THE EFFECT OF EXPERIENTIAL MARKETING AND E-SERVICE QUALITY ON CUSTOMER SATISFACTION WITH BRAND IMAGE AS AN INTERVENING VARIABLE
(Case Study on Consumers Dazzle Gejayan)

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Abstract
This study aims to test and analyze the influence of Experiential Marketing and E-S ervice Quality on customer satisfaction with brand image as an intervening variable. The population in the study was consumers of Dazzle Gejayan. The technique used in sampling in this study was purposive sampling, and a total sample of 100 Dazzle Gejayan consumers was obtained as respondents. Data collection was carried out using the questionnaire method, then the data obtained were processed using Statistical Product and Service Solutions (SPSS) versi 22. The results of this study show that Experiential Marketing has a positive and significant effect on Brand Image, E-Service Quality has a positive and significant effect on Brand Image, Brand Image has a positive and significant effect on Customer Satisfaction, Experiential Marketing has a positive and significant effect on Customer Satisfaction, E-Service Quality has a positive and significant effect on Customer Satisfaction Customer Satisfaction, directly Experiential Marketing does not have a significant effect on Customer Satisfaction through Brand Image, and directly E-Service Quality does not affect Customer Satisfaction through Brand Image.

Keywords: Experiential Marketing; E-Service Quality; Customer Satisfaction; Brand Image

Introduction

In modern times like today, business competition in Indonesia is growing rapidly. This is a unique and interesting phenomenon to observe, marketers are competing in the face of this increasingly fierce competition to make their products into superior products or products that are in demand by many consumers (Bandawaty, 2020). In order to compete with competitors, marketers must look for new strategies and create positive perceptions so that marketers can attract many consumers and be able to retain old consumers (Hermawan, 2021).

In the digital era like today, there have also been many businesses that have developed not only by doing offline marketing, but many business people who also market their products online through social media or through online shopping applications commonly called e-commecre (Oza syafrian & Yulia Hendri Yeni, 2021). E-commecre is the dissemination,

purchase, sale, and marketing of products in the form of goods or services through electronic systems, especially the internet and social media (Abid & Dinalestari, 2019). In Indonesia itself e-commerce has grown rapidly, it is proven by the increasing number of e-commerce in Indonesia in recent years (Ngo & Nguyen, 2016). With the development of e-commerce, marketers must think harder in marketing their products, so that their products can be in demand by many people (Anggraini et al., 2020). Marketers must look for and create strategies to be able to attract consumers both offline and online in order to create a sense of satisfaction in customers and improve the brand image of the company (Oza syafrian & Yulia Hendri Yeni, 2021).

The fierce business competition makes marketers have to find and create strategies in marketing their products, besides that, companies must be even more active in marketing their products so that the products sold can continue to be in demand by many people, one of which is Dazzle Gejayan (Lokanesia, n.d.). Dazzle Gejayan is one of the retail type trading companies that sells multiproducts with the main focus being electronic devices, the electronic devices sold have various types and types of various types (Lokanesia, n.d.). Dazzle Gejayan is one of the companies that markets its products not only offline, but also online through social media such as WhatsApp and Instagram, and also does marketing through e-commerce such as Shopee (Siahaan, 2020).

Quoted from Adweek that marketing that is carried out with the aim of becoming more and more in line with the key components of brand positioning in culture, must be complemented by experiential marketing in actualizing it. The activation of experiential marketing must become more meaningful, in other words having a purpose that is more than just a pleasant or memorable experience. According to the results of the study, one of the many studies that show a firm consumer desire for brand goals is like 82% of consumers buying products based on the brand. As in the Razorfish study in(Lenderman, 2022), which points to the fact that consumers are actively seeking information about the purpose of a brand. 63% of consumers look at a brand's website to measure the credentials of its destination and 56% find it on social media. Only 51% of respondents think that advertising a brand gives them a real picture of its purpose. The best way to explain the purpose of a brand is to do so in the real world (directly). Producing an item can be the best way to actualize marketing based on brand objectives. Basically, an experiential marketing that is not just about providing a pleasant and memorable experience when making transactions for consumers will be able to create satisfaction and a good image of a brand in the eyes of consumers (Lenderman, 2022).

