



The Relationship among Brand Experience, Brand Image and Customer Satisfaction of Facebook Users in Indonesia

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Abstract

This study examined relationships among brand experience, brand image and customer satisfaction by using Facebook as the research object. Facebook.com as the new communication media becomes popular around the world. Based on the main purpose of product and service to achieve customer satisfaction, the study indicated that brand experience and brand image had a positive influence to support that goal. Its samples were university students in Indonesia and were analyzed based on three variables i.e brand experience, brand image and customer satisfaction. Brand experience consists of four dimensions (1) sensory, (2) affective, (3) behavioral, (4) intellectual. Brand image consists of eight items. Customer satisfaction consists of six items. This research indicated that brand experience had positive influence to brand image and customer satisfaction. However, brand image had positive influence to customer satisfaction.

Key words: Brand, Brand experience, Brand image, Customer satisfaction, Facebook.com, Indonesia

1. Introduction

Most companies try to measure customer satisfaction for their product and services, because the fundamental views whether a product successful or failed are customer satisfaction and loyalty. They do not think about the important factors to build customer satisfaction. An article in Harvard Business Review explains that many companies have been trying to measure customer satisfaction and have plenty of data as a result. The problem is that measuring customer satisfaction does not tell anyone how to achieve it (*Harvard Business Review*, 2007). One of important strategies to achieve customer satisfaction is branding strategy. Brand strategy consists of (1) choosing a good name, symbol or

logos and (2) making sure that strategy elements have six good criteria such as memorability, meaningfulness, likability, transferability, adaptability and protectability. In addition to service or product quality itself, a company should try to provide positive customer consumption experiences in every possible encountering opportunities to establish good associations toward the brand. As a result, it may enhance customer satisfaction toward the brand. In fact, a brand contains experiential meaning and emotional associations to its customers. Misunderstanding the connections between a brand and its target customer may cause a disaster. One of parts in brand association is brand image (Low & Lamb, 2000). Brand image is customer perception about product and service. If they have good perception about product, they will tend to choose that product. It is really important because some companies already have their own brand image and try to make it in customer mind. To create a strong brand, companies have to offer positive experience to customers. If customers have positive experience, they will tend to generate satisfaction and loyalty to the brand. Aaker (1997) describes that brand experience occur whenever there is a direct or indirect interaction with the brand. To create positive experience, a company needs support from all brand elements such as image, quality, and personality of products or services. This indicates that brand experience have relationship with brand image to achieve customer satisfaction.

Recently, Facebook.com becomes one of the most famous brands in the world. A lot of people from different social background have Facebook.com account. According to a study conducted by ComScore (2007), around six billion people around the world use social networking site and give contribution about a quarter of internet traffic. Today, Facebook.com has around 700 million active users. Pempek, Yermolayeva and Calvert (2009) indicate that students use Facebook.com approximately 30 minutes throughout the day as part of their daily routine. In South East of Asia, especially Indonesia, Thailand, Malaysia, and Singapore, Facebook.com is the most popular social networking site. There are at least 34,999,080 Facebook.com user in Indonesia, and become the second country which has the most Facebook user in the world, after United States (CheckFacebook.com, 2011). Because of that reason, this study was intended to explore the relationships among brand experience, brand image and customer satisfaction on Facebook.com users in Indonesia.

2. Literature Review

2.1 Customer Satisfaction

According to Kotler and Keller (2009), satisfaction is a person's feelings of pleasure or disappointment resulted from comparing a product perceived performance (or outcome) to his expectation. If performance falls to meet customer expectation, a customer will be dissatisfied. If performance matches customer expectation, a customer will be satisfied. If performance exceeds customer expectation, a customer will be highly satisfied or delighted. Tjiptono (1997) suggests that customer satisfaction or customer dissatisfaction is a customer's response to the matching evaluation and disconfirmation between expectation and product / service performance. From this definition, there are two feelings of customer satisfaction - happy and disappoint after they make evaluation of product/service performance. The quality of products and services comes from customer expectation and ends at customer perception. Because of that, if companies can fulfill customer's needs and expectation, they can be successful. The purpose of producing goods or services is to make ideal ones based on customer expectation. Customer satisfaction has led to: (1) higher future profitability of a firm (Anderson, Fornell, & Lehmann, 1994); (2) lower costs related to defective goods and services (Anderson, Fornell, & Rust, 1997); (3) increase of customer willingness to pay premium price, provide referrals, and use more products or services (Anderson & Mittal, 2000; Reichheld, 1996), and (4) higher levels of customer retention and loyalty (Anderson & Mittal, 2000).

