

The Influence of Digital Marketing on Customer Satisfaction with Trust as an Intervening Variable at PT. Tunas Mobilindo Perkasa (A Case Study on Customers of the Showroom and Workshop at Daihatsu Tangerang Branch)

Tekni Megaster

Faculty of Economics and Business, Universitas Muhammadiyah Tangerang

Corresponding Author: Tekni Megaster tmegaster@gmail.com

ARTICLE INFO

Keywords: Digital Marketing, Customer Satisfaction, Trust

Received : 17, December

Revised : 19, January

Accepted: 24, February

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ABSTRACT

The purpose of this study was to determine the effect of digital marketing on customer satisfaction with trust as an intervening variable partially or simultaneously. The data analysis method used is descriptive analysis and path analysis so that the direction and magnitude of the influence of exogenous variables on endogenous variables can be clearly described. The results showed that: 1). Digital marketing has a positive and significant effect on Customer Satisfaction Showroom and Workshop Daihatsu Tangerang Branch; 2). Trust has a positive and significant effect on Customer Satisfaction Showroom and Workshop Daihatsu Tangerang Branch; 3). Digital marketing has a positive and significant effect on customer satisfaction simultaneously with customer trust in the Daihatsu Tangerang Branch Showroom and Workshop. Digital Marketing has a direct influence on Customer Satisfaction through the Customer Trust of the Daihatsu Tangerang Branch Showroom and Workshop of 0.218 and has an indirect effect of 0.401; so the total effect is 0.619. Trust has a direct influence on Customer Satisfaction Showroom and Workshop Daihatsu Tangerang Branch of 0.660.

INTRODUCTION

The current development of the business world is driven by the increasing welfare of society, which demands satisfaction when purchasing goods or services. To enhance competitiveness or a competitive edge in their businesses, many manufacturing companies now incorporate services into their offerings of products or goods to customers. A service is a process involving intangible activities that cannot be seen, touched, felt, or heard. Instead, it provides significant value, such as the satisfaction, enjoyment, and sense of security directly experienced by customers. Due to the high level of competition, service marketing management must differ from traditional product marketing, which has been well-established. The growing consumption of goods, beyond basic needs like food, clothing, and shelter, is accompanied by the need for services to enhance comfort and satisfaction.

Service marketing is similar to traditional marketing (products), with factors such as the presence of competitors, targeted markets, and the different services offered by various companies being key considerations for customers. A challenge that arises is the lack of effectiveness in marketing services. The service sector itself is experiencing rapid growth. One reason for this phenomenon is psychographic changes, where technological advancements have encouraged instant behaviors, high mobility, broad access, and the convenience of shopping online via the internet, which is continuously expanding. This is often seen in adult groups that are creative, enjoy new things, are consumptive, and oriented toward technology.

The use of technology in business practices has a significant impact on marketing activities. Essentially, the internet allows everything to become more transparent. For example, digital marketing is now being used for marketing activities that facilitate communication either directly or indirectly through digital media chats or groups formed by customers. Information about products and services offered by companies can be accessed anytime and anywhere with ease. The convenience of digital marketing also helps establish trust between companies and customers. Trust is a key factor in achieving a company's goals. Naturally, trust in a product or service can be built through various efforts. Several effective methods can be employed during this process. In practice, PT. Tunas Mobilindo Perkasa, especially at the Daihatsu Tangerang branch, has already provided a website and email to further communicate with customers. The website and email allow the company to reach a broader customer base.

The trust that is formed from the convenience offered by digital marketing can be a factor in customer satisfaction. Customer satisfaction is the level of contentment felt after experiencing or comparing what was received to what was expected. Therefore, it can be concluded that trust influences customers to stay with a service provider or company because they feel that what was expected aligns with what was received and experienced directly.

A digital medium can be used not only to convey information about products but also as a new marketing tool in the modern era. Customers receive information online faster. However, the openness and ease of accessing information also mean that companies must be more cautious, as even the smallest mistakes can be immediately noticed by customers and may indirectly harm the company's reputation. Many reviews on the internet consist of complaints rather than shared

experiences. This can affect customer trust, and customers may choose to switch to a more trusted service provider.

