The Influence of Customer Satisfaction and Consumer Brand Relationship on Future Intention Based on Optimal Experience Theory

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Abstract –The contribution made by the automotive industry can be an improvement for the automotive sector. The global economy can run smoothly and improve with the role played by many industrial sectors, most importantly the automotive industry. This research aims to test and analyze the influence of experience, consumer brand relationship, and satisfaction on future intention. The population is Generation Y and Z consumers aged 17-55 years, who use automotive dealer services. The data collection technique uses nonprobability sampling with the judgment sampling method. Optimal experience theory is used as the main theory in research. The sample consisted of 150 respondents. This research is quantitative using SPSS IBM 27 and AMOS Graphics 24 software. The findings of this research show that satisfaction is proven to have no significant influence on future intention. Other research shows that experience results positively and significantly affect satisfaction. The findings from this research also show that consumer brand relationships can influence future intentions toward consumers of automotive dealer services. This research is useful in that automotive dealer services must increase satisfaction and consumer brand relationships towards future intentions for consumers.

Keywords: Experience, Consumer Brand Relationship, Satisfaction, Future Intention

Introduction

The resulting business sector can optimize its output, which in turn generates a worldwide contribution to the industrial sector. The automotive industry is a significant economic driver in most developed countries (Ikome et al., 2022). Automotive companies have an important role in economic development. Automotive companies have invested more than 113.3 billion Euros worldwide in research and development every year; this makes the automotive industry an innovative company in the world, exceeding the technology industry sector (Dieguez et al., 2020). Automotive purchasing power is currently increasing rapidly, with several supporting factors in car purchases. Each automotive brand in Indonesia has a different sales level, and has an increasing number of consumers every year. In 2021, the automotive industry in Indonesia has received an investment of $9 billion and the country has 38 car brands registered and operating in Indonesia (Hartoyo et al., 2023). The growth in the number of cars indicates a strengthening of people's purchasing power. The increase in car purchases in Indonesia has resulted in the business sector automotive experiencing an increase in the service sector.

People of a younger age or those who are more engaged in everyday activities constitute most of Generation Y and Z. Generation Y was born in 1981-1996, which is a generation that is starting to adapt to society's economy. Generation Z has grown and developed in an era of advanced technology, so that all their needs and desires have begun to be fulfilled and are easy to obtain. The generation that is starting to take an important role in the economy and society is known as Generation Y or the millennial generation. Meanwhile, Generation Z refers to those born after 1995 and they use existing and futuristic technology, such as virtual communications

and manufacturing equipment (Kuleto et al., 2021). Generations Y and Z are the right targets to be the subjects of this research related to automotive dealer services, because these generations have their respective roles in the decisions they want to achieve based on future thinking.

This research uses optimal experience theory. This theory has emerged as a standard framework for analyzing and evaluating the success of a service, product, or brand. Consumers are individuals in the sales cycle who act as general actors in responding to the Company's products or services (Zha et al., 2023). Optimal experience theory in the success of an industry can be determined by consumers' experiences, both good and bad. This theory becomes a benchmark for companies to use the analysis they carry out to get what they want. The basics in optimal experience theory enable companies to evaluate deficiencies in companies when dealing with consumers.

The assessment of each consumer's satisfaction will be different, therefore it is what makes consumers come to the industry or not. Satisfaction gives consumers the impression that the product or service they use will increase the benefits of a profitable consumption pattern (Insyira Tasya & Marsasi, 2023). The Company aims to make consumers feel comfortable and have future intentions to visit the service. Future intention is considered to increase target markets and profitability goals (Çevik & Sevilmiş, 2022). Experience in marketing research is mentioned as a fundamental basis for marketing management (Becker & Jaakkola, 2020). Companies can assess the business environment in such a way that it can benefit consumers and understand what consumers want. The author then adds consumer brand relationships as an element of novelty. Consumer brand relationship in theory is explained as the emotional bond that consumers have with brands, and many studies have conceptualized the function of brand love in increasing brand equity (Robertson et al., 2022). Consumers will love a brand if they are comfortable and know the brand for certain. The industry must develop a brand effectively to ensure it receives good value, since a brand might take a bad turn if people see it as worthless.

Table 1. Gap Analysis

Connection	(Preko et al., 2020)	(Libre et al., 2022)	(S. Kim et al., 2022)	(Y. Kim et al., 2022)
Experience - Satisfaction	Significant			
Experience - Satisfaction		Not significant		
Satisfaction - Future Intention			Significant	
Satisfaction - Future Intention				Not significant

According to the data obtained above, (Preko et al., 2020) stated that experience and satisfaction were significant. Consumer behaviour and experience are important in increasing consumer satisfaction when visiting. (Libre et al., 2022) stated that experience does not have a significant impact on satisfaction. This does not affect research on the experience of satisfaction (S. Kim et al., 2022). Future intention is significantly affected by demonstrating satisfaction. States that satisfaction with future intentions is significant (Y. Kim et al., 2022). This research states that satisfaction with future intentions is not significant or rejected. Small levels of service satisfaction do not have a direct impact on future intentions.

The explanation above shows that previous research has yet to show high consistency. The author conducts further research on the relative importance of each relationship used by the Optimal Experience Theory. Based on the above results, it makes sense for the author to conduct research entitled "The Effect of Customer Satisfaction and Consumer Brand Relationship on Future Intention Based on Optimal Experience Theory." Thus, the importance of this research is to re-examine the influence of these variables.

