



The Effect of Customer Experience, Service Quality, and Brand Engagement on Brand Perception in the Multimedia Industry: A Case Study of SON Videoworks

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Abstract

This study examines the influence of customer experience, service quality, and brand engagement on brand perception at the multimedia company SON Videoworks. Positive brand perception is the key to fostering customer loyalty and generating recommendations in the competitive creative services industry. This study employs a quantitative approach through a survey of 150 SON Videoworks customers using a Likert-scale questionnaire which was tested for validity and reliability. Data analysis with multiple linear regression reveals that customer experience, service quality, and brand engagement have a significant positive impact on brand perception, both individually and collectively. Customer experience has the strongest influence. The results highlight the importance of delivering a positive and meaningful customer experience, which is supported by dependable service and strong emotional connections with the brand. The study offers strategic insights for SON Videoworks to enhance competitiveness by strengthening brand perception through consistent, high-quality customer interactions.

Keywords: *customer experience; service quality; brand engagement; brand perception; multimedia.*

INTRODUCTION

According to Kominfo data (Ditjen & Informatika, 2024), the multimedia industry is growing at more than 12% per year, driven by the increasing demand for digital content and visual marketing. In this context, customer experience and brand perception are key factors in determining competitiveness. The multimedia industry is experiencing a significant paradigm shift in the era of rapid digital transformation, especially in the way brands establish relationship with their customers. Multimedia companies, such as SON Videoworks, engaged in creative and digital content production, face the challenge of creating customer experiences which is not only satisfying but also memorable and personal. Customer experience is a critical factor in shaping how consumers perceive a brand. It influences not only immediate satisfaction but also long-term impressions, emotional connections, and overall trust in the brand. Positive experiences can strengthen a brand's image, enhance perceived quality, and foster deeper consumer loyalty, whereas negative experiences can significantly damage a brand's reputation and consumer relationship (Ickin & Fiedler, 2016). In addition, consistent service quality and customer engagement through digital and social interactions strengthen brand perception (Cesar & Chorianopoulos, 2007; Hausmann & Schuhbauer, 2023).

The increasing consumption of digital platform content, such as TikTok and other social media platform, further underscore the need for multimedia companies to understand how brand perception is formed through these dimensions (Wang et al., 2023). In the context of SON Videoworks, understanding these three variables is crucial for maintaining competitiveness and building consumer loyalty in a highly dynamic industry that relies on visual perception and emotional value. Previous research has shown that a key factor in shaping brand perception is

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customer experience. This highlighted that a positive customer experience creates an emotional bond that can have enduring effects (Klaus & Maklan, 2013). Similarly, service quality significantly influences brand perception, as described in the SERVQUAL model by Parasuraman et al. (1988). According to Hollebeek et al. (2014), both emotional and behavioral customer engagement play a vital role in building a positive brand image. Despite these insights, research examining the relationship between customer experience, service quality, and brand engagement and their impact on brand perception within Indonesia's multimedia industry remains lacking. This presents a significant research gap. Understanding these relationships is particularly crucial for companies such as SON Videoworks, which has substantial potential to build a strong brand through high-quality multimedia services.

Recent studies in the Southeast Asian region have also emphasized the importance of this dimension. For example, Yacub et al. (2023) highlighted how perceptions of multimedia brands in Indonesia are heavily influenced by the company's digital experience and interactivity. Conversely, a study on a Vietnamese retail company showed that emotional engagement and personalization in multimedia services directly increase customer engagement and brand perception (Huyen, 2022). Understanding these three variables is crucial to maintaining competitiveness in the context of SON Videoworks amidst the increasingly complex dynamics of the local digital market. Therefore, this study aims to examine the extent to which customer experience, service quality, and brand engagement simultaneously and partially influence the brand perception of SON Videoworks customers.

Previous studies, such as those by Klaus and Maklan (2013) and Hollebeek et al. (2014), have explored the link between customer experience and brand perception. However, their findings are primarily situated in Western contexts, which differ significantly from the Indonesian multimedia landscape in terms of cultural values, consumer behavior, and digital maturity. Therefore, this study offers novel insights by contextualizing these relationships within Indonesia's evolving digital economy.

The selection of SON Videoworks as the case company was not incidental. The firm is recognized as an emerging player in the Indonesian multimedia sector, actively producing digital content and creative solutions. Its wide client base and involvement in interactive campaigns make it a representative case for studying customer brand interactions in the local multimedia context. This relevance makes SON Videoworks a strategic choice for examining how experience, service quality, and engagement influence brand perception. Therefore, this study was conducted to answer the following important questions: (1) Does Customer Experience Influence Brand Perception? (2) Does Service Quality Influence Brand Perception? (3) Does Brand Engagement Influence Brand Perception? and (4) Which variable is the most dominant in influencing Brand Perception?

