Research Article

The Influence of Brand Image and Experiential Marketing on Consumer Loyalty with Consumer Satisfaction as an Intervening

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Abstract

This study aims to determine whether there is an influence of brand image and experiential marketing on consumer loyalty with consumer satisfaction as mediation in Kopi Kenangan products. The population of this study is Generation Z, aged 12-28 years, who live in Jabodetabek. The sample in this study were people who had bought Kopi Kenangan products at least 2 times within 3 months with a total of 100 respondents. The sampling technique uses a non-probability method with a purposive sampling technique through distributing questionnaires. The analysis method used is the Partial Least Square Structural Equation Modeling (PLS-SEM) method. The results showed that Brand Image affects customer satisfaction. Experiential. The managerial implications of the influence of Brand Image and Experiential marketing on consumer loyalty with consumer satisfaction as an intervening variable in Kopi Kenangan in Jabodetabek by Generation Z can include several important aspects, namely strengthening Brand Image by developing brand identity and consistent brand communications as for the implementation of Experiential marketing such as developing memorable experience and quick resolution of complaints.

Keywords: Brand Image, Experiential Marketing, Consumer Loyalty, Generation Z Consumer Satisfaction

1. Introduction

The development of the times, especially in Indonesia, is very fast and heading in a better direction. The growth of the food and beverage industry is one of the key factors driving the Indonesian economy, with increasing household consumption as one of the main drivers. This industry is included in the industry category that is experiencing quite significant growth, especially in the Indonesian economy. Sales growth was driven by growth in personal income and food and beverage spending, primarily driven by an increase in middle-class customers. Food and drink are some of the basic human needs which are very important for survival. This trend makes the food and beverage industry one of the sectors that have successfully recorded quite high-income growth in recent years.

This is used by business endorsers, both local and competitors, to open outlets in Indonesia. Indonesia is included as one of the Group of Twenty (G20) countries with the fastest economic growth, specifically in the food and beverage sector. This condition is because the community's entrepreneurial spirit supports business growth in this sector. Based on reports from the Ministry of Industry, the performance of the food and beverage industry during the 2015-2019 period grew on average by 8.16% or above the average growth in the non-oil and gas processing industry of 4.69%.

Food & Beverage is a section that has important duties and responsibilities in processing, producing, and serving food and drinks to meet hotel needs. In a broader context, food and beverage is a business sector that specifically provides food and beverage services with a professional approach, with the main aim of providing maximum satisfaction to consumers. In the food and beverage industry, various types of businesses make food and beverages the main focus of their business activities, including the coffee shop or cafe business.

The term café comes from French, which means coffee in Indonesia; the word café was later adapted to mean cafe. The term cafe has become familiar to people in big cities. Initially, the cafe was referred to as a small shop that served various types of coffee drinks. However, in its development, the cafe no longer only functions as a place to sell coffee drinks but also has a very attractive and unique design. Apart from that, several cafes also provide Wifi facilities and power sockets to enable consumers to work or surf the internet while enjoying their drinks (Melkisedek, 2018). Judging from this phenomenon, it is encouraging developments that trigger competition between entrepreneurs and business people to become increasingly fierce. The growth in the number of coffee shops will continue, along with the development of the habit of drinking coffee outside the home. The phenomenon of coffee-drinking culture continues to develop over time and is influenced by factors such as globalization, technological developments, and shifts in consumer preferences. This circumstance reflects the increasingly significant role of coffee in everyday life and as part of a society's cultural identity. Currently, the developments in Generation Z, or more familiarly, Gen Z, are increasingly developing. Generation Z is the newest working generation, born between 1995 and 2012, also called the net generation or internet generation because Generation Z cannot be separated from the internet and gadgets. This generation was born when this technology began to develop. Currently, they are very adept at using various social media platforms such as Facebook, Twitter, TikTok and Instagram.