Factors Affecting Customer Satisfaction

Customers may explain their satisfaction with products or services in terms of specific aspects such as product's attributes, price, customer services, or the combination of these features. These product's attributes or their combination of product's features are related to brand. The previous research shows a significance relationship between customer satisfaction and brand of product (different kinds of

brand such as brand equity, brand image, brand experience and so on) as well as how brand elements influence customer satisfaction. Ahmad and Hashim (2010) find that satisfaction mediates the relationship between customer based brand equity construct and loyalty. Che Ha and Sharizal (2007) describe that brand meaning is an important factor to create brand equity that will lead to customer satisfaction and loyalty. Customer satisfaction can be measured either by a single item (e.g., Cronin & Taylor, 1992) or multiple items (e.g., Gilbert & Veloutsou, 2004; Spreng & Mackoy, 1996; Wirtz and Lee, 2003). In its simplest form, customer satisfaction research involves dividing customers' overall experience into sub-levels of criteria, and then a rating scale is applied to measure how satisfied these customers with services on the basis of these criteria.

2.2 Brand Experience

Brand experience refers to subjective, internal customer responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments (Brakus, Schmitt & Zarantonello, 2009). In other words, brand experience means the experiential aspects consisting of the sum of all points of contact with the brand (Wikipedia, 2011). The customer's perception of a brand is related with customer experience (Cliffe and Motion, 2004). Therefore, marketers have to understand customer experience about their brands for developing marketing strategies. In brand strategy, brand experience is an important thing and becomes paramount. They suggest "marketing and external communications help to build the brand, but nothing is more powerful than the customer's actual experience" (Berry, 2000, p. 136).

Factors Affecting Brand Experience

A brand experience includes the use of product or service directly as well as relates to brand image, brand association and events (Cliffe and Motion, 2004). Some marketing research have shown that experience occurs when customers search product, receive services, and consume products (Arnould, Price, and Zinkhan, 2002; Brakus, Schmitt, and Zhang, 2008; Holbrook, 2000). Product experience happens when customers have a direct interaction with a product such as searching a product, examining and evaluating that product (Hoch, 2002). Shopping experience happens when customers have direct interactions with a store's physical environment (Hui and Bateson, 1991; Kerin, Jain and Howard, 2002). In addition, Aaker (1997) suggests that brand experience not only happen when consumption and after consumption, but also whenever a direct or indirect interaction with a brand exists. There are some previous studies that describe about factors affecting brand experience as well as how brand experience affects customer satisfaction and relationship between brand experience and brand image. In 2007, Ismail analyzed that brand experience affected brand personality, brand image and brand love to formulate positive word of mouth. Positive word of mouth indicates the positive response of customer and also has an influence to build customer satisfaction. According to a recent research, there are four dimensions that can be used to measure brand experience (Brakus, Schmitt & Zarantonello, 2009):

1. Sensory: using a sense of customers to measure the customer experience.
2. Affective: using feelings and emotional of customer the customer experience.
3. Intellectual: using the ability of the brand to engage customers.
4. Behavioral: using bodily experience, lifestyles and interactions with the brand to measure the customer experience.

2.3 Brand Image

Brand image is certain characteristics of product and service that required to be assured in customer mind. Brand image, refers to the different perceptions that consumers hold in their mind (Keller, 1993) resulted from communicating the brand identity to the market (Kapferer, 2004; Stern, Zinkhan, and Jaju, 2001). The previous research suggest that parent brand experience improves the brand extension evaluation (Swaminathan et al., 2001; Swaminathan, 2003) and avoids the risk of brand image dilution (Alexander and Colgate, 2005; Swaminathan, 2003). This indicates that brand image has positive relation with brand experience. On the other side, Eva, et.al (2009) find that brand image has positive influence to brand loyalty. This also indicates that brand image has a strong influence to customer satisfaction. When a consumer feels good about the relationship and appreciates

the product or brand, a high level of commitment and loyalty results (Anderson and Sullivan 1993; Mittal and Kamakura 2001; Oliver 1997).

Factors Affecting Brand Image

A positive brand image is created by strong and favorable marketing programs and unique associations (Keller, 2003). There are three main elements of brand image i.e (1) Logos is a means to indicate origin, ownership and association of products or services. There are many types of logos, such as corporate names or trademarks written in a distinctive form; (2) Slogans are short sentence that communicate information about the brand. Slogans are powerful branding tools because they are efficient to build brand equity; (3) Image identifiers are other devices to communicate a brand such as brochures, advertising media, business card, truck signage, website, and every single piece of communication to customers and prospects.

2.3 Introduction to Facebook.com.

Since 2004, Mark Zuckerberg, Andrew McCollum and Eduardo Saverin have launched a social network that has changed online social interaction forever. Facebook.com was started in the campus of Harvard University and within 24 hours Facebook.com had a community of 1200 Harvard University students. Facebook.com grew faster in Harvard campus, and after a few weeks many students from Stanford and Yale wanted in. The network was extended and became an Ivy League server in April 2004. In September 2004, the founders of Facebook.com got capital from PayPal founder Peter Thiel. The investment was \$500,000. Seeing the potential value of Facebook.com, Jim Breyer and Accel Partners ponied up \$12.7 million to assist Zuckerberg in the expansion of his virtual empire. Therefore, in October 2004, Zuckerberg had money, manpower, and institutional backing to enter the global market. In August 2005, Facebook.com was registered and had a slogan “Facebook is a social utility that connects you with the people around you”. After the network is open, everyone who has valid institutional email address from 30,000 organizations becomes a member, including high school students, government employees and the corporate community. In September 2006, Facebook.com was expanded once again. They launched “News Feed” feature to protect privacy of users in longtime and attracted new membership to join. In fact, between May 2006 and May 2007 Facebook.com traffic grew by an astonishing 89%.