Theoretically, the results are expected to contribute to marketing, especially consumer behavior and brand management in the multimedia service industry. Practically, the research can provide strategic recommendations for SON Videoworks in increasing competitiveness by strengthening brand perceptions based on customer experience, service, and engagement. In addition, this study can be an initial reference for further research, for example, by adding mediating variables such as customer satisfaction or performing customer segmentation to obtain more targeted and in-depth analysis.

LITERATURE REVIEW

Customer Experience

According to Schmitt (1999), customer is the overall perception of the customer about their interactions with brands and companies in their journey, both before, during, and after purchase.

[Lemon and Verhoef \(2016\)](#) defined a multidimensional concept that encompasses customers' cognitive, emotional, behavioral, sensory, and social reactions throughout their interaction with a brand. Taking a holistic approach, customer experience comprises five key dimensions: sensory, emotional, cognitive, behavioral, and relational. Each of these dimensions contributes uniquely to how customers perceive and interact with a brand. [Klaus and Maklan \(2013\)](#) defined these dimensions by specific indicators that reflect the depth and quality of customer engagement at every touchpoint. When these five dimensions work harmoniously, they create a comprehensive and impactful customer experience that fosters long-term satisfaction and loyalty.

Indicators of four important aspects in customer experience ([Schmitt, 1999](#)), sensory experiences, feelings, mental involvement, and social relationships with services sensory experience describes how customers perceive a service through their five senses. Visual aspects, such as attractive design and well-organized space, are crucial in forming a strong first impression. A comfortable atmosphere, influenced by proper lighting and color selection, further enhances customer comfort. A pleasant aroma and background music or sound that creates a positive ambiance can significantly improve the overall experience. Equally important is the physical comfort provided by the service environment, including chairs, tables, and product packaging, which directly impacts the customer's sensory impression.

In the emotional experience dimension, customer experience is seen through the emotional responses they have during and after receiving the service. A good service can evoke feelings of happiness or satisfaction, as well as a sense of being valued and cared for by the staff. During interactions, customers feel emotionally at ease and experience positive emotions, such as joy, calmness, or even admiration for the service quality. Conversely, a good service should also prevent feelings of pressure or disappointment, which can damage the brand's long-term relationship.

The cognitive experience focuses on how the service influences customers' thought processes or perceptions. An effective service can stimulate new thinking or provide insights that customers have not previously considered. The information presented should be clear and easy to understand so that customers feel helped rather than confused. Uniqueness and added value are also key attractions that make customers perceive the service as distinctive and meaningful. Additionally, customers expect services to be logical, efficient, and reasonable in their execution.

Finally, the relational experience dimension evaluates the social interactions and emotional connections between customers and service providers or communities. Customers who feel a close relationship with staff are more likely to trust and remain loyal to the service. Feeling like a part of a user community also strengthens their brand attachment. Personal communication, rather than merely formal interaction, is essential in fostering emotional closeness. When this relationship is well-established, customers are more inclined to recommend the service to others, making it a highly effective form of organic promotion.

Customer experience is the cumulative perception of customers formed through their interactions with a brand, both physical and digital, throughout the consumer journey. This experience includes not only functional aspects, such as ease of service use, but also emotional aspects, such as comfort and satisfaction ([Ickin & Fiedler, 2016](#)). [Wang et al. \(2023\)](#) confirmed that a pleasant customer experience has a direct impact on brand perception, especially in the multimedia industry, which relies heavily on visual content and interactivity. Thus, the customer experience serves as the initial foundation for forming brand perception.

Service Quality

If customer experience is the result of customer interaction, service quality is the component that ensures each interaction point's quality. Service quality dimensions, such as reliability, responsiveness, and empathy, determine whether the customer experience will be consistent and

satisfying (Hausmann & Schuhbauer, 2023). Technical quality, such as video platform stability, sound/picture quality, and response speed, is a key indicators of service quality that ultimately strengthen positive brand perceptions in the multimedia industry.

Service quality, according to Zeithaml et al. (2024), focuses on customer perceptions and defines the extent to which a service meets or exceeds customer expectations. It includes five key dimensions: reliability (consistent and accurate service), responsiveness (prompt and helpful staff), assurance (employee competence and trustworthiness), empathy (personalized customer care), and tangibles (physical appearance of facilities, equipment, staff, and materials).