Memories Coffee is a company that operates in the coffee beverage sector which has helped enliven the contemporary coffee market in Indonesia. Founded in 2017 by Edward Tirtanata, James Prananto, and Cynthia Chaerunnisa, who first opened their outlet in an area of 12 square meters at the Standard Chartered Tower with employees in that area who are still the target market. Memories Coffee officially became the first F&B Unicorn in Indonesia and Southeast Asia after receiving the first stage of Series C funding worth $96 million or the equivalent of IDR 1.3 trillion (Riyandi, 2022). On January 17, 2022, Memories Coffee Just for You will become the first ready-to-drink coffee product released by a coffee chain from Indonesia, namely Memories Coffee. This product is made using high-quality ingredients, such as authentic Indonesian coffee beans, fresh milk, and pure palm sugar as the main components. Kenanagn coffee just for you comes in 3 variants, namely Black Aren, Mantancino, and Avocuddle, with the best taste and affordable prices. Through this ready-to-drink Kopi Kenangan product, the company wants to fulfill consumers' high enthusiasm for Kopi Kenangan and reach a wider market share with easy availability in franchise companies throughout Indonesia.

Memories Coffee continues to grow on April 18-24 2022, officially opening 26 outlets at once in 13 cities in Indonesia and entering the Indonesian Record Museum (MURI) record for opening the most coffee in one week. Another interesting thing is that at the end of 2021, the number of memories coffee outlets reached 579 outlets. Now the number of outlets has increased by 51.5% throughout the current year, to 876 outlets spread across 64 cities in Indonesia (Simamora, 2022). Schiffman G. et al. (2014) explain that brand image is a long-lasting perception that is formed through experience, and has a relative level of consistency. Therefore, consumers' attitudes and

actions towards a brand image are one of the important factors that encourage them to buy the product. In this case, the perception of these results is in line with research conducted by Pradana et al. (2022). The research results show that brand image has a positive and significant influence on consumer satisfaction. Apart from that, according to other research conducted by Abbas et al. (2021), brand image influences consumer satisfaction and consumer loyalty. From the research above, it is enough to prove that brand image influences consumers.

Smilansky in Febrini et al. (2019) experiential marketing is the process of recognizing and meeting consumers' needs and aspirations by involving them in two-way communication. Positive experiences can shape consumers' perceptions of a brand and influence their purchasing decisions. Based on Alfianni & Rachmawati (2020), Experiential Marketing has a positive and significant influence on consumer satisfaction. This is also in line with research conducted by (Triwahyuni Zuhroh, 2020); the result is that experiential marketing has a significant effect on consumer loyalty, which is mediated by consumer satisfaction.

The following are several previous research journals for research: Brand image and consumer satisfaction are significant variables in consumer loyalty. However, visitor experience does not have a direct influence on loyalty. Brand Image and satisfaction completely mediate the relationship between visitor experience and loyalty; Experiential Marketing has a significant effect on consumer satisfaction and consumer loyalty, then consumer satisfaction has a significant effect on consumer loyalty, and experiential marketing has a significant effect on consumer loyalty, which is mediated by consumer satisfaction, and there is an influence significant in the variables custom product perspective, innovation adaptation, brand image, lifestyle, and trust in Customer Loyalty.

2. Literature Review and Hypothesis

Consumer behavior involves the analysis of how individuals, groups, and organizations carry out the process of selecting, purchasing, using, and disposing of goods, services, or experiences to meet their needs and desires. As a marketer, it is important to have a deep understanding of both the theory and reality related to consumer behavior. Consumer behavior is a field of study that studies purchasing units, be they individuals, groups, or organizations. These units will form markets, which can be divided into individual or consumer markets, group purchasing units, and organizational business markets.

Brand Image

Consistency and fit between what a brand says and what it does are also critical in establishing and maintaining a strong brand image. Brand image is the impression that lingers in consumers' minds regarding a brand. Meanwhile, according to Wijaya (2013), brand image is a reflection of the number of consumers who receive information and insight about the brand. The following are several previous research journals for research: Brand image and consumer satisfaction are significant variables in consumer loyalty. However, visitor experience does not have a direct influence on loyalty. Brand Image and satisfaction completely mediate the relationship between visitor experience and loyalty.

Experiential Marketing

Experiential marketing is a strategy that focuses on creating deep emotional, sensory, and cognitive experiences for consumers in interactions with brands. He emphasizes the importance of creating engaging and engaging experiences so that a brand becomes more than just the product or service it offers.