Literature Review

A. Experience

Consumers who have a pleasant experience more than once tend to think of the brand first when making a purchase, remember the experience positively, and believe the brand is of higher quality (Zollo et al., 2020). Experience will give consumers an impression of purchasing. Consumers will feel happy and will remember the products they purchased to make repeat purchases in the future. A person's experience will always be remembered and will leave a lasting impression on the services they have visited. Creating a good experience for consumers will have a good impact on the industry. Significant attention in the marketing literature has been given to the construction of brand experience in this area (Mostafa & Kasamani, 2021). The company will assess how you feel when using the service. Logical and practical advantages sometimes get less response from consumers, compared to the emotional connection built by consumers. The brand experience aims to strengthen consumer loyalty to a brand by providing consumers with memorable and satisfying interactions with the product or service in question (Marsasi & Yuanita, 2023). Consumer brand experiences that foster an emotional connection with consumers are more successful at engendering consumer loyalty than those based on logical and practical advantages (Khan et al., 2020). Based on the author's view, the experience for consumers will be the excellence of service, environment, and consumer pleasure in choosing the desired automotive retail.

B. Consumer Brand Relationship

Consumers tend to look for businesses that prioritize developing significant and long-lasting relationships with them as opposed to businesses that concentrate solely on providing high-quality products (Tanveer et al., 2021). Consumer relationships with a brand can be determined by consumers' opinions about using the product, so that they have a long-term relationship with the product. According to (S. Zhang et al., 2020) Consumer brand relationships view brands as including transactional interactions, in addition to clear functional advantage relationships. Considering emotions as context, brand relationships have been conceptualized as varying perceptions of relationships. Brand relationships will be considered by consumers when using the product. Interaction between consumers will be something that the company does to continue to have good relationships with them. Consumer brand relationships are varied relationships to gain long-term relationships with consumers. It is important to create a good brand perception so that consumers can continue to be connected to trusted brands. Research shows that consumer brand relationships as a criterion for assessing brand extensions have several significant conceptual and empirical limitations (Bian & Yan, 2022). Consumer brand relationship is the object of continuous emphasis, and becomes the main goal. Four Factors shape consumer brand relationships: commitment, intimacy, satisfaction, and self-coupling (J. Zhang et al., 2021). The author's view of the consumer brand relationship on a brand has a relationship with consumers, and the tastes that consumers want, and there is feedback to consumers so that the brand relationship the company wants is established. This can be a consumer choice in choosing the desired Automotive retail.

C. Satisfaction

Customer satisfaction when making a purchase can be determined by several things, such as the product obtained according to what the consumer wants, good service, and others. Consumers will be loyal to a brand if their satisfaction is obtained from the desired brand. Consumer satisfaction will have a relationship between variables. Possible future study directions include dissecting these four constructs into their parts and looking for direct correlations between those parts and the dependent variables of customer satisfaction and

future intention (Dash et al., 2021). Consumer satisfaction will occur and create purchase intentions in the future. Consumers will see a brand in the future to repurchase the desired product with the satisfaction they get. A study (Nadeem et al., 2020) shows that social support influences ethical beliefs, which influence value creation intentions using satisfaction. Someone will see how a company performs by looking at the attitude it has towards consumers. Someone feels confident about returning to the company's services because they find something interesting to come back to. When consumers buy a product or service and it meets consumer expectations, this is what is called customer satisfaction (Aufa & Marsasi, 2023). Organizations use customer satisfaction as a metric because it telss them whether their goods or service meet consumer expectations and provide an experience that exceeds those expectations (Alzoubi et al., 2020). Consumers will see how an industry can provide satisfaction. Therefore, this is the same as the author's opinion regarding consumers in choosing automotive retail services to visit.

D. Future Intention

Companies carrying out strategies to direct consumers to return to visit a business need to consider several things. Consumers will think of a brand when they get what they want. The most significant component in a corporation is the connection between future intentions to utilize services, perceptions of service quality, and trust, according to management theory's primary contribution (Ejdys & Gulc, 2020). The company needs to pay attention to future intentions to get consumers over a long time. Consumers will see whether a brand has been around for a long time and have confidence in making transactions. Future intention is influenced by perceptions of a fair distribution of society's costs and rewards (Parra-Camacho et al., 2020). A company gains consumer attention when a person's perception of the brand has a future intention to revisit it. Tourism industry research focuses heavily on the problem of knowing future intentions to find the most significant factors for visitors (Vegara-Ferri et al., 2020). Consumers will see future intentions for service as to how the company provides facilities or services to consumers so that the company can look for ways to find out how to get consumers significantly. Future intention can be accurately predicted using variables in two feelings, namely pleasure, and arousal (Magaz-González et al., 2020). It can be understood based on the above opinion, that there is a similarity in the views of the four authors that future inention is an influential concern for consumers choosing automotive retail services that are in accordance with future intentions.

