

ANALYSIS OF THE RELATIONSHIP BETWEEN CONSUMER-BASED BRAND EQUITY, EXPERIENTIAL MARKETING, CUSTOMER SATISFACTION, AND CUSTOMER LOYALTY AT STARBUCKS COFFEE IN KARAWANG

Suhono¹, Ratih Hurriyati², Mokh Adieb Sultan³

¹Universitas Singaperbangsa Karawang

^{2,3}Sekolah Pasca Sarjana, Universitas Pendidikan Indonesia, Bandung

Email: suhono@fe.uniska.ac.id

Diterima 24 September 2020, Disetujui 13 Oktober 2020

Abstract

This study aims to analyze the relationship between consumer-based brand equity, experiential marketing, customer satisfaction, and customer loyalty at Starbucks Coffee in Karawang. One of the marketing approaches to support the creation of customer loyalty is to market products using experiential marketing. By integrating the elements of emotion, logic, and general thought processes, a relationship with customers can be built which can not only increase customer satisfaction but also foster customer loyalty. The number of samples studied was 110 respondents via the internet, customers who had visited Starbucks Coffee in Karawang using non-probability sampling. The analytical tool used descriptive analysis and multiple regression methods. The results showed that the dimensions of consumer-based brand equity, namely physical quality, ideal self-congruence, and lifestyle congruence are factors that have a positive effect on customer satisfaction. However, staff behavior does not affect customer satisfaction. The experiential marketing dimension consisting of feelings, thoughts, and actions also has a positive relationship with customer satisfaction, although feelings do not affect customer satisfaction. In the evaluation of customer satisfaction, it is proven that customer satisfaction has a significant effect. This shows that the higher the customer satisfaction, the higher the loyalty of the Starbucks Coffee Karawang outlet customers.

Keywords: Experiential Marketing, Consumer-based Brand Equity, Customer Satisfaction, Customer Loyalty, Starbucks Coffee.

Abstrak

Penelitian ini bertujuan untuk menganalisis hubungan antara ekuitas merek berbasis konsumen, experiential marketing, kepuasan konsumen, dan loyalitas konsumen pada Kopi Starbucks di Karawang. Salah satu pendekatan pemasaran untuk mendukung terciptanya loyalitas pelanggan adalah dengan memasarkan produk dengan menggunakan experiential marketing. Dengan mengintegrasikan unsur-unsur emosi, logika, dan proses berpikir secara umum, hubungan dengan pelanggan dapat dibangun yang tidak hanya meningkatkan kepuasan pelanggan tetapi juga menumbuhkan loyalitas pelanggan. Jumlah sampel yang diteliti adalah 110 responden melalui internet, pelanggan yang pernah berkunjung ke Starbucks di Karawang dengan menggunakan non probability sampling. Alat analisis yang digunakan analisis deskriptif dan metode regresi berganda. Hasil penelitian menunjukkan bahwa dimensi ekuitas merek berbasis konsumen yaitu kualitas fisik, kongruensi diri ideal, dan kesesuaian gaya hidup merupakan faktor yang berpengaruh positif terhadap kepuasan pelanggan. Namun, perilaku staf tidak mempengaruhi kepuasan pelanggan. Dimensi experiential marketing yang terdiri dari perasaan, pikiran, dan tindakan juga memiliki hubungan positif dengan kepuasan pelanggan, meskipun perasaan tidak mempengaruhi kepuasan pelanggan. Dalam evaluasi kepuasan pelanggan terbukti bahwa kepuasan pelanggan berpengaruh signifikan. Hal ini menunjukkan bahwa semakin tinggi kepuasan pelanggan maka semakin tinggi pula loyalitas pelanggan gerai Starbucks Coffee Karawang.

Kata kunci: Pemasaran Eksperimen, Ekuitas Merek Berbasis Konsumen, Kepuasan Pelanggan, Loyalitas Pelanggan, Kopi Starbucks

INTRODUCTION

Marketing theory that can be used to influence consumer emotions both customer satisfaction and brand loyalty of a product, previous research indicates that consumer-based brand equity and experiential marketing. The consumer-based brand equity dimension consists of physical quality, staff behavior, ideal self-congruence, brand identification, and lifestyle congruence Nam et al (2011), while Andreani (2007) emphasized that experiential marketing describes a marketing concept that not only provides information and opportunities for customers to experience the benefits but also evokes emotions and feelings that have an impact on marketing, differentiating one business from another because they can feel and get hands-on experience through five approaches (Sense, Feel, Act, Relate, Think).

The current phenomenon indicates that every marketer in the coffee shop business must be able to develop a marketing program that is in tune with the desires, thoughts, feelings, images, beliefs, perceptions, and opinions of customers. According to Kotler and Keller (2009) brand value lies in its strength to capture customer preferences and loyalty. A well-managed brand tends to increase its market share (O'Neill and Xiao, 2006).

