consumer respondents are male. The majority of respondents are aged 31 to 40 years and earn between Rp. 5,000,000 to Rp. 10,000,000. The majority of respondents have vehicles over 2 years old with the brand of four-wheeled vehicles owned is TOYOTA.

Table 1. Respondent Profile

Characteristics	Category	Number of Respondents	[%]
Gender	Man	176	58.7
	Woman	124	41.3
Age	< 21 years	6	2.0
	21 - 30 years	124	41.3
	31 - 40 years	131	43.7
	41 - 50 years	31	10.3
	> 50 years	8	2.7
Education Background	SMA	39	13.0
	Diploma	44	14.7
	Sarjana (S1)	186	62.0
	Pasca Sarjana (S2/S3)	31	10.3
Income	< 5.000.000	8	2.7
	>5.000.000 - 10.000.000	115	38.3
	>10.000.000 - 20.000.000	89	29.7
	>20.000.000 - 30.000.000	61	20.3
	>30.000.000	27	9.0
Length of vehicle ownership	<1 years	29	9.7
	Diatas 1 years hingga 2 years	77	25.7
	Diatas 2 years	194	64.7
Brand of four-wheeled vehicle owned	Toyota	61	20.3
	Honda	53	17.7
	Mitsubishi	33	11.0
	Suzuki	33	11.0
	Daihatsu	45	15.0
	Wuling	19	6.3
	Chery	6	2.0
	BMW	6	2.0
	Mercedez	7	2.3
	Nissan	17	5.7
	Hyundai	15	5.0
	Other	5	1.7

Souce : data processing, 2024

3.1. Validity Testing

Testing measures the suitability of indicators in variables. Validity is tested using:

1. Convergent Validity: Testing the statement of latent variables that are understood by respondents according to the purpose of the study. Validity is considered fulfilled if the outer loading value is 0.5 - 0.6[22].
2. Discriminant Validity: Assessing constructs between research models. Validity testing with Average Variance Extracted (AVE) value, valid indicator if AVE > 0.5[23].

3.2. Reliability Testing

Reliability testing ensures that research indicators provide equivalent results when retested. Reliability is measured using the Composite Reliability criteria. A variable is considered reliable if the Cronbach's Alpha value ≥ 0.7.

4. Results and Discussion

4.1. Results of processing the validity and reliability of Service Quality Variables

The processing of Service Quality validity on 6 indicators resulted in the conclusion that there was an invalid indicator, namely SQ4 and it was proven after removing the indicator all indicators were proven valid because they produced outer loading > 0.5. The 5 indicators produced an AVE value <0.5 then removed the SQ1 indicator after removing the indicator to 4 indicators interconnected in forming the Service Quality variable because it produced an AVE value of 0.563> 0.5. The reliability test produced a Composite reliability value of 0.837> 0.7 which means that the 4 measurement indicators are proven to be reliable (consistent). Thus, all indicators of the Service Quality variable are valid and reliable, in Table 2.

Table 2. Validity and Reliability of Service Quality Variables

Variabel	Item	Outer Loading	AVE	Composite Reliability
Service Quality	SQ1	0.573		
	SQ2	0.780		
	SQ3	0.779		
	SQ4	0.442		
	SQ5	0.646		
	SQ6	0.710		
Improvements:				
	SQ1	0.505		
	SQ2	0.779	0.495	0.827
	SQ3	0.800		
	SQ5	0.661		
	SQ6	0.732		
Improvements 2				
	SQ2	0.770		
	SQ3	0.816	0.563	0.837
	SQ5	0.671		
	SQ6	0.738		

Souce : data processing, 2024

4.2. Results of processing the validity and reliability of the Driving Experience Variable

The processing of the validity of Driving Experience on 6 indicators resulted in the conclusion that there were 2 invalid indicators, namely DE1 and DE2 and it was proven after removing the indicators, all indicators were proven valid because they produced outer loading> 0.5. The 4 indicators produced an AVE value <0.5 then removed the DE3 indicator and it was proven after removing the indicator, the 3 indicators were interrelated in forming the Driving Experience variable because they produced an AVE value of 0.563> 0.5. The reliability test produced a Composite reliability value of 0.794> 0.7 which means that the 3

measurement indicators were proven to be reliable (consistent). Thus, all indicators of the Driving Experience variable are valid and reliable, in Table 3.

