

## THE EFFECT OF EXPERIENTIAL MARKETING AND BRAND IMAGE ON CUSTOMER SATISFACTION

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**Abstract:** Consumer satisfaction is important for a company. In an effort to meet customer satisfaction, many efforts can be done such as providing an unforgettable experience for consumers and creating a good brand image in the eyes of consumers. Garuda Indonesia is a company that applies the Garuda Indonesia Experience concept, which is a concept that is applied to provide a unique experience in an effort to gain customer satisfaction. This research method uses quantitative methods with purposive sampling and takes a total of 400 samples obtained through Google Form. The data analysis technique used is Structural Equation Modeling with LISREL. Based on the results of this study, the results show that experiential marketing has a positive and significant effect on customer satisfaction, brand image has a positive and significant effect on customer satisfaction, and experiential marketing and brand image have an effect on simultaneously customer satisfaction of Garuda Indonesia airlines.

**Keywords:** Brand Image, Customer Satisfaction, Experiential Marketing, Structural Equation Model

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### INTRODUCTION

Currently, infrastructure development in Indonesia is experiencing rapid growth. Supporting factors for the growth of transportation are the construction of road, airport, and port infrastructure. In the last four years, infrastructure development has had a positive impact on the growth of the national transportation service industry (Jannah, 2019).

Air transportation is still a mainstay of Indonesian people to travel from one place to another. Airplanes are becoming more effective means of public transportation compared to other types of public transportation which tend to take a long time. In addition to facilitating one's mobility to travel, the aviation industry becomes one of the drivers of economic growth and development because the aviation industry can be an important sector in a nation's economy (Kencana, 2019).

The development of transportation infrastructure, especially air transportation, was not in line with the development of the number of aircraft users. Badan Pusat Statistik (BPS) recorded the number of domestic air transport passengers which, if

totalled, the number of domestic air transport passengers from January to September 2019 reached 56.5 million people. That number also dropped by 19.89% compared to the same period in 2018 of 70.5 million people.

Many factors cause airplane passengers to descend, one of them is the high ticket price. The price of an expensive plane ticket needs to be coupled with the availability of commensurate services and facilities because if not, consumers will be disappointed with the services provided. Consumer satisfaction is important for companies to gain the trust of consumers to continue to use the services of a company (Tanggung et al, 2018). One important factor in shaping customer satisfaction is experiential marketing. Experiential marketing is a concept that is carried out by the company to satisfy consumers who are revealed in five dimensions, namely, sense, feel, think, act, and relate (Lupiyoadi, 2013).

Experiential Marketing is the ability of a company that produces goods or services in a business purpose offering an emotional experience so that it can touch the

hearts of consumers' feelings to create a unique experience (Lupiyoadi, 2016). In addition to experiential marketing, a company's brand image becomes another important factor inherent in a company. A company whose brand has a top of mind in the minds of the community can be unique and differentiating for a product or service compared to other products or services. Suryati (2019) said that brand image is related to one's attitude towards preferences towards a brand. Consumers who have a positive brand image will encourage someone to make a purchase of a product or service. This is in line with the vision of Garuda Indonesia, which is a reliable airline, offering quality services to the world community by using Indonesian hospitality.

The concept of Indonesian hospitality is translated into icons that rely on the senses or known as the Garuda Indonesia Senses 5 senses concept consisting of sight, sounds, scent, taste, and touch. The concept of Indonesian hospitality is translated into icons that rely on the senses or known as the Garuda Indonesia Senses 5 senses concept consisting of sight, sounds, scent, taste, and touch. Sight is a concept of the Garuda Indonesia Experience that offers a variety of beauty for passengers, including a variety of traditional textiles that present bright colors, beautiful patterns, and unique textures. Sound is a concept of the Garuda Indonesia Experience that reflects diverse ethnic and cultural groups in the vast archipelago by offering traditional Indonesian music during the trip.

The scent is a concept of the Garuda Indonesia Experience that offers aromatic fragrance produced by native Indonesian plants and herbs such as cloves and nutmeg, in order to create a refreshing and soothing aroma. Taste is a concept of the Garuda Indonesia Experience that offers Indonesian special flavors and experiences manifested in the food

served. Touch is the concept of the Garuda Indonesia Experience with hospitality services ranging from flight reservations to arrive at the destination airport, passengers will be spoiled by the sincere and friendly service that characterizes Indonesian hospitality. This service concept also includes customer touch points, starting with pre-journey, pre-flight, in-flight, post-flight, and post-journey services.

