

ABSTRACT

The growth of infrastructure development in Indonesia is experiencing an increase in various fields. Factors that support this growth are the construction of road, airport and port infrastructure. Air transportation is still a mainstay of Indonesian people to travel from one place to another. Airplanes are the most effective means of public transportation compared to other types of public transportation which tend to take a long time.

The number of aviation industry in Indonesia makes every airline competing to provide good service in order to provide an unforgettable experience for its users. One of the airlines that provide full service carrier service is Garuda Indonesia. The existence of the Garuda Indonesia Experience concept, creates a proud characteristic, while enhancing the image of Garuda Indonesia. The concept of the Garuda Indonesia Experience is based on the five senses or 5 senses (sight, sound, scent, taste, and touch).

This research method uses quantitative methods with conclusive objectives. The population in this study are all Garuda Indonesia airline users in Indonesia. The sample was obtained from the distribution of online questionnaires through Google Form with 400 respondents.

This study aims to determine the effect of experiential marketing and brand image on customer satisfaction of Garuda Indonesia airlines. This research uses quantitative methods and to test the hypothesis, the data analysis technique used is Structural Equation Modeling (SEM) with LISREL software. Based on the results of this study, the results show that experiential marketing has a positive and significant effect on satisfaction, brand image has a positive and significant effect on customer satisfaction, and experiential marketing and brand image have an effect on simultaneously customer satisfaction of Garuda Indonesia airlines.

Based on the results of existing research, experiential marketing variables have a positive and significant effect. Obtained the same results on the brand image variable on customer satisfaction that has a positive and significant effect, then on the simultaneous test results between experiential marketing variables and brand image on customer satisfaction obtained positive results.

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