The service quality indicator is a benchmark used to assess the extent to which the service provided aligns with the customer's expectations. One of the most commonly used models is SERVQUAL, which includes the following main dimensions: Service Reliability refers to an organization's ability to deliver promised services accurately and consistently. It reflects the extent to which customers can depend on a company to fulfill its commitments and provide the expected results. Reliability builds customer confidence by ensuring timely service, consistent outcomes, accurate information, and a high success rate in resolving problems and addressing complaints. When reliability is strong, customers develop trust and return for future interactions, knowing they can rely on the provider.

Responsiveness highlights the staff's willingness and ability to assist customers quickly and effectively. This dimension emphasizes prompt service delivery, particularly when customers make requests or voice concerns. A responsive organization ensures that assistance is given without delay, that staff take the initiative to offer help proactively, and that customers feel prioritized in every interaction. This leads to greater customer satisfaction as people feel seen and attended to promptly. Assurance relates to the knowledge, expertise, and courtesy of service personnel and their capacity to instill trust and confidence in customers. The competent and well-trained staff members contribute to a sense of professionalism and reliability. Their ability to communicate clearly and respectfully helps customers feel secure and confident in the service they receive. This dimension is especially crucial in risk-, complexity-, or significant decision-making services.

Empathy reflects the degree of care and individualized attention given to customers. A company that practices empathy listens attentively to customer needs, treats each person with respect and kindness, and ensures that services are accessible to all. Empathy is shown when the service is tailored to meet specific customer needs, making each interaction feel personal. This fosters emotional connection and loyalty, as customers feel truly valued and understood.

Tangibles refer to the physical appearance of facilities, equipment, staff, and materials. The goal is to create a clean, comfortable, and professional environment that enhances the perception of service quality among customers. Well-maintained facilities neatly dressed staff, modern equipment, and clear, informative materials (e.g., brochures or documents) all contribute to building trust and a positive image of the service provider. These five indicators collectively shape customer perceptions of the quality of service. To achieve optimal customer satisfaction, businesses must pay attention to and balance these five dimensions.

Brand Engagement

Customer experience and service quality can drive customers' emotional and cognitive involvement with the brand, known as brand engagement. This engagement includes active customer participation, such as sharing content, following official accounts, or providing feedback, which strengthens the two-way relationship between brands and consumers (Huyen, 2022). Yacub et al. (2023) showed that digital engagement is very effective in deepening customers' associations with brand values and identities in the multimedia sector.

Brand engagement, as defined by Hollebeek et al. (2014), is the degree of a consumer's

emotional, cognitive, and behavioral involvement with a brand. It reflects how deeply consumers feel connected and interact with brands and how they actively engage with brands in their daily lives, both online and offline, in both physical and mental dimensions. In other words, brand engagement involves consumers' thoughts (cognition), feelings (emotions), and actions (behavior) toward a particular brand and is key to building long-term loyalty. Here is an explanation of each dimension: active involvement (active engagement). The definition refers to the level of active participation and attention that consumers exhibit toward brand-related activities or content. Affection (affection or emotional attachment) is a positive feeling and strong emotional attachment to a brand interaction. The frequency and quality of interactions between consumers and brands, either directly or through social media, are defined. Indicators of brand engagement can be broken down into the three main indicators you mentioned, namely: Active Engagement with, which refers to the level of proactive consumer participation in brand-related activities or communications. This engagement goes beyond passive consumption and reflects a genuine interest in the brand. Consumers actively seek brand information on their own initiative, participate in brand campaigns, events, or contests, and engage with brand content on social media by liking, sharing, or commenting. They may also devote time to reading articles, watching videos, or consuming other content produced by the brand. Such behaviors indicate a deep level of involvement and a willingness to stay connected with the brand's presence and activities.

Feelings toward Brands, or affection, describes the emotional bond and positive sentiments that consumers develop toward a brand. Customers who feel happy or proud to use a brand's products show an emotional attachment that goes beyond practicality. This affection often translates into a strong, favorable impression of the brand and its integration into the consumer's lifestyle or personal identity. Trust and emotional loyalty also play a significant role, as consumers who feel emotionally connected are more likely to remain loyal over time and defend or promote the brand to others.

Interaction with Brands captures the frequency and quality of two-way communication between consumers and brands. Unlike passive engagement, interaction involves direct responses or dialogue. This includes writing comments or reviews on social media platforms or brand websites, reaching out to the brand through direct messages, email, or customer service channels, and participating in forums, groups, or communities that involve the brand in online discussions. Consumers may also provide feedback or suggestions to improve brand offerings. These behaviors indicate a desire for mutual communication and a sense of involvement in shaping the brand experience.

