

THE INFLUENCE OF CUSTOMER EXPERIENCE AND BRAND IMAGE ON CUSTOMER SATISFACTION

(Study on Tokopedia users in Bandung)

Zulganef Zulganef¹⁾, Dicky Taruna Gustafianto²⁾

¹⁾Universitas Widyatama, Bandung
e-mail :zulganef@widyatama.ac.id*
dicky.taruna@widyatama.ac.id

ABSTRACT

This study aims to analyze Customer Satisfaction for Tokopedia users in Bandung City. This study uses the variables Customer Experience and Brand image to analyze the effect of these variables on Customer Satisfaction for Tokopedia users in Bandung City. Respondents in this study totaled 106 people. The sampling technique used is purposive sampling technique through questionnaire. The data analysis used is the instrument test of validity, reliability, classical assumption test, descriptive analysis method and multiple linear regression analysis. This research results found that the customer experience and brand image variables have a positive effect on customer satisfaction. Authors also make some recommendation

Keywords: Tokopedia, brand image, customer experience, customer satisfaction.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Kepuasan Pelanggan pengguna Tokopedia di Kota Bandung. Penelitian ini menggunakan variabel Pengalaman Pelanggan dan Citra Merek untuk menganalisis pengaruh variabel-variabel tersebut terhadap Kepuasan Pelanggan pengguna Tokopedia di Kota Bandung. Responden dalam penelitian ini berjumlah 106 orang. Teknik pengambilan sampel yang digunakan adalah purposive sampling melalui kuesioner. Analisis data yang digunakan meliputi uji instrumen validitas, reliabilitas, uji asumsi klasik, metode analisis deskriptif, dan analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa variabel pengalaman pelanggan dan citra merek memiliki pengaruh positif terhadap kepuasan pelanggan. Penulis juga memberikan beberapa rekomendasi.

Kata kunci: Tokopedia, citra merek, pengalaman pelanggan, kepuasan pelanggan.

1. Introduction

Based on data reported by Kompasiana in 2023, internet users in Indonesia are in the fourth highest position in Asia. This position indicates that internet usage in Indonesia is quite high. The use of the internet is developing in various aspects in Indonesia. A country's economy can be encouraged to achieve a digital economy by utilizing technology. The use of digital technology triggers the development of e-commerce or electronic commerce. The development of a new digital economy is characterized by the presence of mobile technology, unlimited internet access which makes changes to a digital-based economy (Van Ark, Erumban, Corrado, & Levanon, 2016).

Digital services influence many sectors, especially the economy (Economy Sea, 2022). The biggest growth and main driver of digital economy services occurs in the e-commerce sector with the adoption of digital users in the e-commerce sector. E-commerce became a trend before the pandemic and increased during the pandemic. Economic actors, especially in buying and selling goods and services, are shifting their main focus to e-commerce services (CNBCIndonesia, 2023).

In the Statista 2023 report, the total e-commerce consumption in Indonesia increased significantly. The forecast is that growth will continue in the coming years. The number of users in the e-commerce market in Indonesia is expected to continue to increase between

2023 and 2027 by 48.2 million users (+24.53 percent). After four consecutive years of increase, the number of users is expected to reach 244.67 million and peak only in 2027. Notably, the number of e-commerce market users has been steadily increasing over the past few years.

Table 1 Indonesia E-commerce Competition Map 2018-2022 (In Million)

<i>E-commerce</i>	Q4 2018	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023
Tokopedia	168	67,9	114,65	157,44	136,7	101,1
Shopee	67,68	72,98	129,32	138,77	191,6	242,2
Bukalapak	116	39,26	38,58	25,76	19,7	8,7
Lazada	58,29	28,38	22,41	28,17	83,2	48,6

Source: KataData (2023)

Tokopedia and Shopee are two Indonesian e-commerce companies that compete for market share. Based on the average number of website visits in a month, Shopee and Tokopedia have the largest market share. According to Katadata data in 2023

Tokopedia had a visit of 168 million in 2018 and a decrease in visitors in 2019 to 67.9 million visitors within 1 year. Although visitors increased again in 2020 to 114.65 Million visitors, this number is still very far from the average monthly visit in 2018. In 2021 the average visitor has increased but still has a difference compared to 2018. In addition, the decline in the number of visitors also returned to 136.7 Million visitors in 2022 and a decrease in the number of visitors occurred in 2023 to 101.1 Million visitors.