Table 3. Validity and Reliability of Driving Experience Variables

Variabel	Item	Outer Loading	AVE	Composite Reliability
Driving Experience	DE1	0.220		
	DE2	0.495		
	DE3	0.643		
	DE4	0.670		
	DE5	0.717		
	DE6	0.731		
Improvements:				
	DE3	0.638	0.495	0.796
	DE4	0.700		
	DE5	0.719		
	DE6	0.753		
Improvements 2:				
	DE4	0.733	0.563	0.794
	DE5	0.781		
	DE6	0.735		

Source: data processing, 2024

4.3. *Results of processing the Validity and Reliability variable Consistency Service Experience*

Table 4. Validity and Reliability of Consistency Service Experience Variables

Variabel	Item	Outer Loading	AVE	Composite Reliability
Consistency Service Experience	CSE1	0.653		
	CSE2	0.786		
	CSE3	0.760		
	CSE4	0.421		
	CSE5	0.505		
Improvements:				
	CSE1	0.604		
	CSE2	0.808		
	CSE3	0.811		
	CSE5	0.483		
Improvements 2:				
	CSE1	0.580	0.579	0.801
	CSE2	0.825		
	CSE3	0.848		

Source: data processing, 2024

The processing of the validity of the consistency service experience on 5 indicators resulted in the conclusion that there was an invalid indicator, namely CSE4 and it was proven that after removing the indicator, all indicators were proven valid because they produced outer loading > 0.5. The 4 indicators produced an AVE value <0.5 then removed the CSE5 indicator and it was proven that after removing the indicator, the 3 indicators were interconnected in forming the Consistency Service variable because they produced an AVE value of 0.579 > 0.5. The reliability test produced a Composite reliability value of 0.801 > 0.7, which means that the 3 measurement indicators are reliable (consistent). Thus, all indicators of the Consistency Service variable are valid and reliable, in Table 4.

4.4. Results of processing the Validity and Reliability variable Brand Experience

The processing of brand experience validity on 4 indicators concludes that the indicators are valid because the outer loading is > 0.5. The 5 indicators produce an AVE value of <0.5 and discard the BE1 indicator and it is proven after discarding the indicator to 3 indicators that are interconnected in forming the Brand Experience variable because it produces a value at the AVE number of 0.563 > 0.5. The reliability test produces a Composite reliability value of 0.793 > 0.7 which means that 5 indicators from 2 dimensions of measurement are proven to be reliable (consistent). Thus all indicators of the Brand Experience variable are valid and reliable, in Table 5.

Table 5. Validity and Reliability of Brand Experience Variables

Variabel	Item	Outer Loading	AVE	Composite Reliabiity
Brand Experience	BE1	0.859	0.462	0.772
	BE2	0.907		
	BE3	0.893		
	BE4	0.919		
Improvements:				
	BE2	0.717	0.563	0.793
	BE3	0.842		
	BE4	0.682		

Source: data processing, 2024

4.5. Results of Validity and Reliability Processing of Brand Identification Variables

Validity processing for brand identification variables on 3 indicators concludes that the indicators are valid because the outer loading is > 0.5. The 3 indicators produce an AVE value of <0.5 and it is proven after removing BI1 to 2 indicators that they are interrelated in forming the Brand Identification variable because it produces an AVE value of 0.678 > 0.5. Reliability testing produces a Composite reliability value of 0.808 > 0.7 which means that the 2 measurement indicators are proven to be reliable (consistent). Thus, all indicators of the Brand Identification variable are valid and reliable, in Table 6.

Table 6. Validity and Reliability of Brand Identification variable

Variabel	Item	Outer Loading	AVE	Composite Reliabiity
Brand Identification	BI1	0.512	0.491	0.737
	BI2	0.743		

Variabel	Item	Outer Loading	AVE	Composite Reliabiity
	BI3	0.812		
Improvements:				
	BI2	0.803	0.678	0.808
	BI3	0.843		

Source: data processed, 2024

4.6. *Validity and Reliability Effective Customer Journey Processing Results*

Validity processing of effective customer journey variables on 4 indicators concludes that the indicators are valid because outer loading > 0.5. The 4 indicators produce an AVE value < 0.5 then discard the EC1 indicator and it is proven that after discarding the indicator, the 3 indicators are interconnected in forming the Effective Customer Journey variable because it produces an AVE value of 0.584 > 0.5. Reliability testing produces a Composite reliability value of 0.808 > 0.7, which means that the 3 measurement indicators are proven to be reliable (consistent). Thus, all indicators of the Effective Customer Journey variable are valid and reliable, in Table 7.