As a type of business that is engaged in the food and beverage sector, Starbucks Coffee cannot be separated from increasingly fierce competition because in recent years the growing industry has been the food and beverage industry, especially coffee cafes in Indonesia. According to the Secretary of the Indonesian

Coffee Exporters Association (AEKI) East Java, Ichwan Nursidik. (www.Kadin-Indonesia.or.id), this is because coffee cafes in Indonesia modify the way coffee is served. Another factor is the change in people's lifestyles that have encouraged coffee cafes to develop in recent years.

The process of creating an alternative model that can be applied to current phenomena considers several aspects, namely preliminary studies, literacy studies, and the use of appropriate methodologies, so it is hoped that this research will be able to contribute significantly to theory development and can be used as a practical reference, which includes:

1. Hendro Sujono's research (2017) shows that customer satisfaction does not affect customer loyalty, while Raymond Hadiwidjaja (2011), Aries Susanti et al (2015) Marco Dirgahadi Lukman (2014) stated that customer satisfaction affects customer loyalty.
2. The method used in testing satisfaction and loyalty according to research by Raymond Hadiwidjaja (2011) uses Partial Least Square (PLS), while in the research of Hendro Sujono (2017) and Marco Dirgahadi Lukman (2014), namely Structural Equation Modeling (SEM) using LISREL software.
3. The independent variable used in testing customer satisfaction according to research by Aries Susanti et al. (2015) and Marco Dirgahadi Lukman (2014) is the Consumer Base Brand Equity Method, while in Raymond Hadiwidjaja's (2011) study, Experimental Marketing.

Therefore, it is necessary to research to find out the expectations or things desired by customers so that they remain loyal. For this reason, a study was conducted on "Analysis of Consumer-Based Brand Equity Relationships, Experiential Marketing, Customer Satisfaction, and Customer Loyalty at Starbucks Coffee in Karawang".

THEORITICAL REVIEW

A. Marketing

Understanding Marketing According to Kotler and Keller (2006), marketing is "a social and managerial process that makes individuals and groups get what they need and want through the creation and exchange of products and values with others".

According to Ali Hasan (2008) marketing (marketing) "is a science concept of business strategy that aims to achieve sustainable satisfaction for stakeholders (customers, employees, shareholders)".

According to the American Marketing Association, "marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and managing customer relationships in a way that benefits the organization and its constituency" (Kotler and Keller, 2006).

B. Consumer Based Brand Equity

The term "brand equity" has been one of the most important marketing concepts since the 1980s. The concept of brand equity has been discussed in several ways. Previous research has divided brand equity into three categories, namely a customer-based perspective (Aaker,

1991), a financial perspective (Simon and Sullivan, 1993), and a combined perspective (Anderson, 2007). Aaker (1991) defines brand equity as a set of brand assets and liabilities associated with brands, names, and symbols that increase or decrease the value provided by a product or service to the company and/or its customers. According to Keller (1993), customer-based brand equity is defined as the differential effect of brand knowledge on consumer responses to brand marketing.

There are three important concepts in this definition, namely the differential effect, brand knowledge, and consumer response to marketing. The differential effect is determined by comparing the customer's response to the marketing of a brand with the response to similar marketing of an anonymous or anonymous version of the product or service. Brand knowledge is defined in terms of brand awareness and brand image and is conceptualized according to the characteristics and brand association relationships described earlier. Customer response to marketing is defined in terms of customer perceptions, preferences, and behaviors arising from the marketing mix activities (eg, brand choice, understanding of copy points from advertisements, reactions to coupon promotions, or evaluation of proposed brand extensions). Lassar, Mittal, and Sharma (1995) define brand equity as an increase in the perceived utility and desire that a brand name imparts in a product. Besides that, Chirstodoulides and de Chernatony (2010) define brand equity as a set of perceptions, attitudes, knowledge, and behaviors on the part of consumers that result in increased

utility and allow a brand to acquire a greater volume or a larger margin than what would be without a brand.

C. Experiential Marketing

Experiential Marketing comes from two words, namely experience and marketing. Experience is "experience is personal events that occur due to a certain stimulus (for example, provided by the marketer before and after the purchase of goods or services)" (Schmitt, 1999) Experience is also defined as a subjective part in the construction or transformation of an individual. in the emphasis on emotions and senses directly during immersion at the expense of the cognitive dimension. (Grundey, 2008).

Meanwhile, the definition of marketing is "a social and managerial process that enables individuals and groups to get what they need and want through the creation and exchange of products and values with others. (Kotler and Keller, 2006). Schmitt (1999) argues that experiential marketing can be measured using five factors, namely: 1) Sense / Sensory Experience 2) Feel / Affective Experience 3) Think / Creative Cognitive Experience 4) Act / Physical Experience and Entitled Lifestyle 5) Relate / Social Identity Experience.

D. Customer satisfaction

Satisfaction is a feeling of pleasure or disappointment in someone who arises after comparing their perceptions or impressions of the performance or results of a product and their expectations" (Kotler, 2002). Meanwhile, Mowen and Minor (2002) "consumer

satisfaction are defined as the overall attitude aimed at consumers on goods or services after they have obtained and used it".