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and there is a significant influence in the variables custom product perspective, innovation adaptation, brand image, lifestyle, and trust in customer loyalty (Welsa et al., 2022)

Consumer Satisfaction
Consumer satisfaction is a subjective evaluation carried out by consumers regarding the fulfillment of their expectations and needs for the products or services they use. This condition also involves understanding consumers, providing consistent service, and dealing with and resolving complaints or problems quickly and efficiently. According to Sangadji in Hastari et al. (2021), Consumer behavior is a field of study that studies purchasing units, be they individuals, groups, or organizations. These units will form markets, which can be divided into individual or consumer markets, group purchasing units, and organizational business markets.

Customer loyalty
A trust given to consumers makes consumers comfortable in carrying out transactions or buying a product so that the business they run will grow, especially if they have regular customers or what is usually called consumer loyalty. Consumer loyalty is defined as the level of consumer resistance to competitors' efforts to attract attention and satisfy customers. A good experience, including service reliability, ease of interaction, and responsiveness to consumer needs, can strengthen customers' emotional and cognitive ties to a brand or company.

Hypothesis
The Influence of Brand Image on Consumer Satisfaction
The image has an important role in an organization's marketing strategy because it has the potential to influence consumers' views and expectations of the products or services offered and ultimately has an impact on the level of consumer satisfaction. Various research results indicate that perceptions of company image can have a significant influence on customer satisfaction. To reduce possible risks, consumers tend to prefer to buy from products or service providers that have a good reputation.

In research conducted by Pradana et al. (2022) research results show that brand image has a positive and significant influence on consumer satisfaction. Brand trust has a positive and significant influence on satisfaction. Purchasing decisions have a positive and significant impact on satisfaction. These results strengthen that brand image can influence consumer satisfaction.
H1: Brand Image has a positive and significant effect on consumer satisfaction

The Influence of Experiential Marketing on Consumer Satisfaction
The relationship between experiential marketing and consumer satisfaction, through experiential marketing, consumers will identify the differences between one product and another because they have the opportunity to enjoy and feel the experience directly through five aspects of the approach, namely the use of the five senses (sense), feelings (feel), action (act), relationships (relate), and thinking (think). By utilizing this approach, companies can carefully build satisfaction among consumers before or while delivering services that provide unique and memorable experiences.

Research conducted by Alfiani & Rachmawati (2020) shows that Experiential Marketing has a positive and significant influence on consumer satisfaction, brand image has a positive and significant influence on consumer satisfaction, and experimental marketing and brand image have a simultaneous influence on satisfaction.
H2: Experiential Marketing has a significant positive effect on consumer satisfaction

The Influence of Brand Image on Consumer Loyalty
According to Schiffman et al. (2014), brand image is a long-lasting perception that is formed through experience and has a relative level of consistency. Therefore, consumers' attitudes and actions towards a brand image are one of the important factors that encourage them to buy the product. A strong brand image has an important relationship in building positive associations with the brand, creating brand preference, and influencing consumer loyalty. Consumers who have a positive perception of a brand and feel emotionally connected tend to be loyal and maintain long-term relationships with the brand.

Research results show that Experiential Marketing has a significant influence on consumer loyalty, and partially, the experiential marketing variable does not have a significant influence on consumer loyalty.

H3: Brand Image has a positive and significant effect on consumer loyalty

The Influence of Experiential Marketing on Consumer Loyalty
In the current digital era of business development, business people are trying to attract consumers by providing unique experiences with the aim of creating a strong attraction and being distinguishable from competitors. According to Smilansky in Febrini et al. (2019), experiential marketing can be explained as the process of recognizing and meeting consumers' needs and aspirations by involving them in two-way communication. This is done to turn the brand personality into a real one and provide added value to the target audience.

Experiential marketing aims to provide unique and memorable experiences to consumers. These experiences can include events, live interactions, or creative content that actively engages consumers. When consumers have positive experiences related to a brand, they tend to feel more emotionally connected. This can encourage loyalty, as they want to repeat the positive experience. The research results show that simultaneously, Experiential Marketing has a significant influence on consumer loyalty, and partially, the experiential marketing (Think) variable does not have a significant influence on consumer loyalty.