The customer satisfaction factor is also important for every company to implement to benefit from non- financial aspects such as customer loyalty (Sari et al., 2021). Customer satisfaction

according to Kotler and Armstrong (2016) customer satisfaction is "the extent to which a product's perceived performance matches a buyer's expectation". Namely the level at which an achievement of the performance of a product received by consumers is the same as the expectations of the consumers themselves (Suwarsito & Aliya, 2020).

The brand image factor is that the better a company's brand image in the minds of consumers, the greater the consumer's self-optimism to be satisfied using a product or service which will benefit the company involved continuously (Nurhidayah & et al, 2021). Satisfied customers are very meaningful, apart from describing the image, they can also encourage new premiums for the company in the long term, thus showing the value or income to the company (Momuat & et al, 2021). Regular purchasing behavior that requires customers to buy at least twice can be said to be loyal customers (Tumanung, 2021).

Based on online survey research conducted by Snapcart in 2022 which was attended by 1000 respondents spread across various areas in Indonesia. From the results of the research, it was found that the e-commerce that is widely remembered and most widely used by most people is Shopee. Shopee became the Top of Mind category online shopping site by 78%, followed by Tokopedia by 20%, and Lazada 2%.

The results of this Snapcart research are also in accordance with the Map Of E-Commerce in Indonesia report in the fourth quarter of 2021 published by iPrice. It can be seen that Shopee is ranked first in the App Store and Google Play Store. Even in 2022, Shopee is still the first place which is superior to Tokopedia.

Based on the Top Brand Image from 2019-2022 Tokopedia has entered

the top brand index and is in the top 3 top brands of online shopping sites in Indonesia. But in terms of brand ranking from Tokopedia, it has not been able to become the first in 2022 which is occupied by Shopee with a percentage of 43.7% and Tokopedia 14.9%. It can be seen that the brand from Tokopedia has not become the top brand of choice for the public with a large difference from other e-commerce, namely Shopee.

The top brand assessment criteria are based on the results of the Indonesian customer survey to determine the best brand. The findings of the brand selection by the independent top brand are then widely disseminated through marketing magazines. The three parameters of the top brand winner criteria chosen by customers are Top of Mind Share, Top of Market Share and Top of Commitment Share (<https://www.topbrand-award.com/top-brand-index/>).

Research by Robert and Hartono (2017) shows that customer experience has a significant effect on customer satisfaction, and research conducted by Siswono and Tjahjono (2019) Customer Experience has a significant positive effect simultaneously and partially on Customer Satisfaction. And research conducted by Fani and Happy (2019) The results in this study indicate that brand awareness, perceived value, and Brand Image can positively influence customer satisfaction.

Based on the previous research the aim of this research is to analyze "The Influence of Customer Experience and Brand Image on Customer Satisfaction" (Study on Tokopedia Users in the Bandung City Area

2. Literature Review

2.1. Brand Image

Brand Image is a consumer's perception of a product brand that is

formed from information obtained by consumers through experience using the product. According to Keller (2013: 3) states that brand image is a consumer response to a brand based on the good and bad brands that consumers remember.

Firmansyah (2019: 60) states that "Brand image can be defined as a perception that appears in the minds of consumers when remembering a brand of a particular product". Kotler and Keller (2012: 315) state that: "Brand image is the perception and belief made by consumers, as reflected in the associations that occur in consumer memory. A strong brand image can provide a major advantage for banks, one of which can create a competitive advantage. Brand image is a consumer's perception of a product brand that is formed from information obtained by consumers through the experience of using the product. Based on this understanding, it shows that a brand will be strong if it is based on experience and gets a lot of information".

Schiffman and Wisenblit (2015: 105) state that Brand image is "the desired outcome of effective positioning is a distinct "position" (or image) that the brand occupies in the customer mind". Aaker (1991) quoted in Firmansyah (2019: 60) states that "Brand association is anything linked in memory to a brand". This definition shows that brand association is something related to the brand in consumers' memories.

