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Analysis of Experiential Marketing and Brand Image on Customer Satisfaction at The Coffee Bean & Tea Leaf: A Case Study of South Jakarta Outlets, Indonesia

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ABSTRACT
This study aimed to analyze the influence of experiential marketing and brand image on consumer satisfaction. An explanatory research design with a quantitative approach was employed. The study focused on consumers of The Coffee Bean & Tea Leaf in South Jakarta, utilizing a probability random sampling technique. Data were collected from 150 respondents via questionnaires distributed to consumers who had visited an outlet at least once. Data analysis was conducted using SmartPLS 3.0 software. The results yielded a T-statistic of 14.485 and a P-value of 0.000, indicating that experiential marketing and brand image have a significant influence on consumer satisfaction. An R-square value of 0.926 demonstrates that the dimensions of Sense, Feel, Think, Act, Relate, Corporate Image, Product Image, and User Image account for 92.6% of the variation in consumer satisfaction, while the remaining 7.4% is explained by factors outside the research model. Specifically, the "Feel" indicator within experiential marketing and the "Corporate Image" indicator within brand image emerged as the most dominant factors influencing consumer satisfaction at The Coffee Bean & Tea Leaf, with path coefficients of 0.225 and 0.231, respectively. These findings suggest that the company should prioritize enhancing the consumer's emotional experience and corporate reputation to maintain consumer satisfaction.

Keywords: Experiential Marketing, Brand Image, Customer Satisfaction.

I. Introduction

The development of the food and beverage industry, particularly coffee shops in Indonesia, has experienced rapid growth in line with changes in people's lifestyles. This condition has led to increasingly competitive competition among companies, requiring them to offer high-quality products and create customer satisfaction. One strategy for achieving customer satisfaction is to place greater emphasis on experiential marketing and brand image as the basis of marketing strategies. Companies are expected to provide memorable experiences through experiential marketing while simultaneously building a positive brand image. Experiential marketing focuses on creating consumer experiences through five dimensions: sense, feel, think, act, and relate. Meanwhile, brand image shapes consumers' perceptions of a particular brand. These two strategies are believed to increase customer satisfaction, which ultimately encourages

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repurchase, customer loyalty, and business sustainability. According to Suprayogi (2024), three aspects influence customer engagement in coffee shops: experiential marketing, brand image, and customer satisfaction.

The Coffee Bean & Tea Leaf is a coffee shop franchise headquartered in Los Angeles, United States, owned and operated by International Coffee & Tea, LLC. It is one of the international coffee shop chains that has operated in the Indonesian market since 2001. To maintain its competitiveness, the company has implemented various experiential marketing strategies, such as creating a comfortable store atmosphere (sense), providing friendly service (feel), offering innovative products (think), encouraging a coffee-oriented lifestyle (act), and building customer communities through various promotional programs (relate). In addition, The Coffee Bean & Tea Leaf has also established its brand image as an internationally recognized premium coffee shop brand. However, based on financial report data, net sales decreased by 6% during the 2018–2019 period, following a 2% increase in 2016–2017. This trend is more clearly illustrated in Figure 1 below:

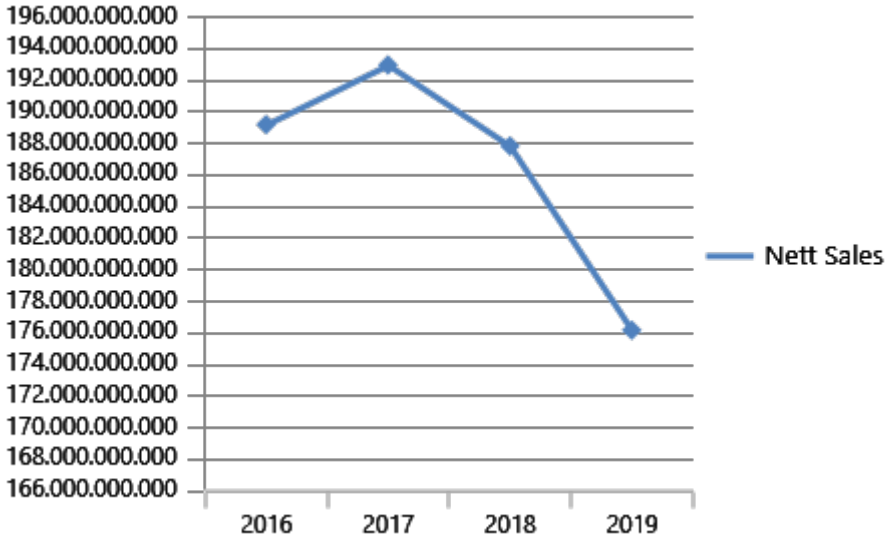


Figure 1. Net Sales of The Coffee Bean & Tea Leaf year 2016 – 2019

As shown in Figure 1, The Coffee Bean & Tea Leaf's net sales, presented in billions of Indonesian rupiah, amounted to IDR 189,106,853,420 in 2016. In 2017, net sales increased to IDR 192,874,476,381, before declining by approximately 3% in 2018 to IDR 187,751,352,733 and decreasing further by 6% in 2019 to IDR 176,089,486,786. This decline was also accompanied by a decrease in the number of The Coffee Bean & Tea Leaf outlets in Indonesia, amid the expansion of several competing coffee shop brands, such as Starbucks, Kopi Kenangan, and Fore Coffee, as presented in Table 1 below:

Table 1. Number of Coffee Shop Outlets in Indonesia: 2016 vs. 2019

Cafe Coffee	First Opening	Outlets	
		2016	2019
Excelso	1991	126	140
Coffee Bean & Tea	2001	108	101
Starbucks	2002	248	418
Coffee Toffee	2006	155	157
Maxx Coffee	2015	50	88
Kopi Kenangan	2017	-	154
Fore Coffee	2018	-	60

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According to data from the Global Agricultural Information Network (GAIN), over the three-year period from 2016 to 2019, emerging coffee shop brands such as Maxx Coffee, Kopi Kenangan, and Fore Coffee increased their number of outlets by approximately 50 outlets each year. However, Excelso, one of the earliest coffee shop brands to enter the Indonesian market, remained competitive despite its outlet growth being only half that of the newer coffee shop brands. This was followed by Starbucks, which continued to maintain its presence in the market, with the number of outlets nearly doubling over the three-year period. In contrast, The Coffee Bean & Tea Leaf experienced a decline in the number of outlets in 2019 compared with 2016. The decline in net sales and the number of outlets does not directly demonstrate a decrease in customer satisfaction; however, it indicates that the company needs to evaluate the effectiveness of its marketing strategies in retaining customers. One important aspect that should be examined is customer satisfaction, as consumers who receive positive experiences and have favorable perceptions of a brand are expected to demonstrate higher levels of satisfaction, which may encourage repurchase and customer loyalty and contribute to business sustainability. Therefore, the decline in the performance of The Coffee Bean & Tea Leaf provides a basis for examining whether the experiential marketing and brand image strategies implemented by the company have been able to generate customer satisfaction.