Facebook.com extends their platform where one integrates internet activities into a single Facebook profile. Developers quickly start to build applications for all popular sites, and users start adding them in an effort to streamline their virtual identities. The next strategy of Facebook.com is doing direct advertising. In August 2007 Facebook.com announced that it was looking to “translate its popularity into bigger profits” by offering advertisers direct access to their targeted demographic customers. As a Wall Street Journal article put it, “While the Web site had roughly 30.6 million visitors in July, the company says it needs to do a better job profiting from its huge user base.” From this offering, it shows that Facebook.com is still having little independent startup and holding out against the big corporate bullies like Viacom and Yahoo, despite its ties to Accel and Silicon Valley’s corporate elite. Table 2.1 shows the list of countries that have the most Facebook.com users around the world.

Table-2.1. Top 10 Countries of Facebook.com users around the world

No.	Country	User	Penetration
1.	United States	151.820.460	24.30%
2.	Indonesia	34.999.080	5.60%
3.	United Kingdom	28.841.840	4.62%
4.	Turkey	26.198.200	4.19%
5.	Philippines	22.515.820	3.60%
6.	India	21.726.960	3.48%
7.	Mexico	21.560.720	3.45%
8.	France	20.957.320	3.35%
9.	Italy	18.355.680	2.94%
10.	Canada	17.357.660	2.78%

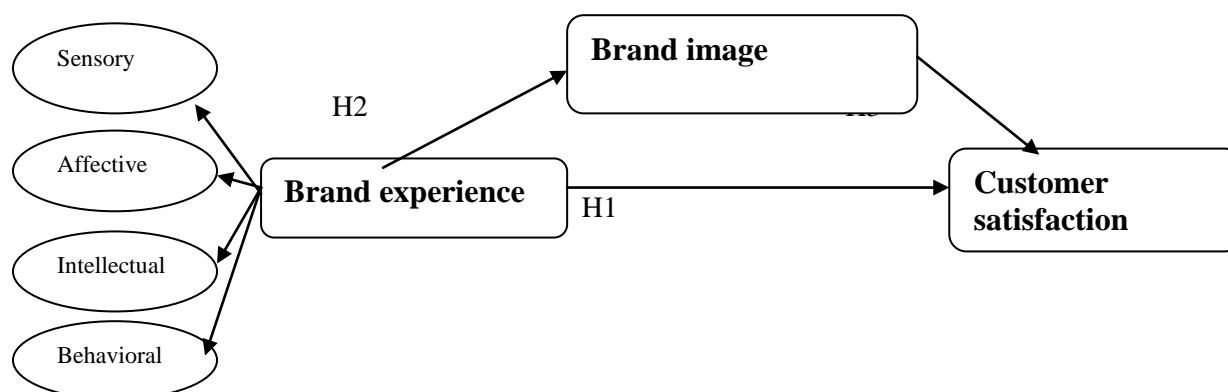
Source: CheckFacebook.com(February 12st,2011)

Creating a Facebook Profile has several benefits such as accessing network with friends, updating status, sharing photos or videos, and so on. Students browse Facebook around 30 per day (Pempek, et al, 2009). Hussein and Isharina (2009) find that Facebook’s service quality affects user loyalty. The reason of why this research choose students as the representative of Facebook users is because they have more experience in using Facebook.com.

3. The Methodology and Model

3.1 Research Model

This research proposed a tentative model to serve as a conceptual framework for developing hypothesis and model testing. The model in Figure 3.1 suggests that brand experience has positive influences on brand image and customer satisfaction. Meanwhile, brand image has positive influence on customer satisfaction.



The first hypothesis is:

H1 : Brand experience has positive influence on customer satisfaction.

Brakus et al (2009) in their research find that brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations. Prahalad and Ramaswamy (2004) suggest managing customer experience as the primary sources of value creation. Value creation is performing activities that increase the value of goods and services to consumers (ventureline.com, 2011). If products or services have a good value creation, it will support best performance of the products or services themselves. Thus, it can make customer feel satisfied. Groot, Antonides, Read and Raaij (2009) also find that a direct product experience affects consumer’s product evaluation. Product evaluation plays an important role of customer’ in making purchase decision. Customers tend to make purchase decision to some products or services when they feel satisfied with them. Consequently, customers tend to have higher interest to products and services when they have positive experiences with them. The findings of those previous research support that brand experience has an important impact on customer satisfaction.

The second hypothesis is:

H2 : Brand experience has positive influence on brand image.

The previous research suggest that parent brand experience improves the brand extension evaluation (Swaminathan et al., 2001; Swaminathan, 2003) and avoids the risk of brand image dilution (Alexander and Colgate, 2005; Swaminathan, 2003). This indicates that brand image has positive relation with brand experience.