In the business world that offers products and services, customer satisfaction plays a crucial role in the growth and development of a company. Determining which advertisements are acceptable to customers should not be taken lightly, nor should it be overly difficult. Customers who have previously responded positively to ads will have a positive impact on the company. On the other hand, if customers are disappointed because their expectations from the ad differ from the reality, it will have a negative impact on the company. In some cases, customers complain that ads or promises made on digital media are not consistent with reality. With the rise of online shopping, customers who cannot physically inspect products require assurance that the goods they purchase meet the quality advertised on the website. Ultimately, it is through experience that consumers can build the confidence to purchase physical products online.

LITERATURE REVIEW

Definition of Marketing Management

Kotler and Keller, in their book cited by Ismayudin and Usman (2020:31), state: "Marketing management is both an art and a science of choosing target markets and obtaining, retaining, and growing customers by creating, delivering, and communicating superior customer value." Therefore, marketing management can be defined as both an art and a science. It is called an art because achieving a goal requires collaboration with others, understanding how to guide people in a way that enables them to work together.

Factors Affecting Customer Satisfaction

According to Lupiyoadi's theory, as cited in the journal by Aryo Utomo Nugroho (2021:41), several factors influence customer satisfaction, including:

1. Product Quality: Customers will feel satisfied if their evaluation shows that the product they are using is of good quality.
2. Service Quality: Customers will feel satisfied if they receive service that is either good or meets their expectations.
3. Emotional Factors: Customers feel proud and confident that others will admire them when using products from a certain brand, which often leads to higher satisfaction. This satisfaction is not due to the product's quality but rather due to the social value or self-esteem attached to the brand.
4. Price: Products that offer the same quality but are priced relatively lower provide higher value to customers.
5. Cost: Customers tend to be satisfied with a product or service when they do not need to incur additional costs or spend excessive time acquiring it.

Customer Satisfaction Indicators

There are three indicators of customer satisfaction (Fang, Chiu, and Wang, 2011) in the article by Brilliance H. I and Sherly T (2019), which are:

1. Satisfaction with the product or service: Customers feel that the products or services provided by the company meet the expectations they had.
2. Positive experience during transactions: Customers who have used the company's products or services feel that the service and quality of goods or services provided are very satisfying.

3. Perception that buying products or services from the company is a good decision: Customers are likely to return to shop at the company again because they feel that what the company offers them is satisfying.

Digital Marketing Indicators

According to Kim in the journal (2020:702), digital marketing has five indicators:

1. Coordination: The coordination of information about all product advantages can be ensured or matched through the company website. It can also be seen as a media tool that helps in product development.
2. Commerce: The internet provides advantages in selling goods or services due to lower costs and its universal nature, meaning it can be accessed by anyone, anywhere.
3. Community: This refers to a group of users interested in the products or services offered. They can gather through online chats or conversations via the internet and share experiences.
4. Content: This refers to the information and entertainment related to the product offered via the internet. The content includes news, quotes, weather forecasts, and other information related to the product.
5. Communications: Communication can take place between users and marketers on the internet. This can be done via phone, email, or real-time video to inquire about the information needed.

Trust Indicators

In the journal by Indy (2019:27), trust is a condition that occurs when a partner believes in the reliability and honesty of the other party. The factors that form a person's trust in others are Ability, Benevolence, and Integrity. These three indicators can be explained as follows:

1. Ability: Ability refers to the competence and characteristics of the seller/organization in influencing and controlling specific areas. This involves how well the seller can provide, serve, and secure transactions from interference by other parties. It means that consumers are assured of satisfaction and security when transacting with the seller.
2. Benevolence: Benevolence refers to the seller's willingness to provide mutual satisfaction between themselves and the consumer. While the seller may maximize profits, consumer satisfaction remains high. The seller is not merely pursuing maximum profit but also cares deeply about customer satisfaction.
3. Integrity: Integrity is related to the seller's behavior or habits in conducting their business. It involves whether the information provided to the consumer is truthful and factual. It also refers to whether the quality of the product being sold is trustworthy.