H4: Experiential Marketing has a significant positive effect on consumer loyalty

The Influence of Consumer Satisfaction on Consumer Loyalty
Stated that consumer satisfaction can be explained as the extent to which the product or service received by consumers meets or even exceeds their expectations. When consumers feel that the product or service meets their expectations, they will feel satisfied. Satisfied consumers will often leave positive reviews, which can help increase brand exposure and attract the interest of potential consumers.

The relationship between consumer satisfaction and consumer loyalty is that a high level of consumer satisfaction can be a differentiation factor from competitors. Suppose a company is able to provide a better level of satisfaction than competitors. In that case, these consumers tend to become loyal customers who make repeat purchases and recommend the product or service to others. This can provide a competitive advantage and strengthen the company's position in the market.

Based on previous research conducted by Asalia et al. (2020) said that partially there is a significant influence between brand image on consumer loyalty; consumer satisfaction has the effect of strengthening that consumer satisfaction has a significant influence on consumer loyalty.

H5: Consumer satisfaction has a significant positive effect on consumer loyalty

The Influence of Brand Image on Consumer Loyalty through Consumer Satisfaction as an Intervening Variable
Strong brand image can help build positive associations with the brand, create brand preferences, and be able to influence consumer loyalty. When consumers have a positive perception of a brand and feel emotionally connected to the brand, they tend to become loyal consumers. They are willing to maintain a long-term relationship with the brand.

Someone will feel satisfied with an item if the item matches what they want. Therefore, companies operating in the food and beverage sector must continue to follow what consumers want. If consumers feel that their desires are fulfilled, then they will become regular consumers or what is usually called consumer loyalty. Revealed that loyal consumers will continue to buy even at a slightly higher price, always make repeat purchases, and also recommend the product or service to others.

H6: Brand Image has a positive and significant effect on consumer loyalty through Consumer Satisfaction as an Intervening Variable.

The Influence of Experiential Marketing on Consumer Loyalty through Consumer Satisfaction as an Intervening Variable

Experiential marketing is a marketing approach that focuses on the importance of creating and managing positive experiences for consumers by involving all of the consumer's senses in interactions with brands. Experiential marketing is a strategy that focuses on creating deep emotional, sensory, and cognitive experiences for consumers in interactions with brands. He emphasizes the importance of creating engaging and engaging experiences so that a brand becomes more than just the product or service it offers.

This is in line with research conducted by Triwahyuni & Zuhroh (2020) that Experiential Marketing has a significant effect on consumer satisfaction and consumer loyalty. Consumer satisfaction has a significant effect on consumer loyalty, and experiential marketing has a significant effect on consumer loyalty, which is mediated by consumer satisfaction, towards consumers of Emery Cafe and Bistro Jombang.

H7: Experiential Marketing has a positive effect on consumer loyalty through consumer satisfaction as an intervening variable.