Brand Perception

Brand perception refers to how consumers understand, evaluate, and form an impression of a brand based on their experience, interactions, communications, and image (Kotler & Keller, 2009). This perception is subjective and is formed by a combination of visual imagery, service experience, customer testimonials, and marketing communications. The relationship with brand equity refers to the added value that a brand contributes to a product or service. Brand equity represents the brand's overall worth, influencing consumer perceptions, preferences, and loyalty. Brand perception is an important element in forming brand equity because positive perception leads to increased trust, loyalty, and willingness to pay. Whereas negative perception, it leads to lowers brand value despite high product quality. Therefore, brand image, brand quality, and brand trust are three important dimensions in the concept, with the explanation for each indicator is provided below.

Brand image refers to consumers' overall perception or sets of associations about a brand in their minds. Many factors, such as advertising, personal experiences, WOM, and direct brand

interactions have influenced this image. A strong brand image is marked by a favorable reputation and the sense that the brand resonates with a consumer's lifestyle or personality. Brands that are easily recognized and remembered tend to maintain a stronger presence in the minds of consumers. Positive attributes, such as being seen as innovative, eco-friendly, luxurious, or dependable, significantly contribute to building and strengthening a brand's image and market position.

Perceived brand quality refers to a consumer's assessment of a brand's overall excellence based on its products and services. It indicates how effectively the brand fulfills customer expectations regarding performance and dependability. Consumers assess whether the quality is consistently maintained over time and whether the product or service delivers satisfactory results. Moreover, a key aspect of perceived quality is the value proposition: whether the benefits received are worth the price paid. A brand perceived as offering good value for money typically enjoys stronger customer preference and loyalty.

Brand trust represents the impact that consumers believe a brand is dependable, honest, and capable of fulfilling its promises. It is rooted in the perceived integrity and reliability of the brand over time. Trust is built when customers consistently experience the quality they expect and when the brand demonstrates transparency and ethical conduct. Consumers who trust a brand feel safe and comfortable using its products or services. They also believe that the brand acts responsibly and puts the customer's best interest at heart. Emotional assurance fosters long-term loyalty and strengthen brand relationships.

Relationships among Customer Experience, Service Quality, Brand Engagement, and Brand Perception

The relationship among customer experience, service quality, brand engagement, and brand perception forms an integrated model through which consumers construct their brand evaluation. Rather than acting in isolation, these variables interact in a dynamic and reinforcing manner, influencing not only how customers perceive a brand but also how they feel and behave toward it over time.

A positive customer experience is often the starting point in forming a favorable brand perception. Consumers tend to develop stronger emotional and cognitive associations with a brand when they encounter a brand that delivers engaging, consistent, and personalized experiences (Klaus & Maklan, 2013). However, these experiences cannot be separated from the quality of service that underpins them. Service quality is defined as reliability, responsiveness, and empathy, which act as the operational foundation that enables a seamless and satisfying experience (Parasuraman et al., 1988). In practice, high service quality enhances customer perceptions of professionalism and competence, which in turn reinforces trust and strengthens the brand's image (Hausmann & Schuhbauer, 2023).

Beyond the experience and technical service delivery, brand engagement represents the active participation of consumers in the brand ecosystem. Hollebeek et al. (2014) argued that engagement encompasses emotional resonance, cognitive involvement, and behavioral interaction. This may take the form of users following brand content on social media, sharing digital campaigns, or providing direct feedback in the context of multimedia services. Such engagement intensifies brand familiarity and deepens the emotional bond between consumers and brands, further contributing to the development of positive brand perception.

Recent studies also suggest that these variables do not operate in a linear, cause-effect manner, but rather in a mutually reinforcing loop. Sutriani et al. (2024) demonstrated that customer experience, mediated by satisfaction and service quality, contributes to loyalty and WOM behavior. Ahmed et al. (2022) focused on experiential marketing and showed that immersive experiences coupled with emotional engagement enhance brand loyalty across various consumer

segments. Meanwhile, [Prakoso et al. \(2023\)](#) stated that service quality and customer experience together predict customer retention, particularly when engagement is cultivated through interactive and personalized channels.

Although these studies have provided valuable insights, they are often conducted in Western or non-Indonesian contexts and are largely limited to specific industries (such as manufacturing, hospitality, and retail). Therefore, their generalizability to the Indonesian multimedia industry, which is characterized by rapid digital adoption, content-driven value creation, and culturally nuanced brand interactions, remains limited. Therefore, this study seeks to bridge this gap by examining how customer experience, service quality, and brand engagement collectively influence brand perception in a local multimedia setting.