Garuda Indonesia ranks as the top brand based on 2019 top brand index data of 40.5%. Then in second place is Lion Air with the 2019 top brand index of 19.2%, and the third in the list is Citilink with the 2019 top brand index of 13.1%. The airline Garuda Indonesia, Lion Air, and Citylink indeed ranks in the top three of the top brand index, but Garuda Indonesia became the leader by ranking first as the top brand (Top brand award, 2019).

Garuda Indonesia's achievements have indeed been proven to be good based on several awards it has achieved, but currently, there are many complaints felt by Garuda Indonesia customers in terms of flying experience with Garuda Indonesia. Consumers submit their complaints related to the services provided, such as frequent delays at Soekarno-Hatta airport in one month.

According to the statement of Garuda Indonesia Public Relations, Dicky Irhamsyah, that a delay of four hours does indeed occur, this is due to technical errors. The statement was justified by Eko Nurdiansyah, a Garuda Indonesia passenger, he said that the consumer regretted that the announcement of the delay was notified five minutes before the flight's departure (Rahayu, 2018).

Another complaint felt by Garuda Indonesia consumers is the food menu or so-called inflight meals provided. Quoted from Garuda Indonesia Instagram social media, consumers of the Jakarta-Padang route complained about the deterioration in the quality of the food provided when compared to

the services provided previously. As the owner of the meldariany account said, he desired the inflight meals as before, not the economical inflight meals like now which only consist of beans, tasteless bread, and mineral water, (Mutiah, 2019).

Research purposes is knowing the effect of experiential marketing on customer satisfaction, knowing the effect of brand image on customer satisfaction, and Knowing the effect of experiential marketing and brand image on customer satisfaction simultaneously

Marketing services is a social and managerial process that involves several parties in order to obtain the desired needs by creating offers that are not physically tangible and do not involve any ownership (Kotler & Armstrong, 2016). The forms of business activities (services) from marketing services according to Alma (2016), namely: Personalized Services (personal services), Financial Services (financial services), Public Utility and Transportation Services (public utility services and transportation), Entertainment (entertainment) such as theaters, and Hotel Services (hotel services), which are supporting facilities in the field of tourism.

According to Lupiyoadi (2016) defining experiential marketing as the ability of a company that produces goods or services in business purposes offers an emotional experience so that it can touch the hearts of consumers' feelings to create unique experiences. Experiential marketing strategies are useful for consumers not only to demand quality goods but also want emotional benefits, in the form of memorable experiences that are memorable experiences that are not forgotten, there are positive unique experiences, holistic experiences, through all of Alma's five senses (2013).

Hasan (2013); Lupiyoadi (2013); Hendarsono & Sugiarto (2013) has the same opinion, that there are 5 dimensions of experiential marketing,

namely: Sense, feel, think, act, and relate. Sense experience is defined as marketing efforts to create a stimulus, feel the experience is a strategy and implementation to give brand influence to consumers through communication (advertising), products (packaging and packaging), product identity (co-branding), marketing methods that encourage customers to think creatively of the company and its brands, act experience is a marketing technique to create consumer experiences related to the physical body, behavior patterns, and lifestyle, relate experience shows relationships with other people, other groups (for example work and lifestyle).

According to Abdurrahman (2015) brand can be interpreted as a strong asset that companies must develop and manage carefully. The meaning of the brand is more than just a name and symbol, they are a key element for the big name of the company where the brand can repute consumers' perceptions and feelings about the meaning of a product or service to consumers. A similar opinion was said by Sangadji & Sopiah (2013) that a brand is a symbol and an indicator of the quality of a product.

Brand image is the customer's perception of a brand, which is reflected in the brand association held by the customer's memory (Swasty, 2016). Another statement said by Suryati (2019) that brand image is related to one's attitude towards preferences towards a brand.

Satisfaction is a feeling of pleasure or disappointment that someone has based on a comparison between the reality obtained and the expectations possessed by someone (Priansa, 2017). This statement is in line with the opinion of Kotler & Keller (2017) that satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the expected performance or results.

The statement about the relationship between experiential marketing and satisfaction was said by

Wijayanti (2017) that experiential marketing will influence satisfaction for consumers. Experiential marketing is done by the company to increase satisfaction and value offered by the company because increasing the level of customer satisfaction can increase the level of consumer resilience higher.