Conceptual framework

In this research, it is in accordance with the statement above that the dependent variables are brand image, experiential marketing, consumer satisfaction, and consumer loyalty with the independent variable in this research being consumer loyalty. Based on this, this research model can be described as follows:
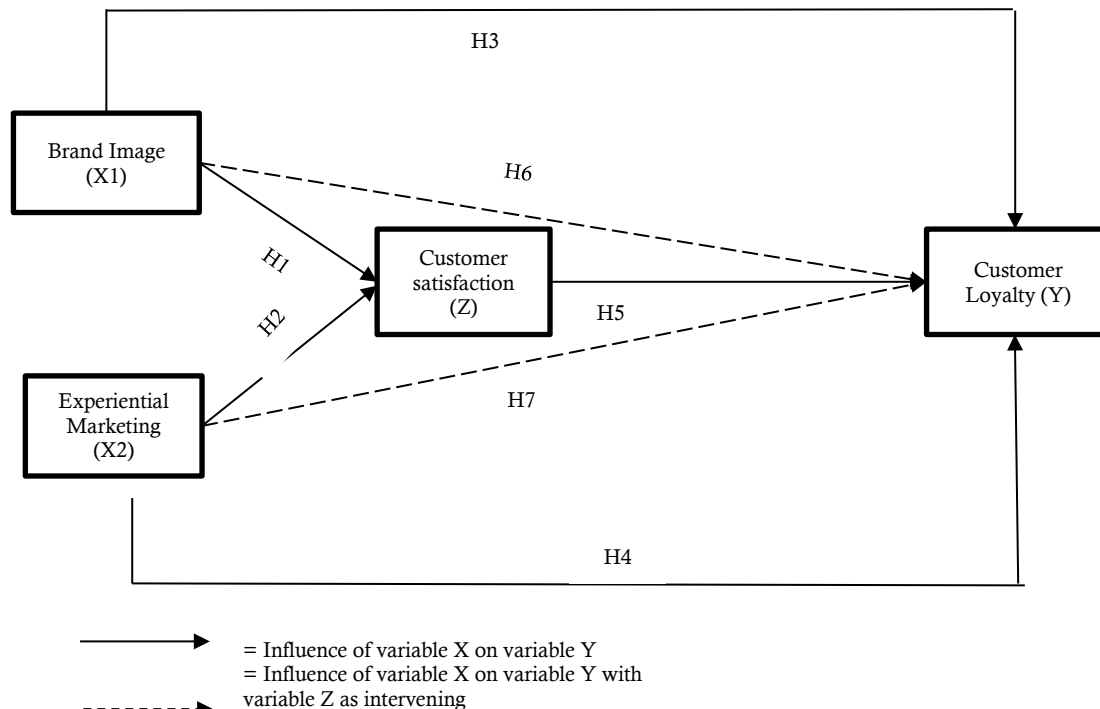

Figure 1. Conceptual Framework

3. Data and Methods

Data analysis method

The method used in this research uses the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, which is tested using the SmartPLS application. Using the PLS analysis method is an alternative method for testing the relationship between latent constructs and several indicators simultaneously. Apart from that, PLS is used to find out the direct or indirect influence between the independent variable and the dependent variable.

Instrument Test

The quality of research materials for hypotheses really depends on the data instruments used in the research. Data collection tools influence the research instrument to form valid data. The tests used to test the data instruments in this research are validity tests and rehabilitation tests.

Data Types and Data Sources

The type of data that will be used in this research is primary data and secondary data. The primary data type is a source of research data obtained directly from sources. Primary data will be obtained through the results of distributing questionnaires using Google Forms, which will later be distributed to Generation Z. Generation Z is the newest working generation, born between 1995 and 2012, namely between the ages of 11 and 28 years, which is adjusted to 15-28 years. The questionnaire itself is a series of questions where respondents are given questions with limited answer choices. Meanwhile, secondary data refers to data that has been previously collected by other parties through various means and methods, both in commercial and non-commercial contexts.

Data Gathering

Data collection in this research used a survey method carried out through a questionnaire as one of the research instruments. Data collection will be carried out by distributing questionnaires made in Google Forms to Generation Z, namely those aged 11 to 28 years. In the questionnaire, questions refer to attitudes, responses, satisfaction, hopes, etc., which will be answered by the respondents with the aim of seeing the relationship between the independent variable and the dependent variable to be studied. Responses to the questionnaire submitted to respondents were calculated using a Likert Scale. The Likert scale is used as a measurement tool to evaluate attitudes, opinions, and perceptions of individuals or groups of individuals toward social phenomena. Initially, the Likert scale only offered five answer choices, but in its development, the Likert scale offered four to seven answers.

Data analysis method

The data analysis method is a process used to obtain data that is used to measure a variable that can influence other variables. The data analysis method is the method used regarding calculations to answer the problem formulation and test the hypotheses proposed in the research. The method used in this research uses the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, which is tested using the SmartPLS application. By using the PLS data analysis method is an alternative method for testing the relationship between latent constructs and several indicators simultaneously. Apart from that, PLS is used to find out the direct or indirect influence between the independent variable and the dependent variable.

Hypothesis testing

A hypothesis is a researcher's opinion about a problem being studied and is temporary and then this hypothesis will be tested empirically using research data. Therefore, a hypothesis is a temporary truth that still needs to be tested. Where the research problem formulation has been stated in the form of a question sentence, hypothesis testing is carried out to find out whether the variables in the research have an influence. By using the path coefficient value and p-value, whether the proposed hypothesis can be accepted or rejected.