By integrating these variables into a unified model and testing them simultaneously, the research provides a comprehensive understanding of brand perception antecedents. The findings are expected to validate existing theories in a new context and inform strategic brand management practices for multimedia firms operating in emerging digital markets.

Theoretical Framework and Hypothesis

Theoretical Framework

Building brand perception is essential for a brand to remain relevant in the eyes of consumers in the highly dynamic and competitive multimedia industry. Brand perception refers to the way consumers perceive, evaluate, and feel about a brand based on their interactions with marketing elements and personal experiences. Customer experience is one of the main factors that influences brand perception. A pleasant, consistent, and relevant experience in interacting with a multimedia product or service can shape a brand's positive perception. The better the experience, the more positively the customer's perception of the brand.

The next factor is service quality. The reliability of technical services, speed of response, and convenience in accessing services are crucial in the multimedia industry. High service quality creates an impression of professionalism and fosters customer trust, ultimately strengthening brand perception. Brand engagement, which includes customers' emotional, cognitive, and behavioral engagement with a brand, is also an important aspect in shaping perceptions. Customers who actively engage with a multimedia brand's content, campaigns, or digital interactions tend to form stronger and more positive brand perceptions. These three variables, namely, customer experience, service quality, and brand engagement, are estimated to have both partial and simultaneous influences on brand perception.

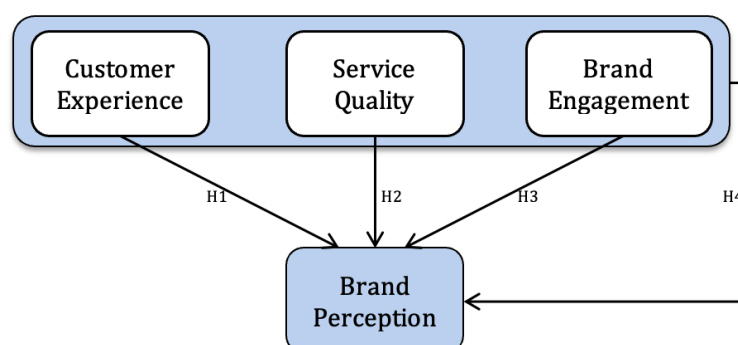


Figure 1. Relationship between the Variables

Source: Author

Hypothesis

H1: Customer Experience has a positive and significant effect on Brand Perception in the multimedia industry.

H2: Service quality has a positive and significant effect on brand perception in the multimedia industry.

H3: Brand engagement has a positive and significant influence on brand perception in the multimedia industry.

H4: Customer Experience, Service Quality, and Brand Engagement simultaneously have a positive and significant effect on Brand Perception in the multimedia industry.

RESEARCH METHOD

Types of Research

This research is a quantitative research design with a causal approach, aiming to analyze the impact of three variables: Customer Experience, Service Quality, and Brand Engagement on Brand Perception. The collection method employs a structured survey with a carefully designed questionnaire based validated indicators for each variable. This methodological framework enables the identification of direct and indirect relationships among variables, thereby providing robust empirical evidence on the factors that shape brand perception.

Population and Sample Size

All customers or clients who have used SON Videoworks services in the last two years are included in the research population. The technique of sampling used is purposive sampling, with the following criteria:

1. Have you used SON Videoworks services at least once?
2. 18 years and over
3. Willingness to complete the questionnaire

The sample size was determined using the minimal approach from [Hair et al. \(2014\)](#), which is a minimum of 5–10 times the number of indicators. Thus, the sample taken in the research is 150 respondents. The questionnaire items for each construct were adapted from validated scales in prior research. Specifically, customer experience indicators were based on [Klaus and Maklan \(2013\)](#) and [Schmitt \(1999\)](#), and service quality was measured using the SERVQUAL dimensions developed by [Zeithaml et al. \(2024\)](#) and [Hollebeek et al. \(2014\)](#) to derive brand engagement. All questionnaire items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), enabling respondents to express the extent of their agreement with each statement.