Theoretically, experiential marketing and brand image are believed to enhance customer satisfaction. According to Nikola (2018), higher levels of customer satisfaction and an expanded base of loyal customers ultimately contribute to greater profitability and sustainable competitive advantage for companies. The findings of Alfiani and Rahmawati (2020) indicate that experiential marketing and brand image have a positive and significant effect on customer satisfaction among Garuda Indonesia service users. Similarly, Baisyir and Quintania (2020) found that experiential marketing has a positive and significant effect on customer satisfaction and customer loyalty, although its effect on customer loyalty is indirect, as demonstrated in the case of J.CO Donuts & Coffee at Buaran Plaza in East Jakarta. Another study by Chang (2020), conducted at Starbucks coffee shops in Taiwan, found that experiential marketing does not directly influence brand loyalty as expected but requires brand image as a mediating variable. Erida et al. (2020) also found that brand image has an effect on customer satisfaction among consumers of JAKOZ-branded T-shirts. Likewise, Ramli et al. (2023) demonstrated that experiential marketing and brand image have a positive and significant effect on customer satisfaction, which indirectly influences repurchase intention. However, different findings were reported by Ilham (2021), who found that brand image does not have a significant effect on customer satisfaction in the hospitality industry, whereas experiential marketing has a positive effect on customer satisfaction. Similarly, Septian and Harsoyo (2023) found that experiential marketing has a positive and significant effect on customer satisfaction, while customer perceived value also has a positive and significant effect on customer satisfaction. In contrast, brand image was found to have no significant effect on customer satisfaction. These inconsistent findings indicate that the effect of brand image on customer satisfaction requires further investigation across different industry contexts.

This indicates that The Coffee Bean & Tea Leaf faces challenges in maintaining its performance and competitiveness amid the continued growth of the coffee shop industry. This suggests an empirical gap between theoretical concepts and actual field conditions, as well as differences across industry contexts. Therefore, examining the effects of experiential marketing and brand image on customer satisfaction at Coffee Bean & Tea Leaf is important. Based on the foregoing discussion, this study aims to analyze the effects of experiential marketing and brand image on customer satisfaction at The Coffee Bean & Tea Leaf in South Jakarta. The findings of this study are expected to contribute to the development of marketing knowledge and provide considerations for The Coffee Bean & Tea Leaf management in formulating marketing strategies oriented toward enhancing customer satisfaction.

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II. Literature Review and Hypothesis Development

2.1 Experiential Marketing

According to Schmitt, as cited in Farouk et al. (2024), experience is defined as a personal event that occurs as a result of certain emotions, such as emotions arising from marketing efforts before consumers make a purchase. Experience encompasses the consumer as a whole. Meanwhile, marketing refers to the process of promoting a product or service. According to Kertajaya, as cited in Febrianti (2020), experiential marketing is "a marketing concept that aims to create loyal customers by appealing to their emotions and providing positive feelings toward products and services." Smilansky (2009:13) defines experiential marketing as the process of identifying and satisfying customer needs and aspirations in a profitable manner by engaging customers through two-way communication that brings the brand personality to life and adds value for the target audience. Two-way communication and interactive engagement are key to creating memorable experiences that encourage word-of-mouth, transform consumers into brand advocates, and foster customer loyalty toward a brand. According to Lee and Kang, as cited in Ilham (2021:28), experiential marketing is defined as a process in which customers experience certain stimuli based on their observation of or participation in an event, which motivates them to express their thoughts and engage in consumption-related behavior to enhance the value of a product.

2.2 Characteristics of Experiential Marketing

Schmitt (1999:57) classifies experiential marketing into four characteristics:

a. A Focus on Customer Experiences

An experience occurs through encountering, undergoing, or passing through a particular situation that provides sensory, emotional, cognitive, behavioral, and relational values, which replace functional values. Such experiences can connect a business and its products with consumers' lifestyles, thereby encouraging personal purchases and engagement within the business environment. Experiential marketing focuses primarily on consumer experiences that arise from encountering, undergoing, and directly engaging in particular situations. These experiences are triggered by stimuli involving the five senses, feelings, and thoughts. Experiences provide sensory, emotional, cognitive, behavioral, and relational value that replaces functional value.

b. A Focus on Consumption as a Holistic Experience

Based on their previous experiences, consumers do not evaluate a product solely based on the overall situation in which the product is consumed but also on the experiences they gain during the consumption process.

c. Customers are Rational and Emotional Animals

In experiential marketing, consumers are viewed from both rational and emotional perspectives. Consumers should not be treated merely as rational decision-makers; rather, they seek to be entertained, stimulated, emotionally influenced, and creatively challenged.

d. Methods and Tools are Eclectic

The methods and tools used in experiential marketing can be applied broadly. This means that any appropriate method or tool can be utilized to achieve optimal results.

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e. Element of Experiential Marketing

Lupiyoadi (as cited in Kusuma, 2015:3) explains the five Strategic Experiential Modules (SEMs) in detail as follows:

1) Sense refers to the tangible aspects that can be perceived by customers through the five human senses: sight, smell, hearing, touch, and taste.
2) Feel refers to strategies and implementations that engage customers emotionally and create positive feelings toward the company and its brand through service experiences.
3) Think is a marketing approach intended to encourage customers to think creatively about a company and its brands.
4) Act refers to strategies designed to create customer experiences associated with individual behavior, social behaviors, and lifestyles.
5) Relate refers to the development of feelings experienced by individuals through experiences associated with their ideal figures, other people, and a particular culture.