The Influence of Experience on Consumer Brand Relationship

Experience is proven to have a big influence on consumer brand relationships for brand categories. Consumer experience of a brand in services in terms of establishing and maintaining consumer brand relationships (Kumar & Kaushik, 2020). This research also investigates how consumers experience a brand in services in terms of forming and maintaining consumer brand relationships. Based on the findings of this research, experience influences consumer brand relationships for two-way communication. Based on research (Y. Zhang et al., 2022) Using survey data that leads to experiences that impact consumer brand relationships, this study analyzes the link between online value co-creation activities and the relationships between consumers and brands. Based on survey data, this study examines how experiences affect consumer brand relationships and how they relate to visitors' online value co-creation activities. The results show a positive value between experience and consumer brand relationship (Nuseir & Elrefae, 2022). Examining the influence of experience on consumer brand relationships. Experience in an industry will produce good relationships with consumers, and build brand relationships with consumers.

H1: There is a positive influence of Experience on Consumer Brand Relationship.

The Influence of Experience on Satisfaction

This research determines the importance of gaining experience in increasing satisfaction levels (Lee et al., 2020). Experience is very important for the general satisfaction that tourists have at amusement parks. This research determines the importance of gaining experience in increasing the level of satisfaction of all tourists. Research determines that educational experiences are critical to visitor satisfaction. The relationship between experience and satisfaction has a significant influence. Experience results in consumer satisfaction and will add positive value to the service (Oklevik et al., 2022). The relationship between experience and satisfaction with a service does have a significant relationship. Researchers reveal that one way is how a tourist and the environment influence the overall experience and satisfaction provided. The relationship between experience and satisfaction helps management make choices about how to increase experience toward positive satisfaction (Pabla & Soch, 2023). The experience of a brand makes someone pay attention when they want to use it, and will get the desired satisfaction.

H2: There is a positive influence of Experience on Satisfaction.

The Influence of Consumer Brand Relationships on Satisfaction

Consumer brand relationships are strengthened by the satisfaction that consumers have through brand involvement (Kujur & Singh, 2020). Consumer brand relationships are strengthened by the satisfaction that consumers have through brand involvement. Consumers feel satisfied when they get what they want from a brand. Consumer brand relationship on satisfaction, where the research results show that there is a significant and positive relationship between consumer brand relationship and satisfaction (Sofi et al., 2020).One of the main objectives of this research is to develop consumer relationship strategies that are efficient and successful with customers. Consumer brand relationships have been studied in the literature in various situations, researchers see a relationship with satisfaction in this research (Alizadeh & Kashani, 2022). Consumer brand relationships have been studied in the literature in various situations, researchers see a relationship with satisfaction in this research.

H3: There is a positive influence of Consumer Brand Relationship on Satisfaction.

The Influence Experience on Future Intention

The positive relationship between experience and future intention can be a way to make it easier to get consumers online (Singh et al., 2022). This research states that there is a direct and moderating influence between intention and customer experience. The positive relationship between experience and future intention can be a way to make it easier to get consumers. The experience provided to tourism consumers is related to the brand (Jeong & Shin, 2020). When tourists have fun at tourist attractions, they will have a pleasant experience and will feel satisfied. Experience with future intentions in this research has a positive value. This research examines external factors that can prevent tourists from coming back after having had a pleasant experience (Hu & Xu, 2021). Researchers observed how consumers' memories of this tourism can influence future intentions to return, then looked at the impact of the experience on memorable tourism for consumers. Managers learn how the visitor's experience can be memorable and have future intentions to visit the place.

H4: There is a positive influence of Experience on Future Intention.

The Influence of Consumer Brand Relationships on Future Intention

Brand relationships with consumers will produce future intentions of consumers when they get something they want (Arachchi, 2022). The influence of consumer brand relationship on future intention, consumers will judge a brand based on the relationship that exists between

the consumer and the brand. Effective communication strategies with brands that consumers like can build relationships toward future intentions (Lou et al., 2021). This research shows that there is a positive relationship between consumer brand relationship and future intention. A brand relationship can help consumers fulfill their desires, and will think about future intentions to come back. Consumer brand relationships increase future intention directly through known brands (Baek et al., 2020). These findings indicate the possibility of consumers visiting a service as an effective way to build good relationships with consumers to increase the brand's future intention. Consumers will see a brand that is already known and has a relationship with that individual, so they will make future intentions.

H5: There is a positive influence of Consumer Brand Relationships on Future Intention.

The Influence of Satisfaction on Future Intention

(Wu & Cheng, 2020) The research found that there is a positive relationship between risks, benefits, and satisfaction with future intentions. The findings of this research imply that future intention goals in the context of travelling with pets have a level of satisfaction with the level of trust in consumers. Visitors' perceptions of the dangers that occur can influence visitors' decisions to revisit services (Chaudhary & Islam, 2021). The services provided to consumers get satisfaction which will have an impact on future intentions to come back (Gálvez-Ruiz et al., 2023). This results in a positive relationship on the influence of satisfaction on future intention. Perceived quality, consumer involvement, perceived value, consumer satisfaction, and the impact of future intention have been examined in this research.