Based on this opinion, it can be explained that brand image is the perception of consumers to evaluate a product when consumers do not have good enough knowledge about a product to be purchased, so consumers tend to choose products that are well-known and used by many people rather than products that are new to them.

2.2. Customer Experience

Baker et.al. in Marcellinus (2015) say that "building customer experience is holistic in nature and involves physical and social emotional, affective, cognitive responses of customers to retailers. This experience is created not only by elements that retailers can control (for example, service interface, retail atmosphere, assortment, price), but also by elements that are outside the retailer's control (for example, the influence of other people, shopping destinations)".

In general, Customer Experience refers to the customer's own perception, as well as the interpretation of all aspects encountered when interacting or visiting a company or retail. Therefore, customer experience is not only about customers who just want to buy a product but also relates to the atmosphere inside and outside the company or retail, cashiers, and even other customers. This is a design from the management of a company to stimulate the attention of visitors and customers, so that they have a Customer Experience and memory of a company itself, Dyki and Sutrasawati (2016).

2.3. Dimensions of Customer Experience

Schmitt in Nurul, Tresnati, and Oktini (2017: 1141) categorizes Customer Experience into 5 dimensions that can be used to measure consumer experience consisting of:

1. Sense

Sense is a type of experience that is a tangible and perceivable aspect of a product that can be captured by the five human senses, including sight, sound, smell, taste and touch that will appear through a product or service to create an experience.

2. Feel

Feel is aimed at the feelings and emotions of consumers with the aim of influencing

experiences that start from a gentle mood to strong emotions of pleasure and pride. Feel arises as a result of contact and interaction that develops over time, which can be done through the feelings and emotions generated.

3. Think

Think is a type of experience that aims to create cognition. Companies try to challenge consumers by providing problem-solving experiences that encourage customers to interact cognitively with the company or product.

4. Act

It is a type of experience that aims to influence behavior, lifestyle and interaction with consumers. Act is an action related to the whole individual (mind and body) to improve his life and lifestyle. Where the lifestyle itself is a pattern of individual behavior in life in the form of a lifestyle can be applied by using ongoing trends or encouraging the creation of new cultural trends. Messages that motivate, inspire and are spontaneous can cause customers to do things differently and try new ways to change their lives for the better.

5. Relate

Relate marketing combines aspects of sense, feel, think and act with the intention of connecting individuals with what is beyond themselves and implementing relationships between people and other social groups so that they can feel proud and accepted. The purpose of the relate experience is to connect the consumer with the culture and social environment reflected by the brand of a product.

2.4. Customer Satisfaction

Satisfaction is an expression of someone's pleasure or disappointment that arises after comparing the perception with the results obtained. If the

performance exceeds expectations, the customer will be happy, otherwise if the performance is below expectations, the customer is dissatisfied. Performance that exceeds expectations will encourage customers to buy the product again (Ritonga & et al, 2018).

According to Kotler and Keller (2016) Satisfaction is a person's feelings of pleasure or dissatisfaction that result from comparing a product or service's perceived performance (or outcome) to expectations. This means that satisfaction refers to a person's feelings of pleasure or dissatisfaction as a result of comparing the perceived performance of a product or service (Pujiawati & Madiawati, 2020). In companies, customer satisfaction with products and services is seen as long-term success. Customers have a great influence on competitiveness so companies need to pay attention to customer satisfaction (Suchanek & Kralova, 2019). From the previous research, it can be concluded that the definition of customer satisfaction is a person's feeling of satisfaction and pleasure with a product with the results felt after purchase and satisfaction is not obtained elsewhere.

2.5. Dimensions of Customer Satisfaction

Parker and Mathews (2001) conducted an in-depth study of the definition of satisfaction and revealed that the definition of satisfaction that is often used by researchers is an evaluation between what is received and what is expected by consumers. based on this, the authors use the definition of satisfaction in this study in accordance with that proposed by Parker and Mathews (2001).

On the other hand, Zeithaml, Berry, Parasuraman (1996) used or adopted servqual to measure customer satisfaction. So than in this research authors also used servqual as dimensions of customer satisfaction.