4. Results

Instrument Test

The quality of research materials for hypotheses is very dependent on the data instruments used in the research. Data collection tools influence research instruments to form valid data. The tests used to test the data instruments in this research are validity tests and reliability tests. The results of the validity and reliability tests show that the questionnaire instrument can be used for this study survey. The results of this test show that the results of the Composite and Cronbach's alpha show satisfactory values, namely, with values for each variable above the minimum value of 0.60. This result shows that there is high consistency and stability of the instruments used.

Hypothesis test

The significance of the estimated parameters can provide information about the relationship between research variables. The limit for rejecting and accepting the proposed hypothesis is using a probability of 0.05. In research using SmartPLS, statistical testing of each hypothesized relationship is carried out using simulation. This was done using the bootstrap method on the sample. Testing with bootstrapping also aims to minimize problems and abnormalities in research data. Test results using bootstrapping from SmartPLS analysis are as follows:
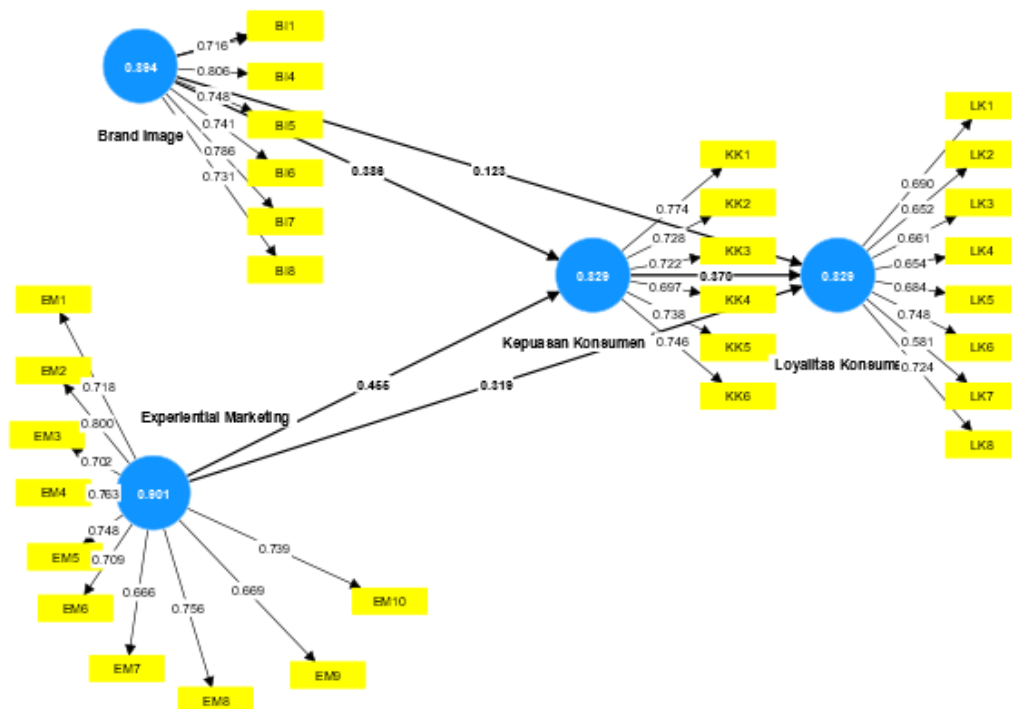
This test is used to see the estimated path coefficient and t-statistic value with significance at α=5%. If the t-statistic value is higher than the t-table value, namely 0.1986 for the one-tailed hypothesis, then the hypothesis can be accepted. The following will present the estimation output for testing the structural model:

Table 1. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t-statistics (|O/STDEV|)	Prob-values
Brand Image → Satisfaction	0.386	0.387	0.134	2.880	0.002
Brand Image → Loyalty	0.123	0.116	0.172	0.713	0.238
Experiential Marketing → Satisfaction	0.455	0.458	0.139	3.276	0.001
Experiential Marketing -> Loyalty	0.319	0.333	0.188	1.693	0.045
Satisfaction → Loyalty	0.370	0.369	0.159	2.325	0.010

Mediation tests

Mediation is carried out to analyze how strong the influence is between variables, both direct, indirect, and total influence. The direct effect is the result of the coefficients of all coefficient lines.