If the company focuses on high satisfaction, then consumers whose satisfaction is only right, it will be easy to change their minds if they get a better offer. Meanwhile, highly satisfied consumers have a harder time changing their choices. High satisfaction or high pleasure creates an emotional attachment to the brand the result is high consumer loyalty. Day (in Tjiptono, 2002) explains that "customer satisfaction or dissatisfaction is a customer response to a perceived disconfirmation between previous expectations (other performance norms) and the actual performance of the product that is felt after its use".

Meanwhile, Wilkie explains that "satisfaction or dissatisfaction is an emotional response to an evaluation of the experience of consuming a product or service" (Tjiptono, 2002). Furthermore, Tjiptono (2002) concluded that "customer satisfaction includes the difference between expectations and performance or expected results".

E. Customer loyalty

According to Chu (2009), loyalty is positive behavior and is related to the level of repurchase made by customers for a product or service regularly. According to Barnes (2003), loyalty may fade over time. Another aspect of customer loyalty is the customer's willingness to recommend the company to their friends, family members, and colleagues. This loyalty leads to repeat purchases, the economy, and an increasing proportion of spending.

Kotler (2000) says "the long-term success of a particular brand is not based on the number of consumers who purchase it only once, but on the number who become repeat purchase". In this case, it can be concluded that loyal consumers are not measured by how much they buy, but by how often these consumers make repeat purchases, including here recommending other people to buy (Robert, Varki & Bordie, 2003).

According to Robert, Varki & Bordie (2003), the ultimate goal is the success of the company in establishing relationships with its customers is to form strong loyalty. Indicators of strong loyalty are:

1. Say positive things, are to say positive things about the products that have been consumed.
2. Recommend friend, is to recommend products that have been consumed to friends.
3. Continue purchasing, is a purchase that is made continuously for products that have been consumed.

Olson (1993) states that customer loyalty is a behavioral impetus to make repeated purchases and to build customer loyalty to a product or service produced by a business entity takes a long time through a repetitive purchasing process.

Customers (customers) are different from consumers (consumers), someone can be said to be a customer if that person starts to get used to buying products or services offered by a business entity. This habit can be built through repeated purchases within a certain period, if within a certain period of time there is no repeat purchase, the person cannot be said to be a customer but as a buyer or consumer (in

Musanto, 2004). Thus, a loyal customer is "a customer who has characteristics such as making repeated purchases of the same business entity, informing others about the satisfactions obtained from the business entity, and showing immunity to offers from the business entity. competitor". (Griffin, 2005).

METHOD

A. Types of Research and Variable Operational Definition.

The method used in this research is quantitative. According to Malhotra (2004), quantitative research is "a research methodology that seeks the quantity of data and usually, some analysis applies to statistics." This type of research is a causal explanatory research. According to Umar (1999: 36), explanatory research is research that aims to analyze the relationships between one variable and another or how a variable affects other variables. Meanwhile, according to Kotler (2003), namely research that aims to test (test) hypotheses about the cause and effect relationship.

B. Data Collection Methods and Sampling Techniques

The method used in this research is to obtain the necessary data and to support the research using several ways, namely:

1. Interview Namely by interviewing management about the history, organizational structure, managerial systems, and sales trends of Starbucks Coffee.
2. Questionnaire According to Malhotra (2004) a questionnaire is a "structured technique for data collection consisting of a series of

questions, written or oral, to respond to answers" This questionnaire is used as a research instrument to determine how the relationship between Customer-based brand equity and "Experiential Marketing to Customer Satisfaction and Customer Loyalty". The sampling technique in this study used a non-probability sampling technique, where all populations did not have the same opportunity to become respondents and the sampling was based on the researchers' considerations (Simamora, 2004, p.197). And with the consideration of saving time and money, in this study convenience sampling was used, in which the selected respondents were only those who were eating or drinking at Starbucks Coffee Karawang, at least the last 3 months with a frequency of 2 times.

C. Data Analysis and Data Mining Techniques

The analysis technique used is the linear regression (linear regression analysis).

RESULT AND DISCUSSION

The significant value of the Consumer Base Brand Equity Method (X1) which consists of Physical Quality (X1.1) of $0.611 > 0.05$ means that H1 is rejected, which means there is no positive influence (constant value -0.051) on Consumer Satisfaction (Y), Staff Behavior (X1.2) of $0.070 > 0.05$ means reject H1 means that there is no positive influence (constant value of 0.210) on Brand Loyalty (Z), Ideal Self-Congruence (X1.3) of $0.342 > 0.05$ means reject H1 means no there is a positive effect (constant

value 0.094) on Brand Loyalty (Z), Brand Identification (X1.4) of $0.119 > 0.05$ means reject H1 means there is no positive effect (constant value 0.131) on Brand Loyalty (Z), Lifestyle- Congruence (X1.5) of $0.791 > 0.05$ means reject H1 means that there is no positive effect (constant value 0.016) on Brand Loyalty (Z).