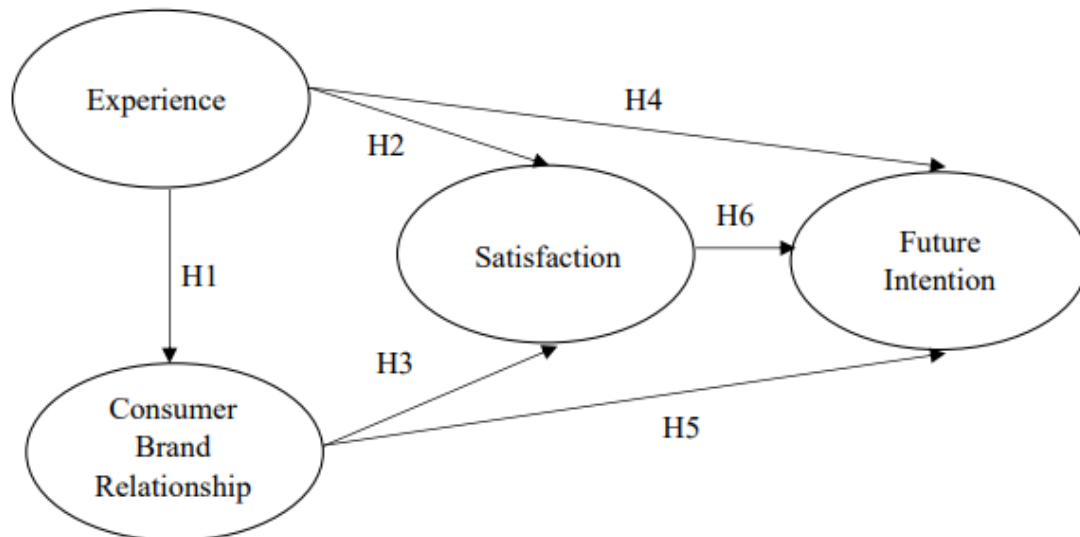**H6: There is a positive influence of Satisfaction on Future Intention**

Figure 1. Research Model

Method

A quantitative technique is used in this research. In quantitative research, theory is a collection of constructs or variables that are connected and formulated into propositions that describe the relationship between the variables in size or direction (Cresswell, 2022). This research uses a non-probability sampling technique with a judgment sampling method. The people selected for judgment sampling are those who are in the best position to answer the research questions (Sekaran & Bougie, 2019). This research uses quantitative methods as the

basis for research related to hypothesis testing which has been found to influence Generations Y and Z regarding automotive retail services. Regarding the choice of location to be studied in this research, namely the Java Island area. This selection was based on the large number of generations Y and Z spread across the island of Java, because they have value in economic growth. Respondents are people who live in Karawang, North Jakarta, East Bekasi, Cikarang, and Bandung. The specific region that will be used in the research is the region with the highest level of Toyota car users and dealer visitors on Auto2000.

The author uses Structural Equation Modeling (SEM). Structural Equation Modeling does this by analyzing the relationships between variables using a set of equations (Hair et al., 2019). The data analysis process uses applications such as AMOS Graphics 24 and IBM SPSS Statistics 27. There are several steps to conducting tests using Structural Equation Modeling (SEM), including checking for outliers and normalcy, measuring the model, ensuring validity and reliability, testing the structural model, checking for goodness of fit, and testing hypotheses.

Results and Discussions

Based on the results obtained, as many as 150 respondent participants in this study were those whose ages were within the range specified by the research questionnaire's screening question: those who were 17 to 55 years old and had provided services at an Auto2000 automotive dealer, and were respondents who lived in Karawang, Jakarta, Bekasi, Cikarang, and Bandung. This research shows that the majority of respondents live in Karawang, with a total of 42 respondents or a percentage (27.6%), followed by North Jakarta with a total of 36 respondents or a percentage (24.3%), East Bekasi with a total of 27 respondents or a percentage (17.8%), Cikarang with a total of 24 respondents or a percentage (16.3%), Bandung with a total of 21 respondents or a percentage (14%). Research by distributing questionnaires will facilitate data collection. Data collection to several locations distributing questionnaires by the research to be carried out. The results show that the researcher obtained valid data for research purposes regarding automotive dealer services by having respondents from a strict population. The survey was directly distributed at the service site using the Google Forms platform.

Based on (Shilvina Widi, 2022), West Java is the province with the largest number of generations Z in Indonesia, totalling 11,886,058. Productive age can affect the level of visits to the research to be carried out. The selection of the two generations can be a level of interest to researchers regarding the highest automotive usage in that generation. This is the basis of research to group generations as a reference that can play a role in improving the economy. The generation beginning to take a prominent role in the economy and society is known as the generation. Generation Z refers to those born after 1995 using existing and futuristic technologies, such as virtual communication and manufacturing equipment (Kuleto et al., 2021). Generation Y and Z have their own roles in the decisions they want to make based on their future thinking.

Validity and Reliability Test

The accuracy of each question instrument on all variables is tested using a validity test. This test question item can be said to be valid if it has a Pearson correlation value ≥ 0.5 and a significance level of 0.05. Researchers analyzed data from 150 respondents who filled out questionnaires. The analysis was performed using the IBM SPSS Statistics 27 statistical application.