METHODOLOGY

This research uses a causal associative method with a quantitative approach, aiming to test the established hypotheses. The data used is primary, obtained through distributing questionnaires and conducting interviews with respondents, who were assessed using a Likert scale (1-5). Data collection took place from August to September 2021. The population in this study is defined as the total

collection of elements about which inferences will be made, according to Corner and Schindler (2003). Since the population size is unknown, the sample was determined using the Lemeshow formula. Based on the formula, the required sample size is 96.04, and to increase accuracy, the sample size was set at 100 respondents. Data analysis involved instrument testing for validity and reliability, where validity was assessed by comparing calculated values to table values, and reliability was determined by ensuring that calculated values exceeded table values. Simple linear regression analysis was used to determine the linear relationship between the independent variable (X) and the dependent variable (Y). Path Analysis was used to examine the contribution of variables, specifically how the independent variables (digital marketing and trust) influence customer satisfaction, both directly and indirectly. Correlation analysis was employed to understand the strength and direction of the relationship between the variables. The coefficient of determination (R^2) was used to explain how digital marketing and trust collectively affect customer satisfaction. Finally, t-tests and F-tests were applied to assess the significance of the variables. The t-test examined the individual effect of digital marketing and trust on customer satisfaction, while the F-test assessed the simultaneous effect of both variables.

RESEARCH RESULT

The description of the respondents in this study will be presented to depict their identities based on gender, age, education level, occupation, the services used, and the car brand of the respondents.

Table 1. Respondent Answer Descriptions

Characteristic	Criteria	Frequency (Human)	Percentage (100%)
Gender	Male	54	54,0
	Female	46	46,0
Age	<20 Year	1	1,0
	20-30 Year	60	60,0
	31-40 Year	24	24,0
	41-50 Year	13	13,0
	>50 Year	2	2,0
Occupation	Student	28	28,0
	Civil Servant	15	15,0
	Private Sector Employee	36	36,0
	Entrepreneur	19	19,0
	Retired Civil Servant	1	1,0
	Household Manager	1	1,0

Source: Data Primer Processed, 2021

Based on gender, age, and occupation, as shown in Table 1, the data indicates that the majority of respondents are male, comprising 54%. Most respondents are between the ages of 20-30, making up 60%, with the most common occupation being Private Sector Employees. This suggests that the majority of customers at the Daihatsu Tangerang Showroom and Workshop are young, productive individuals who are employed.

Validity Test

Table 2. Validity Test

Indicator of Number	Rcount			Rtable	Description
	X	Y	Z		
1	0,660	0,816	0,828	0,361	Valid
2	0,776	0,789	0,838	0,361	Valid
3	0,742	0,886	0,827	0,361	Valid
4	0,756	0,885	0,867	0,361	Valid
5	0,821	0,864	0,736	0,361	Valid
6	0,801	0,867	0,774	0,361	Valid
7	0,818	0,806	0,758	0,361	Valid
8	0,808	0,821	0,851	0,361	Valid
9	0,757	0,881	0,869	0,361	Valid
10	0,755	0,771	0,864	0,361	Valid

Source: Data Primer Processed, 2021

Based on the results of the validity test using the Pearson correlation instrument for the digital marketing, customer satisfaction, and trust variables, which consist of 10 items, statements 1 through 10 are valid because the calculated r value (correlation) is greater than the r table value (0.361).

Reliability Test

If the calculated r value is greater than the r table value, the instrument is considered reliable; conversely, if the calculated r value is less than the r table value, the instrument is considered unreliable.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Description
<i>Digital Marketing (X)</i>	0,920	Reliabel
<i>Customer Satisfaction (Y)</i>	0,950	Reliabel
<i>Trust (Z)</i>	0,943	Reliabel

Sumber: Data diolah, 2021

The results of the reliability test show that the digital marketing, customer satisfaction, and trust variables are reliable because they have a reliability coefficient greater than 0.800.