2.3 Brand Image

Saleem and Raja, as cited in Darmawan (2023), describe brand image as certain characteristics of a product or service that are stored in customers' minds. In other words, when customers evaluate a brand name, they spontaneously recall various attributes associated with the product or service. According to Kim, as cited in Akiwate (2026), brand image represents the overall perception of a brand formed based on consumers' information and past experiences with the brand. Several marketing tools can be used to create a brand image, including the product itself, packaging or labeling, brand name, logo, colors used, point-of-purchase promotions, retailers, advertising, and other forms of promotion, as well as price, brand ownership, country of origin, and even the target market and product users. According to Alamsah and Purwanto (2026), brand image refers to the perception formed in consumers' minds regarding a particular brand. This perception is influenced by personal experiences, direct interactions with the brand, and the marketing strategies implemented by the company.

Rangkuti (2013:90) states that there are three components that form a brand image, namely:

1) Corporate image refers to a set of associations perceived by consumers regarding the company that produces a particular product or provides a service.
2) User Image refers to a set of associations perceived by consumers regarding the users of a particular product or service, including the users themselves, their lifestyles or personalities, and their social status.
3) Product Image refers to a set of associations perceived by consumers regarding a particular product, including its attributes, benefits to consumers, usage, and guarantees.

2.4 Customer Satisfaction

Day, as cited in Tjiptono (2015:24), explains that "customer satisfaction or dissatisfaction is a customer response to a perceived discrepancy (disconfirmation) between prior expectations (or other performance standards) and the actual performance of the product experienced after its use." Customer satisfaction is defined as the extent to which a product or service meets or exceeds customer expectations (Dam & Dam, 2021). According to Hude, as cited in Siagian (2024), customer satisfaction can be defined as a mental response or feeling of pleasure experienced after using a product or service because it fulfills the customer's expectations. Factors contributing to customer satisfaction include product quality, service quality, emotions, price, and promotions (Hakim, 2021). Satisfied customers tend to have greater trust in service providers,

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thereby increasing their likelihood of using the service again and recommending it to others (Herawati & Putri, 2026).

According to Zeithaml and Bitner (2017:57–64), ten factors influence customer perceptions and expectations:

a. Personal Needs

The needs perceived by individuals as fundamental to their well-being significantly influence the formation of expectations. These needs include physical, social, and psychological needs of the elderly.

b. Personal Service Philosophy

This factor encompasses expectations influenced by other people and an individual's personal philosophy regarding the service in question. Customers may expect to receive good service when they observe that other customers are treated well by the service provider. In addition, an individual's philosophy regarding how proper service should be delivered shapes their expectations of the service provider.

c. Derived Service Expectations

This factor occurs when customer expectations are influenced by other individuals or groups. For example, a niece or nephew from an extended family who plans a 90th birthday celebration for a favorite aunt may represent the entire family in selecting a restaurant to ensure the event's success.

d. Perceived service alternatives

Customers' perceptions of the degree or level of service provided by other companies offering similar services. When customers have several alternative choices, their expectations of a particular service are likely to increase.

e. Situational factors

This factor consists of all circumstances that may affect service performance and are beyond the service provider's control. For example, at the beginning of the month, banks are generally crowded with customers, which may result in longer waiting times. Therefore, customers may temporarily lower the minimum level of service they are willing to accept because the situation is not caused by the service provider's actions.

f. Predicted service

This factor refers to the level of service that customers anticipate. This type of service expectation can be viewed as a prediction made by customers regarding what is likely to occur during a transaction or what may happen in the future.

g. Explicit service promises

This factor refers to statements made by a company, either personally or non-personally, regarding its services to customers. Such statements may take the form of agreements, advertisements, or communications with the company's employees.

h. Implicit service promises

This factor concerns service-related cues that provide customers with inferences about the service that will be provided and the level of service that should be expected. These cues include the cost of obtaining the service (price) as well as the tangible assets supporting the service. Customers generally associate the price and tangible assets used to support a service with its quality. A higher price is often positively associated with higher quality. For example, old and poorly maintained public transportation may be perceived as being more

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suitable for lower-income communities who prioritize reaching their destination over comfort during the journey.

i. Word-of-mouth communications

This factor refers to statements, either personal or non-personal, conveyed by individuals other than the company (service provider) to the customers. Word-of-mouth is generally readily accepted by customers because it comes from sources they consider trustworthy, such as experts, family members, friends, and mass media publications. In addition, word-of-mouth is quickly accepted as a reference because service customers generally find it difficult to evaluate a service that they have not yet purchased or experienced themselves.

j. Past experience

This factor concerns information that customers have learned or acquired from their previous experiences. Customer expectations continuously develop over time as they receive more information (non-experience information) and gain additional experiences. Ultimately, these factors influence the level of satisfaction perceived by customers.

2.5 Customer Satisfaction Measurement Methods

Kotler (as cited in Tjiptono (2015) identifies several methods for measuring customer satisfaction, including the following:

a. Complaint and Suggestion System

Customer-centered organizations provide customers with ample opportunities to submit suggestions and complaints. This information can provide valuable insights for companies and enable them to respond promptly and effectively to emerging problems.

b. Ghost Shopping

One method of obtaining an overview of customer satisfaction is to employ several individuals to act as potential customers and then report their findings regarding the strengths and weaknesses of the company's products and those of its competitors based on their experiences in purchasing these products. In addition, ghost shoppers can observe how customer complaints are managed.

c. Lost Customer Analysis

Companies should contact customers who have stopped purchasing their products or have switched to other suppliers to understand why this occurred. Conducting exit interviews alone is not sufficient; monitoring the customer loss rate is also important. An increase in the customer loss rate indicates that the company may be failing to satisfy its customers.

d. Customer Satisfaction Surveys

Customer satisfaction is generally examined through survey research conducted via mail, telephone, or direct interviews. Through these surveys, companies can obtain direct responses and feedback from customers, while also sending a positive signal that the company is concerned about and attentive to its customers.

Based on various definitions, customer satisfaction can be concluded as the result of consumers' evaluations after comparing their expectations with the experiences they obtain while using a product or service. In the context of marketing, customer experience can be formed through various interactions between consumers and a company, beginning before purchase, continuing during the purchase process, and extending to the post-purchase stage. Therefore, companies need to create positive customer experiences to meet consumer expectations and enhance perceived satisfaction. One marketing approach

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that companies can employ to create such positive experiences is experiential marketing. Experiential marketing is a marketing strategy oriented toward creating customer experiences through five dimensions: sense, feel, think, act, and relate. Through these five dimensions, companies seek to provide experiences that focus not only on the functional benefits of products but also on consumers' emotional, sensory, cognitive, behavioral, and social aspects. Positive and memorable experiences can enhance consumers' perceptions of the products, services, and brands offered by a company. When consumers have enjoyable experiences that meet their expectations, they are more likely to provide positive evaluations of the products or services received. Therefore, the better the implementation of experiential marketing by a company, the more positive the experiences perceived by consumers, which in turn increases the likelihood of higher customer satisfaction.