The significant value of Experiential Marketing (X2) which consists of Sense (X2.1) of $0.726 > 0.05$ means rejecting H1 means that there is no positive influence (constant value -0.037) on Brand Loyalty (Z), Feel (X2.2) of $0.463 > 0.05$ means reject H1 means there is no positive effect (constant value 0.092) on Brand Loyalty (Z), Think (X2.3) of $0.989 > 0, -5$ means reject H1 means there is no positive effect (constant value 0.001) to Brand Loyalty (Z), Act (X2.4) of $0.692 > 0.05$ means reject H1 means that there is no positive effect (constant value 0.040) on Brand Loyalty (Z) and Relate (X2.5) of $0.715 > 0.05$ means reject H1 means that there is no positive influence (constant value 0.045) on Brand Loyalty (Z) and Consumer Satisfaction (Y) of $0.000 < 0.05$ means that H1 has a positive effect (constant value 0.644) on Brand Loyalty (Z).

The magnitude of the influence of the number of Standardized Coefficients, the influence of Physical Quality (X1.1) on Brand Loyalty (Z) is -0.042 or -4.2% , Staff Behavior (X1.2) on Brand Loyalty (Z) is 0.178 or $17, 8\%$, Ideal Self-Congruence (X1.3) to Brand Loyalty (Z) of 0.082 or 8.2% , Brand Identification (X1.4) of Brand Loyalty (Z) of 0.132 or 13.2% , Lifestyle-Congruence (X1.5) to Brand Loyalty (Z) of -0.021 or -2.1% , Sense (X2.1) of Brand

Loyalty (Z) of -0.032 or -3.2%, Feel (X2.2) of Brand Loyalty (Z) of 0.073 or 7.3%, Think (X2.3) of Brand Loyalty (Z) of 0.001 or 0.1%, Act (X2.4) of Brand Loyalty (Z) of 0.035 or 3.5% and Relate (X2.5) to Brand Loyalty (Z) of 0.037 or 3.7% and Consumer Satisfaction (Y) to Brand Loyalty (Z) of 0.629 or 62.9%.

The amount effect of consumer based brand equity method (X1), experiential marketing (X2), and consumer satisfaction (Y) on brand loyalty (Z) in combination as follows:

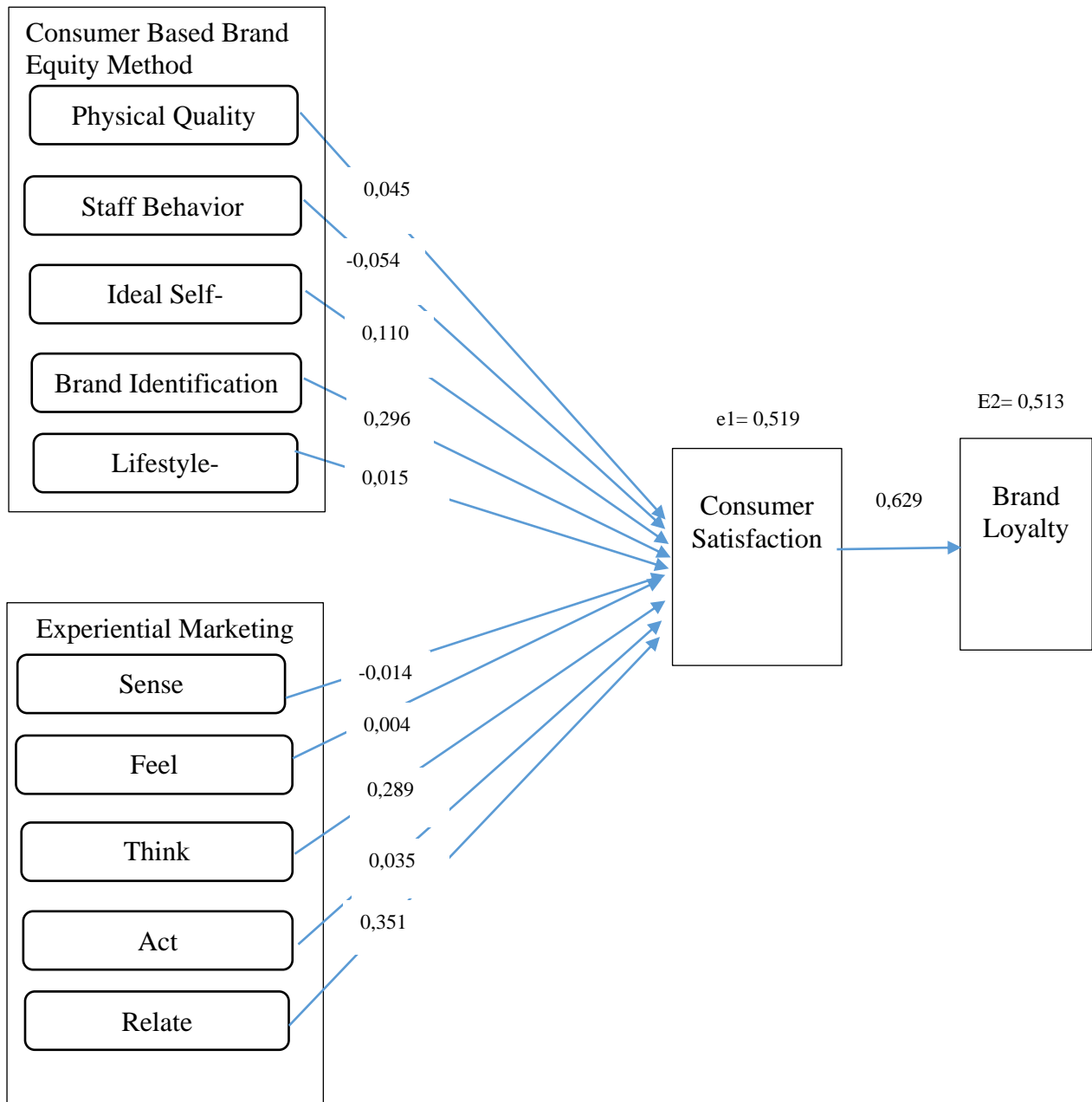


Figure 1. Effects of the Equity Method

Hypothesis Analysis

1. The effect of Consumer Base Equity Method (X1) on Consumer Satisfaction (Y) through Physical Quality (X1.1) of 4.5%, Staff Behavior (X1.2) of -5.4%, Ideal Self-Congruence (X1.3) 11%, Brand Identification (X1.4) 29.6%, Lifestyle-Congruence (X1.5) 1.5%
2. The effect of Experiential Marketing (X2) on Consumer Satisfaction (Y) through Sense (X2.1) of -11.4%, Feel (X2.2) of 0.4%, Think (X2.3) of 28.9 %, Act (X2.4) at 3.6% and Relate (X2.5) at 35.1%.
3. The effect of Consumer Satisfaction (Y) on Brand Loyalty (Z) is 62.9%.

Indirect influence

1. $X1.1 \rightarrow Y \rightarrow Z$

The effect of Physical Quality (X1.1) through Consumer Satisfaction (Y) on Brand Loyalty (Z) is the multiplication of the beta value of Physical Quality (X1.1) on Consumer Satisfaction (Y) with the beta value of Consumer Satisfaction (Y) with Brand Loyalty (Z).

$X1.1 \rightarrow Y \rightarrow Z = (0,045 \times 0,629) = 0,028$ or 2,8%.

Then the value of the indirect effect is 2.8%, So the total effect given by X1.1 to Z is Direct effect + indirect effect = $X1.1 \rightarrow Z 0,042 + 0,028 = -0,014$ or -1,4%

2. $X1.2 \rightarrow Y \rightarrow Z$

The influence of Staff Behavior (X1.2) through Consumer Satisfaction (Y) on Brand Loyalty (Z) is the multiplication of the beta value of Staff Behavior (X1.2) on Consumer Satisfaction (Y) with the beta value of

Consumer Satisfaction (Y) with Brand Loyalty (Z).

$X1.2 \rightarrow Y \rightarrow Z = (-0,054 \times 0,629) = -0,033$ or -3,3%

Then the value of the indirect effect is obtained at -3.3%, So the total effect given by X1.2 to Z is Direct effect + indirect effect = $X1.2 \rightarrow Z = 0,178 + (-0,033) = 0,145$ or 14,5%

3. $X1.3 \rightarrow Y \rightarrow Z$

Ideal Self-Congruence (X1.3) through Consumer Satisfaction (Y) to Brand Loyalty (Z) is the multiplication of the Ideal Self-Congruence (X1.3) beta value against Consumer Satisfaction (Y) with the Consumer Satisfaction (Y) beta value with Brand Loyalty (Z).

$X1.3 \rightarrow Y \rightarrow Z = (0,11 \times 0,629) = 0,069$ or 6,9%

Then the value of the indirect effect is obtained at 6.9, %, So the total effect given by X1.3 to Z is Direct effect + indirect effect = $X1.3 \rightarrow Z 0,082 + 0,069 = 0,151$ or 15,1%

4. $X1.4 \rightarrow Y \rightarrow Z$

The effect of Brand Identification (X1.4) through Consumer Satisfaction (Y) on Brand Loyalty (Z) is the multiplication of the Brand Identification (X1.4) beta value of Consumer Satisfaction (Y) with the beta value of Consumer Satisfaction (Y) with Brand Loyalty (Z).

$X1.4 \rightarrow Y \rightarrow Z = (0,296 \times 0,629) = 0,186$ or 18,6%

Then the value of the indirect effect is 18.6%, So the total effect given by X1.4 to Z is Direct effect + indirect effect = $X1.4 \rightarrow Z 0,132 + 0,186 = 0,318$ or 31,8%

5. $X1.5 \rightarrow Y \rightarrow Z$

The effect of Lifestyle-Congruence (X1.5) through Consumer Satisfaction (Y) on Brand Loyalty (Z) is the multiplication of the Lifestyle-Congruence (X1.5) beta value of Consumer Satisfaction (Y) with the beta value of Consumer Satisfaction (Y) with Brand Loyalty (Z).

$$X1.5 \rightarrow Y \rightarrow Z = (0,015 \times 0,629) = 0,009 \text{ or } 0,9\%$$

Then the value of the indirect effect is obtained at 0.9%, So the total effect given by X1.5 to Z is Direct effect + indirect effect = $X1.5 \rightarrow Z - 0,021 + 0,009 = -0,012$ or -1,2%.

