The Influence of Digital Marketing and Brand Image on Consumer Buying Intention with Customer Satisfaction as A Mediating Role (Empirical Study on Honda Brand Matic Motorcycle Customers in Magelang City)

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Abstract. After the COVID-19 pandemic, various business sectors, including PT Armada Tunas Jaya Magelang in the two-wheeled vehicle industry, are reassessing their strategies to regain competitiveness. Understanding customer behavior and the factors influencing buying intentions is crucial for devising effective strategies. This study aims to investigate the impact of digital marketing and brand image on consumer buying intentions among Honda automatic motorcycle consumers in Magelang City, with customer satisfaction as a mediating factor. The study employed an accidental sampling method with a sample of 100 Honda automatic motorcycle customers in Magelang City. Hypotheses were tested using multiple linear regression analysis with SPSS version 21.0. The findings indicate that both digital marketing and brand image positively influence buying intentions. Digital marketing and brand image also contribute positively to customer satisfaction, accounting for 25.5% of the variance, as customers perceive ease of information access and hold favorable perceptions of Honda products. Customer satisfaction further mediates the effects of digital marketing and brand image on buying intentions.

Keywords: Digital Marketing, Brand Image, Buying Intention, Customer satisfaction.

1   Introduction

Since the outbreak of the COVID-19 pandemic in Indonesia, the automotive industry, especially two-wheelers throughout Indonesia, has experienced an update in its marketing strategy, one of which occurred at PT Armada Tunas Jaya Magelang. The rapid development of technology that makes people can easily and quickly access the internet. By utilizing current technological developments, this company carries out a new strategy, namely a digital marketing strategy as a substitute for direct promotions that can be done by salespeople. This can certainly result in existing buying intention from the public can increase. This strategy is very appropriate to be applied during a situation like this pandemic where everyone is not allowed to go out directly to meet others and aims those producers and consumer will continue to maintain good communication so

that in the future it is expected that consumers will still get the latest information about new products that will be released by the company. PT Armada Tunas Jaya Magelang has implemented this digital marketing strategy which is carried out through social media such as Instragram, WhatsApp, official applications, and official websites that discuss Honda motorcycle sales in the Magelang area. The digital marketing strategy implemented by PT Armada Tunas Jaya Magelang is a form of concern for the company to consumers in order to facilitate the process of product purchase transactions. (Novitaningtyas et al., 2022)

The increase in people's buying intention will certainly be influenced by many things, such as updates in the field of marketing, brand image, brand ambassador of a product, customer satisfaction and much more. Consumer buying intention will certainly greatly affect a company's success in marketing products that have been produced by the company. Consumer buying intention is one of the most important factors where this can affect a company. Consumer decisions in buying a product are certainly not only influenced by digital marketing and brand image, but can be triggered by an innovation of a product produced by the company (Suyaman et al., 2021).

Good digital marketing can increase the number of sales from a company. Increasing product sales from the company will certainly make the brand image of a company better. This certainly makes the company improve product quality so that the brand image of the company is maintained. The application of marketing strategies from a company certainly cannot be separated from the level of customer satisfaction with the products purchased. Customer satisfaction is the emotional reaction to experiences associated with a specific product or service purchased, or broader behaviors like shopping habits and overall market dynamics (Maulana, 2021).

This research pertains to studies conducted by researchers investigating the impact of brand influence (Amron, 2018). Image, Brand Trust, Product Quality, and Price in Consumer Buying Intention in buying MPV cars. The results of this study show that these four variables can affect consumer buying intention. Then, the difference between research conducted by, namely researchers only using Alshaketheep (2020) digital marketing variables and research conducted by only examining consumer perspectives during the COVID-19 pandemic. This study also refers to research conducted by those who examined the Analysis of the Effect of Product Quality, Service Quality, and Brand Image on Repurchase Intention in Nike Running Shoes in Semarang through Customer Satisfaction as a Mediation Variable. The difference in the previous study was that this study was then added with   Alshaketheep (2020) Ramadhan & Santosa (2017) digital marketing variables, buying intention and also customer company variables as mediation variables.