Table 7. Validity and Reliability of Effective Customer Journey Variable

Variabel	Item	Outer Loading	AVE	Composite Reliabiity
Effective Customer Journey	ECJ1	0.575	0.475	0.782
	ECJ2	0.696		
	ECJ3	0.743		
	ECJ4	0.730		
Improvements:				
	ECJ2	0.730	0.584	0.808
	ECJ3	0.804		
	ECJ4	0.756		

Source: data processing, 2024

4.7. *Validity and Reliability Customer Satisfaction Processing Results*

The results of processing the validity of the customer satisfaction variable on 5 indicators resulted in a conclusion that the indicator is valid because the outer loading is > 0.5. The 5 indicators produce an AVE value of <0.5 and discarding the CS1 indicator is proven after discarding the indicator to 4 indicators that are interrelated in forming the Customer Satisfaction variable because it produces an AVE value of 0.504 > 0.5. The reliability test produces a Composite reliability value of 0.801 > 0.7 which means that the 4 measurement indicators are proven to be reliable (consistent). Thus, all indicators of the Customer Satisfaction variable are valid and reliable, in Table 8.

Table 8. Validity and Reliability of Customer Satisfaction Variable

Variabel	Item	Outer Loading	AVE	Composite Reliability
Customer Satisfaction	CS1	0.557	0.437	0.793
	CS2	0.606		
	CS3	0.676		

Variabel	Item	Outer Loading	AVE	Composite Reliability
	CS4	0.700		
	CS5	0.749		
Improvements:				
	CS2	0.627	0.504	0.801
	CS3	0.723		
	CS4	0.700		
	CS5	0.780		

Source: data processing, 2024

4.8. Interpretation of SEM PLS Model

The SEM PLS model is shown in the figure:

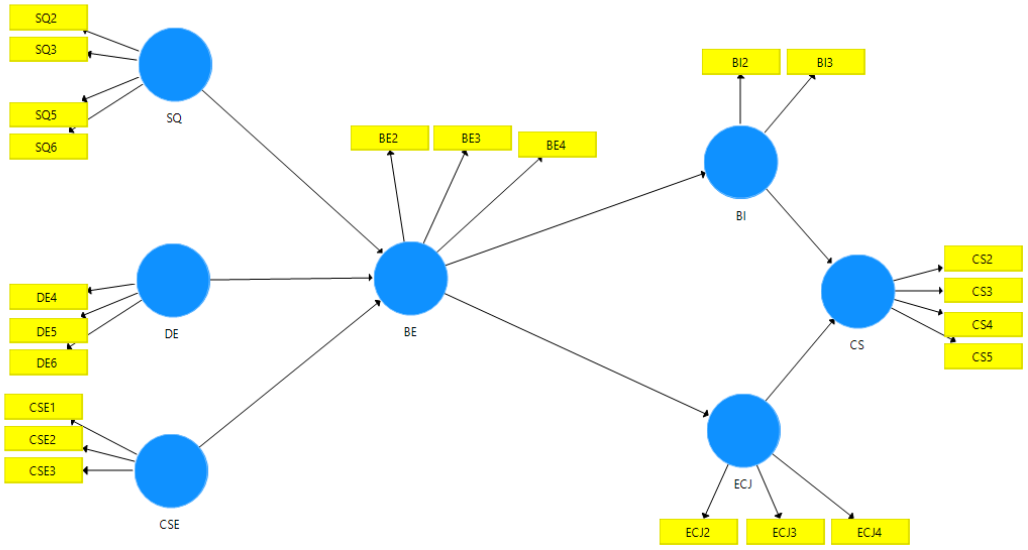

Figure 2. SEM -PLS Model

4.9. Model Fit Testing

4.9.1. Multicollinearity Testing

1. Multicollinearity testing corrects independent variables in a study that do not have a strong relationship between them. The results of the model fit test can be seen in Table 9. The processing results show that: the Brand Experience regression model with 3 independent variables, namely Service Quality, Driving Experience and Consistency Service Experience produces a VIF value <10 which indicates that there is no multicollinearity of the variables.
2. For the Customer Service regression model with 2 independent variables, namely Brand Identification and Effective Customer Journey, the VIF value is <10, which indicates that there is no multicollinearity for these variables