Based on research conducted previously by Mulyaningsih & Suasana (2016); Jaya & Salim (2017); shows that there is a positive influence between brand image and customer satisfaction. The better the brand image, the higher the customer satisfaction. Conversely, the lower the brand image, the lower the customer satisfaction.

Experiential marketing divided into five dimensions, sense, think, feel,

act, and relate. Experiential marketing has an influence on customer satisfaction. Experiential marketing is done by companies to increase satisfaction and value offered by the company because increasing the level of customer satisfaction can increase the level of consumer resilience higher (Wijayanti, 2017). In research Soelasih (2016) the second independent variable is the brand image. Then the second independent variable is the brand image. In research Soelasih (2016) explains that experiential marketing which consists of five dimensions has an influence on satisfaction. Suryati (2019) that brand image is related to a person's attitude towards preferences towards a brand.

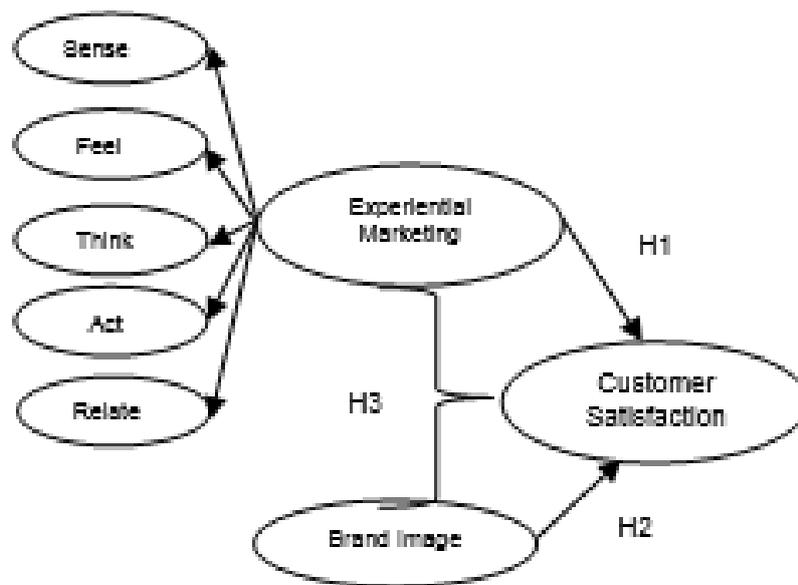


Figure 1. Research Framework

Source: Soelasih, 2016

**Hypothesis:**

H<sub>1</sub>: Experiential marketing has a positive and significant effect on customer satisfaction

H<sub>2</sub>: Brand image has a positive and significant effect on customer satisfaction

H<sub>3</sub>: Experiential marketing and brand image has a simultaneously effect on customer satisfaction

**METHODS**

**Types of Research**

The quantitative method is called discovery method because with this method it can be found and developed into new science and technology. This method is called quantitative because the research data are numbers. The purpose of this study is causal where this study wants to examine the

relationship between variables. Causal research is usually done when researchers have seen or read previous research that discusses the relationships between variables and researchers want to test whether the relationships between variables that occur in previous research also occur in the object or field under study (Indrawati, 2015). This research has a causal type of investigation which means that the research conducted illustrates the cause of a problem (Indrawati, 2015). Based on the time of execution, the frequency of data collection and processing, this study uses a cross-sectional method. According to Indrawati (2015) cross-sectional method is a method of data collection conducted in one period. Based on the involvement of researchers, researchers do not manipulate (intervention) any (Indrawati, 2015).

#### **Population and Sample**

According to Neolaka (2014) the population is the whole or totality of the object under study. The population used in this study is all consumers of Garuda Indonesia airlines. Sugiyono (2018) argues that the sample is part of the number and characteristics possessed by the population. In this study, the sampling technique used was non-probability sampling with the type of purposive sampling. The sample used was 400 samples.

#### **Multivariate Analysis Techniques**

The multivariate analysis technique is a quantitative statistical analysis method that allows the testing of two variables simultaneously. This data analysis technique aims to analyze the relationship between several variables at the same time. Multivariate analysis techniques are divided into two groups based on the dependent variable, the dependent method, and the interdependent method. The dependent method is a method where if the variables to be measured have at

least one dependent variable. Then the second is the interdependent method, if there are no dependent variables in the variable, then the method used is the interdependent method (Indrawati, 2015). In this study, the multivariate technique used is the dependent method because it has a single dependent variable.