2   Method

The type of research used in this study uses quantitative data types. The data sources used in this study used raw data, and the data was collected through questionnaire surveys. Data was collected directly sourced from original respondents. The data was obtained through the use of structured questionnaires distributed and filled out by the

original respondent Sugiono (2017). The data needed for this study comes from responses to the factors to be studied, including the influence of digital marketing variables and brand image on buying interest with customer satisfaction as a mediation variable. This research is a study that uses surveys, or it can be said to be questionnaires that are distributed directly to respondent consumers.

2.1   Sample and Population

The population in this study is consumers of Honda brand matic motorcycles in Magelang City. Researchers chose consumers of Honda brand matic motorcycles in Magelang City because of the fluctuating increase in motorized vehicles, both 2-wheeled and four-wheeled vehicles also occurred in the Magelang area. While the largest increase occurred in 2021 with an increase of 74.08%. In this study, 100 respondents were taken because the number of unlimited populations which includes consumers of Honda brand matic motorcycles in Magelang City, it was calculated by the Lemeshow formula according to the following: (Wibowo,2019)

$$n = \frac{Za^2 \; x \; P \; x \; Q}{L^2} \tag{1}$$

Information:

n= Minimum number of samples required

Za= Standard value of distribution α = 5% = 1.96

P= Prevalenciioutcome using a value of 50%

Q= 10% accuracy rate

Based on the above formula, then $n \; = \; \frac{(1.96)^2 \; x \; 0.5 \; x \; 0.5}{(0.1)^2} = 96.4$

Obtained with the results of the minimum sample number is 96 respondents. Because it is still in the minimum value, it can be rounded to 100 respondents

2.2   Multiple Linear Regression Analysis

The statistical technique in this study uses multiple linear regression analysis which aims to determine how much the value of the influence of the independent variable (X) on the dependent variable (Y). The multiple linear regression analysis equation is as follows: (Ghozali, 2018)

$$Z = + + e \; \beta_1 X_1 \beta_1 X_2 \tag{2}$$
$$Y = + + Z + \beta_1 X_1 \beta_1 2 \beta_3 e \tag{3}$$

Information:

Z = Variable   (customer satisfaction)

Y = Variable   buying intention)

X_1 = Variable   (*digital marketing*)

X_2 = *Variable* independent (*brand image*)

β = *Coefficient*

and = *standard* error

2.3   Sobel Test

The Sobel test has the basic assumption of a large sample number and the value of the normal distribution mediation coefficient, but this assumption has received much criticism. Ghozali (2018) in a fairly small sample has an abnormal distribution, even the mediation coefficient which is the result of the multiplication of the coefficients of two variables is usually distributed which is produced positively akewed, therefore symmetric confidence intervals based on the assumption of normality will produce a mediation underpower test.

The formula for the mediation variable test (sobel test) is as follows:

$$Sab \ = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}} \tag{4}$$

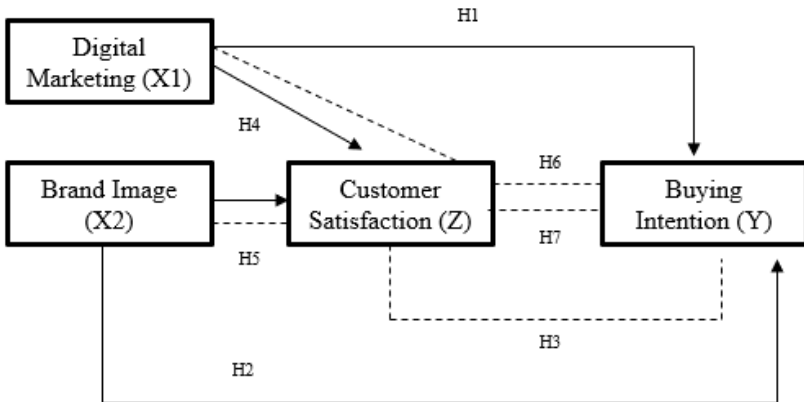## 2.4   Research Model

Fig. 1. Research Model

3   Result and Discussion

3.1   Descriptive Statistics of Variables

Respondents' responses to the questionnaires given, recapitulated for data analysis purposes. The questionnaire consists of 4 variables, namely digital marketing for 5 (five) statements, brand image consists of 4 (four) statements, buying intention consists of 4 (four) statements, and customer satisfaction consists of 3 (three) statements. Based on the table, descriptive explanations of data from each research variable can be compiled. A summary of the results of the variable descriptive statistics can be seen in the Table 1 as follows:

<div align="center">**Table 1.** Descriptive Statistics of Variables</div>

Variable	n	Minimum	Maximum	Mean	Std.Deviation
Digital marketing	100	5	25	22.24	4.443
Brand image	100	5	20	16.19	3.664
Buying intention	100	5	20	18.07	2.409
Consumer satisfaction	100	4	15	12.58	2.362
Valid N (listwise)	100				

3.2   Multiple Linear Regression Analysis Test

Multiple linear regression analysis aims to determine the changes in value that occur in the value of bound variability, namely buying intention caused by independent variables, namely digital marketing, brand image, and mediation variables customer satisfaction. The results of data processing can be presented as follows (Table 2):

<div align="center">**Table 2.** Multiple Linear Regression Test</div>

Model	Unstandardized Coefficients	Standardized Coefficients	t	Model
	B	Std. Error	Beta	
(Constant)	5.634			
Digital Marketing	0.177	0.050	3.529	0.001
Brand Image	0.186	0.061	3.046	0.003
F count	17.954			
Sig F	0.000			
Adjusted R Square	0.255			

Source: Processed Primary Data, 2022

Based on the table above, the calculation of multiple linear regression using the SPSS program version 21.0 for windows obtained the following results:

First Regression Equation:

$$Z = 5.634 + 0.177 + 0.186X_1X_2$$

Regression First, the constant variable (c = 5.634) means that the Digital Marketing variable affects Customer Satisfaction. The Digital Marketing variable gets a value of 0.177, meaning that if the Digital Marketing variable increases, Customer Satisfaction will increase assuming that another independent variable is fixed. Brand Image variable 0.186 means that if the Digital Marketing variable increases by one unit, Customer Satisfaction will increase (Table 3).

Table 3. Multiple Linear Regression Test Results X1&; X2 to Y through Z

Model	Unstandardized Coefficients	Standardized Coefficients	Unstandardized Coefficients	T
	B	Std. Error	B	
(Constant)	6.984			
Digital Marketing	0.092	0.042	2.189	0.031
Brand Image	0.102	0.050	2.024	0.046
Customer Satisfaction	0.587	0.080	7.335	0.000
F count	42.072			
Sig F	0.000			
Adjusted R Square	0.554			

Source: Processed Primary Data, 2022

Based on the table above, the calculation of multiple linear regression using the SPSS program version 21.0 *for windows* obtained the following results:

Second Regression Equation:

$$Y = 6.984 + 0.092 + 0.102 + 0.587ZX_1X_2$$

Regression Second, the constant variable (c = 6.984) means that *the variables Digital Marketing* and Customer Satisfaction affect Buying Intention. The *Digital Marketing variable gets a value of 0.092, meaning that if* the Digital Marketing variable increases, Customer Satisfaction also increases assuming that other independent variables are fixed. The Brand Image *variable gets a value of 0.102, meaning that if* the Brand Image variable *increases* by one unit, then Buying Intention will also increase assuming that other independent variables are fixed. The Customer Satisfaction variable gets a value of 0.587, meaning that if the Customer Satisfaction variable increases by one unit, then Buying Intention will also increase assuming that other independent variables are fixed (Table 4).

Table 4. t Test Results

Hipotesis	t count	t table	Say
Digital Marketing to Consumer Buying Intention	2.189	1.984	0.031
Brand Image of Consumer Buying Intention	2.024	1.984	0.046
Customer Satisfaction with Consumer Buying Intention	7.335	1.984	0.000
Digital Marketing to Customer Satisfaction	3.529	1.984	0.001
Brand Image to Customer Satisfaction	3.046	1.984	0.003
Customer Satisfaction Mediates the Influence of *Digital Marketing* on Consumer Buying Intention	3.165	1.984	0.05
Customer satisfaction mediates the influence of *brand image* on consumer buying intention	2.797	1.984	0.05

1. The Influence of Digital Marketing on Consumer Buying Intention
   Based on the table above, it can be seen that the results of the significance test show that there is a calculated t value (2.189)> t table (1.984) and a probability value of

0.031 < 0.05. The decision-making provisions of Ho's hypothesis were rejected and Ha was accepted getting the result that H1 was accepted, meaning that "Digital Marketing positively affects Buying Intention"