6. $X2.1 \rightarrow Y \rightarrow Z$

The effect of Sense (X2.1) through Consumer Satisfaction (Y) on Brand Loyalty (Z) is the multiplication of the value of beta Sense (X2.1) on Consumer Satisfaction (Y) with the beta value of Consumer Satisfaction (Y) with Brand Loyalty (Z).

$$X2.1 \rightarrow Y \rightarrow Z = (-0,114 \times 0,629) = -0,071 \text{ or } -7,1\%$$

Then the value of the indirect effect is obtained at -7.1%, So the total effect that X2.1 gives to Z is Direct effect + indirect effect = $X2.1 \rightarrow Z - 0,032 + (-0,071) = -0,103$ or -10,3%

7. $X2.2 \rightarrow Y \rightarrow Z$

The influence of Feel (X2.2) through Consumer Satisfaction (Y) on Brand Loyalty (Z) is the multiplication of the Feel beta value (X2.2) on Consumer Satisfaction (Y) with the beta value of Consumer Satisfaction (Y) with Brand Loyalty (Z).

$$X2.2 \rightarrow Y \rightarrow Z = (0,004 \times 0,629) = 0,002 \text{ or } 0,2\%$$

The the value of the indirect effect is 0.2%, So the total effect given by X2.2 to Z is Direct effect + indirect effect = $X2.2 \rightarrow Z - 0,073 + 0,002 = -0,071$ or -7,1%

8. $X2.3 \rightarrow Y \rightarrow Z$

The influence of Think (X2.3) through Consumer Satisfaction (Y) on Brand Loyalty (Z) is the multiplication of the beta value of Think (X2.3) on Consumer Satisfaction (Y) and the beta value of Consumer Satisfaction (Y) with Brand Loyalty (Z).

$$X2.3 \rightarrow Y \rightarrow Z = (0,289 \times 0,629) = 0,181 \text{ or } 18,1\%$$

Then the value of the indirect effect is 18.1%, So the total effect given by X2.3 to Z is Direct effect + indirect effect = $X2.3 \rightarrow Z 0,001 + 0,181 = 0,182$ or 18,2%

9. $X2.4 \rightarrow Y \rightarrow Z$

The effect of Act (X2.4) through Consumer Satisfaction (Y) on Brand Loyalty (Z) is the multiplication of the Act beta value (X2.4) on Consumer Satisfaction (Y) with the beta value of Consumer Satisfaction (Y) with Brand Loyalty (Z)

$$X2.4 \rightarrow Y \rightarrow Z = (0,036 \times 0,629) = 0,023 \text{ or } 2,3\%$$

Then the value of the indirect effect is 2.3%, So the total effect given by X2.4 to Z is Direct effect + indirect effect = $X2.4 \rightarrow Z 0,035 + 0,023 = 0,058$ or 5,8%

10. $X2.5 \rightarrow Y \rightarrow Z$

The effect of Relate (X2.5) through Consumer Satisfaction (Y) on Brand Loyalty (Z) is the multiplication of the beta value Relate (X2.5) to Consumer Satisfaction (Y) with the beta value of Consumer Satisfaction (Y) with Brand Loyalty (Z).

$X_{2.5} \rightarrow Y \rightarrow Z = (0,351 \times 0,629) = 0,220$ or 22%

Then the value of the indirect effect is obtained by 22%, So the total effect given by $X_{2.5}$ to Z is $\text{Direct effect} + \text{indirect effect} = X_{2.5} \rightarrow Z, 0,037 + 0,220 = 0,257$ or 25,7%

CONCLUSION AND SUGGESTION

From the results of the field findings and analysis that has been carried out, the authors can draw the following conclusions:

1. The average variable Consumer Base Equity Method has a positive effect on Consumer Satisfaction, only Staff Behavior has a negative effect.
2. On average, Experiential Marketing has a positive effect on Consumer Satisfaction, only Sense has a negative effect
3. Consumer Satisfaction Has a positive effect on Brand Loyalty.

