

***THE EFFECT OF BRAND IMAGE AND EXPERIENTIAL MARKETING ON
CUSTOMER SATISFACTION AMONG KFC CONSUMERS
IN THE CITY OF PROBOLINGGO***

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ABSTRACT

The study was conducted to analyze, clarify, and generate findings on the relationship between brand image and experiential marketing on customer satisfaction, focusing on 30 respondents obtained through sample calculation using the Roscoe formula and selected using purposive sampling and incidental sampling techniques. The respondents completed questionnaires and made purchases at KFC in Probolinggo City. The testing technique used classical assumption and multiple linear regression to understand the relationship between variables. In this study, brand image had a negative and insignificant effect on customer satisfaction, while experiential marketing had a positive and significant effect on customer satisfaction. In the simultaneous test, brand image and experiential marketing had a positive and significant effect on customer satisfaction.

Key words: brand image, experiential marketing, customer satisfaction