The positive experiences created through experiential marketing can also contribute to the formation of a positive brand image. Brand image refers to the perceptions, impressions, and associations formed in consumers' minds toward a brand based on the information and experiences they obtain. When consumers consistently have enjoyable experiences through their interactions with a brand, these experiences can strengthen positive associations with the brand. In other words, experiential marketing not only provides direct experiences to consumers but can also support the formation of a positive brand image in consumers' minds. A positive brand image can subsequently contribute to enhancing customer satisfaction. A favorable brand image can shape positive perceptions and expectations regarding the products and services offered by a company. When the actual experience received by consumers is consistent with the brand image and expectations that have been formed, consumers are more likely to provide positive evaluations and experience greater satisfaction. Conversely, when the experience received does not correspond to the perceptions that have been established, customer satisfaction may decrease.

In the context of The Coffee Bean & Tea Leaf, the implementation of experiential marketing can be reflected in the store atmosphere and design, the aroma and presentation of products, service quality, store comfort, and the interactions provided to consumers. These various experiences can create positive impressions of the brand and support the formation of a positive brand image. When the experiences obtained by consumers are consistent with their perceptions and expectations of the brand, consumers are more likely to provide positive evaluations of their overall consumption experience. Thus, experiential marketing and brand image are theoretically considered factors that can contribute to the formation of customer satisfaction. Experiential marketing plays a role in creating positive experiences through various aspects of consumers' interactions with products, services, the physical environment, and the brand, while brand image plays a role in shaping and strengthening consumers' positive perceptions and associations with the brand. Positive experiences and a favorable brand image can lead consumers to form more positive evaluations of the products and services they receive. When perceived performance meets or exceeds consumer expectations, the level of customer satisfaction is likely to increase. Therefore, the better the implementation of experiential marketing and the more positive the brand image of The Coffee Bean & Tea Leaf, the greater the likelihood of achieving customer satisfaction. Accordingly, this study examines the effects of the exogenous variables, namely the components of experiential marketing (sense, feel, think, act, and relate) and the components of brand image (corporate image, product image, and user image), on the endogenous variable, namely customer satisfaction. Based on these findings, the following hypotheses are proposed:

H1: Sense affects customer satisfaction at The Coffee Bean & Tea Leaf.
H2: Feel has an effect on customer satisfaction at The Coffee Bean & Tea Leaf.
H3: Thinking has an effect on customer satisfaction at The Coffee Bean & Tea Leaf.
H4: The act has an effect on customer satisfaction at The Coffee Bean & Tea Leaf.
H5: Relate has an effect on customer satisfaction at The Coffee Bean & Tea Leaf.
H6: Corporate image affects customer satisfaction at The Coffee Bean & Tea Leaf.
H7: Product image affects customer satisfaction at The Coffee Bean & Tea Leaf.

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H8: User image affects customer satisfaction at The Coffee Bean & Tea Leaf.
H9: Sense, feel, think, act, relate, corporate image, product image, and user image collectively affect customer satisfaction at The Coffee Bean & Tea Leaf.

III. Research Method

3.1 Research Type, Population, and Sample

This study employed a quantitative approach using a survey method. The research was conducted at ten outlets of The Coffee Bean & Tea Leaf in South Jakarta, namely Kota Kasablanka Mall, Cilandak Town Square, Pondok Indah Mall 2, Pondok Indah Mall Metro, Transmart Cilandak, Senayan City, Carrefour Lebak Bulus, FX Sudirman Mall, Puri Indah Mall, and Gandaria City. The study was conducted from April to September 2020. The study population consisted of all The Coffee Bean & Tea Leaf customers registered at the ten outlets, totaling 240 customers. The sample was determined using a probability sampling technique with a cluster random sampling approach. The sample size was determined using the Slovin formula as follows:

$$n = \frac{N}{1+N.e^2}$$

Dimana: n = Sample size
N = Population
e = Inaccuracy allowance percentage (5%)

The calculate: $n = \frac{240}{1+(240 \times (5\%2)} = \frac{240}{1+(240 \times 0.0025)} = 240/1.60 = 150$ respondent

The calculation resulted in a sample of 150 respondents who were selected proportionally from each outlet. The questionnaire was distributed online through Google Forms by sharing the questionnaire link with customers via the WhatsApp application.

3.2 Sampling Method and Measurement Scale

The research variables consisted of experiential marketing as the first independent variable, measured using five dimensions, namely sense, feel, think, act, and relate, based on Schmitt (1999); brand image as the second independent variable, measured through the dimensions of corporate image, product image, and user image based on Rangkuti (2013); and customer satisfaction as the dependent variable, measured based on the indicators proposed by Kotler and Armstrong (2018). The research instrument used was a questionnaire. A questionnaire is a data collection technique that involves providing respondents with a series of written questions or statements to be answered (Sugiyono, 2020). The questionnaire was distributed to obtain data that were subsequently processed using a Likert scale, which is a scale used to measure an individual's attitudes, opinions, and perceptions regarding a social phenomenon (Handoyo et al., 2021). Before completing the questionnaire, respondents were informed of the purpose of the study and encouraged to provide honest responses to ensure accurate results. The questionnaire was designed using a score-based rating system, in which each response alternative was assigned a different value (Sekaran & Bougie, 2016). In this study, five response scores were used, as follows:

Table 2. Likert Scale Score

Statement	Score
Strongly Agree	5
Agree	4
Somewhat Agree	3
Disagree	2

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Strongly Disagree	1

3.3 Data Analysis Method

Data analysis was conducted using structural equation modeling (SEM) based on the partial least squares (PLS) approach with the assistance of SmartPLS 3.0 software (Ghozali & Latan, 2015). The measurement model (outer model) was evaluated through tests of convergent validity, discriminant validity, and construct reliability. The results are presented in Table 3.