The third hypothesis is:

H3 : Brand image has positive influence on customer satisfaction.

Eva, et.al (2009) find that brand image has positive influence to brand loyalty. This also indicates that brand image has a strong influence to customer satisfaction. When a consumer feels good about the

relationship and appreciates the product or brand, a high level of commitment and loyalty results (Anderson and Sullivan 1993; Mittal and Kamakura 2001; Oliver 1997).

3.2 Sampling Method

The population of this research were Facebook.com users in Indonesia. In February 2011, there were 34.999.080 Facebook users in Indonesia. Table 3.1 describes characteristic population of Facebook users in Indonesia in February 2011.

Table-3.1. Characteristics population of Indonesian Facebook users in 2011.

	Distribution	Total	Percentage
Gender	Male	20.713.700	59.4%
	Female	14.172.400	40.6%
Age	<=13 years old	694.600	2.0%
	14-17 years old	8.971.360	25.6%
	18-24 years old	14.431.060	41.2%
	25-34 years old	7.520.220	21.5%
	35-44 years old	2.187.420	6.2%
	45-54 years old	591.980	1.7%
	55-64 years old	134.960	0.4%
	65+ years old	467.480	1.4%

Source: CheckFacebook.com (February 12st, 2011)

This research applied a purposive sampling. Purposive sampling is a sampling technique that chooses a person who tries as a representative (Barrerio & Albandoz, 2001). Therefore, the goal becomes finding a representative sample (or subset) of that population. The samples of this research were university students of Brawijaya University, Indonesia that included undergraduate students and graduate students. The reason to choose student as respondents because they represented one of the largest groups of Facebook.com users.

3.3 Data Collection

Data were collected by questionnaire from May 9th until May 21th, 2011. Deciding the sampled number research was based on Slovin's formula by Guilford and Fructher (1973):

$$n = \frac{N}{1 + N \cdot e^2} = \frac{34.999.080}{1 + 34.999.080(0.05)^2} = 399$$

Where, n = sample size; N= population size; e = margin of error.

The suggested number of samples in this research was 399. A total of 400 questionnaires were distributed to Indonesia. In the total of 400 questionnaires, due to missing data, this research collected 398 effective sample size, which was very close to the suggested sample size. Table 3.2 provides background information of respondents who used Facebook. The information includes: (1) gender ,(2) age, (3) occupation, (4) average use of Facebook per day, and (5) average use of Facebook per week.

Table-3.2. Profile and behavior of respondent in using Facebook

		Frequency N=398	Percentage (%)
Gender	Male	228	57.3
	Female	170	42.7
Age	14-17	3	0.8
	18-24	386	97
	25-34	9	2.2
Occupation	Undergraduate student	388	97.5
	Graduate student	10	2.5
Average use of FB per day	< 1 hour	163	41
	1-3 hours	147	36.9

	3-5 hours	52	13.1
	5-7 hours	19	4.8
	7-9 hours	5	1.3
	9-11 hours	8	2
	>11 hours	4	1
Average use of FB per week	1 day	46	11.6
	2 days	62	15.6
	3 days	90	22.6
	4 days	45	11.3
	5 days	46	11.6
	6 days	22	5.5
	7 days	87	21.9

3.4 Measurement Model

The purpose of this research was to explore about relationships among brand experience, brand image, and customer satisfaction study case at Facebook.com. This research used quantitative analysis. To collect primary data from the respondents, this research used a questionnaires. They included questions about brand experience, brand image and customer satisfaction toward Facebook.com. Every question had multiple answers of 7 Likert scales. A numerical value is assigned to each potential choice and a mean figure for all responses is computed (Likert, 1932).

3.5 Scale Development

The data analysis in this research involved three stages. Stage one was item generation and selection. Stage two was item reduction and dimensionality of the scale. Stage three was testing the structural model.

Stage One: Item Generation and Selection

The objective of stage one was to generate scaled items for proposed dimensions of brand experience, brand image and customer satisfaction. In this research, the items for each variable were recruited from previous related studies which had reliability ($\alpha > 0.70$). Brand experience has four dimensions including sensory, affective, behavioral and intellectual. It uses 12 items to measure brand experience. The items of brand experience are based on Brakus, et al's (2009) research that suggests about measurement of brand experience. All these items had the value of Cronbach Alpha greater than 0.7. Table 3.3 shows the list of question items for brand experience modified for Facebook.com condition in this research. Brand image uses eight items combining several previous researches suggesting about brand image. Variable customer satisfaction was measured by multiple items. These items were based on some previous research studying customer satisfaction. This research choose six items that had Cronbach Alpha >0.70 . Therefore in total, this research adopted 26 items for brand experience (including sensory 3 items, affective 3 items, behavioral 3 items and intellectual 3 items), brand image (8 items), and customer satisfaction (6 items).