#### **Structural Equation Modeling**

Data analysis techniques in this study used structural equation modeling or Structural Equation Modeling (SEM). SEM is a combination of factor analysis and path analysis into a comprehensive statistical method (Haryono, 2017: 3). In this study, the SEM model used is CB-SEM using Lisrel software. CB-SEM is more intended to explain the relationship between items in the variables and confirm the model. CB-SEM is more focused on how a structural model fits (fit) with the results of observation and provides an explanation (Indrawati, 2015).

#### **Stages of analysis on CB-SEM**

According to Latan (2012) the stages of analysis on CB-SEM have to go through at least five processes that affect from one stage to the next, namely: (1) Model Specifications: At the specification stage of the model, the researcher must conceptually define the construction under study and determine its dimensions. The researcher must clearly determine the direction of causality between constructs that shows the hypothesized relationship; (2) Model Identification: It is important to identify the model to find out whether the model built has a unique value or not, with the aim of the model can be estimated. If the model does not have a unique value, then the model cannot be identified (unidentified). The model that cannot be identified is caused by insufficient empirical data to produce a solution in calculating the estimation parameters of the model (Latan, 2012); (3) Model Estimation: The next step is the

estimation of the model. Research that meets the specifications and identification can then be estimated models. In this study, the CB-SEM method used is the Maximum Likelihood (ML) method; (4) Evaluate the Model: The model evaluation aims to evaluate the overall model, whether the model has a good fit or not. Evaluation of the model in CB-SEM can be done by assessing the measurement results of the model (measurement model) through confirmatory factor analysis (CFA) by testing the validity and reliability which then proceed with the evaluation of structural models (structural models) through the criteria of goodness of fit (Latan, 2012); (5) Model Interpretation and Modification: The final stage in SEM analysis is to interpret the model that is in accordance with the criteria for goodness-of-fit. If it does not meet these criteria, it is necessary to make modifications or respecification.

## RESULTS AND DISCUSSION

### Research Characteristics

Based on the total respondents numbering 400, there were (50.5%) or as many as 202 respondent's male and (49.5%) or as many as 198 respondent's female. Based from the total respondents numbering 400, there were (5%) or as many as 20 respondents aged <20 years, there were (61.3%) or as many as 245 respondents aged 21-30 years, there were (22%) or as many as 88 respondents aged 31-40 years, and as many as (11.8%) or 47 respondents aged > 41 years.

Based from the total respondents numbering 400, there were (36.8%) or as many as 147 respondents with the last high school education level, (5.2%) or 21 respondents with the last education level diploma, (53.5%) or 214 respondents with the last education level bachelor degree, and (4.5%) or 18 respondents with the last education level master degree.

Based from the total respondents numbering 400, there are (35.3%) or 141 respondents have jobs as students, (16%) or 64 respondents have jobs as entrepreneurs, (8%) or 32 respondents have jobs as civil servants, there are (26.2%) or 105 respondents have jobs as private employees, and there are (14.5%) or 58 respondents have other jobs that are not mentioned in the questionnaire.