Table 1. Operational Definitions of Variables

Variables	Dimensions	Indicator
Customer Experience	Sensory, emotional, cognitive, behavioral, and relational	Sensory experiences, feelings, mental engagement, and social relationships with services
Service Quality	Reliability, responsiveness, assurance, empathy, and tangibles	Service reliability, responsiveness, service assurance, empathy, and physical service quality
Brand Engagement	Active involvement, affection, interaction	Active engagement with the brand, feelings toward the brand, and interactions with the brand

Variables	Dimensions	Indicator
Brand Perception	Brand Image, Brand Quality, and Brand Trust	Brand image, perceived brand quality, and trust

Data Analysis Techniques

The research used multiple linear regression to examine the impact of customer experience, service quality, and brand engagement on brand perception. Before conducting the regression analysis, the questionnaire instrument was subjected to validity and reliability testing using Pearson correlation and Cronbach's alpha to ensure that each indicator was both accurate and consistent. Additionally, classical assumption tests, including normality, multicollinearity, and heteroscedasticity, are performed to confirm that the data are suitable for regression analysis. The regression results reveal the significance of each independent variable's influence on brand perception, as indicated by the regression coefficients and p-values, which are used to evaluate the research hypotheses. The analysis is based on the multiple linear regression formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

α = intercept

β = regression coefficient

X = independent variable

Y = dependent variable

FINDINGS AND DISCUSSION

Respondent Data Description

This research involved 150 respondents who were clients of SON Videoworks. The criteria used in collecting data were having used SON Videoworks services at least once, being 18 years old and above, and being willing to complete the questionnaire.

Table 2. Respondents Demographic Profile

Category	Sub-Category	Frequency (n)	Percentage (%)
Gender	Male	78	52.0%
	Female	72	48.0%
Age Group	18-20 years old	18	12.0%
	21-30 years old	84	56.0%
	31-40 years old	33	22.0%
	Over 40 years old	15	10.0%
Occupation	Student	60	40.0%
	Private employee	45	30.0%
	Entrepreneur	27	18.0%

Category	Sub-Category	Frequency (n)	Percentage (%)
	Others (e.g., freelancers)	18	12.0%
Brand Familiarity	Less than 6 months	24	16.0%
	6 months to 1 year	51	34.0%
	More than 1 year	75	50.0%

Descriptive Analysis of Variables

Table 3. Table of Data Description

Descriptive Statistics			
	Mean	Std. Deviation	N
Brand Perception	3.97822	.316291	150
Customer Experience	3.95666	.465842	150
Service Quality	4.02466	.482385	150
Brand Engagement	4.02584	.471212	150

Based on the descriptive analysis of 150 respondents, information was obtained regarding the following variables: brand perception, customer experience, service quality, and brand engagement. Brand perception has an average value of 3.9782 with a standard deviation of 0.3163. This shows that respondents generally have a positive perception of the brand, with a relatively homogeneous distribution of answers. The Customer Experience variable has an average of 3.9566 with a standard deviation of 0.4658, indicating that the customer experience with multimedia services or products was considered quite good, although there was slight variation between the respondents. The average for the service quality variables is 4.0247, which is the highest value among the four variables. The standard deviation is 0.4824, indicating that the respondents consider the service quality to be very good and that the data distribution is still within reasonable limits. Brand Engagement obtained an average of 4.0258 with a standard deviation of 0.4712, indicating that the respondents' customer engagement with the brand is relatively high and is assessed positively.

Overall, all variables show an average above 3.9, indicating that respondents provided a positive assessment of all aspects studied in the multimedia industry context. The variation of data (standard deviation), which is not too high, also indicates consistency in respondents' perceptions of these variables.

Classical Assumption Test Results

Validity and Reliability Testing

To ensure the robustness of the research instrument, validity and reliability tests were conducted prior to data analysis. The Pearson correlation test results indicated that all items had correlation coefficients exceeding 0.30 and significance values below 0.05, confirming their construct validity. Cronbach's alpha was used to test reliability, with values for each construct exceeding the minimum threshold of 0.70, where Customer Experience (0.821), Service Quality (0.804), Brand Engagement (0.816), and Brand Perception (0.834). These results demonstrate that the proposed instrument is both valid and reliable for measuring the intended constructs.

*Normality Test***Table 4.** Normality Table
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.19276788
The most extreme differences	Absolute	.031
	Positive	.031
	Negative	-.025
Test Statistic		.031
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. The test distribution is normal.

b. Calculated from the data.

c. Lilliefors's significance correction.

d. This is the lower bound of the true significance.

Source: Output SPSS 25

Due to the results significance (0.200) > α (0.05), then Fail to Reject H_0 so it can be concluded which the sample comes from a normally distributed population.

*Autocorrelation Test***Table 5.** Autocorrelation Test

Model Summary^a							
Model	R	R Square	Adjusted R-square	Std. Error in the Estimate	Change Statistics		
					R-square change	F Change	df1
1	.793 ^a	.629	.621	.194738	.629	82.352	3
Model Summary^b							
Model				Change Statistics			
				df2	F Change	Durbin- Watson	
1				146	.000	1.917	

a. Predictors: (Constant), Brand Engagement, Customer Experience, and Service Quality

b. Dependent variable: Brand perception

Source: Output of SPSS 25

Table 5. The result of Durbin Watson is = 1.917, where $dL = 1.6926$ and $dU = 1.7741$. The Durbin-Watson result is $1.917 > dU$ and $4-DW = 4-1.917 = 2.083 > dU$, so this data does not experience autocorrelation.