Table 3.3. Question Items for Brand Experience

No.	Question items	Source
	Sensory:	Brakus, Schmitt and
1.	Facebook makes a strong impression on my visual sense or	Zarantonello (2009)
2.	other sense.	
3.	I find Facebook interesting in sensory way.	
	Facebook appeals in my sense.	
	Affective:	
4.	Facebook induces feelings and sentiments.	
5.	I have strong emotions with Facebook.	
6.	Facebook is an emotional brand.	
	Behavioral:	
7.	I am engaged in physical actions and behaviors when I use	

8.	Facebook.
9.	Using Facebook results in behavior experiences. Facebook is action- oriented. Intellectual:
10.	I am engaged in a lot of thinking when I encounter Facebook. Facebook makes me think.
11.	Facebook stimulates my curiosity and problem solving.
12.	

Table-3.4. Question Items for Brand Image

No.	Question items	Source
	Your feeling about image of Facebook is:	Martin & Brown
1.	Bad media network - Good media network	(1990), Aaker (1996),
2.	Worse characteristic than another - Better characteristic than another	Weiss et al (1999), Low & Lamb
3.	Outdated – Modern	(2000)Villarejo et al
4.	Not fun – Fun	(2005) Salinas & Perez
5.	Not challenging – Challenging	(2009) Martinez,
6.	An unattractive features - An attractive features	Montaner and Pina
7.	Not friendly – Friendly	(2009)
8.	Not powerful function - Powerful function	

Table-3.5. Question Items for Customer Satisfaction

No.	Question items	Source
	How is your satisfaction toward Facebook:	Oliver (1981) Spreng,
1.	Dissatisfied – Satisfied	MacKenzie & Olshavsky (1996)
2.	Displeased – Pleased	Bennett, Kennedy & Coote
3.	Unfavorable – Favorable	(2007)
4.	Dislike – Like	Deng, Lu,Wei & Zhang (2010)
5.	Frustrated – Contented	Brexendorf et al (2010)
6.	Terrible – Delighted	

Stage Two : Item Reduction and Dimensionality of the Scale

The item reduction was to examine how many dimensions in each latent variable by validity and reliability criterion. To check validity, this research used a score of total corrected item correlation (>0.3) to accept the item. Reliability can be analyzed by Cronbach's alpha score greater than 0.7 (Nunnally, 1978). In addition, the dimensionality of the scales was checked by comparing two latent construct confirmatory factor analyses of measurement models by using LISREL VIII. This research analyzed each the latent variable model including brand experience, brand image and customer satisfaction. Brand experience was treated as unidimensional model containing four dimensions. Both brand image and customer satisfaction were treated as one-dimensional model containing one dimension. For the good criteria of the model, several indices were used for judging Goodness of Fit (GOF) criteria. The availability of so many different fit indexes presented a few problems. First, different fit indexes were reported in different articles. Next, different reviewers of the same manuscript may request indexes that they know about or prefer (Maruyama, 1998). This means that it can be difficult for researcher to decide as to which particular indexes and which values to report. There is also possibility for selective reporting of values of fit indexes (Kline, 2005). Many researchers, such as Marsh, Balla, and Hau (1996), recommend that individuals utilize a range of fit indices. Jaccard and Wan (1996) recommend the use of at least three fit tests, one from each of the first three categories above to reflect the diverse criteria. Kline (1998) recommends at least four tests, such as NFI, CFI, NNFI and SRMR.

Stage Three : Testing the Structural Model

The last analysis was to measure and analyze the structural model of relationships among brand experience, brand image and customer satisfaction. To analyze goodness of fit for that model, this research used structural equation modeling and criteria of GOF suggested by Kline (1998), Boomsma (2000), and McDonald & Ho (2002). Kline (1998a: 130) recommends at least four tests, such as NFI, CFI, NNFI and SRMR. Boomsma (2000) and McDonald & Ho (2002) suggest that the particular set indexes includes: (1) the chi-square model, (2) the Bentler comparative fit index (CFI) and (3) the standardized root mean square residual (SRMR). In the analysis of the structural model this research used the summated scales of each dimension. A summated scale is a method of combining several variables that measure the same concept into a single variable in an attempt to increase the reliability of measurement. In most instances, the separate variables are summed, and then their total or average scores are used for analysis. (Hair,2006).

4. Findings

4.1 Item Reduction and Dimensionality of the Scale

The first thing before analyzing measurement model, was to check that all items were valid and reliable. This research used item reduction to choose valid and reliable item. The reduction of items was to examine how many dimensions in each latent variable by validity and reliability criterion. To check the validity criterion, we used a score of total corrected item correlation (>0.3) to accept the item. Reliability can be analyzed by Cronbach's alpha score greater than 0.7 (Nunnally, 1978). Table 4.1 show the reliability and validity of each questionnaire items by using SPSS 16.0.