Some previous studies related to this research are about brand image variables, customer experience, customer satisfaction. For comparison and reference in research, researchers use some of the research results below. Customer experience or customer experience obtained by consumers when buying a product will be able to make consumers feel satisfied. In research conducted by Siswono and Tjipjono (2018) shows that the Customer Experience dimension has a significant positive effect simultaneously and partially on customer Satisfaction on Tokopedia in the city of Bandung. The test results were carried out by partial test (t test) and simultaneous test (f test).

The effect of brand image on customer satisfaction in the marketplace in Indonesia. In research conducted by Fani and Happy (2019) this study shows that brand awareness, perceived value, and brand image can positively influence customer satisfaction with The Body Shop products in Jakarta. Based on the literature review we developed two some hypotheses as follows:

H1: There is a significant direct influence between customer experience on customer satisfaction

H2: There is a significant direct influence between brand image on customer satisfaction

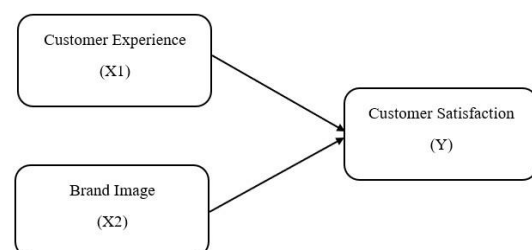


Figure.1 Research Model

3. Research Methodology

This research was conducted to determine the effect of Customer Experience and Brand Image on customer satisfaction and the source is from Tokopedia users and has shopped at Tokopedia at least 2 times. The type of data in this study uses primary data with a quantitative data approach, descriptive analysis techniques are used to process data, and the F test and t test are used to test hypotheses. Data collection in this study was obtained from the results of questionnaires that had been distributed to respondents.

The population used is Tokopedia users who have shopped at Tokopedia at least 2 times. The technique used for sampling is non-probability sampling i.e. purposive sampling where the sampling technique is based on certain criteria or considerations of the population determined by the researcher (Zulganef, 2018: 130). The number of samples needed in this study were 100 respondents.

4. Result & Discussion

4.1. Validity Test

To ensure that the questionnaire can convey indicators for the variables to be measured, the validity of the questionnaire is tested by looking at the Factor Loading value denoted by Lambda (λ) which requires a value of > 0.50 to be declared valid and the AVE (Average Variance Extracted) value, if the AVE value is above > 0.50 it can be declared to have good discriminant validity.

Table 2 Validity Test of Customer Experience Variables (X1)

CUSTOMER EXPERIENCE		N=5	DESCRIPTION
Factor Loading (λ)	λ^2	AVE	
0,711	0,506	0,551	VALID
0,686	0,471		
0,8	0,640		
0,709	0,503		
0,799	0,638		
3,705	2,757		

Source: Primary data processed (2024)

Based on table 2 above, it is known that the *customer experience* variable (X1) has an AVE value > 0.5 and on *factor loading* in each indicator > 0.5 . So it can be interpreted that all items of the *customer experience* variable have **valid** data by showing the AVE value > 0.5 and *factor loading* in each indicator indicates a value > 0.5 .

Table 3 Brand Image Variable Validity Test (X2)

BRAND IMAGE		N=5	DESCRIPTION
Factor Loading (λ)	λ^2	AVE	
0,745	0,555	0,505	VALID
0,775	0,601		
0,766	0,587		
0,762	0,581		
0,451	0,203		
3,49	2,526		

Source: Primary data processed in SPSS 24 (2024)

Based on table 3 above, it is known that the *customer experience* variable (X2) has an AVE value > 0.5 and on *factor loading* in each indicator > 0.5 . So it can be interpreted that all *brand image* variable items have **valid** data by showing the AVE value > 0.5 and *factor loading* in each indicator indicates a value > 0.5 .