Experiential Marketing

Experiential Marketing is a marketing concept that aims to form loyal consumers by touching their emotions and providing a positive feeling for products and services. In an experiential marketing approach, products and services must be able to generate sensations and experiences that can become the loyalty base of Kartajaya consumers (2003) in (Husna, 2020). Experience marketing is a process of identifying and satisfying consumer needs and profitable aspirations, involving consumers through two-way communication that brings the brand's personality to life and adds value to the target audience (Yanti Febrini et al., 2019). The experience of the services provided determines whether consumers are satisfied or not, if the experience obtained by consumers is satisfactory, it will bring satisfaction in the minds of consumers about a product and service they get (Hadidu & Hm, 2021).

E-Service Quality

Service quality is an important thing that must be considered by every company. According to (Arli et al., 2017) service quality is a consumer's assessment of what is received with what is expected by the consumer according to or not with his wishes. E-servqual as a whole plays a role in evaluating customers and also plays a role in assessing the quality of a delivery service in the virtual marketplace (Hermawan, 2021). E-Servqual is something important in determining a success or failure in an online business, so that the level of service quality expected by online customers can be higher when compared to traditional customers (Huda & Anisa, 2020). E-servqual as a whole plays a role in evaluating customers and also plays a role in assessing the quality of a delivery service in the virtual marketplace (Hermawan, 2021).

Customer Satisfaction

Customer satisfaction is the overall attitude towards a product or service after its acquisition (Acquisition) and use (Yanti Febrini et al., 2019). Customer satisfaction is determined by the overall feeling, or attitude, of a person towards a product after it has been purchased, the customer is involved in a constant process of evaluation of the things they buy when they integrate these products into their daily consumption activities (Yanti Febrini et al., 2019). According to (Ngo & Nguyen, 2016) customer satisfaction is described as the result of a comparison of customer expectations with the performance of the quality of service that is felt subsequently.

One of the main elements that determine customer satisfaction is the customer's perception of the quality of service (Ngo & Nguyen, 2016). There are three methods that can be used to measure whether or not customer satisfaction is high, namely: conducting periodic surveys (periodic surveys), measuring customer loss (the rate of customer loss) by directly observing consumers who become regular customers, and storing information from customers (Yanti Febrini et al., 2019).

According to (Kotler, 2011) said that there are several characteristics of consumers who feel satisfied, namely: loyal to the product, the presence of positive word-of-mouth communication (word-of-mouth communication), companies that have made consumers feel satisfied will be the main consideration for consumers when buying products from other brands.

Brand Image

Brand image according to (Kotler & Keller, 2013) is the consumer's perception of the company or product of a company. Brand image cannot be instilled in the minds of consumers in a short time or in a period of just overnight or only through social media. However, the brand image must be conveyed through every means of communication that is available and disseminated continuously, because without a strong image, it will be very difficult for a company to be able to attract new customers and retain existing customers. In building a brand image, companies must create a brand identity that can touch the hearts of consumers both in terms of quality, price, and symbol (Sjafitri et al., 2018).

Brand image is an important thing to be considered by a company, because through a good brand image it will be able to create emotional value in consumers and positive feelings will arise when buying or using a product that has a brand. If a branded product has a bad image in the eyes of consumers, it is unlikely that consumers will buy and use the branded product (Sundjoto & Hadi, 2012).

Research Methods

This study used primary data as a data source. Primary data is a type and source of research data obtained directly by the first source, both individuals and groups. Primary data are carried out specifically to answer research questions. In this study, the primary data used was in the form of a questionnaire that was distributed to a sample of respondents, namely consumer Dazzle Gejayan.

In this study, researchers used independent variables Experiential Marketing and E-Service Quality, dependent variables customer satisfaction, and brand image as intervening variables.

This research was conducted to test and analyze the influence of Experiential Marketing and E-Service Quality on Customer Satisfaction with Brand Image as an intervening variable.

Sampling Techniques

The sample technique in this study is to use non-probability sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a member of the sample (Ansori, 2020).

While the sampling technique used is the purposive sampling technique. Purpusive sampling is used because the sampling of sample members from the population is carried out with certain considerations (Ansori, 2020). The use of purposive sampling with samples in this study was a customer of Dazzle Gejayan.