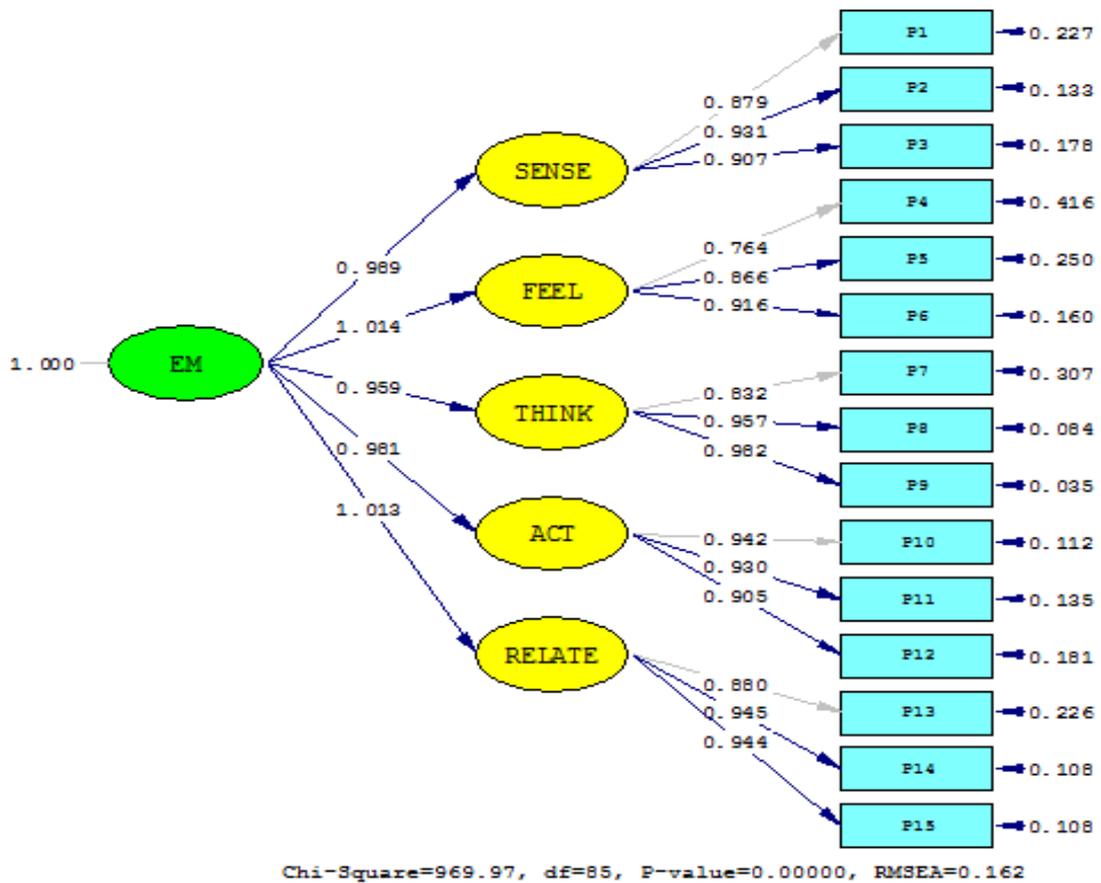
Based from the total respondents numbering 400 there were (2.8%) or as many as 11 respondents have income <Rp 1,000,000, (6.3%) or 25 respondents have income of Rp 1,000,000 - Rp 2,000,000, (20.5%) or 82 respondents have income of Rp. 2,000,000 - Rp. 3,000,000, and there (37.5%) or 105 respondents have income > Rp. 4,000,000.

Based from the total respondents numbering 400, it is known that of the total respondents numbering 400, there are (80%) or as many as 320 respondents residing in the West Indonesia Region, (16.2%) or 65 respondents residing in the Central Indonesia Region, and (3.7%) or 15 domiciled in Eastern Indonesia Region.

### Model Measurement Test

In the initial stage in the evaluation phase of the model on the Structural Equation Model (SEM) which is to test the measurement model or measurement model. The purpose of the measurement model is to test the validity and reliability values of the entire data, the principle of this measurement model is to test the indicators on latent variables, or measure how far the indicators (items) can explain the latent variables (Indrawati, 2015). The estimation technique used in SEM calculation is to use maximum likelihood. When testing the measurement model, testing the factors forming each variable will first be done. Testing will be done by looking at the results of standardized regression weight in the Lisrel output table.

**Exogen Experiential Marketing  
 Construction Measurement Model**

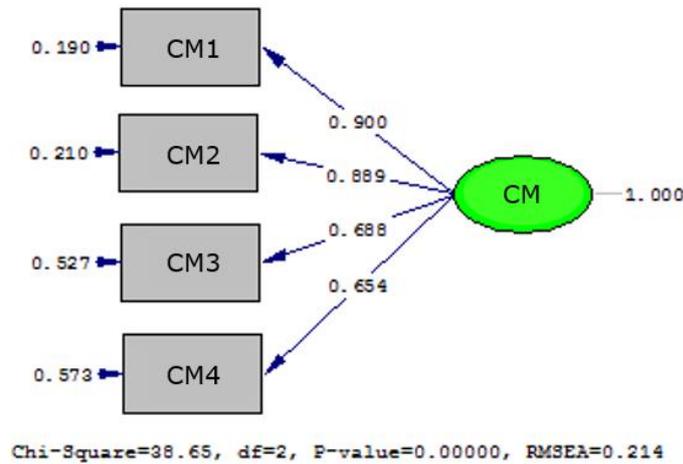


**Figure 2. Experimental Model Marketing Exogenous Construction Measurement Model**  
 Source: processed data (2020)

Based on Figure 2, it is shown that the loading factor ( $\lambda$ ) value for each manifest variable is  $> 0.5$  and the VE (variance extracted) value is  $> 0.5$ . This can be interpreted that each manifest variable is declared valid in forming an exogenous construct because the requirements of the validity test have

been met, which has a loading factor  $> 0.5$  and has a VE value  $> 0.5$ . Then to measure reliability, the CR (composite reliability) value must be  $> 0.7$  and the experiential marketing variable CR value is  $> 0.7$  so that it can be declared reliable.