Table 2. Validity Test

Variables	Items	Indicator	Pearson Correlation	Status

Experience (EXP)	EXP1	I always try to get automotive service through the Auto2000 dealer.	,671**	Valid
	EXP2	I really believe in Auto2000 dealer service.	,774**	Valid
	EXP3	I was impressed with the fast service (Express Maintenance) of the Auto2000 dealer.	,782**	Valid
	EXP4	I think that Auto2000 dealers have advantages in home service services.	,747**	Valid
	EXP5	I have a positive experience using the service coupon provided by Auto2000.	,748**	Valid
	EXP7	I have the impression that the majority of Auto2000 dealer staff are customer friendly.	,749**	Valid
Consumer Brand Relationship (CBR)	CBR1	I am willing to recommend the Auto2000 dealer to others.	,810**	Valid
	CBR2	I am sure that I will continue to use Auto2000 services in the future.	,772**	Valid
	CBR4	I consider Auto2000 as a trusted dealer.	,736**	Valid
	CBR6	I know every service the Auto2000 dealer offers.	,681**	Valid
	CBR7	I have been loyal to the Auto2000 dealer for a long time.	,781**	Valid
Satisfaction (ST)	ST2	I got a friendly sales counter at the Auto2000 dealer.	,783**	Valid
	ST3	I went to the Auto2000 dealer as the best service option.	,783**	Valid
	ST4	I got the right solution and reliable service from the Auto2000 dealer.	,721**	Valid
	ST5	I am happy that the overall price rates charged by Auto2000 are considered reasonable.	,672**	Valid
	ST6	I really enjoy the waiting room facilities provided by Auto2000.	,787**	Valid
	ST7	I am satisfied with the skills of the less skilled mechanics on Auto2000.	,727**	Valid
Future Intention (FI)	FI1	I recommend regular Auto2000 dealer service to other people.	,670**	Valid
	FI3	I plan to carry out regular service at the Auto2000 dealer.	,734**	Valid
	FI4	I always look for Auto2000 locations to carry out service.	.711**	Valid
	FI5	I decided on the Auto2000 dealer as the first choice for service.	,771**	Valid

Source: Primary Data, Processed in 2023

Table 2 shows the validity findings for the 26 instruments, so it is clear which ones may be utilized for the study. All variables are considered trustworthy if their Cronbach's Alpha ≥ 0.7, which is the criterion used to assess reliability.

Table 3. Reliability Test Results

| No	Variable	Cronbach's Alpha value	Information
1	Experience	0.849	Reliable
2	Consumer Brand Relationship	0.808	Reliable
3	Satisfaction	0.843	Reliable
4	Future Intention	0.733	Reliable

Source: Primary data, processed in 2023

According to the reliability findings shown in Table 3, all variables have been deemed trustworthy, as indicated by a Cronbach's Alpha value over 0.70. Based on the measure of variable dependability, the variables used in this research effectively capture the behaviour being investigated. All study factors provide dependable results. All indications are applicable for the subsequent phase.

Confirmatory Factor Analysis, is carried out on each variable to determine whether the indicator measurements used are valid or not on a variable or latent construct. This stage removes invalid indicators in the factor analysis test, so these indicators must be deleted to get an optimal assessment. Confirmatory Factor Analysis or factor analysis test is a method for evaluating the feasibility of measurement theory, which consists of variables and factors on data(Hair et al., 2019). At this stage, invalid indicators will be removed. Several items failed

the CFA test, namely EXP6, CBR3, ST1, and FI6.

Normality and Outliers, may be used to monitor data distributions and verify that they follow a normal distribution. We used the AMOS 24 program to check whether the data distribution was normal by examining the Critical Ratio (CR) for skewness, which came out at ± 2.58. Some data have a value of more than or less than 2.58, suggesting that the data is not typical, according to research based on 150 respondents. Data often happens not to be normal, allowing researchers to change variables that are not normal (Hair et al., 2019). The next step is to carry out an outlier test. If you run the Outlier test, extreme results will appear in both the univariate and multivariate formats. In the outlier test, 4 respondents did not pass this data, but the researcher did not throw away the data. Researchers did not abort because the results of the tests with these respondents showed quite good results.

Measurement Model Test, this research was obtained from the results of data processing using AMOS Graphics 24 software. The current research uses CFA (Confirmatory Factor Analysis), where the correlation coefficient is depicted using a scale of two curved arrows that have two and are connected to each research variable. The following is an illustration of the measurement test results:
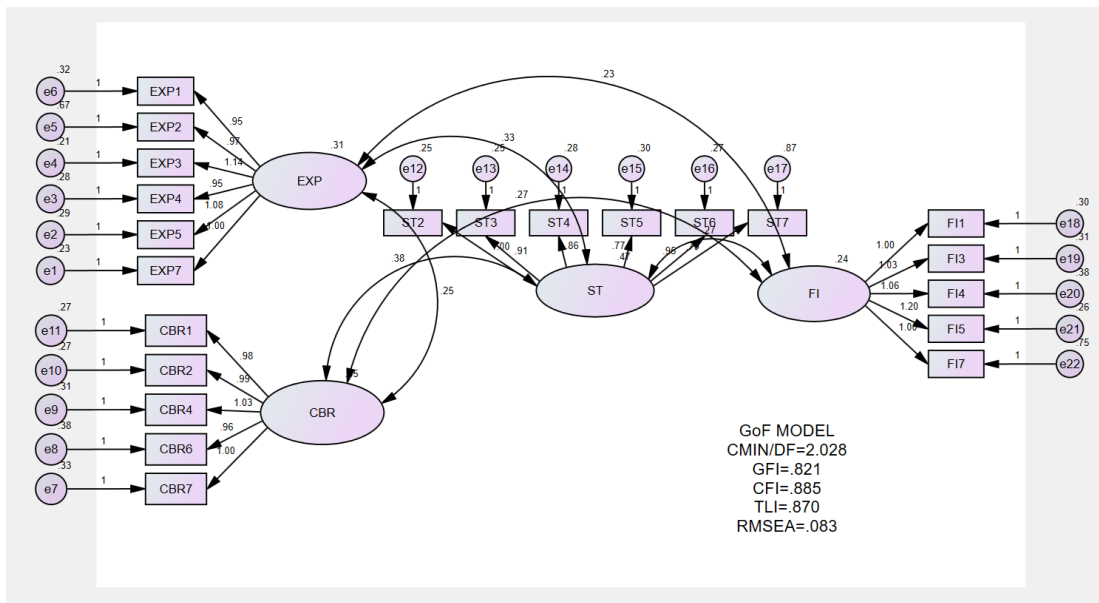
Source: Primary data, processed in 2023
Figure 2. Measurement Test Results