Table 9. Multicollinearity Testing of Inner VIF Values

	BE	CS
BI		1.136
CSE	1.702	

DE	1.328	
ECJ		1.136
SQ	1.930	

Source: data processing, 2024

2.1.1. Coefficient determination (R-Square)

Model fit testing for the SEM-PLS model is seen through the determination coefficient value. The results of the data model fit are presented in Table 10. It can be explained as follows:

1. Brand Experience Model Adjusted R square value of 0.446 which means the variation or behavior of independent variables namely Service Quality, Driving Experience and Consistency Service Experience describes the variation of the dependent variable Brand Experience by 44.6% the remaining 55.4% is the variation of other independent variables that affect Brand Experience but are not in the model. Brand Experience has a good model fit.
2. Brand Identification Model Adjusted R square value of 0.255 which means the variation or behavior of the independent variable Brand Experience describes the variation of the dependent variable, namely Brand Identification 25.5% while the remaining 74.5% is the variation of other independent variables that affect Brand Identification but are not in the model. Brand Identification has a good model fit.
3. Effective Customer Journey Model Adjusted R square value of 0.111 which means the variation or behavior of the independent variable Brand Experience describes the variation of the dependent variable, namely Effective Customer Journey 11.1% while the remaining 88.9% means the variation of other independent variables that affect Effective Customer Journey but are not included in the model. Effective Customer Journey has a good model fit.
4. Customer Satisfaction Model Adjusted R value is at 0.301, which means that the variation or behavior of the independent variables Brand Identification and Effective Customer Journey describes the variation of the dependent variable, namely Customer Satisfaction 30.1%, while the remaining 69.9% is the variation of other independent variables that affect Customer Satisfaction but are not in the model. Customer Satisfaction has a good fit model.

Table 10. Coefficient Determination R Square

	R Square	R Square Adjusted
BE	0.451	0.446
BI	0.258	0.255
ECJ	0.114	0.111
CS	0.305	0.301

Source: data processing, 2024

4.10. Hypothesis Test

Hypothesis 1

Testing the positive influence of Service Quality on Brand Experience. Data processing in the form of an estimated coefficient value of 0.136, which means that increasing Service Quality will increase Brand Experience and vice versa. The t-statistic value of 1.842 produces a p-value of 0.033 <0.05, meaning Ha is accepted so that the Hypothesis of Service Quality has a positive effect on Brand Experience is proven.

Hypothesis 2

Testing the positive influence of Driving Experience on Brand Experience. Data processing in the form of an estimated coefficient value of 0.445, which means that increasing Driving Experience will increase Brand Experience and vice versa. The t-statistic value of 6.734 produces a p-value of

0.000 <0.05, meaning that Ha is accepted so that the Hypothesis stating that Driving Experience has a positive effect on Brand Experience is proven.

Hypothesis 3

Testing the positive influence of Consistency Service Experience on Brand Experience. Data processing in the form of an estimated coefficient value of 0.236, which means that increasing Consistency Service Experience will increase Brand Experience and vice versa. The t-statistic value of 3.429 produces a p-value of 0.000 <0.05, meaning Ha is accepted, the Hypothesis containing Consistency Service Experience has a positive effect on Brand Experience is proven.

Hypothesis 4

Testing the positive influence of Brand Experience on Brand Identification. Data processing in the form of an estimated coefficient value of 0.507, which means that increasing Brand Experience will increase Brand Identification and vice versa. The t-statistic value at 9.325 produces a p-value of 0.000 <0.05, which means that Ha is accepted so that the Hypothesis containing Brand Experience has a positive effect on Brand Identification is proven.