Table-4.1 Validity and Reliability

Latent variable	Construct variable	Items	Cronbach alpha	Corrected Item-Total Correlation
Brand experience	Sensory	Sen1	0.843	0.719
		Sen2		0.787
		Sen3		0.803
	Affective	Aff1	0.847	0.758
		Aff2		0.789
		Aff3		0.798
	Behavioral	Bev1	0.813	0.626
		Bev2		0.690
		Bev3		0.671
	Intellectual	Int1	0.849	0.831
		Int2		0.834
		Int3		0.717
Brand image	Brand image	Im1	0.778	0.658
		Im2		0.634
		Im3		0.753
		Im4		0.820
		Im5		0.450
		Im6		0.727
		Im7		0.771
		Im8		0.686
Customer satisfaction	Customer satisfaction	Cs1	0.798	0.727
		Cs2		0.833
		Cs3		0.674
		Cs4		0.825
		Cs5		0.698
		Cs6		0.758

Based on the test of validity and reliability analysis, all questionnaire items had Alpha Cronbach greater than 0.70, and corrected item total correlation score was smaller than 0.30. This research had three measurement models including brand experience, brand image and customer satisfaction. Brand experience was treated as unidimensional model with four dimensions. Both brand image and customer satisfaction were treated as one-dimensional model. In the measurement model, the questionnaire items were independent variables explaining the condition of dimension as a dependent variable. Generally, any t-value greater than +2 or less than -2 is significant and acceptable (allbusiness.com, 2011). For standardized solution, Hair et al (1998) suggest that cut off is fixed at 0.4.

Table-4.2. Confirmatory Factor Analysis of Brand Experience questions

Items	Standardized Score	T value Score	Note (Hair,2006)
Sen1	0.65	13.47	Acceptable
Sen2	0.79	17.36	Acceptable
Sen3	0.86	19.22	Acceptable
Aff1	0.79	17.37	Acceptable
Aff2	0.76	16.48	Acceptable
Aff3	0.76	16.48	Acceptable
Bev1	0.63	12.78	Acceptable
Bev2	0.62	12.61	Acceptable
Bev3	0.66	13.54	Acceptable
Int1	0.90	21.76	Acceptable
Int2	0.85	20.02	Acceptable
Int3	0.61	12.95	Acceptable

Table-4.3. Goodness of Fit Brand Experience Model

Measurement	Score	Criterion of Fit	Note (Kline, 1998)
Comparative fit index (CFI)	0.96	> 0.90	Acceptable
Normed fit index (NFI)	0.95	> 0.90	Acceptable
Non-normed fit index (NNFI)	0.94	> 0.90	Acceptable
Standardized root mean square residual (SRMR)	0.068	< 0.10	Acceptable
Significance (P-value)	0.00	<0.05	Acceptable

The standardized solution of entire questions in brand experience was greater than 0.4 and below than 1.00. T-value in all of brand experience question was greater than 2. It indicated that questions of brand experience had a construct validity and were significant to be used in the structural analysis. Brand experience model had fulfilled the criteria of goodness of fit. This indicated brand experience model was confirmed that it consisted of four dimensions, including sensory, affective, behavioral and intellectual.

Table-4.4. Standardized solution of Brand Image questions

Items	Standardized Score	T value Score	Note (Hair,1998)
Im1	0,64	13,73	Acceptable
Im2	0,61	12,82	Acceptable
Im3	0,76	17,24	Acceptable
Im4	0,85	20,32	Acceptable
Im5	0,41	8,17	Acceptable
Im6	0,73	16,39	Acceptable
Im7	0,79	18,24	Acceptable
Im8	0,68	14,70	Acceptable

Table-4.5. Goodness of Fit Brand Image Model

Measurement	Score	Criterion of Fit	Note (Kline, 1998)
Comparative fit index (CFI)	0.96	> 0.90	Acceptable
Normed fit index (NFI)	0.95	> 0.90	Acceptable
Non-normed fit index (NNFI)	0.94	> 0.90	Acceptable
Standardized root mean square residual (SRMR)	0.050	< 0.10	Acceptable
Significance (P-value)	0.00	<0.05	Acceptable

The standardized solution of entire questions in brand image was greater than 0.4 and below than 1.00. T-value in all of brand image question was greater than 2. It indicated that questions of brand image had a construct validity and were significant to be used in the structural analysis. Brand image model had fulfilled the criteria of goodness of fit. This indicated brand image model was confirmed that it consisted of eight question items.

Table-4.6. Standardized Solution of Customer Satisfaction questions

Items	Standardized Score	T value Score	Note (Hair,2006)
Cs1	0.74	16.73	Acceptable
Cs2	0.89	21.86	Acceptable
Cs3	0.65	13.89	Acceptable
Cs4	0.86	21.01	Acceptable
Cs5	0.63	13.42	Acceptable
Cs6	0.71	15.61	Acceptable

Table-4.7. Goodness of Fit Customer Satisfaction Model

Measurement	Score	Criterion of Fit	Note (Kline, 1998)
Comparative fit index (CFI)	0.96	> 0.90	Acceptable
Normed fit index (NFI)	0.95	> 0.90	Acceptable
Non-normed fit index (NNFI)	0.93	> 0.90	Acceptable
Standardized root mean square residual (SRMR)	0.052	< 0.10	Acceptable
Significance (P-value)	0.00	<0.05	Acceptable

The standardized solution of entire questions in customer satisfaction was greater than 0.4 and below than 1.00. T-value in all of customer satisfaction question was greater than 2. This indicated that questions of customer satisfaction had a construct validity and were significant to be used in the structural analysis. Customer satisfaction model had fulfilled the criteria of goodness of fit. It indicated customer satisfaction model was confirmed that it consisted of six question items to measure user satisfaction about Facebook.