*Multicollinearity Test***Table 6.** Multicollinearity Test

Coefficients^a				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Beta		

		Error				
1	(Constant)	.277	.236		1.173	.243
	Customer Experience	.354	.034	.522	10.335	.000
	Service Quality	.287	.033	.438	8.669	.000
	Brand Engagement	.284	.034	.423	8.367	.000
Coefficients ^a						
Correlations				Collinearity Statistics		
Model		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	Customer Experience	.490	.650	.521	.997	1.003
	Service Quality	.441	.583	.437	.996	1.004
	Brand Engagement	.425	.569	.422	.996	1.004

a. Dependent variable: Brand perception

Source: Output of SPSS 25

Table 5 shows that the results of the VIF calculation are < 10 and tolerance > 0.10 , so all variables meet the assumption of non-multicollinearity, which means that there are no symptoms of multicollinearity.

Heteroscedasticity Test

Table 7. Heteroscedasticity Test

		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	.209	.142		1.473
	Customer Experience	-.022	.021	-.087	-1.060
	Service Quality	-.020	.020	-.084	-1.027
	Brand Engagement	.028	.020	.112	1.371

a. Dependent variable: Abs_RES

Source: Output of SPSS 25

Table 6 shows that the significance value of the variables Customer Experience, Service Quality, and Brand Engagement is > 0.05 , which means that these variables do not experience heteroscedasticity.

Regression Results

Partial Test

		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	.277	.236		1.173
	Customer_Experience	.354	.034	.522	10.335
	Service_Quality	.287	.033	.438	8.669
	Brand_Engagement	.284	.034	.423	8.367

Source: Output of SPSS 25

The significance value (Sig.) indicates whether an independent variable has a significant partial effect on it. Variables of Customer Experience show the result $0.000 < 0.05$, which indicate customer experience has significant influence. Furthermore, the variable of service quality shows the result $0.000 < 0.05$ indicate a significant effect. Whereas, for the last variable, brand engagement, show sig. result $0.000 < 0.05$, which means the brand engagement has a significant impact on brand perception. The variable service quality shows the results of Sig. = $0.000 < 0.05$, indicating a significant effect. Variable Brand Engagement shows Sig results. = $0.000 < 0.05$ means the variable Brand Engagement has a significant impact on brand perception, customer experience, service quality, and brand engagement.

Regression Equation

$$Y = 0.277 + 0.354X_1 + 0.287X_2 + 0.284X_3 + \varepsilon$$

With the interpretation for the equation above is presented below:

1. Intercept (Constant) = 0.277

If all variables X_1 , X_2 , X_3 are zero, the basic value of brand perception (Y) is 0.277. This is a fixed contribution to brand building without the influence of the three independent variable aspects.

2. Coefficient $X_1 = 0.354$

Each one-unit increase in customer experience (X_1), assuming X_2 and X_3 remain constant, will increase brand perception (Y) by 0.354 units. If Customer Experience increases by 1 then Brand Perception will increase by 0.354 units. This means that the aspect of customer experience has the greatest influence in shaping the SON Videoworks brand.

3. Coefficient $X_2 = 0.287$

Each one-unit increase in aspect service quality (X_2), assuming X_1 and X_3 remain constant, will increase brand perception by 0.287 units. If service quality is up 1 unit, then brand perception is up 0.287 units. This demonstrates the importance of service reliability and efficiency in strengthening the brand.

4. Coefficient $X_3 = 0.284$

Each one-unit increase in the aspect of brand engagement (X_3), will increase brand perception by 0.284 units. If brand engagement is up 1 unit, then brand perception is up 0.284 units. This shows that brand engagement also contributed strongly to brand perception.

Beta values indicate the relative strength of the influence of each independent variable on the dependent variable. Customer Experience ($\beta = 0.522$) has the strongest impact on Brand Perception, followed by Service Quality ($\beta = 0.438$), which is the second most influential factor. Brand Engagement ($\beta = 0.423$), while having the smallest influence among the three, still shows a significant effect. Thus, customer experience is the most significant factor influencing brand perception. The t-value shows the contribution of the variable. All t-values > 1.96 (the limit for significance at $\alpha = 0.05$) strengthen the result that the three variables have a significant effect.