Regression Test

Table 4. Simple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.148	4.170		3.153	.002
	Digital_Marketing	.714	.094	.608	7.578	.000

a. Dependent Variable: Kepercayaan

Source: SPSS Regression Output, Research 2021

Based on the regression output for model 1, in the Unstandardized Coefficients column B, the value of the Constant (α) is 13.148, while the coefficient value for Digital Marketing is 0.714, so the regression equation can be written as:

$$Z = \alpha + bX$$

$$Z = 13.148 + 0.741X$$

The coefficient (b) represents the change in the X variable by one unit. If b is positive, it indicates an increase, and if b is negative, it indicates a decrease. Therefore, the results from the equation can be interpreted as follows:

- a) The constant value of 13.148 indicates that if there is no value for Digital Marketing, or when it is at 0, the value of Trust will be 13.148.
- b) The regression coefficient for Digital Marketing (X) of 0.714 indicates that for every one-unit increase in the value of Digital Marketing, the value of Trust increases by 0.714. Adding this to the constant value of 13.148, the Trust value would become 13.862 with just a one-unit increase in the Digital Marketing variable.

Table 5. Multiple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.381	2.880		3.258	.002
	Digital_Marketing	.228	.078	.218	2.921	.004
	Kepercayaan	.586	.066	.660	8.823	.000

a. Dependent Variable: Kepuasan_Pelanggan

Source: SPSS Regression Output, Research 2021.

Based on the output of regression model 2, the Unstandardized Coefficients in the B column for the Constant (α) value is 9.381, while the coefficients for Digital Marketing (X) is 0.228 and Trust (Z) is 0.586. Therefore, the regression equation can be written as:

$$Y = \alpha + bX + cZ + e$$

$$Y = 9.381 + 0.228X + 0.586Z + e$$

Interpretation of Regression Model II:

- a) The Constant coefficient of 9.381 means that if the values of Digital Marketing (X) and Trust (Z) are both 0, then Customer Satisfaction (Y) will be 9.381.
- b) The coefficient for Digital Marketing (X) is 0.228, meaning that if X increases by one unit, assuming Trust (Z) remains constant, Customer Satisfaction (Y) will increase by 0.228. Conversely, if X decreases by 0.228, and Z remains constant, then Customer Satisfaction (Y) will decrease by 0.228.
- c) The coefficient for Trust (Z) is 0.586, meaning that if Z increases by one unit, while X remains constant, Customer Satisfaction (Y) will increase by 0.586. Similarly, if Z decreases by 0.586, and X remains constant, Customer Satisfaction (Y) will decrease by 0.586.
- d) The coefficients for both Digital Marketing (X) and Trust (Z) together imply that if both X and Z increase by one unit each, Customer Satisfaction (Y) will increase by 0.228 and 0.586, respectively. Similarly, if both X and Z decrease by 0.228 and 0.586, Customer Satisfaction (Y) will decrease by those amounts.
- e) The variable with the greatest impact on Customer Satisfaction is Trust (Z), with a coefficient of 0.586.

Path Analysis

Path Analysis is a technique used to analyze causal relationships in multiple regression models, where independent variables affect dependent variables both directly and indirectly (2017:260).

Table 6. Path Analysis Model I

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.148	4.170		3.153	.002
	Digital_Marketing	.714	.094	.608	7.578	.000

a. Dependent Variable: Kepercayaan

Source: SPSS Regression Output, Research 2021

Table 7. Path Analysis Model II

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.381	2.880		3.258	.002
	Digital_Marketing	.228	.078	.218	2.921	.004
	Kepercayaan	.586	.066	.660	8.823	.000

a. Dependent Variable: Kepuasan_Pelanggan

Source: SPSS Regression Output, Research 2021

Based on the output table above, the direct effects of each variable are as follows: the effect of Digital Marketing (X) on Trust (Z) is 0.608, the effect of Digital Marketing (X) on Customer Satisfaction (Y) is 0.218, and the effect of Trust (Z) on Customer Satisfaction (Y) is 0.660. From the output table, the effects of each variable can be analyzed as follows:

- a) Analysis of the effect of X on Y: The significance value of X is 0.004, which is less than 0.05. Therefore, it can be concluded that there is a significant direct effect of X on Y.
- b) Analysis of the effect of X on Z: The significance value of X is 0.000, which is less than 0.05. Therefore, it can be concluded that there is a significant direct effect of X on Z.
- c) Analysis of the effect of Z on Y: The significance value of Z is 0.000, which is less than 0.05. Therefore, it can be concluded that there is a significant direct effect of Z on Y.
- d) Analysis of the effect of X through Y on Z: The direct effect of X on Y is 0.218, while the indirect effect of X through Y on Z is the product of the Beta value of X on Y and the Beta value of Y on Z: $0.218 * 0.660 = 0.14368$. Therefore, the total effect of X on Z is the sum of the direct effect and the indirect effect: $0.218 + 0.14368 = 0.36168$. The calculation shows that the indirect effect (0.14368) is less than the direct effect (0.218), indicating that the direct effect of X on Z, through Y, is more significant. This result shows that X indirectly influences Z in a significant way through Y.

Multiple Correlation Test

Table 8. Results of the Multiple Correlation Test for the variables Digital Marketing (X) and Customer Satisfaction (Y) with Trust (Z)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.658	.651	2.936
a. Predictors: (Constant), Kepercayaan, Digital_Marketing				

Source: SPSS Output Data Processed, 2021.

Based on the table, the analysis results between Digital Marketing and Customer Satisfaction with Trust yielded a correlation value of 0.811 in the r column. This indicates that the correlation between Digital Marketing and Customer Satisfaction with Trust for the Showroom and Workshop Branch of Daihatsu Tangerang is 0.811, which falls under the "very strong" correlation category (0.80 - 1.000).

Coefficient of Determination (R²) Test

Table 9. Results of the Coefficient of Determination Test between Digital Marketing (X) and Customer Satisfaction (Y) with Trust (Z)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.658	.651	2.936
a. Predictors: (Constant), Kepercayaan, Digital_Marketing				

Source: SPSS Output Data Processed, 2021.

Based on the table above, the R Square value is 0.658. When multiplied by 100% according to the coefficient of determination formula ($r^2 \times 100\%$), the result is 65.8%. Therefore, customer satisfaction can be explained by digital marketing and trust by 65.8%, while the remaining 34.2% is explained by other variables that were not studied.

T-test

Table 10. Results of the T-Test Hypothesis for Digital Marketing (X) on Customer Satisfaction (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.381	2.880		3.258	.002
	Digital_Marketing	.228	.078	.218	2.921	.004
	Kepercayaan	.586	.066	.660	8.823	.000
a. Dependent Variable: Kepuasan_Pelanggan						

Source: SPSS Output Data Processed, 2021.

Based on Table 10, the calculated t-value for Digital Marketing is 2.921, which is greater than the t-table value of 1.984, and the significance value is 0.004, which is below 0.05. This allows us to conclude that H₁ is accepted and H₀ is rejected based on the following criteria:

- a) H₀ = ρ_{xy1} = 0, meaning there is no effect of Digital Marketing on Customer Satisfaction at the Daihatsu Tangerang Showroom and Service Center.

- b) $H_1 = \rho_{xy1} \neq 0$, meaning there is an effect of Digital Marketing on Customer Satisfaction at the Daihatsu Tangerang Showroom and Service Center.

Therefore, the first hypothesis is accepted, which states: There is a positive and significant effect of Digital Marketing on Customer Satisfaction at the Daihatsu Tangerang Showroom and Service Center.

Table 11. Results of the T-Test Hypothesis for Trust (Z) on Customer Satisfaction (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.381	2.880		3.258	.002
	Digital_Marketing	.228	.078	.218	2.921	.004
	Kepercayaan	.586	.066	.660	8.823	.000

a. Dependent Variable: Kepuasan_Pelanggan

Source: SPSS Output Data Processed, 2021.