Figure-4.1. The four dimensional model of brand experience

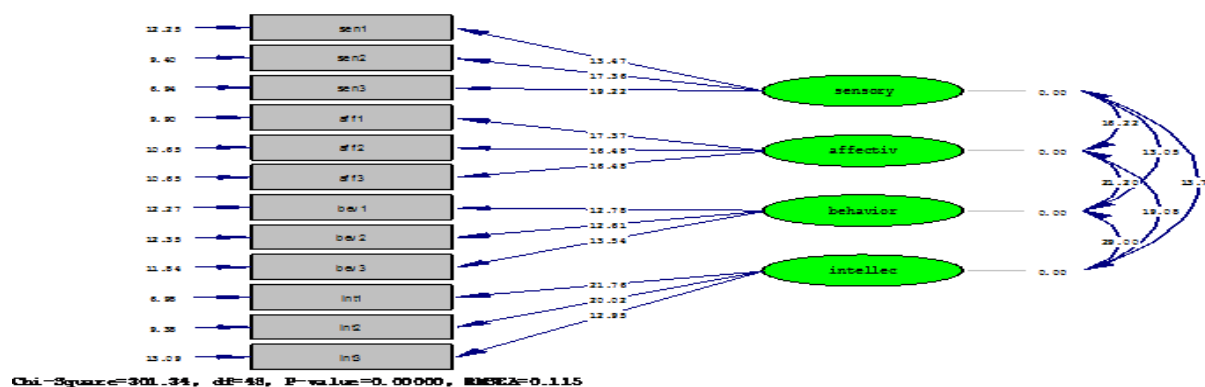


Figure-4.2. The One dimensional model of brand image

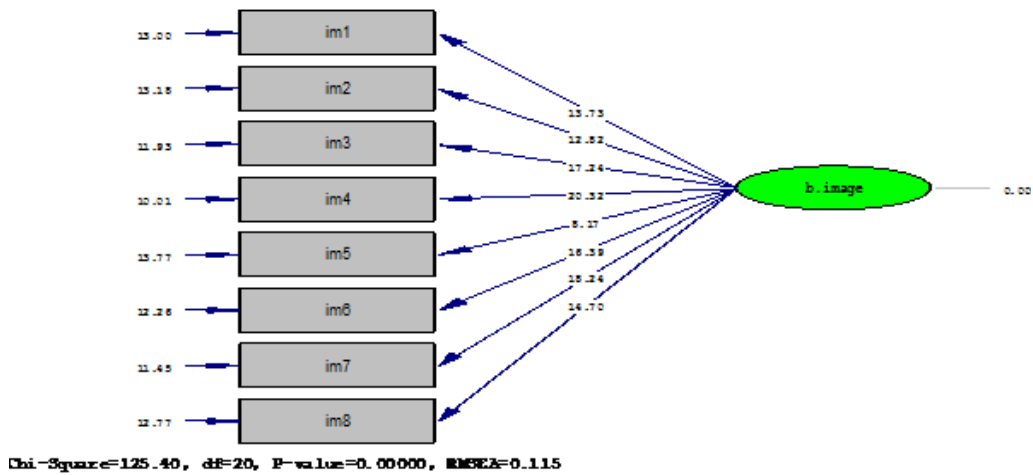
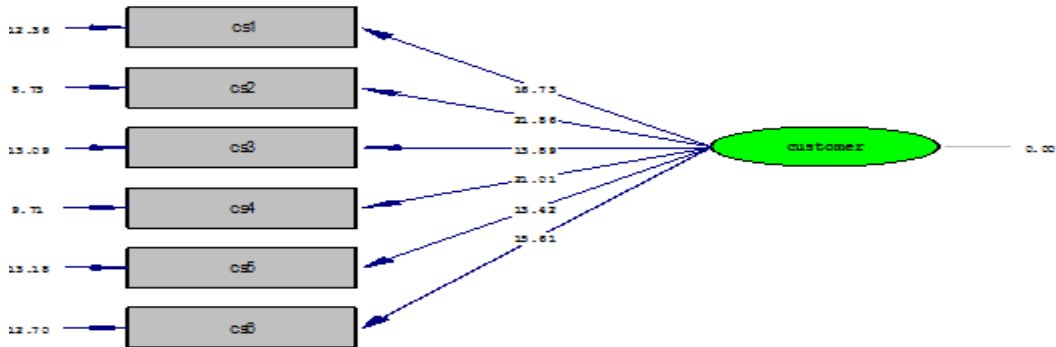


Figure-4.3. The One dimensional model of customer satisfaction



In the analysis of structural model (relationships among brand experience, brand image and customer satisfaction), this research used summated scales. A summated scale is a method of combining several variables that measure the same concept in an attempt to increase the reliability of measurement. In most instances, the separate variables are summed and then their total or average score is used in the analysis. (Hair,2006).