Result

Descriptive Analysis

In this study, as many as 100 questionnaire data were used that had been filled in by the respondent.

a. Experiential Marketing

The results on the Experiential Marketing variable question indicator show that the lowest mean value is 3.81 and the highest mean is 4.04. Based on these results, it can be concluded that consumers have a good view of the shopping experience provided by Dazzle Gejayan. This is evident from the mean value and the average answer of consumers who tend to agree with the question at hand.

b. E-Service Quality

The results on the indicator question of the E-Service Quality variable showed that the lowest mean value was 3.86 and the highest mean value was 4.18. Based on these results, it can be concluded that consumers have a good view of the services provided by Dazzle Gejayan. This is evident from the mean value and the average answer of consumers who tend to agree with the existing statement.

c. Brand Image

The results on the Brand Image variable question indicator show that the lowest mean value is 4.05 and the highest mean is 4.17. From these results, it can be concluded that most respondents' answers agree with Dazzle Gejayan's brand image in providing services to consumers.

d. Customer Satisfaction

The results on the Customer Satisfaction variable question indicator show that the lowest mean value is 3.86 and the highest mean value is 4.17. Based on these results, it can be concluded that customers have a good perception of the services provided by Dazzle Gejayan.

Test of Classical Assumptions
Normality Test
The normality test is used to find out whether the data used is normally distributed or not.

Table 1. Normality Test equation 1

One-Sample Kolmogorov-Smirnov Test Intervening Brand Image

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		3,36287877
Most Extreme	Absolute		,094
Differences	Positive		,094
	Negative		-,061
Statistical Test			,094
Asymp. Sig. (2-tailed)			,031[c]
Monte Carlo Sig. (2-tailed)	Sig.		,329[d]
	99% Confidence Interval	Lower Bound	,317
		Upper Bound	,341

Table 2. Normality Test of Equation 2

One-Sample Kolmogorov-Smirnov Dependent Test Customer Satisfaction

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		2,62429371
Most Extreme Differences	Absolute		,107
	Positive		,107
	Negative		-,074
Statistical Test			,107
Asymp. Sig. (2-tailed)			,007[c]
Monte Carlo Sig. (2-tailed)	Sig.		,191[d]
	99% Confidence Interval	Lower Bound	,181
		Upper Bound	,201

Based on the results of the Normality Test table above, namely the Kolmogorov-Smirnov (K-S) test with Monte Carlo Sig on the intervening variable (Brand Image) and the dependent variable (Customer Satisfaction) showed values of 0.329 for equation 1 and 0.191 for equation 2. Both equations have a significance value greater than 0.05, so it can be concluded that the data is normally distributed.

Multicholinearity Test

The multicholinearity test is a test that is carried out to be able to see if there is a correlation between one independent variable and another.

Table 3. Multicholinearity Test equation 1
Coefficients[a]

Type		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	7,653	2,248		3,404	,001		
	Experiential Marketing	,198	,097	,359	2,040	,044	,206	4,863
	E-Service Quality	,174	,110	,277	1,578	,118	,206	4,863
a. Dependent Variable: Brand Image								

Table 4. Multicholinearity Test of Equation 2
Coefficients[a]

Type		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-,784	1,866		-,420	,675		
	Experiential Marketing	,408	,078	,514	5,250	,000	,197	5,071
	E-Service Quality	,287	,088	,317	3,270	,001	,201	4,987
	Brand Image	,205	,080	,142	2,570	,012	,617	1,621
a. Dependent Variable: Customer Satisfaction								

Based on the results of the two tables above, it shows that all independent variables have a Variance Inflation Factor (VIF) value of less than 10 and a tolerance value of more than 0.10 which means that the variables used do not show any symptoms of multicholinearity.

HetErokedasticity Test (Uji Park)

The heterochedasticity test is used to find out whether in variance or residual there is similarity or inequality. If the variance or residual remains or does not show heterochemedasticity, then it can be said that the regression model is good.

Table 5. Heterochemedasticity Test Equation 1
Coefficients[a]

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,932	1,430		2,749	,007
	Experiential Marketing	-,069	,062	-,243	-1,115	,268

E-Service Quality	,004	,070	,014	,063	,950

a. Dependent Variable: Brand Image

Based on the results of equation 1 table addressed to the intervening Brand Image variable above, a significance value from Experiential Marketing (X1) of 0.268 and a significance value of E-Service Quality (X2) of 0.950 were obtained. The significance value of all such independent variables is greater than 0.05 (> 0.05), so it can be concluded that heteroscedasticity does not occur this model can be said to be good.