The results show that, as can be seen in Figure 2. the model measurement test image, the loading factor value must also be checked to determine whether the indicators used after several initial indicators have been removed can still accurately represent a latent variable or construct.

Table 4. Good of Fit Measurement Model Results

No	Variable	Cronbach's Alpha value	Information
1	CMIN	2,028	Good Ft
2	GFI	,821	Marginal Fit
3	CFI	,885	Marginal Fit
4	TLI	,870	Marginal Fit
5	RMSEA	,083	Bad Fit

Source: Primary data, processed in 2023

Figure 4. Several GOF indices still exhibit Marginal Fit, and Bad Fit has not yet created a Good Fit, indicating that the study model still does not match the standards.

Structural Model Test (Modification Indices), Researchers used the modification indices technique to modify the AMOS 24 software in order to improve the hypothesis results. A flow diagram will be formed in this model, which aims to assist researchers in identifying relationships between variables to be tested. The relationship between these variables is connected with a two-way arrow in the AMOS 24 software.
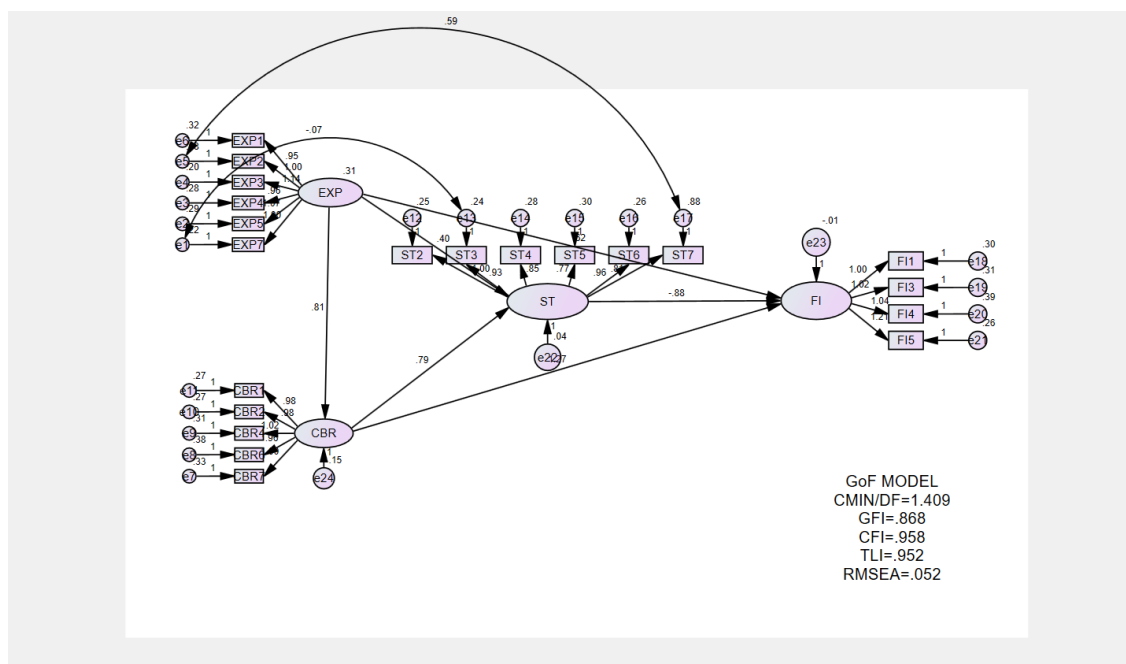
Source: Primary data, processed in 2023

Figure 3. Structural Model Test (Modification Indices)

Table 5. GoF Structural Model Results (Modification Indices)

No	Variable	Cronbach's Alpha value	Information
1	CMIN	1,409	Good Ft
2	GFI	,868	Marginal Fit
3	CFI	,958	Good Ft
4	TLI	,952	Good Ft
5	RMSEA	,052	Good Ft

Source: Primary data, processed in 2023

The research model that appears is well-identified. The results show that 4 indices have good fit results and one index has marginal fit value.