Table 3. Rule of Thumb for Reflective Construct Outer Models

Assessment Criteria	Parameter	Rule of Thumb
Convergent Validity	Loading Factor	> 0.70 for Confirmatory Research; > 0.60 for Explanatory Research
Convergent Validity	Average Variance Extracted (AVE)	> 0.50 for both Confirmatory and Explanatory Research
Convergent Validity	Communality	> 0.50 for both Confirmatory and Explanatory Research
Discriminant Validity	Cross Loadings	> 0.70 for each indicator on its respective construct
Reliability Test	Composite Reliability	> 0.70 for Confirmatory Research; 0.60–0.70 is acceptable for Explanatory Research

Source: Ghozali, 2014

Furthermore, the structural model (inner model) was evaluated by examining the R-square (R^2), effect size (f^2), and predictive relevance (Q^2) values, as well as the significance of the relationships between variables through the bootstrapping procedure. The results are presented in Table 4.

Table 4. Rule of Thumb for the Inner Model (Structural Model Evaluation)

Criteria	Rule of Thumb
R-Square	• 0.60 – 0.75 indicates a strong model • 0.33 – 0.50 indicates a moderate model • 0.19 – 0.25 indicates a weak model
Effect Size f^2	• 0.02 indicates a small effect of the latent variable at the structural level • 0.15 indicates a medium effect of the latent variable at the structural level • 0.35 indicates a large effect of the latent variable at the structural level
Q^2 predictive relevance	• $Q^2 > 0$ indicates that the model has predictive relevance • $Q^2 < 0$ indicates that the model has limited predictive relevance
Signifikansi (Two-tailed) (Uji hipotesis)	• T-value ≥ 1.65 (significance level 10%) • T-value 1.96 (significance level 5%) • T-value 2.58 (significance level 1%)

Source: Ghozali, 2014

The structural equation model used in this study is shown in Figure 2.

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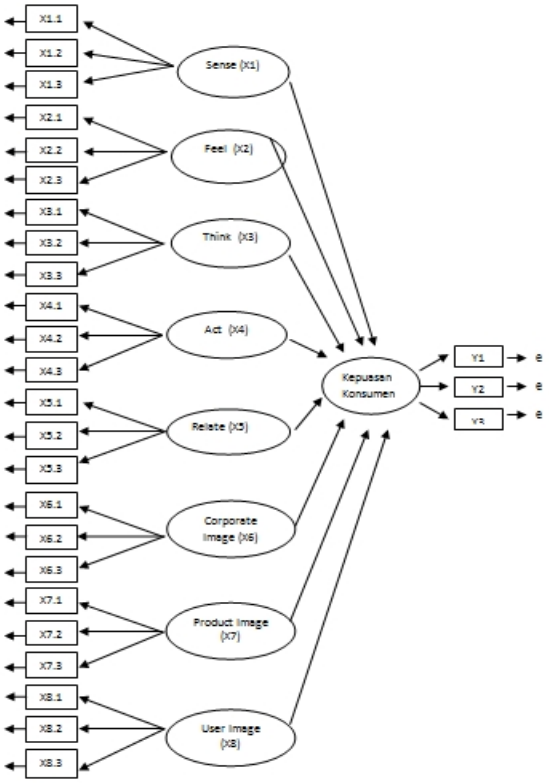


Figure 2. Structural Equation Modeling

3.4 Respondent Demographics

The study involved 150 respondents who were customers of The Coffee Bean & Tea Leaf. As presented in Table 5, the majority of respondents were male, comprising 91 respondents (60.67%), while 59 respondents (39.33%) were female. In terms of age, the majority of respondents were aged 26–35 years, totaling 78 respondents (52.00%), whereas the smallest proportion consisted of respondents aged over 50 years, totaling 2 respondents (1.33%). In terms of educational background, the majority of respondents held a bachelor's degree (S1), totaling 77 respondents (51.34%), while the smallest proportion held a master's degree (S2), totaling 17 respondents (11.33%). Regarding visit frequency, the majority of respondents had visited The Coffee Bean & Tea Leaf more than twice, totaling 95 respondents (63.34%), while the smallest proportion had visited twice, totaling 20 respondents (13.33%).

Table 5. Respondent Criteria

Criteria	Frequency	Percentage
Gender		
Male	91	60.67%
Female	59	39.33%
Total	150	100.00%
Age		
20 s/d 25 years	19	12.67%
26 s/d 35 years	78	52.00%
36 s/d 45 years	46	30.67%
46 s/d 50 years	5	3.33%
>50 years	2	1.33%
Total	150	100.00%
Education		
Senior High School	30	20.00%
Diploma (D III)	26	17.33%

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Criteria	Frequency	Percentage
Bachelor's Degree (S1)	77	51.34%
Master's Degree (S2)	17	11.33%
Total	150	100.00%
Visit Frequency		
1 time	35	23.33%
2 times	20	13.33%
>2 times	95	63.34%
Total	150	100.00%

IV. Results and Discussion

4.1 Convergent Validity

The first stage involved assessing convergent validity. An indicator is considered to have good validity if its loading factor is greater than 0.70. However, a loading factor ranging from 0.50 to 0.60 may still be retained for models that are still in the development stage (Ghozali, 2014:39). Based on the results of the analysis using SmartPLS 3.0, the results are presented in Table 6:

Table 6. Convergent Validity Loading Factor

Construct	Loading Factor	Critical R	Criteria (Loading Factor> 0.5)
X1.1	0.903	0.5	Valid
X1.2	0.871	0.5	Valid
X1.3	0.896	0.5	Valid
X2.1	0.956	0.5	Valid
X2.2	0.944	0.5	Valid
X2.3	0.935	0.5	Valid
X2.4	0.925	0.5	Valid
X3.1	0.875	0.5	Valid
X3.2	0.888	0.5	Valid
X3.3	0.827	0.5	Valid
X3.4	0.837	0.5	Valid
X3.5	0.895	0.5	Valid
X4.1	0.905	0.5	Valid
X4.2	0.901	0.5	Valid
X4.3	0.852	0.5	Valid
X5.1	0.939	0.5	Valid
X5.2	0.927	0.5	Valid
X5.3	0.941	0.5	Valid
X6.1	0.956	0.5	Valid
X6.2	0.955	0.5	Valid
X7.1	0.973	0.5	Valid
X7.2	0.973	0.5	Valid
X8.1	0.912	0.5	Valid
X8.2	0.946	0.5	Valid
X8.3	0.936	0.5	Valid
Y1	0.896	0.5	Valid
Y2	0.921	0.5	Valid
Y3	0.932	0.5	Valid
Y4	0.910	0.5	Valid
Y5	0.932	0.5	Valid
Y6	0.911	0.5	Valid

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Based on Table 6, all loading factor values are greater than 0.70, indicating that all indicators meet the validity criteria. Furthermore, the Average Variance Extracted (AVE) test was conducted to further strengthen the results of the convergent validity assessment. A construct is considered valid if its AVE value is greater than 0.50. The results of the Average Variance Extracted test using SmartPLS 3.0 are presented in Table 7.