Table 4 Customer Satisfaction Variable Validity Test (Y)

Source: Primary data processed (2024)

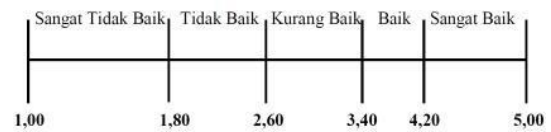
CUSTOMER SATISFACTION		N=5	DESCRIPTION
Factor Loading (λ)	λ^2	AVE	VALID
0,809	0,654	0,558	
0,808	0,653		
0,73	0,533		
0,694	0,482		
0,686	0,471		
3,727	2,792		

Based on table 4 above, it is known that the *customer satisfaction* variable (Y) has an AVE value > 0.5 and on *factor loading* in each indicator > 0.5 So it can be interpreted that all items of the *customer satisfaction* variable have valid data by showing the AVE value > 0.5 and *factor loading* in each indicator indicates a value > 0.5.

4.2. Reliability Test

Reliability testing is used to measure how consistent the results of a variable are over time. Decision making uses the value limit on *Cronbach's Alpha* greater than 0.60, so the instrument is said to be reliable (Priyatno, 2016). The following are the results of testing 20 question items with 5 *customer experience* indicators, 5 *brand image* indicators and 5 *customer satisfaction* indicators.

Table 5 Reliability Test Results



variables	Cronbach's Alpha	N	option
Customer Experience (X1)	0,796	5	e
Image (X2)	0,737	5	e
Customer Satisfaction (Y)	0,794	5	e

Source: Primary data processed

Based on table 5 above, it is known about the reliability test and what is seen is that the *customer experience reliability test* value is greater than the Cronbach's alpha value limit (0.841 > 0.60), as well as the product *brand image* variable reliability test is greater than the Cronbach's alpha value limit (0.737 > 0.60), as well as the product *customer satisfaction* variable reliability test is greater than the Cronbach's alpha value limit (0.803 > 0.60). This means that all the items on the *customer experience* variable, *brand image* and *customer satisfaction* with 15 questions are said to be reliable and feasible to use so that they can be continued.

4.3. Descriptive Analysis Results

A descriptive analysis was carried out and the results showed that the average score of the *Customer Experience* variable of 4.29 was in the interval 4.20 - 5.00, which means that on average the *Customer Experience* variable is in a good category. This means that the dimensions of *sense, feel, think, act* and *relate* are in the very good category.

Figure 2. Customer Experience Continuum Line
Source: Data Processed by Researchers, 2024

The continuum line with the percentage of the average score of the *brand image* variable of 4.32 is in the interval 4.20 - 5.00, which means that on average the *brand image* variable is in the very good category. This shows that the aspects of brand association strength, brand association uniqueness, brand association excellence are in the excellent group.

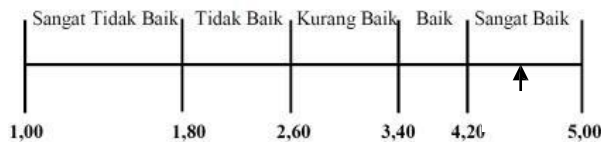


Figure 3. Customer Experience Continuum line
Source: Data Processed by Researchers, (2024)

In the Customer Satisfaction variable, it is known that the continuum line is in the good category in the interval 4.20 - 5.00 with an average score for the *customer satisfaction* variable of 4.36. This shows that the aspects of Overall Customer Satisfaction, Confirmation Of Expectations are in the very good group.

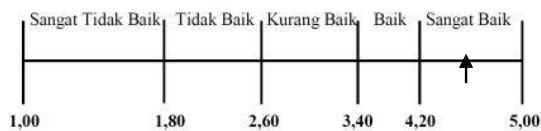


Figure 4. Customer Satisfaction Continuum Line
Source: Data Processed by Researcher, (2024)

4.4. Classical Assumption Test

4.4.1. Normality Test

The independent and dependent variables in a regression model are tested to see if they are regularly distributed using a procedure known as a normality test. To conduct the test, researchers used the *Kolmogorov - Smirnov Test*. Residuals are normally distributed if the significant value or p value is more than 0.05 (Priyatno, 2022). In processing the data in

this normality test, it operates the IBM SPSS Statistics 24 application.