Hypothesis Testing (Modification Indices), Hypothesis testing was carried out using the modification index method in the AMOS 24 Graphics software program. In the structural model, there is an error variance term for each endogenous construct. The exogenous variables are still correlated, as shown by the double-headed curved arrow. To determine the modification index (MI), one looks at the output in the covariance section for AMOS suggestions and chooses

the appropriate value most significant. Next, we use this correlation (the curved arrow with two heads) to the chosen error relationship. The result of the hypothesis test are as follows:

Table 6. Hypothesis Test (Modification Indices)

Hypothesis	Path	Std. Estimation	C.R.	P	Std. Reg Weight	Information
H1	EXP→CBR	0.814	7,277	***	0.761	H1 Supported
H2	EXP→ST	0.395	3,421	***	0.321	H2 Supported
H3	CBR→ST	0.793	6,169	***	0.689	H3 Supported
H4	EXP→FI	0.618	2,958	0.003	0.704	H4 Supported
H5	CBR→FI	1,269	2,970	0.004	1,547	H5 Supported
H6	ST→FI	-0.878	-1,956	0.051	-1,232	H6 Not Supported

Source: Primary data, processed in 2023

The research results show that there is a large influence between the variables and the hypothesized relationships in this research. 5 hypotheses have a positive and significant relationship, these hypotheses are H1, H2, H3, H4, and H5. Another hypothesis shows that one of the hypotheses does not have a significant relationship to H6. This hypothesis links the relationship between Satisfaction and Future Intention.
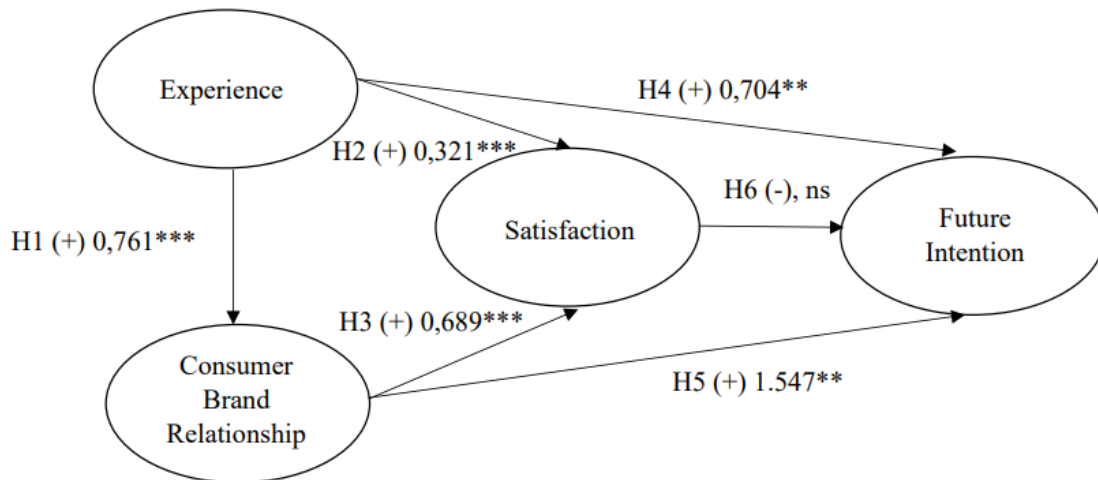
*** P ≤ 0,001

** P ≤ 0,05

*P ≤ 0,100

Hypothesis Discussion

H1: Effect of Experience on Consumer Brand Relationship

The relationship between experience variables towards consumer brand relationship has a P-value of 0.000. Experience significantly improves consumer brand relationships, as seen by this value. This supports the body of evidence linking various elements of the brand experience to the consumer-brand relationship. Experience has a direct impact on customer brand relationships, according to the data (Kumar & Kaushik, 2020). This research analyzes experience and consumer brand relationships using survey data which shows that experience has an influence on consumer brand relationships (Zhang et al., 2022). Experience in an industry will produce good relationships with consumers and build brand relationships with consumers. make updates and consumers will get a memorable experience that will become a relationship with consumers (Nuseir & Elrefae, 2022). Consumer experience creates a brand relationship so that consumers continue to use the brand. The company will build an experience

for consumers who come to the automotive dealer in order to create a consumer brand relationship. This perspective will occur individually according to the thoughts and views of automotive dealer consumers. Researchers can conclude that the stronger the experience, the greater the consumer brand relationship that consumers build when using the automotive dealer's services.

H2: Effect of Experience on Satisfaction

The relationship between the experience variable and satisfaction has a P-value of 0.000. This value shows that experience has a significant positive effect on satisfaction. This supports previous research that experience influences satisfaction with a service. This research determines the importance of gaining experience in increasing consumer satisfaction levels (Lee et al., 2020). The relationship between experience and satisfaction with a service does have a significant relationship (Oklevik et al., 2022). The relationship between experience and satisfaction helps management choose how to increase experience toward positive satisfaction (Pabla & Soch, 2023). The results of this research show that experience positively influences satisfaction. An experience for consumers will provide good satisfaction. Automotive dealer services related to the experience provided to consumers will get satisfaction from consumers who visit the dealer.

H3: Influence of Consumer Brand Relationship on Satisfaction

The P-value of the consumer brand relationship variable's relationship to satisfaction is 0.000. This supports previous research that research found that the relationship between consumer brand relationships deepens when consumers interact. Consumer brand relationships are strengthened by consumers' satisfaction through brand involvement (Kujur & Singh, 2020). Manage clients more effectively, achieve corporate objectives, and keep them as customers for the long haul by learning how to build strong consumer brand relationships (Sofi et al., 2020). Consumer brand relationships have been studied in the literature in various situations, researchers see a relationship with satisfaction in this research (Alizadeh & Kashani, 2022). A brand will have a relationship with consumers when they get satisfaction. The consumer brand relationship implemented by this automotive dealer is to provide satisfaction to consumers who visit the automotive dealer. Brands that are well known to many people related to automotive dealers think that these dealers can provide the desired satisfaction. Consumers see how the automotive dealer has been around for a long time, and it makes consumers feel confident about the satisfaction they will get.