### Exogen Brand Image Construction Measurement Model

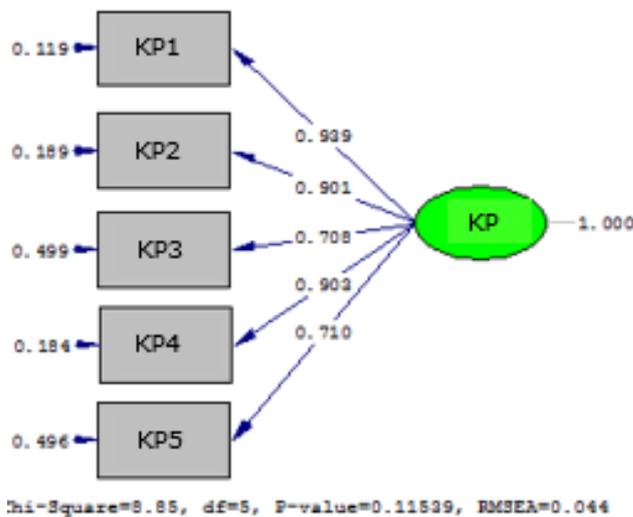


**Figure 3. Brand Image Exogenous Construction Measurement Model**  
 Source: processed data (2020)

Based on Figure 3, the loading factor ( $\lambda$ ) value for each manifest variable is  $> 0.5$  and the VE (variance extracted) value is  $> 0.5$ . This can be interpreted that each manifest variable is declared valid in forming an exogenous construct because the rule of thumb of the validity test has been fulfilled, which has a loading factor  $> 0.5$  and has a VE value  $> 0.5$ . Then to

measure reliability, the rule of thumb on the CR (composite reliability) value must be  $> 0.7$  and on the experiential marketing variable the CR value obtained  $> 0.7$  so that it can be declared reliable.