2. The Influence of Brand Image on Consumer Buying Intention
Based on the table above, it can be seen that the results of significance testing show that there is a calculated t value (2.024)> t table (1.984) and a probability value of 0.046 < 0.05. The decision-making provisions of Ho's hypothesis were rejected and Ha was accepted resulting in that H2 was accepted, meaning that "Brand Image positively affects Buying Intention"

3. Customer Satisfaction with Consumer Buying Intention
Based on the table above, it can be seen that the results of the significance test show that there is a calculated t value (7.335)> t table (1.984) and a probability value of 0.000 < 0.05. The decision-making provisions of Ho's hypothesis are rejected and Ha is accepted getting the result that H3 is accepted, which means that "Customer Satisfaction positively affects Buying Intention"

4. The Effect of Digital Marketing on Customer Satisfaction
Based on the table above, it can be seen that the results of the significance test show that there is a calculated t value (3.529)> t table (1.984) and a probability value of 0.001 < 0.05. The decision-making provisions of Ho's hypothesis are rejected and Ha is accepted getting the result that the value can prove H4 is accepted, which means that "Digital Marketing has a positive effect on Customer Satisfaction"

5. The Influence of Brand Image on Customer Satisfaction
Based on the table above, it can be seen that the results of the significance test show that there is a calculated t value (3.046)> t table (1.984) and a probability value of 0.003 < 0.05. The decision-making provisions of Ho's hypothesis were rejected and Ha was accepted resulting in that the value could prove H5 was accepted, meaning that "Brand Image positively affects Customer Satisfaction"

3.3   Sobel Test

The sobel test is a test used by researchers to determine whether there is a significant relationship between mediating variables. Where the variable will be tested is able or not to act as an indirect influence or mediator in the relationship. The results of sobel analysis were obtained as follows:

1. The Influence of *Digital Marketing* on Buying Intention with Customer Satisfaction as Mediation
Digital Marketing positively and significantly impacts Customer Satisfaction, which in turn influences Buying Intention. The Sobel test statistic value of 3.188, exceeding the critical value of 1.984 at a significance level of 0.05, confirms the indirect effect of Digital Marketing on Buying Intention through Customer Satisfaction as a mediator. Therefore, hypothesis 6 is supported by the findings.

2. The influence of *brand image* on buying intention with customer satisfaction as a mediating variable

Brand Image positively and significantly affects Buying Intention through its mediation by Customer Satisfaction. The Sobel test statistic value of 2.816, surpassing the critical value of 1.984 at a significance level of 0.05, indicates a significant indirect impact of Brand Image on Buying Intention through Customer Satisfaction. Therefore, hypothesis 7 is supported by these results.

4   Conclusion

Based on the findings from the study on the Influence of Digital Marketing and Brand Image on Buying Intention with Customer Satisfaction as a Mediating Variable (Empirical Study on Honda Brand Matic Motorcycle Consumers in Magelang City), analyzed using SPSS version 21.0, the following conclusions can be drawn: Digital Marketing positively impacts Buying Intention, indicating consumer attraction towards purchasing Honda brand matic motorcycles from PT Tunas Jaya Magelang. Brand Image also positively influences Buying Intention, illustrating consumer attraction towards purchasing Honda brand matic motorcycles from PT Tunas Jaya Magelang. Customer Satisfaction contributes positively to Buying Intention, demonstrating consumer satisfaction in purchasing and owning Honda brand matic motorcycles from PT Tunas Jaya Magelang. Digital Marketing positively affects Customer Satisfaction, indicating its role in enhancing consumer satisfaction when purchasing and owning Honda brand matic motorcycles from PT Tunas Jaya Magelang. Brand Image positively influences Customer Satisfaction, highlighting its impact on consumer satisfaction when purchasing and owning Honda brand matic motorcycles from PT Tunas Jaya Magelang. Customer Satisfaction mediates the relationship between Digital Marketing and Buying Intention, indicating a significant indirect impact where Digital Marketing influences Buying Intention through Customer Satisfaction. Customer Satisfaction also mediates the relationship between Brand Image and Buying Intention, showing a significant indirect impact where Brand Image influences Buying Intention through Customer Satisfaction. In conclusion, the study confirms hypothesis 7, establishing that both Digital Marketing and Brand Image significantly influence Buying Intention through their mediation by Customer Satisfaction among consumers of Honda brand matic motorcycles in Magelang City.

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