Table 2. Indirect Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	Prob-values
Experiential Marketing → Satisfaction → Loyalty	0.168	0.172	0.100	1.678	0.047
Brand Image → Satisfaction → Loyalty	0.143	0.141	0.079	1.814	0.035

Test the Inner Model

Based on the output, it shows that the R-square value of consumer loyalty is 0.658. This result means that the variability of the marketing loyalty construct is 65.8%, while other variables outside the model studied explain 34.3%.

5. Discussion

Brand Image influences consumer satisfaction.
The results of the research show that Brand Image influences Consumer Satisfaction. This finding can be seen from the Path Coefficient output obtained by t value > t table (2.880 > 0.1986) or P value < 0.05 (0.002 < 0.05), so Ho is rejected. This result means that the influence is positive; that is, if Kenangan Coffee can build a positive perception of the brand, the higher the satisfaction resulting from consumers.

This finding is in line with research conducted by Welsa et al. (2022) The more a brand improves, the higher the satisfaction felt by consumers. In this research, consumers' initial consideration in purchasing a product is a brand image that is affordable or cheap. The cheaper the brand image of a product, the more interested consumers are in buying that product. The brand image must also match the quality and benefits offered by the products it sells, in accordance with the opinion of, who states that brand image is the amount of money needed to obtain several combinations of a product and accompanying services.

Experiential Marketing influences consumer satisfaction.
The research results show that Experiential Marketing influences Consumer Satisfaction. This finding can be seen from the Path Coefficient output obtained by t value > t table (3.276 > 0.1986) or P value < 0.05 (0.001 < 0.05), so that Ho is rejected, meaning the effect is positive, namely if Memories coffee creates a positive and memorable experience for consumers, it can increase consumer satisfaction.

Shifts in consumer behavior and changes in marketing paradigms have kept up with the times. Consumers are not only interested in the product or service itself, but also in the experience provided by the brand (Sawajuwono, 2013). This finding is in line with research conducted. Consumers who have experienced experiential marketing will feel a sensation that is appropriate or even beyond their expectations, namely a sense of satisfaction that will make consumers return and even recommend the place to other people. Positive experiences can make consumers feel more connected to the brand and product, thereby increasing their satisfaction levels. Therefore, Experiential Marketing influences Consumer Satisfaction (Alfiani & Rachmawati, 2020).

Consumer satisfaction influences consumer loyalty.
The research results show that Brand Image does not affect consumer loyalty. This result can be seen from the Path Coefficient output obtained from the calculated t value < t table (0.713 < 0.1986) or P value > 0.05 (0.238 > 0.05), so Ha is rejected, meaning it has no significant effect.

Which explains that consumers think that a certain brand is physically different from competing brands. The brand image will be attached continuously so that it can form loyalty to a particular brand, which is called brand loyalty. Not all customers see the brand image as a benchmark in determining loyalty; changes in trends, product quality, price, and other factors may be more capable of creating loyal customers regardless of brand image. In this research, the customer experience felt by consumers is more capable of making customers loyal to Kenangan coffee. In The brand image variable has a negative and insignificant effect on consumer loyalty. Furthermore, in the research of Welsa et al. (2022), Brand Image also has no significant effect on loyalty. This finding means that the better product brand image of Kenangan coffee does not necessarily affect consumer loyalty.

Experiential Marketing influences consumer loyalty.
The research results show that Experiential Marketing affects consumer loyalty. This finding can be seen from the Path Coefficient output obtained by the calculated t value > t table (1.693 > 0.1986) or P value < 0.05 (0.045 < 0.05), so Ho is rejected, meaning it has a positive effect. This result means that the better and better the Experiential Marketing of Kenangan coffee, the higher the consumer loyalty generated by consumers.

This result can be seen from the Path Coefficient output obtained by the calculated t value > t table (1.693 > 0.1986) or P value < 0.05 (0.045 < 0.05), so Ho is rejected, meaning it has a positive effect. It means that the better and better the Experiential Marketing of Kenangan coffee, the higher the consumer loyalty generated by consumers. This is in accordance with Schmitt's statement in Iisnawati et al. (2020). Experiential marketing can help build consumer loyalty to brands. Positive and memorable experiences make consumers more likely to choose the brand in the future and become loyal consumers.