Table 7. Average Variance Extracted Value

Latent	Average Variance Extracted (AVE)	Critical R	Kriteria (AVE≥ 0.5)
Sense (X_1)	0.792	0.5	Valid
Feel (X_2)	0.884	0.5	Valid
Think (X_3)	0.748	0.5	Valid
Act (X_4)	0.785	0.5	Valid
Relate (X_5)	0.875	0.5	Valid
Corporate Image (X_6)	0.913	0.5	Valid
Product Image (X_7)	0.947	0.5	Valid
User Image (X_8)	0.868	0.5	Valid
Customer Satisfaction (Y)	0.841	0.5	Valid

Based on the Average Variance Extracted (AVE) values presented in Table 7, all latent variables have AVE values greater than 0.50. This indicates that the indicators forming the latent constructs have good convergent validity.

4.2 Discriminant Validity

Discriminant validity is important because it ensures that each construct in the research model measures a distinct concept and does not overlap with other variables. This assessment helps prevent multicollinearity, strengthens the accuracy of the structural model, and enhances the credibility of the research findings. Discriminant validity can be assessed based on the cross-loading values presented in Table 8:

Table 8. Discriminant Validity Cross-Loading Test Values

	X1	X2	X3	X4	X5	X6	X7	X8	Y
X1.1	0.903	0.757	0.758	0.743	0.702	0.790	0.758	0.700	0.813
X1.2	0.871	0.642	0.623	0.667	0.653	0.694	0.650	0.603	0.718
X1.3	0.896	0.747	0.615	0.712	0.679	0.711	0.608	0.616	0.737
X2.1	0.745	0.956	0.790	0.791	0.755	0.782	0.721	0.709	0.838
X2.2	0.782	0.944	0.776	0.766	0.740	0.794	0.756	0.732	0.856
X2.3	0.714	0.935	0.718	0.698	0.686	0.753	0.685	0.679	0.802
X2.4	0.787	0.925	0.760	0.730	0.660	0.741	0.679	0.657	0.788
X3.1	0.728	0.680	0.875	0.791	0.765	0.782	0.794	0.713	0.779
X3.2	0.758	0.812	0.888	0.840	0.805	0.831	0.805	0.735	0.867
X3.3	0.475	0.661	0.827	0.602	0.555	0.520	0.562	0.518	0.591
X3.4	0.537	0.614	0.837	0.636	0.566	0.568	0.581	0.523	0.580
X3.5	0.678	0.704	0.895	0.755	0.698	0.676	0.679	0.630	0.765
X4.1	0.696	0.668	0.721	0.905	0.713	0.732	0.714	0.710	0.763
X4.2	0.709	0.742	0.807	0.901	0.761	0.788	0.706	0.708	0.819
X4.3	0.711	0.700	0.731	0.852	0.784	0.697	0.723	0.765	0.726
X5.1	0.753	0.748	0.736	0.761	0.939	0.799	0.780	0.779	0.828
X5.2	0.680	0.669	0.756	0.814	0.927	0.762	0.776	0.829	0.796
X5.3	0.704	0.704	0.750	0.807	0.941	0.766	0.823	0.847	0.811
X6.1	0.806	0.766	0.771	0.811	0.807	0.956	0.836	0.787	0.875
X6.2	0.769	0.795	0.755	0.785	0.777	0.955	0.790	0.731	0.863
X7.1	0.742	0.738	0.779	0.765	0.820	0.824	0.973	0.810	0.873

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	X1	X2	X3	X4	X5	X6	X7	X8	Y
X7.2	0.732	0.734	0.788	0.801	0.830	0.833	0.973	0.854	0.862
X8.1	0.719	0.751	0.705	0.751	0.824	0.774	0.835	0.912	0.833
X8.2	0.638	0.640	0.679	0.755	0.828	0.727	0.790	0.946	0.773
X8.3	0.652	0.669	0.665	0.784	0.789	0.715	0.760	0.936	0.770
Y1	0.803	0.804	0.827	0.832	0.803	0.818	0.852	0.794	0.896
Y2	0.790	0.777	0.767	0.807	0.807	0.855	0.847	0.826	0.921
Y3	0.785	0.837	0.743	0.795	0.771	0.857	0.786	0.743	0.932
Y4	0.776	0.796	0.715	0.742	0.761	0.820	0.776	0.734	0.910
Y5	0.776	0.836	0.788	0.805	0.807	0.816	0.819	0.787	0.932
Y6	0.750	0.758	0.807	0.801	0.823	0.839	0.823	0.800	0.911

Based on Table 8, all indicators have higher correlations with their respective constructs than with other constructs, with cross-loading values of greater than 0.70. Therefore, it can be concluded that the research model demonstrates good discriminant validity based on the cross-loading criteria.

4.3 Reliability Test

The next stage involved assessing Cronbach's Alpha and Composite Reliability criteria. Each construct is considered reliable if its Cronbach's Alpha and Composite Reliability values are greater than 0.70 (Ghozali, 2014:40). The results of the reliability test using SmartPLS 3.0 are presented in Table 9.

Table 9. Cronbach's Alpha dan Composite Reliability values

Latent	Cronbach's Alpha	Composite Reliability
Sense (X_1)	0.869	0.920
Feel (X_2)	0.956	0.968
Think (X_3)	0.917	0.937
Act (X_4)	0.863	0.916
Relate (X_5)	0.929	0.955
Corporate Image (X_6)	0.905	0.954
Product Image (X_7)	0.944	0.973
User Image (X_8)	0.924	0.952
Customer Satisfaction (Y)	0.962	0.969

Based on Table 9, all latent constructs have Cronbach's Alpha and Composite Reliability values greater than 0.70. This indicates that all latent constructs demonstrate good reliability.