Table.6. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		106
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.53687647
Most Extreme Differences	Absolute	.050
	Positive	.034
	Negative	-.050
Test Statistic		.050
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Data Processed by Reseracher, 2024

Based on table 6, the results of normality testing using the *Kolmogorov - Smirnov Test*, on the variable *customer experience* and *brand image* on *customer experience* and *brand image* on *customer loyalty* with a value of 0.200, where the significant value is more than 0.05, it can be said to be normal.

4.4.2. Multicollinearity Test

Table 7. Muluticollinearity test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.842	1.886		3.629	.000		
	CUSTOMER EXPERIENCE	.435	.082	.460	5.285	.000	.778	1.286
	BRAND IMAGE	.260	.087	.260	2.980	.004	.778	1.286

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Data Processed by Reseracher, 2024

From table 7, it can be seen that the VIF value in the *customer experience* and *brand image* variables is 1.286 where $1.286 < 10$, which means that there is no multicollinearity with a *tolerance* value of $0.778 > 0.10$. Thus it is found that there is no colleration between the *customer experience* and *brand image* variables.

1. Heteroscedasticity Test

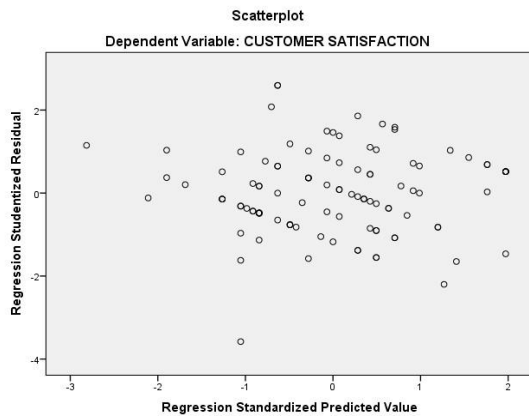


Figure 5. Scatterplot Diagram
Source: Data Processed by Researchers, 2024

Figure 5 shows that Heteroscedacity pattern does not form a clear pattern and is not found and the distribution of points on the Y axis is below zero, then we can concluded that no heteroscedacity in the data.

2. Multiple Linear Regression Analysis

Table 8 Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
	(Constant)	6.842	1.886	3.629	.000
	CUSTOMER EXPERIENCE	.435	.082	5.285	.000
	BRAND IMAGE	.260	.087	2.980	.004

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Data Processed by Researchers, 2024

Based on table 8 above, the values in the regression equation that explain the effect of price and service quality on customer satisfaction are obtained as follows:

$$Y = 6.842 + 0.435X_1 + 0.260X_2$$

Description:

$Y = \text{Customer Satisfaction}$

$X_1 = \text{Customer Experience}$

$X_2 = \text{Brand Image}$

4.5..Hypothesis Test

Simultaneous Hypothesis Testing (F Test)

Based on Table 9. The F test found that the calculated F value obtained was 33.225 with a significance value of 0.000. And it is concluded that $F_{count} > F_{table}$ or

$33,225 > 3.09$ with a significance of 0.000 < 0.05 . Thus, H1 and H2 have a significant effect, so that customer experience & brand image on customer satisfaction on Tokopedia have an effect. These results are in line with the findings that have been carried out by Apriati & Riptiono (2021) where there is an influence and simultaneously between the independent variables on the dependent variable.

Table 9 F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.001	2	80.000	33.225	.000 ^b
	Residual	248.009	103	2.408		
	Total	408.009	105			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), BRAND IMAGE, CUSTOMER EXPERIENCE

Source: Data Processed by Researchers, 2024

Partial Hypothesis Testing (T Test)

Table 10 T Test (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.842	1.886		3.629	.000
	CUSTOMER EXPERIENCE	.435	.082	.460	5.285	.000
	BRAND IMAGE	.260	.087	.260	2.980	.004

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Data Processed by Researchers, 2024

From table 10 of the t test above, it can be concluded that:

4.5.1. Customer Experience (X1)

Testing with spss on the *customer experience* variable (X1) found that the value of T count $>$ T table or $5.285 > 1.660$ with a value that means H1 has a direct effect. This means that there is a significant influence between *customer experience* variables on *customer satisfaction*.

