

ABSTRACT

This study aims to analyze the influence of brand image and customer experience on customer satisfaction among customers at the J.CO Donuts outlet in Buah Batu, Bandung. In an era of intense business competition, companies must build a strong brand image and provide positive customer experiences to maintain consumer satisfaction and loyalty. The research employs a quantitative approach using a survey method through questionnaires distributed to 100 respondents who are regular customers of J.CO Buah Batu. The variables examined include brand image, customer experience, and customer satisfaction. Data analysis was conducted using multiple linear regression with SPSS version 24. The results indicate that both brand image and customer experience have a positive and significant effect on customer satisfaction, both partially and simultaneously. The most dominant factors influencing customer satisfaction are the emotional experience during brand interaction (feel dimension) and customer perception of product image. This study provides practical implications for J.CO in designing more effective marketing and customer service strategies to enhance satisfaction and customer loyalty.

Keywords: brand image, customer experience, customer satisfaction, J.CO Donuts, customer loyalty.