H4: Effect of Experience on Future Intention

The P-value of the relationship between the experience variable and future intention and trust is 0.003. This value proves that there is a significant positive influence on experience on future intention. This supports previous research that the positive relationship between experience and future intention can be a way to make it easier to get consumers in the future (Singh et al., 2022). The experience given to consumers is related to the brand(Jeong & Shin, 2020). This research examines how consumer memory can influence future intention to return, and then looks at the impact of experience on services that are memorable for consumers (Hu & Xu, 2021). The experience provided by automotive dealers to consumers who come can provide future intentions for consumers to visit the dealer. Consumers get a pleasant experience and will make consumers think about future intentions which can add to the positive value provided. This automotive dealer thinks about the experience that consumers will receive so

that it can support future intentions.

H5: Influence of Consumer Brand Relationship on Future Intention

The P-value of the consumer brand relationship variable's relationship to future intention is 0.004. This value proves that there is a significant positive influence on consumer brand relationships on future intention. This supports previous research that found the beneficial effects of consumer brand relationships on future intention which have a large influence (Arachchi, 2022). This research contributes by demonstrating effective communication strategies with consumers' preferred brands that can build relationships toward future intentions (Lou et al., 2021). Research results by (Baek et al., 2020) explained that consumer brand relationships increase future intention directly through known brands. This research also aims to examine the impact of consumer brand relationships regarding brands on future intentions. This automotive dealer is proven to have a good relationship with its consumers and has future intentions for every consumer who visits the dealer. The consumer brand relationship carried out by automotive dealers with consumers can influence the future intentions of those who visit the dealer. Consumers will think about what the best service is in their view and make future intentions.

H6: Effect of Satisfaction on Future Intention

The correlation between the satisfaction variable and future intention is 0.051. Satisfaction does not significantly affect future intention, as seen by this assessment. This supports previous research which states that measuring elements related to meeting satisfaction may be the reason for the lack of impact of satisfaction on future intention. A broad satisfaction scale may have an impact. However, a new perspective on behavior is the role of a sense of community in their intention to hold activities in the future (Hahm et al., 2016). A previous study has also shown that satisfaction does not significantly affect future intention, and this confirms that. The relationship will not be strengthened even when being consumer increases satisfaction. The physical environment influences consumers' future intentions, satisfaction will be created by consumers based on their perceptions (Polas et al., 2022). According to the findings of the study, it was found that satisfaction was not significant towards future intentions for the service. The satisfaction provided by services to consumers does not have a positive influence on future intentions. Consumers who are dissatisfied with the services provided can influence future intentions. The dealer needs to improve the satisfaction provided to consumers so that there is intention for the future.

Conclusions and Recommendations

Based on the analysis and discussion of research results with 150 respondents, several conclusions can be drawn that there is no significant positive relationship between experience and consumer brand relationships. Consumers assume that the experience given to them is in line with what they expected and that they have a good relationship with consumers. The correlation between having experience and being satisfied is strong. One thing is certain: consumers are more likely to be satisfied with the service they get from a dealer if the quality of the experience they have is excellent. A favorable consumer-brand relationship significantly impacts satisfaction. customers will obtain the pleasure they need to acquire what they want from dealers because the brand engages with consumers. There is a significant positive relationship between experience and future intention. Consumers will continue to plan and think about future intentions when getting the expected experience. Based on the customer's experience, someone will choose the service they desire. There is a strong favorable correlation between consumer brand relationships and future intention. As a result of developing an emotional connection with the dealer's brand, customers may be more likely to future

intention servicing needs. In research, the relationship between satisfaction and future intention shows that the relationship is not significant. Satisfaction does not affect future intentions to return to the dealer. The level of consumer satisfaction that makes future intentions to come back still needs to be considered. Poor mechanic skills affect how satisfied consumers will be at the dealer. Researchers only spread it to 5 regions in Indonesia, which is only a small part of other regions in Indonesia. The researcher took the questionnaire directly to the designated area. This limitation also means that some respondents did not meet the criteria required in this research so the results did not meet the criteria required for the population of consumers who had provided automotive dealer services.

Further research is expected to replace newer theories in developing further research on the same topic. The novelty theory that can be used is the brand resonance model. The theory will explain how ideas symbolize brand relationships. Two methods are offered by this model that aim to fortify committed relationships' integrity in this theory: emotionally and cognitively. Suggestions for updating this theory can be expected to provide theoretical updates that will be used in future research. Researchers assume that many other variables can influence future intentions to use these services. One of them is brand trust. Consumers' understanding of a brand can make consumers have the intention to come back. This variable can support future intentions regarding the confidence professionalism and skills obtained. Companies can bring consumers closer to the services they offer. clear and interesting information conveyed by content creators provides consumer needs as advertised. Consumer satisfaction and experience require service. Content creators are one of the most effective ways to market dealer services to gain brand relationships with the brand ambassador's followers. For the Company to keep the quality of the services provided to customers high, it is necessary to collect information from other persons whose actions may impact other customers. Based on the importance of the suggestions conveyed by researchers to dealer companies. Companies are expected to continuously provide insight to managers in the service industry to generate consumers' future intentions regarding the services they provide.

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