Based on the table above, the calculated t-value for Trust is 8.823, which is greater than the t-table value of 1.984, and the significance value is 0.000, which is below 0.05. Therefore, we can conclude that H_1 is accepted and H_0 is rejected based on the following criteria:

- $H_0 = \rho_{zz} = 0$, meaning there is no effect of Trust on Customer Satisfaction at the Daihatsu Tangerang Showroom and Service Center.
- $H_1 = \rho_{zz} \neq 0$, meaning there is an effect of Trust on Customer Satisfaction at the Daihatsu Tangerang Showroom and Service Center.
- Thus, the second hypothesis is accepted, which states: There is a positive and significant effect of Trust on Customer Satisfaction at the Daihatsu Tangerang Showroom and Service Center.

Table 12. Results of the F-Test Hypothesis for Digital Marketing (X) on Customer Satisfaction (Y) with Trust (Z)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1608.786	2	804.393	93.337	.000 ^b
	Residual	835.964	97	8.618		
	Total	2444.750	99			

a. Dependent Variable: Kepuasan_Pelanggan
b. Predictors: (Constant), Kepercayaan, Digital_Marketing

Source: SPSS Output Data Processed, 2021.

Based on Table 4.26, the calculated F-value is 93.337, which is greater than the F-table value of 3.09 (F-table attached), or when comparing the probability value (sig. F change) = 0.000 < 0.05, the decision is that H_1 is accepted and H_0 is rejected.

- $H_0 = \rho_{xxx} = 0$, meaning there is no effect of Digital Marketing on Customer Satisfaction with Customer Trust at the Daihatsu Tangerang Showroom and Service Center.
- $H_1 = \rho_{xxx} \neq 0$, meaning there is an effect of Digital Marketing (X) on Customer Satisfaction with Customer Trust at the Daihatsu Tangerang Showroom and Service Center.

Therefore, the third hypothesis is accepted, which states: There is a positive and significant effect of Digital Marketing (X) on Customer Satisfaction simultaneously with Customer Trust at the Daihatsu Tangerang Showroom and Service Center.

DISCUSSION

The Influence of Digital Marketing (X) on Customer Satisfaction (Y)

Based on the analysis results presented above, it was found that Digital Marketing has a positive and significant effect on Customer Satisfaction at the Daihatsu Tangerang Showroom and Workshop. This is evident from the t-value for Digital Marketing, which is 2.921, greater than the t-table value of 1.984. When projected using regression analysis, the equation $Y = 9.381 + 0.228X + 0.586Z$ indicates that the value 0.228 is positive. Therefore, as the value of Digital Marketing (X) increases, Customer Satisfaction (Y) will also increase proportionally.

The results of this study align with previous research conducted by Aryo Utomo Nugroho (2021) in his study titled "The Influence of Product Quality, Price Perception, and Digital Marketing on Customer Satisfaction at Auntie Anne's, Aeon Mall Jakarta Garden City." His findings showed that Digital Marketing significantly influences Customer Satisfaction.

In this study, Path Analysis was used, and the significance value for X was found to be 0.004, which is less than 0.05. The direct influence was 0.218, while the indirect influence was 0.401. These results are supported by respondents' answers to statements regarding Digital Marketing, where the majority strongly agreed with the statement that Digital Marketing is a key factor in the sales of products and services. Therefore, it can be concluded that there is a significant direct influence of Digital Marketing (X) on Customer Satisfaction (Y).

The Influence of Trust (Z) on Customer Satisfaction (Y)

Based on the analysis results presented above, it was found that Trust has a positive and significant effect on Customer Satisfaction at the Daihatsu Tangerang Showroom and Workshop. This is evidenced by the t-value for Trust, which is 8.823, greater than the t-table value of 1.984. When projected using regression analysis, the equation $Y = 9.381 + 0.228X + 0.586Z$ indicates that the value 0.586 is positive, meaning that as the value of Trust (Z) increases, Customer Satisfaction (Y) will also increase proportionally.