Table 6. Heterochemedasticity Test of Equation 2

Coefficients^a

Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,627	2,018		,806	,422
	Experiential Marketing	-,004	,084	-,010	-,044	,965
	E-Service Quality	-,018	,095	-,043	-,190	,850
	Brand Image	-,022	,086	-,033	-,257	,798

a. Dependent Variable: Customer Satisfaction

The calculation results from the table of equation 2 addressed to the dependent variables of Customer Satisfaction above show the significance value of each variable. The significance value of Experiential Marketing (X1) is 0.965, the significance value of E-Service Quality (X2) is 0.850, and the significance value of Brand Image (Z) is 0.798. The significance value of all these variables > 0.05, then it can be concluded that there is no heterochedasticity, meaning that this model can be said to be good.

Hypothesis Test
Partial Test (T test)

The partial test (t test) in this study was used to show whether independent variables had a partial effect on dependent variables.

Table 7. Partial Test (T-test) Equation 1

Coefficients^a

Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,653	2,248		3,404	,001
	Experiential Marketing	,198	,097	,359	2,040	,044
	E-Service Quality	,174	,110	,277	1,578	,118

a. Dependent Variable: Brand Image

Table 8. Partial Test (t-test) equation 2

Coefficients^a

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,784	1,866		-,420	,675

Experiential Marketing	,408	,078	,514	5,250	,000
E-Service Quality	,287	,088	,317	3,270	,001
Brand Image	,205	,080	,142	2,570	,012
a. Dependent Variable: Customer Satisfaction					

Based on the two partial test tables (t-test) above, the following results were obtained:

1. The Influence of Experiential Marketing on Brand Image
   H1: Experiential Marketing positively affects Brand Image
   Based on the results from table 4. 21 Partial Test (T Test) 1 above, shows that the experiential marketing t-count value is 2.040 and the significance value is 0.044. The significance value of Experiential Marketing is smaller than the significance level of < 0.05. This shows that Experiential Marketing has a positive and significant effect on Brand Image. So, in this study H1 Accepted.

2. The Effect of E-Service Quality on Brand Image
   H2: E-Service Quality positively affects Brand Image
   Based on the results from table 4. 21 Partial Test (Test t) 1 above, shows that the t-count value of E-Service Quality is 1.578 and the significance value is 0.118. The significance value of E-Service Quality is greater than the significance level of > 0.05. This shows that E-Service Quality has a positive and insignificant effect on brand image. So, in this study H2 Accepted.

3. The Effect of Brand Image on Customer Satisfaction
   H3: Brand Image has a positive effect on Customer Satisfaction
   Based on the results from table 4. 22 Partial Test (Test t) 2 above, shows that the Brand Image t-count value is 2.570 and the significance value is 0.012. The significance value of the Brand Image is smaller than the significance level of the < 0.05. This shows that Brand Image has a positive and significant effect on Customer Satisfaction. So, in this study H3 Accepted.

4. The Effect of Experiential Marketing on Customer Satisfaction
   H4: Experiential Marketing positively affects Customer Satisfaction
   Based on the results from table 4. 22 Partial Test (t Test) 2 above, shows that the experiential marketing t-count value is 5.250 and the significance value is 0.000. The significance value of Experiential Marketing is smaller than the significance level of < 0.05. This shows that Experiential Marketing has a positive and significant effect on Customer Satisfaction. So, in this study H4 Accepted.

5. The Effect of E-Service Quality on Customer Satisfaction
   H5: E-Service Quality has a positive effect on Customer Satisfaction
   Based on the results from table 4. 22 Partial Test (t Test) 2 above, shows that the t-count value of E-Service Quality is 3.270 and the significance value is 0.001. The significance value of E-Service Quality is less than the significance level of < 0.05. This shows that E-Service Quality has a positive and significant effect on brand image. So, in this study H5 Accepted.

Simultaneous Test (F Test)

Table 9. Simultaneous Test (Test f) Equation 1
ANOVA[a]

Type	Sum of Squares	Df	Mean Square	F	Sig.

1	Regression	695,164	2	347,582	30,114	,000[b]
	Residual	1119,586	97	11,542		
	Total	1814,750	99			

a. Dependent Variable: Brand Image

b. Predictors: (Constant), E-Service Quality, Experiential Marketing

Based on the results of the simultaneous test (test f) in table 4.23, it shows that independent variables, namely Experiential Marketing and E-Service Quality simultaneously have a positive and significant effect on the Brand Image. This is indicated by a calculated F value of 30.114 > F of 2.699 and a significance value of 0.000 < 0.05.