Hypothesis 5

Testing the positive influence of Brand Experience on Effective Customer Journey. Data processing in the form of an estimated coefficient value of 0.338, which means that increasing Brand Experience will increase Effective Customer Journey and vice versa. The t-statistic value at 4.566 produces a p-value of 0.000 <0.05, which means that Ha is accepted so that the Hypothesis containing Brand Experience has a positive effect on Effective Customer Journey is proven.

Hypothesis 6

Testing the positive influence of Brand Identification on Customer Satisfaction. Data processing in the form of an estimated coefficient value of 0.295, which means that increasing Brand Identification will increase Customer Satisfaction and vice versa. The t-statistic value at 4.346 produces a p-value of 0.000 <0.05, which means that Ha is accepted so that the Hypothesis containing Brand Identification has a positive effect on Customer Satisfaction is proven.

Hypothesis 7

Testing the positive influence of Effective Customer Journey on Customer Satisfaction. Data processing in the form of an estimated coefficient value of 0.376, which means that increasing Effective Customer Journey will increase Customer Satisfaction and vice versa. The t-statistic value of 5.701 produces a p-value of 0.000 <0.05, meaning that Ha is accepted so that the Hypothesis containing Effective Customer Journey has a positive effect on Customer Satisfaction is proven.

Table 11 shows the results in the form of:

Table 11. Research Hypothesis Testing

	Hipotesis	Koefisien	$T_{statistik}$	P-value	Decision
H1	*Service Quality has a positive effect on Brand Experience*	0.136	1.842	0.033	Hypothesis Supported
H2	*Driving Experience has a positive effect on Brand Experience*	0.445	6.734	0.000	Hypothesis Supported
H3	*Consistency Service Experience has a positive effect on Brand Experience*	0.236	3.429	0.000	Hypothesis Supported
H4	*Brand Experience has a positive influence on Brand Identification*	0.507	9.325	0.000	Hypothesis Supported

Hipotesis		Koefisien	$T_{statistik}$	P-value	Decision
H5	Brand Experience has a positive influence on Effective Customer Journey	0.338	4.566	0.000	Hypothesis Supported
H6	*Brand Identification has a positive effect on Customer Satisfaction*	0.295	4.346	0.000	Hypothesis Supported
H7	*Effective Customer Journey has a positive effect on Customer Satisfaction*	0.376	5.701	0.000	Hypothesis Supported

**=10% **=5%*

Source: data processing, 2024

5. Conclusions

It is concluded that several variables such as Brand Identification and Effective Customer Journey have a positive effect on Customer Satisfaction while Brand Experience has a positive but not direct effect on Customer Satisfaction. This is in line with the results of the hypothesis:

1. The estimated coefficient value of 0.338 means that increasing Brand Experience will increase Effective Customer Journey and conversely, decreasing Brand Experience will decrease Effective Customer Journey and the t-statistic value of 4.566 produces a p-value of 0.000 <0.05, indicating that Brand Experience has a positive effect on Effective Customer Journey, which is proven.
2. The estimated coefficient value of 0.295 means that increasing Brand Identification will increase Customer Satisfaction and vice versa, decreasing Brand Identification will decrease Customer Satisfaction and the t-statistic value at 4.346 produces a p-value of 0.000 <0.05, indicating that Brand Identification has a positive effect on Customer Satisfaction, which is proven.
3. The estimated coefficient value of 0.376 means that an increase in Effective Customer Journey will increase Customer Satisfaction and conversely a decrease in Effective Customer Journey will decrease Customer Satisfaction and the t-statistic value of 5.701 produces a p-value of 0.000 <0.05, indicating that Effective Customer Journey has a positive effect on Customer Satisfaction, as proven.

From the evidence from the current research results, it is recommended:

1. A comprehensive study of how Brand Experience is used, especially in the automotive industry, to find out how this can directly impact Brand Identification.
2. Using a larger sample, further analysis of the relationship between Brand Identification, Customer Experience and Customer Satisfaction.
3. Research on creative marketing methods that can be used to improve Brand Experience in the automotive industry.
4. Further knowledge about consumer needs and preferences related to consumer Brand Experience in the automotive industry.
5. Further research that can be developed is related to Customer Satisfaction on Re-purchase Intention and Brand Loyalty.

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