4.4 Inner Model Analysis

This section presents the results of evaluating the causal relationships or effects among the latent variables (constructs), including the coefficient of determination (R^2), effect size (f^2), path coefficients, statistical significance, predictive relevance (Q^2), and hypothesis testing (Sekaran & Bougie, 2016). The results of each test are described below. In the coefficient of determination (R^2) test, Chin, as cited in Ghozali (2015:81), stated that an R^2 value of 0.67 indicates a strong model, a value of 0.33 indicates a moderate model, and a value of 0.19 indicates a weak model. Based on the analysis using SmartPLS 3.0, the R^2 value obtained was 0.926, indicating that Sense (X1), Feel (X2), Think (X3), Act (X4), Relate (X5), Corporate Image (X6), Product Image (X7), and User Image (X8) collectively explain 92.6% of the variance in Customer Satisfaction (Y), which is categorized as a strong model. The remaining 7.4% is explained by other factors that were not examined in this study. The next step was to assess the F-square (f^2) value. Ghozali and Latan (2015:81) explained that F-square is used to assess the effect of a latent variable predictor at the structural level. An F-square value of 0.02 indicates a small effect size, 0.15 indicates a medium effect size, and 0.35 indicates a large effect size. Based on the analysis using SmartPLS 3.0, the F-square values are presented as follows:

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Table 10. F-square

Variable	Effect Size	Rating
Customer Satisfaction (Y)		
Sense (X_1)	0.045	Small
Feel (X_2)	0.158	Middle
Think (X_3)	0.005	Small
Act (X_4)	0.009	Small
Relate (X_5)	0.009	Small
Corporate Image (X_6)	0.120	Small
Product Image (X_7)	0.106	Small
User Image (X_8)	0.020	Small

Based on Table 10, the results indicate the effect of latent variable predictors at the structural level. Sense (X1), Think (X3), Act (X4), Relate (X5), Corporate Image (X6), Product Image (X7), and User Image (X8) have small effects on Customer Satisfaction (Y). Meanwhile, Feel (X2) has a medium effect on Customer Satisfaction (Y). The next step was to assess the Q-square predictive relevance of the construct model. The Q-square test is used to evaluate how well the model and its parameter estimates reproduce the observed values. A Q-square value greater than 0 indicates that the model has predictive relevance, whereas a Q-square value less than 0 indicates that the model has limited predictive relevance (Ghozali, 2014:41). The Q-square value was calculated using the following formula:

$$Q2 = 1- (1-R2) = 1 - (1-0,926) = 0,762$$

Based on the formula, the Q^2 (Q-square predictive relevance) value was 0.762. As the value is greater than 0, the model demonstrates adequate predictive relevance. The next stage involved hypothesis testing to assess the significance and predictive relationships among the variables. Hypothesis testing can be evaluated based on the path coefficients and t-values (Abdillah & Hartono, 2015:197). Based on the calculations using SmartPLS 3.0, the t-statistics significance values are presented in Figures 3 and 4, which indicate the significance of the relationships between the variables examined. These relationships are represented by arrows in the model. The t-statistic values shown in the figures represent the significance of the relationships between Sense (X1), Feel (X2), Think (X3), Act (X4), Relate (X5), Corporate Image (X6), Product Image (X7), and User Image (X8) and Customer Satisfaction (Y). The significance values for the relationships examined are presented as values displayed on the arrows connecting each independent variable to the corresponding dependent variable.

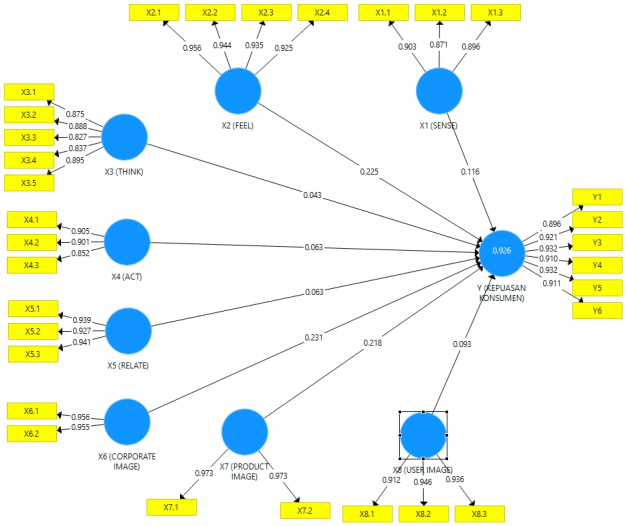


Figure 3. Structural Model (path coefficients, beta)

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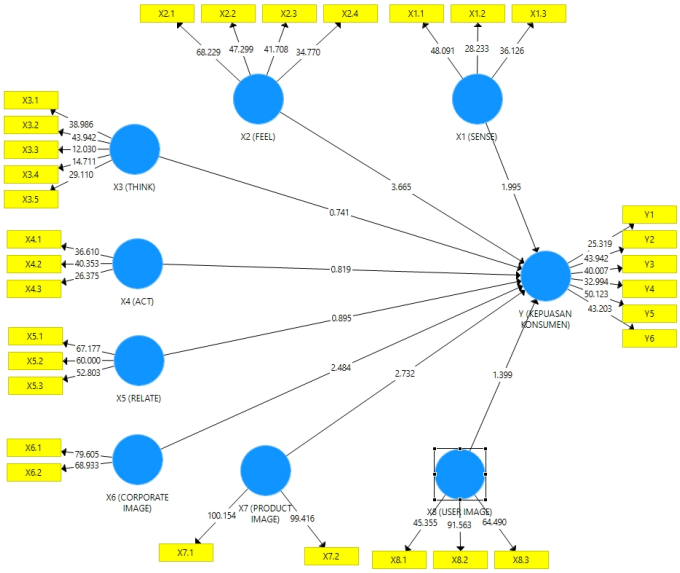


Figure 4. Significance Value (t-statistic)

The results of the calculations presented in the figures above can be summarized in Table 11.