REFERENCE

- Aaker, D. A. (1991). *Managing Brand Equity Capitalizing on the Value of the Brand Name*. New York: The Free Press.
- Ali, H. (2008). *Marketing*. Yogyakarta: Media Utama.
- Anderson, E.W, & Sullivan, M.W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12, 125-143.
- Anderson, J. (2007). Brand equity: the perpetuity perspective. *American Marketing Association*, 18, 142-143.
- Andreani, F. (2007). "Experiential marketing (Sebuah Pendekatan Pemasaran)". *Jurnal Manajemen Pemasaran*, Vol 2 No 1, pp 1-8.
- Awan, A. G., & Rehman, A. (2014). Impact of customer satisfaction on brand loyalty - an empirical analysis of home appliances in Pakistan. *British Journal of Marketing Studies*, 2, 18-32
- Baker, J. (1987). The role of environment in marketing services: the consumer perspective. In Czepiel, J. A., Congram, C. A., & Shanahan, J. (Ed.). *The Service Challenge: Integrating for Competitive Advantage* (pp. 79-84). Chicago: American Marketing Association.
- Bergami, M., & Bagozzi, R. P. (2000). Self-categorization, affective commitment, and group self-esteem as distinct aspects of social identity in the organization. *The British Journal of Social Psychology*, 39, 555- 577. DOI: 10.1348/014466600164633.
- Bloemer, M. M. & Kasper, H. D. P. (1995). The complex relationship between consumer satisfaction and brand loyalty. *Journal of Economic Psychology*, 16, 311-329.
- Binter, M. J. (1986). Customer responses to the physical environment in-service setting. In M. Venkatesan, D.M. Schmalensee, & C. Marshall (Ed.), *Creativity in Services Marketing* (pp. 89-93). Chicago: American Marketing Association.
- Bozzo, C., Merunka, D., & Moulins. (2003). Fidélité et Comportement d'achat: ne pas se fier aux apparences. *Décisions Marketing*, 32, 9-17.
- Brady, M.K. & Cronin, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. *Journal of Marketing*, 65, 34-49. DOI: 10.1509/jmkg.65.3.34.18334.
- Carlson, B. D., Donovan, D. T., & Cumiskey, K. J. (2009). Consumer brand relationships in sport: brand personality and identification. *International Journal of Retail and Distribution Management*, 37, 370-384. DOI: 10.1108/09590550910948592.
- Carmines E., & McIver, J. (1981). *Analyzing*
- Casswell, S. & Maxwell, A. (2005). Regulation of alcohol marketing: a global view. *Journal of Public Health Policy*, 26, 343-358.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 65, 81-93. DOI: 10.1509/jmkg.65.2.81.18255
- Christodoulides G., & de Chernatony L. (2010). Consumer-based brand equity conceptualization and measurement: a literature review. *International Journal of Market Research*, 52, 43-66.
- Crosby, L. A. (2002). *Exploding Some Myths about Customer Relationship Management*.

- Managing Service Quality, 12, 271-277. DOI: 10.1108/09604520210442056
- Ekinci, Y., Dawes, P. L., & Massey, G. R. (2008). An extended model of the antecedents and consequences of consumer satisfaction for hospitality services. *European Journal of Marketing*, 42, 35–68.
- Ene, S., & Özkaya, B. (2014). A Study on corporate image, customer satisfaction, and Brand Loyalty in the context of retail stores. *Asian Social Science*, 10, 5266
- Fornell, C. (1992). A national customer satisfaction barometer: the Swedish experience. *Journal of Marketing*, 56, 6-21
- Giddens, N. (2002). Brand loyalty and decision-maker. *Iowa State University Extensions*, 5, 1-2.
- He, H., & Mukherjee, A. (2007). I am, ergo I shop: does store image congruity explain the shopping behavior of Chinese consumers. *Journal of Marketing Management*, 23, 443-460. DOI: 10.1362/026725707X212766.
- He, H., & Li, Y. (2011). CSR and service brand: the mediating effect of brand identification and the moderating effect of service quality. *Journal of Business Ethics*, 100, 673-688. DOI: 10.1007/s10551-010-0703-y.
- He H., Li Y., & Harris L. (2012). Social identity perspective on brand loyalty. *Journal of Business Research*, 6, 648 -657
- Hensley, R. L., & Sulek, J. (2007). Customer satisfaction with waits in multi-stage services, *Managing Service Quality*, 17, 152-173. DOI: 10.1108/09604520710735173
- Hosseini, S. A., Delafrooz, N., & Fadaei, M. (2014). Investigating the effects of brand identity on customer loyalty. *Indian Journal of Fundamental and Applied Life Sciences*, 4, 3491-3506
- Ibrahim, H. & Najjar, F. (2007). A multi-dimensional approach to analyzing the effect of self-congruity on shopper's retail store behavior. *Innovative Marketing*, 3, 54-68.
- Jacoby, J., & Kyner, B. D. (1973). Brand loyalty vs repeat purchasing behavior, *Journal of Marketing*, 10, 1-9.
- Jamal, A. & Goode, M. H. (2001). Consumers and brands: a study of the impact of self-image congruence on brand preference and satisfaction. *Marketing Intelligence & Planning*, 19, 482-492.
- Jamal, A., & Al-Marri, M. (2007). Exploring the effect of self-image congruence and brand preference on satisfaction: the role of expertise. *Journal of Marketing Management*, 23, 613-629.
- Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57, 1-22.
- Kuenzel S., & Halliday S. V. (2008). Investigating the antecedents and consequences of brand identification. *Journal of Product and Brand Management*, 17, 293– 304. DOI: 10.1108/10610420810896059.
- Katigari, M. J. A., & Monsef, S. M. S. (2015). Investigation of the relationship between brand equity, customer satisfaction, and customer loyalty (Case study: Restaurants of RASHT). *GMP Review*, 16, 467-472.
- Knox, S., & Walker, D. (2001). Measuring and managing brand loyalty. *Journal of Strategic Marketing*, 9, 111–28.
- Oliver, R. L. (1999). Whence consumer loyalty? *The Journal of Marketing*, 63, 33-44. DOI: 10.2307/1252099
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*, Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Kyungnam, J. N. (2011). Brand equity, brand loyalty, and customer satisfaction. *Annals of Tourism Research*, 38, 1009–1030.
- LaBarbera, P. A., & Mazursky, D. (1983). A longitudinal assessment of consumer satisfaction/dissatisfaction: the dynamic aspect of the cognitive process. *Journal of Marketing*, 20, 393-404
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12, 11-19.
- Law, A. K.Y, Hui, Y. V., & Zhao, X. (2004). Modeling repurchase frequency and customer satisfaction for fast food outlets. *International Journal of Quality & Reliability Management*, 21, 545-563.
- Lemmink, J., & Mattsson, J. (2002). Employee behavior, feelings of warmth, and customer perception in service encounters. *International Journal of Retail & Distribution Management*, 30, 18-33. DOI: 10.1108/09590550210415239
- Lichtenstein, D. R., Drumwright, M.E., & Braig, B.M. (2004). The effect of corporate social responsibility on customer donations to corporate-supported nonprofits. *Journal of Marketing*, 68, 16-32.
- Mano, H. & Oliver, R. L. (1997). Assessing the Dimensionality and Structure of the Consumption Experience: Evaluation, Feeling,