The influence of brand image on consumer loyalty through consumer satisfaction as an intervening variable
The research results show that consumer satisfaction can mediate the influence of brand image on consumer loyalty. This result can be seen from the output P-values, namely 0.047 < 0.05. This finding means that indirectly, consumer satisfaction can be a link to the brand image in creating consumer loyalty among consumers. A positive brand image can build emotional attachment with consumers. This attachment involves emotional affiliation and identification with the brand. Such engagement can lead to higher levels of satisfaction because consumers feel a deeper connection with the brand. This finding s in accordance with research conducted by Abbas et al. (2021). Brand image and consumer loyalty are very significant, with consumer satisfaction as mediation.

7. The influence of experiential marketing on consumer loyalty through consumer satisfaction as an intervening variable
The research results show that consumer satisfaction can mediate the influence of brand image on consumer loyalty. This can be seen from the output P-values, namely 0.035 < 0.05. This result means that indirectly, consumer satisfaction can be a link for experiential marketing in creating consumer loyalty among consumers.

Apart from that, the test results show that experiential marketing carried out on memorable coffee can increase consumer satisfaction. The good experience felt by consumers by touching consumers' emotions will make consumers satisfied and will return to work. A good experience with memorable coffee is in accordance with what consumers perceive. A comfortable atmosphere, attractive visual appearance, and ease of shopping online and offline can increase satisfaction. Satisfied consumers tend to be loyal or faithful. This result is in line with research by Triwahyuni & Zuhroh (2020) that Experiential Marketing has a significant effect on consumer loyalty which is mediated by consumer satisfaction.

6. Conclusion

Based on the results of the discussion proposed in this research regarding consumer satisfaction (Z) as a mediating variable between Brand Image (X1) and Experiential Marketing (X2) on consumer loyalty (Y), the conclusions of this research are as follows: Brand image affects consumer satisfaction. It is stated that Kopi Kenangan can build positive perceptions about a brand, the higher the satisfaction resulting from consumers, Exoeriential marketing influences consumer satisfaction. This finding means that Kopi Kenangan creates a positive and memorable experience. For consumers, it can increase consumer satisfaction, but brand Image does not affect consumer loyalty. This condition can be interpreted as the better brand image of the product from Kopi Kenangandoes not necessarily affecting consumer loyalty; experiential marketing influences consumer loyalty. It is stated that a higher level of loyalty and consumer satisfaction influences consumer loyalty. This result means that the more customer satisfaction that is generated, the higher the loyalty that will be generated from consumers.

The managerial implications of the influence of Brand Image and Experiential marketing on consumer loyalty with consumer satisfaction as an intervening variable in Kopi Kenanganin Jabodetabek by Generation Z can include several important aspects, namely strengthening Brand Image by developing brand identity and consistent brand communication for the implementation of Experiential marketing such as development memorable experience and quick resolution of complaints.

Recommendations

Based on the conclusions above, the suggestions given by the author are as follows:
For companies: 1) Memorable Coffee needs to improve branding that focuses on superior product quality to build a positive reputation. Emphasize superior taste and quality ingredients. So that consumer perceptions of Kopi Kenangan will be better. 2) Kopi Kenanganis recommended creating a unique, memorable experience for consumers. Involve consumers in the process of making coffee or determining special menus. This finding can further trigger and sense of ownership. 3) in increasing consumer loyalty, Kopi Kenangan must increase consumer satisfaction by providing friendly, responsive service so that consumers always feel satisfied and comfortable buying again.

Limitations and avenues for future research

1) Further research needs to add other variables that can influence consumer loyalty, such as product or service quality, price, and so on; 2) further research needs to be carried out to examine the influence of brand image and experiential marketing on consumer loyalty with consumer satisfaction as a variable intervening on a larger scale both in terms of the sample and the type of company in order to represent the opinions of existing respondents, 3) future research is expected to conduct research with a larger scope of respondents so that they can represent consumers of memorable coffee.

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Ethics declarations

Availability of data and materials
Data sharing is not applicable to this article as no new data were created or analyzed in this study.

Competing interests
No potential competing interest was reported by the authors.