The results indicate that one way to increase visitors to Tokopedia is through the user experience. In this case, Tokopedia can design its website to be more appealing and simpler so that

consumers or potential consumers will have an engaging experience when visiting Tokopedia. With more visits, it will certainly increase purchases through Tokopedia.

4.5.2. Brand Image (X2)

It is known that the results of the SPSS test on the *brand image* variable (X2) obtained T count > T table or 2.980 > 1.660 with a value that means H2 has a direct effect. This means that there is a significant influence between the *brand image* variable on *customer satisfaction*. The results indicate that one way to increase visitors to Tokopedia is through the user experience. In this case, Tokopedia can design its website to be more appealing and simpler so that consumers or potential consumers will have an engaging experience when visiting Tokopedia. With more visits, it will certainly increase purchases through Tokopedia.

Not much different from the regression results between consumer experience and satisfaction, the influence of brand image on satisfaction also shows that brand image is one way to increase visitors to Tokopedia. In this case, Tokopedia can design and develop its brand, especially through its promotional activities, to be more appealing and simpler so that consumers or potential consumers will have a better image of the Tokopedia brand when visiting Tokopedia.

As with the experience variable above, a better brand image will certainly lead to more visits and will increase purchases through Tokopedia.

4.6. Coefficient of Determination

Table 11 Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626 ^a	.392	.380	1.55173

a. Predictors: (Constant), BRAND IMAGE, CUSTOMER EXPERIENCE

b. Dependent Variable: CUSTOMER SATISFACTION

Source: Data Processed 2024

Based on table 11 above, the positive coefficient of determination is 0.392. This shows that simultaneously there is an influence of customer experience (X1) and brand image (X2) on customer satisfaction (Y). The following are the results of simultaneous application using the coefficient of determination formula:

$$\begin{aligned}
 Kd &= R^2 \times 100\% \\
 &= (0,626)^2 \times 100\% \\
 &= 0,392 \times 100\% \\
 &= 39,2\%
 \end{aligned}$$

That is, from the analysis above, it can be seen that the magnitude of the influence of customer experience (X1) and brand image (X2) on customer satisfaction (Y) of Tokopedia users in the Bandung city area is 39.2%, while the remaining 60.8% is influenced by other factors such as promotion, product quality and others not examined by the author.

5. CONCLUSION

From the research findings and analysis that has been carried out, it can be said that there is an influence of customer experience and brand image on customer satisfaction on Tokopedia users in Bandung positively and significantly. This means that if the customer experience increases by one, the customer satisfaction will increase or increase, as well as the brand image. If the brand image increases by one, customer

satisfaction will increase or increase. The influence of customer experience (X1) and brand image (X2) on customer satisfaction (Y) on Tokopedia users in Bandung has an influence based on the calculation of the coefficient of determination (R²) of 39.2%, while the remaining 60.8% is influenced by other factors such as promotion, product quality and others not examined by the author.

6. MANAGERIAL IMPLICATIONS

This research aims to expand on previous studies related to the relationship between customer experience and brand image with customer satisfaction. The results of this study show that both customer experience and brand image variables influence customer satisfaction. Based on these results, several managerial

implications of this research can be proposed as follows.

First, Tokopedia's management can focus more on how to enhance consumer experience and brand image to increase visits from consumers or potential consumers. For instance, by creating a more interactive website, providing a simpler and more engaging experience, considering that today's consumers are more knowledgeable and savvy about the digital world (Zulganef & Nilasari, 2022) Second, improve Tokopedia's brand image through marketing activities, such as those related to the marketing mix. By utilizing the marketing mix, a better brand image can be created that aligns more closely with the target consumers (Ramadhani et al, 2022)