The findings of this study align with previous research by Noviana Devi and Hartanti Nugrahaningsih (2017) titled "The Effect of Brand Image and Sales Promotion on Customer Satisfaction with Customer Trust as an Intervening Variable at PT. Allianz Life Indonesia in Jakarta." Their research showed that Trust influences Customer Satisfaction.

In this study, Path Analysis was used, and the significance value for Z was found to be 0.000, which is less than 0.05. The direct influence of Trust (Z) on Customer Satisfaction (Y) was found to be 0.660. These results were supported by respondents' answers to statements regarding Trust, where the majority strongly agreed with the statement that the company is quick to respond to complaints and seeks effective solutions. Therefore, it can be concluded that Trust has a significant direct influence on Customer Satisfaction.

The Influence of Digital Marketing on Customer Satisfaction (Y) with Trust (Z) as an Intervening Variable

The results of this study collectively show that Digital Marketing has a positive and significant effect on Customer Satisfaction, with Trust as an intervening variable. This is demonstrated by the F-value of 93.337, which is greater than the F-table value of 3.09 (F-table attached), or by comparing the probability value (sig.F change) = 0.000, which is less than 0.05. When projected using regression analysis, the equation $Y = 9.381 + 0.228X + 0.586Z$ shows a positive value of 0.586, indicating that as the values of Digital Marketing (X) and Trust (Z) increase, Customer Satisfaction (Y) will also increase. Additionally, another regression equation, $Y = 5.329 + 0.508X_1 + 0.337X_2$, also indicates a positive relationship, suggesting that higher values of Digital Marketing (X) and Trust (Z) together lead to increased Customer Satisfaction (Y).

The findings of this study align with previous research by Indy Adilla Habsari (2019) titled "The Effect of Service Quality and Trust on Customer Loyalty Through Customer Satisfaction as an Intervening Variable." This research found that Digital Marketing and Customer Satisfaction have a positive and significant effect on Trust.

In consumer experiences with using products and services through various forms of Digital Marketing, many customers feel assisted. The perceived effectiveness enhances customer satisfaction, which is expected to lead to repeat usage of the products and services. As a result, customers develop trust in the products and services offered by the company.

The correlation between Digital Marketing and Customer Satisfaction with Trust was found to be 0.811, which is considered "Very Strong." Based on the coefficient of determination, Digital Marketing and Trust together explain 65.8% of Customer Satisfaction, while the remaining 34.2% is influenced by other unexamined variables (X) that still affect Customer Satisfaction (Y). These findings are supported by respondents' answers, where the majority strongly agreed with the statement that employees at the Daihatsu Tangerang Showroom and Workshop are polite and friendly, further emphasizing the significance of customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

The results of this study provide significant insights into the relationship between Digital Marketing, Trust, and Customer Satisfaction at the Daihatsu Tangerang Showroom and Workshop. The findings confirm that both Digital Marketing and Trust have a positive and significant impact on Customer Satisfaction. Specifically, the analysis revealed that as the levels of Digital Marketing and Trust increase, so does Customer Satisfaction. This is consistent with previous research, supporting the idea that Digital Marketing, coupled with high levels of Trust, is essential for enhancing customer satisfaction. The results of this study suggest that companies in the automotive industry, like Daihatsu, can achieve higher customer satisfaction by strategically implementing effective Digital Marketing techniques and building trust with their customers.

ADVANCED RESEARCH

Future research could explore additional variables that might influence Customer Satisfaction, such as product quality, customer service, and brand image, to gain a more comprehensive understanding of the factors affecting customer experiences. Additionally, it would be valuable to examine the long-term effects of Digital Marketing and Trust on customer loyalty, as well as to compare these findings across different industries to assess the generalizability of the results. A broader, multi-location study could provide further insights into how Digital Marketing and Trust interact in varying market conditions and help refine strategies for enhancing customer satisfaction across diverse consumer segments.

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