- and Satisfaction. *Journal of Consumer Research*, 20(3), 451-466.
- Mittal, V., & Kamakura, W. A. (2001). Satisfaction, repurchase intent, and repurchase behavior: investigating the moderating effect of customer characteristics. *Journal of Marketing Research*
- Mowen dan Minor. (2002). *Perilaku Konsumen*, Jakarta: Penerbit Erlangga
- Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty, and consumer satisfaction. *Annals of Tourism Research*, 38, 1009-1030. DOI: 10.1016/j.annals.2011.01.015.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17, 460-469. DOI: 10.2307/3150499.
- Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *The Journal of Consumer Research*, 20, 418-430. DOI: 10.1086/209358
- O'Neill, J.W., & Xiao, W. (2006). The role of brand affiliation in hotel market value. *Cornell Hotel and Restaurant Administration Quarterly*, 47, 210-223. DOI: 10.1177/0010880406289070
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: a multiple-item scale for measuring customer perceptions of service quality. *Journal of Retailing*, 63, 12-40
- Peter, J. P., & Olson, J. C. (2008). *Consumer behavior and marketing strategy*, Boston: McGraw-Hill
- Raajpoot, N. A. (2002). TANG SERV: a multiple-item scale for measuring tangible quality in the foodservice industry. *Journal of Foodservice Business Research*, 5, 109-127.
- Rabie, M., Ooshaksaraie, M., and Chirani, E. (2015). The relationship among customer-based brand equity, satisfaction, and loyalty in Maskan Bank of Iran. *International Journal of Scientific Management and Development*, 3, 923-929.
- Ryu, K., & Jang, S. (2008). The effect of environmental perceptions on behavioral intentions through emotions: the case of upscale restaurants. *Journal of Hospitality and Tourism Research*, 3, 56-72.
- Sarki, I. H., Bhutto, N.A., Arshad, I., & Khuhro, R. A. (2002). Impact of Pakistani university student's cultural values and lifestyles on the meaning of brands. *Interdisciplinary Journal of Contemporary Research in Business*, 39, 643-654.
- Scmitt, Bernd. (1999). *Experiential Marketing*. New York: The Free Press.
- Shirazi, A., Lorestani, H. Z., & A. K. (2013). Investigating the effects of brand identity on customer loyalty from a social identity perspective. *Iranian Journal of Management Studies*, 6 153-178.
- Simon, C. J., & Sullivan, M. (1993). The measurement of determinants of brand equity: a financial approach. *Marketing Science*, 12, 28-52. DOI: 10.1287/ mksc.12.1.28.
- Sirgy, M. J. (1985). Using self-congruity and ideal congruity to predict purchase motivation. *Journal of Business Research*, 13, 195-206. DOI: 10.1016/01482963(85)90026-8.
- Sirgy, M. J., Grewal, D., & Mangleburg, T. (2000). Retail environment, self-congruity, and retail patronage: an integrative model and a research agenda. *Journal of Business Research*, 49, 127-138. DOI: 10.1016/S01482963(99)00009-0.
- Solomon, M. R. (2002). *Consumer Behavior: Buying, Having, and Being*, New Jersey: Prentice Hall.
- Solomon, M., Bamossy, G. J., Askegaard, S., Hogg, M., & Longman, P. (2006). *Consumer Behavior: a European Perspective*. Harlow: Financial Times Prentice Hall.
- Torres-Moraga, E., Vasquez-Parraga, A.Z., & ZamoraGonza'lez, J. (2008). Customer satisfaction and loyalty: start with the product, culminate with the brand. *Journal of Consumer Marketing*, 25, 302-313
- Yi, Y., & La, S. (2004). What influences the relationship between customer satisfaction and repurchase intention? investigating the effects of adjusted expectations and customer loyalty. *Psychology & Marketing*, 21, 351-374.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1986). Communication and control processes in the delivery of service quality. *Journal of Marketing*, 52, 35-48.
- www.Kadin-Indonesia.or.id.