Table 10. Simultaneous Test (Test f) of Equation 2
ANOVA[a]

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3075,985	3	1025,328	144,369	,000[b]
	Residual	681,805	96	7,102		
	Total	3757,790	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Brand Image, E-Service Quality, Experiential Marketing

Based on the results of the simultaneous test (test f) in table 4.24, it shows that independent variables, namely Experiential Marketing, E-Service Quality and Brand Image simultaneously have a positive and significant effect on Customer Satisfaction. This is indicated by a calculated F value of 144.369 > F table of 2.699 and a significance value of 0.000 < 0.05.

Multiple Linear Regression Analysis Test

Multiple linear regression analysis tests are used to test intervariable influences. Multiple linear analysis is an analysis used to forecast the value of variables and consider other variables that affect the study.

Table 11. Multiple Linear Regression Analysis Test of Equation 1
Coefficients[a]

	Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,653	2,248		3,404	,001
	Experiential Marketing	,198	,097	,359	2,040	,044
	E-Service Quality	,174	,110	,277	1,578	,118

a. Dependent Variable: Brand Image

Z = 0.359 X1 + 0.277 X2 + e

Based on the regression equation, it can be explained as follows:

1. The equation shows that every increase in Experiential Marketing, it will be followed by an increase in Brand Image of 0.359 except for other independent variables in a fixed

condition. In this study, the results of the analysis were positive, which means that there is a positive relationship between Experiential Marketing and Brand Image.

2. The equation above shows that every increase in E-Service Quality, it will be followed by an increase in Brand Image of 0.277 except for other independent variables in a fixed condition. In this study, the results of the analysis were positive, which means that there is a positive relationship between E-Service Quality and Brand Image.

Table 12. Multiple Linear Regression Analysis Test of Equation 2

Coefficients[a]

	Type	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,784	1,866		-,420	,675
	Experiential Marketing	,408	,078	,514	5,250	,000
	E-Service Quality	,287	,088	,317	3,270	,001
	Brand Image	,205	,080	,142	2,570	,012
a. Dependent Variable: Customer Satisfaction						

Y = 0.514 X1 + 0.317 X2 + 0.142 Z + e

Based on the regression equation, it can beexplained as follows:

1. The equation shows that any increase in Experiential Marketing, it will be followed by an increase in Customer Satisfaction of 0.514 with the imposition of other independent variables in a fixed condition. In this study, the results of the analysis were positive, so it means that there is a positive relationship between Experiential Marketing andn Customer Satisfaction.

2. The equation shows that every increase in E-Service Quality, it will be followed by an increase in Customer Satisfaction of 0.317 with the imposition of other independent variables in a fixed condition. In this study, the results of the analysis were positive, which means that there is a positive relationship between E-Service Quality and Customer Satisfaction.

3. The equation above shows that every increase in Brand Image, it will be followed by an increase in Customer Satisfaction of 0.142 with the value of other variables in a fixed condition. In this study, the results of the analysis were positive, which means that there is a positive relationship between Brand Image and Customer Satisfaction.

Coefficient of Determination Test (R^2)

The coefficient of determination test is a test carried out to find out how much influence all existing independent variables are, and the magnitude of the influence caused by other variables that are not explained in the study.

Table 13. Determination Test (R^2) Equation 1

Model Summary[b]

| Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,619[a]	,383	,370	3,39737

a. Predictors: (Constant), E-Service Quality, Experiential Marketing

b. Dependent Variable: Brand Image

The results of the study in the table show that the magnitude of R Square is 0.383 which means that the balance of the influence of independent variables (Experiential Marketing and E-Service Quality) on the Brand Image variable is 38.3%.

Table 14. Determination Test (R^2) Equation 2
Model Summary[b]

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905[a]	,819	,813	2,66498

a. Predictors: (Constant), Brand Image, E-Service Quality, Experiential Marketing
b. Dependent Variable: Customer Satisfaction

The results of the study in table 4.28 show that the magnitude of R Square is 0.819 which means that the influence of independent variables (Experiential Marketing, E-Service Quality and Brand Image) on the dependent variables (Customer Satisfaction) is 81.9%.

Path Analysis
Path analysis is used to determine the indirect influence exerted by independent variables through intervening variables on dependent variables.