REFERENCES

- Aldatya, R., & et al. (2021). The effect of image and trust on loyalty at shopee e-commerce, *Proceedings of the National Research Conference on Economics, Management and Accounting*, 2(4).
- Apriati, I. D. (2019). *The Effect of Green Product, Brand Image and Customer Experience, on Customer Loyalty Through Customer Satisfaction as an Intervening Variable (Study on Tupperware Consumers in Kebumen Regency)* (Doctoral dissertation, Putra Bangsa University).
- Ernawati, N., & Prihandono, D. (2017). The effect of customer experience and brand image on satisfaction and its impact on loyalty. *Management Analysis Journal*, 3.
- Fani Novita Putri, H. D. (2019). The influence of brand awareness, Perceived Value, and Brand Image. *Journal of Managerial and Entrepreneurship Volume I No. 4/2019*, 768-777.
- Indriyasari, V., & Oscar Simamora. (2022). E Commerce Trends Indonesia 2022. In *SurveySensum*.
- Katadata. (2023). *5 E-Commerce with the Most Visitors 4th Quarter 2022*. <https://databoks.katadata.co.id/datapublish/2023/01/31/5-e-commerce-with-the-most-visitors-quarter-iv-2022>

- Kompas.com. (2021). *E-commerce Indonesia with the Most Loyal Consumers, Who's the Champion?* <https://money.kompas.com/read/2021/09/03/153000726/e-commerce-indonesia-with-the-most-loyal-consumers-who's-the-champion->
- Kompas.com. (2023). *Internet Users in Indonesia Reach 212.9 Million in Early 2023.* <https://tekno.kompas.com/read/2023/02/13/19300087/pengguna-internet-in-indonesia-reach-212-9-million-in-early-2023?page=al>
- Kompasiana. (2023). *5 Countries with the Most Internet Users 2023.* <https://www.kompasiana.com/sylviacyf/640ad8123555e438a16b65c2/5-countries-with-most-internet-users-2023>
- Kotler, & Keller. (2016a). *Marketing Management.* <https://doi.org/10.1556/9789630597784>
- Nur, A. I. (2023). The effect of customer experience and brand image on customer satisfaction on linkaja. *YUME: Journal of Management*, 6(2), 147-154.
- Parasuraman, A., Zeithaml, V. A., & Berry, a. L. (1988). SERVQUAL: A Multiple-Item scale for measuring customer perceptions of service quality. *Journal of retailing*, 64(1), 12-40.
- Parker, C., & Mathews, B. P. (2001). Customer Satisfaction: Contrasting academic and customers' interpretations. *Marketing Intelligence & Planning*, 19(1), 38-44. <https://doi.org/10.1108/02634500110363790>
- Pujiawati, S., & Madiawati, P. N. (2020). The effect of customer experience, customer satisfaction, and brand image on customer loyalty at armor kopi bandung. *E-Proceeding Of Management*, 7(2), 2.
- Ramadhani S., Nofrida F.A., Sulistuandari (2022)., PENGARUH KUALITAS PRODUK, CITRA MEREK DAN KEPERCAYAAN MEREK TERHADAP LOYALITAS MEREK DENGAN KEPUASAN PELANGGAN SEBAGAI MEDIASI (STUDI PADA MEREK APPLE), *DeReMa*, 17(2), 205-222 <https://doi.org/10.19166/derema.v17i2.5569>
- Tokopedia. (2022). *Tokopedia Story.* Tokopedia.
- Top Brand Award. (2021, 12 26). *Top Brand Index.* Retrieved from <https://www.topbrand-award.com>
- Wardhana, R. E. (2016). The effect of customer experience on customer loyalty with customer satisfaction as an intervening variable (Study on Mie Rampok Tahanan Surabaya consumers). *Journal of Management Science*, 4(3), 1-9.
- Zefanya Elizabeth Mukuan, F. G. (2022). The influence of customer experience and brand image on customer satisfaction at esspecto coffee tondano. *EMBA Journal*, 10,(2303-1174), 1458-1466.

Zeithaml, V. A., Parasuraman, A., & Berry, L. (1996), The Behavioral Consequences of Service Quality, *Journal of Marketing*, 60 (April 1996), 31-46
<https://doi.org/10.1177/002224299606000203>

Zulganef, (2018). *Business and Management Research Methods*. Bandung: PT Refika Aditama.

Zulganef, Zulganef and Nilasari, Irma (202). Building Service Experience to Attain Customer Repurchase Intention: A Moderated-Mediation Model in the Context of Student Consumer in Indonesia, *DeReMa*, 17(2), 147-160.
<https://doi.org/10.19166/derema.v17i2.5867>