### Endogen Customer Satisfaction Construction Measurement Model

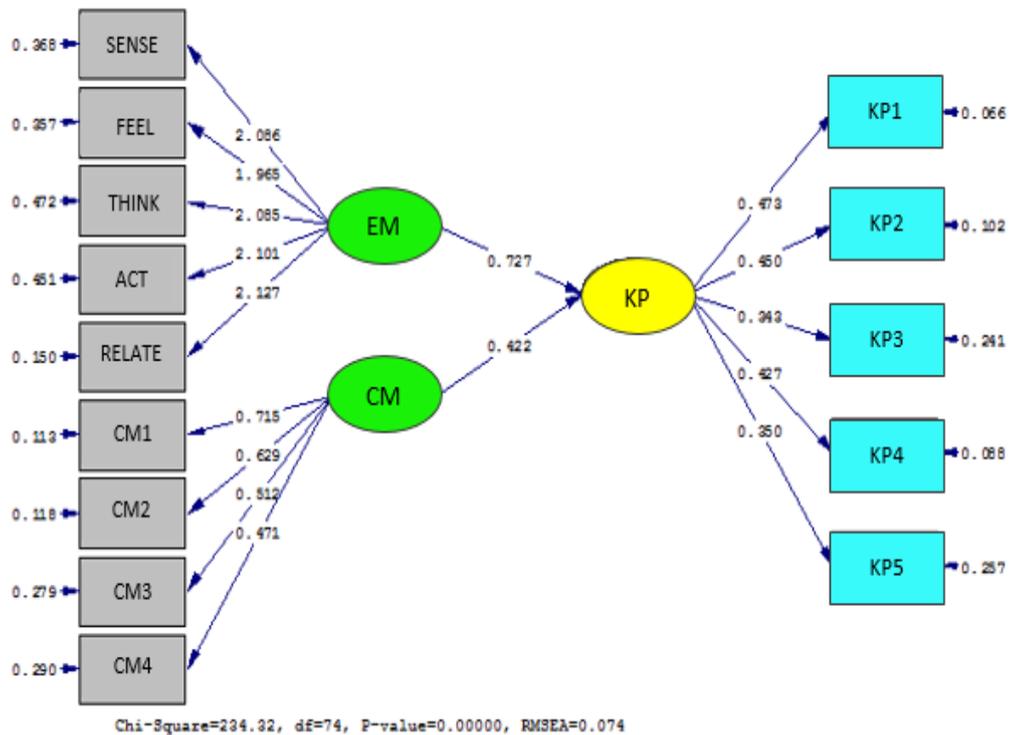


**Figure 4. Customer Satisfaction Endogen Construction Measurement Model**  
 Source: processed data (2020)

Based on the Figure it shows that the loading factor ( $\lambda$ ) value for each manifest variable is  $> 0.7$  and the VE (average variance extracted) value is  $> 0.5$ . This can be interpreted that each manifest variable is declared valid, which has a loading factor  $> 0.7$  and has a VE value  $> 0.5$ . Then to measure

reliability, the rule of thumb on the CR (composite reliability) value must be  $> 0.7$  and on the experiential marketing variable the CR value obtained  $> 0.7$  so that it can be declared reliable.

### Structural Model



**Figure 5. Structural Model**  
 Source: processed data (2020)

Based on the figure above, following structural equation:

$$\text{Satisfaction} = 0.727\text{EM} + 0.422 * \text{CM},$$

Errorvar. = 0.467, R2 = 0.533

Information:  
 EM = Experiential Marketing  
 CM = Brand Image

experiential marketing relationship and brand image with user satisfaction is positive. The total effect of experiential marketing and brand image on user satisfaction amounted to 53.3%, while there were 46.7%.

Based on the first equation, it can be explained that the direction of

**Table 1. Goodness of Fit**

No.	The goodness of Fit Index	Cut-off Value	The result	conclusion
1	<i>Chi-square</i>	> 0,05	234.32	Bad Fit
2	RMSEA	≤ 0,08	0,074	Good Fit
3	GFI	> 0,90	0,923	Good Fit
4	AGFI	≥ 0,90	0,890	Marginal Fit
5	RFI	> 0,90	0,978	Good Fit
6	NFI	> 0,90	0,982	Good Fit
7	CFI	> 0,90	0,987	Good Fit
8	NNFI	≥ 0,90	0,984	Good Fit
9	IFI	> 0,90	0,987	Good Fit
10	PGFI	0 < PGFI < 1	0,650	Good Fit

Source: Latan (2012)

Based on the test results of the model in table 1, shows that the average value obtained shows that the model is in a good fit. This means that the research model used has a good model value seen from Chi-square (p-value), RMSEA, GFI, AGFI, RFI, NFI, CFI, NNFI, IFI, and PGFI.

### Hypothesis 1

Based on the results of the study it can be seen that the standardized regression weight coefficient value between the experiential marketing variable and the satisfaction variable has a value of 0.727 (positive) and has at a count of 8.209 or greater than 1.96, it can be said that H0 is rejected. This can mean that the experiential marketing variable has a positive and significant effect on the satisfaction variable

### Hypothesis 2

The standardized regression weight coefficient value between the brand image variable and the satisfaction variable is 0.422 (positive) and has at count of 4.818 or greater than 1.96, then H0 is rejected. This means that the brand image variable has a positive and significant effect on satisfaction variables, so H2 can be accepted.

### Hypothesis 3

Based on the calculation results, the calculated F value is 226.554. This

value will be compared with the value of the F table with a total sample of 400 obtained F table of 3.018. Thus F count > F table, meaning that simultaneously experiential marketing and brand image have a significant effect on satisfaction, this can mean that H3 is accepted.

### CONCLUSION

Based on the results of research and discussion that has been explained, the conclusions obtained are: This study found that experiential marketing variables had a positive and significant effect on customer satisfaction. This can mean that experiential marketing implemented by the Garuda Indonesia Company provides an unforgettable experience for its consumers.

In the brand image variable, the results show that the brand image variable has a positive and significant effect on. Customer satisfaction. This can mean that the brand image owned by the Garuda Indonesia Company is positive for consumers. Experiential marketing variables and brand image have a simultaneous influence on Garuda Indonesia's customer satisfaction.

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