Figure 1. Path Diagram
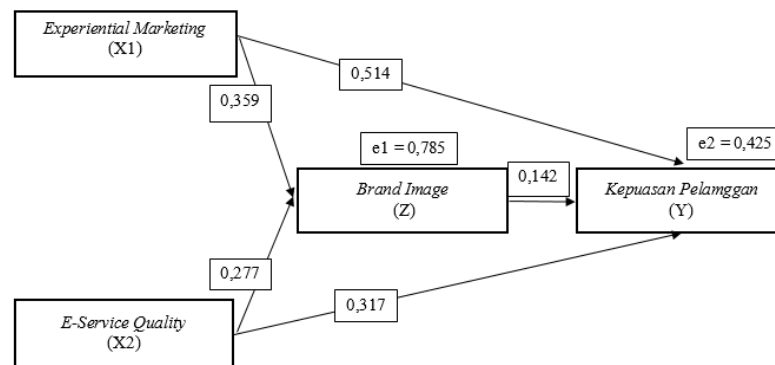
Information:
Experiential Marketing (X1) to Customer Satisfaction (Y)   = 0.514
E-Service Quality (X2) to Customer Satisfaction (Y)   = 0.317
Brand Image (Z) to Customer Satisfaction (Y)   = 0.142
Experiential Marketing (X1) to Brand Image (Z)   = 0.359
E-Service Quality (X2) to Brand Image (Z)   = 0.277
e1 $= \sqrt{(1 - 0,383)} = 0,785$
e2 $= \sqrt{1 - 0,819)} = 0,425$

The results of the Path Analysis interpretation are as follows:
   a. The Influence of Experiential Marketing on Customer Satisfaction through Brand Image.

The direct influence given by Experiential Marketing on Customer Satisfaction is 0.514, while the indirect influence of Experiential Marketing on Customer Satisfaction through Brand Image is the multiplication between beta value (Experiential Marketing to Brand Image) and Beta value (Brand Image to Customer Satisfaction) which is: 0.359 x 0.142 = 0.051.

Based on the calculations above, the direct influence is 0.514 and the indirect influence is 0.051. Thus, it can be interpreted that indirect influences are smaller than direct influences (0.051 < 0.514). So, it can be concluded that directly Experiential Marketing does not have a significant effect on Customer Satisfaction through Brand Image.

b. The Effect of E-Service Quality on Customer Satisfaction through Brand Image

The direct effect of E-Service Quality on Customer Satisfaction is 0.317. Meanwhile, the indirect effect of E-Service Quality on Customer Satisfaction through Brand Image is the multiplication between the Beta value (E-Service Quality to Brand Image) and the Beta value (Brand Image on Customer Satisfaction) which is: 0.277 x 0.142 = 0.040.

Based on the calculations above, the direct influence is 0.317 and the indirect influence is 0.040. Thus, it can be interpreted that the indirect influence is smaller than the direct influence (0.040 < 0.317). So, it can be concluded that directly E-Service Quality does not have a significant effect on Customer Satisfaction through Brand Image.

Discussion

The Influence of Experiential Marketing on Brand Image

Based on the results of the t test (partial test) that has been carried out, a t-count value from Experiential Marketing was obtained of 2.040 and a significance value of 0.044. This shows that the significance value obtained is smaller than the significance level < 0.05. So, it can be said that Experiential Marketing has a positive and significant effect on Dazzle Gejayan's Brand Image. Marketing experiences that have been experienced by consumers will give consumers a special impression of a product and brand image. A memorable experience will be able to influence the increase in the value of a brand's image in the eyes of the public.

The Effect of E-Service Quality on Brand Image

Based on the results of the t test (partial test) that has been carried out, a t-count value of E-Service Quality of 1.578 and a significance value of 0.118 were obtained. This shows that the significance value of E-Service Quality is smaller than the significance level of < 0.05. So, it can be said that E-Service Quality has a positive and significant effect on Dazzle Gejayan's Brand Image. The higher the value of E-Service Quality, the higher it will be and the better the Brand Image of Dazzle Gejayan in the eyes of the public. The better and better the E-Service Quality provided by Dazzle Gejayan to consumers will be able to improve the brand image of Dazzle Gejayan.

The Effect of Brand Image on Customer Satisfaction

Based on the results of the t test (partial test) that has been carried out, a t-count value from the Brand Image of 2.570 and a significance value of 0.012 were obtained. This shows that the significance value of the Brand Image is smaller than the significance level of the < 0.05. Then it can be said that Brand Image has a positive and significant effect on Dazzle Gejayan Customer Satisfaction. Brand Image is the first thing that consumers remember when they

make a transaction, so for a company it is important to be able to create a good brand image so that it can be remembered by consumers.