Table 11. Path Coefficient and Calculated T-Value

Relationship	Path Coefficient (β)	t-statistic	P value	Conclusion
Sense (X_1) -> Customer Satisfaction (Y)	0.116	1.997	0.046	Accept H1
Feel (X_2) -> Customer Satisfaction (Y)	0.225	3.523	0.000	Accept H2
Think (X_3) -> Customer Satisfaction (Y)	0.043	0.668	0.504	Reject H3
Act (X_4) -> Customer Satisfaction (Y)	0.063	0.806	0.421	Reject H4
Relate (X_5) -> Customer Satisfaction (Y)	0.063	0.899	0.369	Reject H5
Corporate Image (X_6) -> Customer Satisfaction (Y)	0.231	2.500	0.013	Accept H6
Product Image (X_7) -> Customer Satisfaction (Y)	0.218	2.686	0.007	Accept H7
User Image (X_8) -> Customer Satisfaction (Y)	0.093	1.406	0.160	Reject H8
Sense (X_1), Feel (X_2), Think (X_3), Act (X_4), Relate (X_5), Corporate Image (X_6), Product Image (X_7) dan User Image (X_8) -> Customer Satisfaction (Y)	0.926	14.485	0.000	Accept H9

4.5 Discussion

The results show that experiential marketing, represented by the Sense dimension, has a positive and significant effect on customer satisfaction, with a path coefficient of 0.116 and a p-value of 0.046. This finding indicates that the experiences received by consumers through sensory aspects, such as store atmosphere, comfort, and elements perceived through the five senses, can enhance customer satisfaction at The Coffee Bean & Tea Leaf. Thus, the better the sensory experiences provided by the company, the higher the level of customer satisfaction. The Feel dimension also has a positive and significant effect on customer satisfaction, with a path coefficient of 0.225 and a p-value of < 0.001. Feel is also one of the dimensions with the strongest effects in this study. This finding indicates that consumers' emotional experiences, particularly those formed through employees' friendliness, attitudes, service, and interactions, are important aspects in creating customer satisfaction. Consumers evaluate not only the products they receive but also how they are treated during their visits to the outlets. In contrast to Sense and Feel, the Think dimension does not have a significant effect on customer satisfaction, with a path coefficient of 0.043 and a p-value of 0.504. This result indicates

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that stimuli encouraging consumers to think or obtain intellectual experiences have not been a primary factor in shaping customer satisfaction at The Coffee Bean & Tea Leaf. Similarly, the Act dimension does not have a significant effect, with a path coefficient of 0.063 and a p-value of 0.421. This finding indicates that experiences associated with changes in consumer behavior, lifestyle, or activities do not directly determine their level of satisfaction.

The Relate dimension did not have a significant effect on customer satisfaction, with a path coefficient of 0.063 and a p-value of 0.369. This finding indicates that consumers' connections with communities, social groups, or particular identities associated with The Coffee Bean & Tea Leaf were not primary considerations in determining customer satisfaction. Nevertheless, the positive path coefficient indicates that improvements in Relate experiences may still contribute to customer satisfaction, although the effect was not statistically significant. Overall, these findings indicate that not all dimensions of experiential marketing contribute equally to customer satisfaction. At The Coffee Bean & Tea Leaf, sensory and emotional aspects, particularly Sense and Feel, play a greater role than Think, Act, and Relate. This finding demonstrates that direct experiences perceived by consumers during their visits to the outlets constitute an important aspect in shaping customer satisfaction. The results further show that Corporate Image has a positive and significant effect on customer satisfaction, with a path coefficient of 0.231 and a p-value of 0.013. This dimension represents the strongest effect in the research model. The finding indicates that corporate reputation, brand credibility, and consumers' perceptions of The Coffee Bean & Tea Leaf as a company contribute to customer satisfaction. This result suggests that a positive corporate image can foster consumer trust and confidence in the products and services provided. When consumers have favorable perceptions of the company, their consumption experiences tend to be evaluated more positively, thereby enhancing customer satisfaction.

Furthermore, Product Image has a positive and significant effect on customer satisfaction, with a path coefficient of 0.218 and a p-value of 0.007. This finding indicates that consumers' perceptions of the quality, characteristics, benefits, and consistency of The Coffee Bean & Tea Leaf products are important factors in shaping customer satisfaction. Therefore, the company needs to maintain product quality while developing product variety to remain aligned with consumers' needs and preferences. Meanwhile, User Image does not have a significant effect on customer satisfaction, with a path coefficient of 0.093 and a p-value of 0.160. This finding indicates that the characteristics, lifestyles, or social status of The Coffee Bean & Tea Leaf customers are not primary considerations in determining their satisfaction. Consumers place greater consideration on the experiences they receive, corporate reputation, and product quality than on the image of the brand's user group. The simultaneous test results show that all dimensions of experiential marketing and brand image collectively have a positive and significant effect on customer satisfaction, with a path coefficient of 0.926, a T-statistic value of 14.485, and a p-value of < 0.001. The R-square value of 0.926 indicates that the variables included in the model explain 92.6% of the variance in customer satisfaction, while the remaining 7.4% is explained by other factors outside the research model. In addition, the Q-square value of 0.762 indicates that the model has good predictive relevance. These findings indicate that customer satisfaction at The Coffee Bean & Tea Leaf is not influenced by a single marketing aspect but results from the combination of consumers' experiences and their perceptions of the brand image. Therefore, the company needs to manage experiential marketing and brand image in an integrated manner, particularly by prioritizing the dimensions that demonstrate the strongest effects, namely Feel and Corporate Image.

V. Conclusion

Based on the research findings regarding the effects of experiential marketing and brand image on customer satisfaction at The Coffee Bean & Tea Leaf, the following conclusions can be drawn:

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a. The Sense dimension has a positive and significant effect on customer satisfaction, indicating that sensory experiences created through the atmosphere and physical conditions of the outlets play a role in enhancing customer satisfaction.
b. The Feel dimension has a positive and significant effect on customer satisfaction and is one of the most dominant factors. This finding indicates that emotional experiences and the quality of service interactions are important aspects in shaping customer satisfaction.
c. The dimensions of Think, Act, and Relate did not significantly affect customer satisfaction. This indicates that experiences related to intellectual stimulation, lifestyle, and social connectedness are not the primary factors determining customer satisfaction at The Coffee Bean & Tea Leaf.
d. The corporate and product image dimensions have a positive and significant effect on customer satisfaction. Corporate Image is the most dominant dimension, highlighting the importance of corporate reputation and image, while Product Image indicates that consumers' perceptions of product quality and characteristics also contribute to customer satisfaction.
e. The User Image dimension does not have a significant effect on customer satisfaction, indicating that the characteristics or image of brand users have not been a primary consideration for consumers in determining their satisfaction with the brand.
f. Experiential marketing and brand image have a positive and significant effect on customer satisfaction. The R-square (R^2) value of 0.926 indicates that the research model explains 92.6% of the variance in customer satisfaction, while the Q-square (Q^2) value of 0.762 indicates that the model has good predictive relevance.

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