Discussion of the Results

Based on the results of the partial test (t-test) presented in the regression table, the Customer Experience variable shows a significance value of 0.000 (< 0.05), a Beta coefficient of 0.522, and a t-value of 10.335 which indicate that Customer Experience has a significant and positive effect on brand perception. This means that the better the experience customers have when interacting with SON Videoworks, the higher their brand perception. The highest beta value indicates that customer

experience is the most dominant variable in shaping brand perception. The finding that customer experience has the most dominant influence supports the research results by [Klaus and Maklan \(2013\)](#), who stated that a holistic and consistent customer experience can form a positive perception of the brand as a whole.

The variable of service quality also showed a significant influence on brand perception, (Sig. value=0.000, Beta value=0.438, T-test=8.669), which indicate that the quality of service. This means that the quality of service provided by SON Videoworks, including punctuality, communication, and crew professionalism, positively contributes to the formation of brand perception in the eyes of consumers. The significant influence of service quality on brand perception is also in line with the findings of [Parasuraman et al. \(1988\)](#) who introduced SERVQUAL as the main framework for measuring service quality, where customer perceptions of service quality greatly determine their perceptions of brand value and credibility. [Ladhari \(2009\)](#) confirms that perceived service quality is positively correlated with brand perception and loyalty.

Where the analysis result of the brand engagement (Sig. Value = 0.000, Bete value = 0.423, and T-test = 8.367), indicate that the brand Engagement has a significance value, indicating that the emotional and cognitive involvement of customers toward the SON Videoworks brand has a significant positive influence on their perception of the brand. Although its contribution is slightly smaller than those of the other two variables, the role of brand engagement remains important in improving brand perception. These results support the findings of the present study, which showed that customer engagement with a brand (both cognitively, emotionally, and behaviorally) strengthens positive perceptions of the brand and improves long-term relationships. [Brodie et al. \(2011\)](#) also concluded that brand engagement contributes to the formation more profound and meaningful brand perceptions in consumers.

The results of this study indicate that Customer Experience, Service Quality, and Brand Engagement have a significant impact on Brand Perception. However, customer experience has the greatest influence, so companies need to continue to improve the quality of customer experience, starting from the consultation process, service during production, to the final results received by customers.

All variables in this study, namely, customer experience, service quality, and brand engagement, are proven to have a significant influence on brand perception, which is consistent with the findings of several previous studies ([Ickin & Fiedler, 2016](#); [Wang et al., 2023](#); [Yacub et al., 2023](#)). However, although the results tend to be linear and support the conceptual framework, it is important to acknowledge that not all field experiences are ideal or universal.

CONCLUSIONS

This study confirms that Customer Experience, Service Quality, and Brand Engagement have a significant and positive influence on Brand Perception in the context of the multimedia industry, specifically at SON Videoworks. While the practical implications emphasize the importance of delivering consistent service and building interactive relationships with consumers, this study also offers meaningful theoretical contributions.

First, the findings reinforce the validity of the SERVQUAL framework by confirming that service performance dimensions (such as responsiveness and reliability) continue to play a significant role in shaping customer-based brand perception, even in creative and content-driven industries such as multimedia. Second, the results support the BET, where cognitive, emotional, and behavioral engagement all contribute positively to how consumers evaluate a brand.

This study adds nuance to the existing literature by highlighting the dominant role of customer experience over other variables. Unlike traditional service models, where service quality is the primary driver, the multimedia context reveals that emotional resonance, usability, and

immersive interaction, which are the core components of customer experience, exert a stronger influence on brand perception than technical service performance alone. This suggests a necessary shift in branding strategies for experience-based industries, where designing meaningful experiences can be more impactful than improving back-end service dimensions.

These theoretical insights call for an updated integration of customer experience metrics within traditional service quality models and further exploration of their combined predictive power on consumer-based brand equity. To obtain more general results, it is recommended that research be conducted not only on one company (SON Videoworks) but also on several other multimedia companies so that more comprehensive industry comparisons and analyses can be conducted.

LIMITATION & FURTHER RESEARCH

This study has several limitations that need to be considered. The focus on the end consumer perspective without involving the company's internal perspective, such as content creators and brand managers, makes this analysis incomplete. Furthermore, this study remains limited to the local context of SON Videoworks and has not explored the influence of external factors such as emotional branding or the power of social media in its entirety. Therefore, further research is recommended to use a quantitative approach such as structural equation modeling (SEM), involve real-time data from social media, and conduct cross-cultural studies to gain a deeper understanding and broader generalization of the influence of customer experience, service quality, and brand engagement on brand perception in the multimedia industry.

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