The Effect of Experiential Marketing on Customer Satisfaction
The results of the t test (partial test) that has been carried out obtained a t-count value of 5.250 and a significance value of 0.000. The significance value of Experiential Marketing is smaller than the significance level of < 0.05. This shows that Experiential Marketing has a positive and significant effect on Dazzle Gejayan Customer Satisfaction. An experience related to the service that has been provided to a customer will determine whether the customer is satisfied or not with the service. Marketing a memorable experience for consumers will have an impact on customer satisfaction with a product purchased.

The Effect of E-Service Quality on Customer Satisfaction
The results of the t test (partial test) that have been carried out obtained a t-count value of 3.270 and a significance value of 0.001. The significance value of E-Service Quality is less than the significance level of < 0.05. This shows that E-Service Quality has a positive and significant effect on Dazzle Gejayan Customer Satisfaction. Good service will give a good and positive impression for consumers. This good impression will create customer satisfaction with services and products.

The Influence of Experiential Marketing on Customer Satisfaction through Brand Image
Based on the calculation results in the path analysis, it shows that the direct influence is 0.514 and the indirect influence is 0.051. Thus, it can be interpreted that indirect influences are smaller than direct influences (0.051 < 0.514). Thus, it can be concluded that directly Experiential Marketing does not have a significant effect on Customer Satisfaction through Brand Image. Consumer experience marketing has no significant effect on the brand image and cannot create customer satisfaction in the minds of consumers.

The Effect of E-Service Quality on Customer Satisfaction through Brand Image
Based on the calculation results in the path analysis, it shows that the direct influence is 0.317 and the indirect influence is 0.040. Thus, it can be interpreted that the indirect influence is smaller than the direct influence (0.040 < 0.317). Thus, it can be concluded that directly E-Service Quality does not have a significant effect on Customer Satisfaction through Brand Image.

Conclusion
Based on the results of a study that has been carried out by the author with the title "The Effect of Experiential Marketing and E-service Quality on Customer Satisfaction with Brand Image as an Intervening Variable (Case Study on Consumer Dazzle Gejayan)", the following conclusions can be drawn:
1. Experiential Marketing has a positive and significant effect on Dazzle Gejayan's Brand Image. This is indicated by the t-count value of Experiential Marketing of 2.040 and a significance value of 0.044, which means that the significance value of Experiential Marketing is smaller than the significance level of < 0.05.
2. E-service Quality has a positive and significant effect on Dazzle Gejayan's Brand Image. This is indicated by the t-count value of E-service Quality of 1.578 and a significance value of 0.118, which means that the significance value of E-service Quality is smaller than the significance level of < 0.05.

3. Brand Image has a positive and significant effect on Dazzle Gejayan Customer Satisfaction. This can be shown by the t-count value of the Brand Image of 2.570 and the significance value of 0.012, which means that the significance value of the Brand Image is smaller than the < 0.05 signification rate.

4. Experiential Marketing has a positive and significant effect on Dazzle Gejayan Customer Satisfaction. This is indicated by the t-count value of Experiential Marketing of 5.250 and a significance value of 0.000, which means that the significance value of Experiential Marketing is smaller than the significance level of < 0.05.

5. E-Service Quality has a positive and significant effect on Dazzle Gejayan Customer Satisfaction. This is indicated by the t-count value of E-Service Quality of 3.270 and a significance value of 0.001, which means that the significance value of E-Service Quality is smaller than the significance level of < 0.05.

6. Directly Experiential Marketing does not have a significant effect on Customer Satisfaction through Brand Image. This is indicated by the direct influence value of Experiential Marketing of 0.514 and indirect influence of 0.051, which means that indirect influence is smaller than direct influence (0.051 < 0.514).

7. Directly E-Service Quality does not have a significant effect on Customer Satisfaction through Brand Image. This is indicated by the direct influence value of E-Service Quality of 0.317 and the indirect influence value of 0.040, which means that the indirect influence value is smaller than the direct influence (0.040 < 0.317).

Suggestion

For the next researcher, with this research, it is hoped that the next researcher can conduct further research related to Customer Satisfaction and Brand Image, by increasing the number of samples or the number of respondents, replacing the object of research in certain companies, and adding other variables that are not in this study such as E-Trust and other research variables that can affect Customer Satisfaction and Brand Image.

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