Table-4.8. Standardized Solution of structural model

Items	Score	Criterion of fit	Note (Hair,2006)
Sensory	0.67		Acceptable
Affective	0.76		Acceptable
Behavioral	0.75		Acceptable
Intellectual	0.77		Acceptable
Im1	0.65	0.4<x<1.00	Acceptable
Im2	0.61		Acceptable
Im3	0.74		Acceptable
Im4	0.85		Acceptable
Im5	0.42		Acceptable
Im6	0.73		Acceptable
Im7	0.79		Acceptable
Im8	0.69		Acceptable
Cs1	0.74		Acceptable
Cs2	0.89		Acceptable
Cs3	0.65		Acceptable
Cs4	0.86		Acceptable
Cs5	0.63		Acceptable
Cs6	0.71		Acceptable

Table-4.9. T-value of Structural Model

Relationship	Score	Criterion of fit	Note
Brand experience – Customer Satisfaction.	3.80		Significant
Brand experience – brand image.		>2	Significant
Brand image – customer satisfaction.	7.33		Significant

Table-4.10. Relationship Score of Structural Model

Relationship	Score	Note
Brand experience – Customer Satisfaction.	0.22	Positive Influence
Brand experience – brand image.	0.50	Positive Influence
Brand image – customer satisfaction.	0.48	Positive Influence

Table-4.11. Goodness of Fit of Structural Model

Measurement	Score	Criterion of Fit	Note (Kline, 1998)
Comparative fit index (CFI)	0.96	> 0.90	Acceptable
Normed fit index (NFI)	0.95	> 0.90	Acceptable
Non-normed fit index (NNFI)	0.96	> 0.90	Acceptable
Standardized root mean square residual (SRMR)	0.057	< 0.10	Acceptable
Significance (P-value)	0.00	<0.05	Acceptable

The structural model had fulfilled the criteria of goodness of fit and had a significance (t-value greater than 2). This indicated relationships among brand experience, brand image and customer satisfaction’s model were confirmed that they consisted of four dimensions of brand experience, eight items of brand image, and six items of customer satisfaction.

4.2 Hypothesis Testing

In this part, the research discussed the influence of brand experience to customer satisfaction, brand experience to brand image, and the influence of brand image to customer satisfaction. This discussion was based on the hypothesis of this research that included three hypotheses:

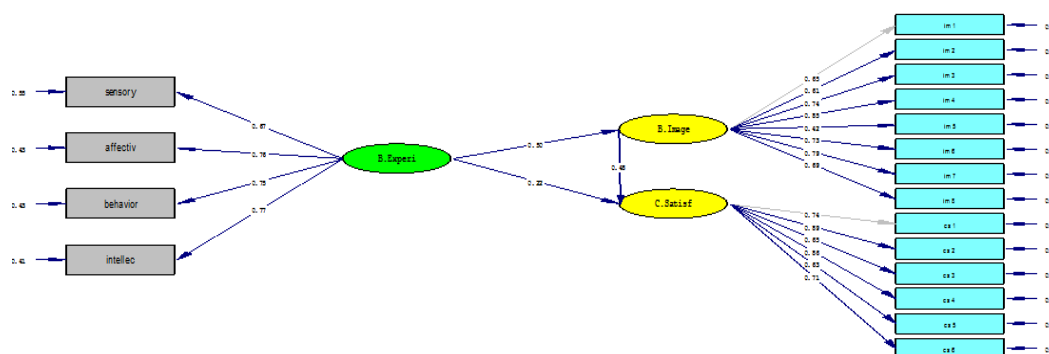
H1 : Brand experience has positive influence on customer satisfaction.

H2: Brand experience has positive influence on brand image.

H3: Brand image has positive influence on customer satisfaction.

Brand experience significantly had positive influence on customer satisfaction (t-value=3.80; y=0.22), supporting H1. Brand experience significantly had positive influence on brand image (t-value=8.01; y=0.50), supporting H2. Meanwhile, brand image also significantly had positive influence on customer satisfaction (t-value=7.33; y=0.48) supporting H3. Following this result, the entire hypotheses and the model of this research were proven.

Figure-4.4. Relationships among brand experience, brand association, and customer satisfaction (Standardized Solution)



5. Conclusions

The objectives of this study were to explore: (1) the relationships among brand experience, brand image and customer satisfaction toward Facebook user, (2) a proposed tentative model and an empirical test to examine the related hypothesis. Based on CFA analysis, brand experience had four dimensions include sensory, affective, behavioral and intellectual. This proposed model was justified by the criteria goodness of fit (GOF) such as CFI, NFI, NNFI and SRMR. Brand experience is significantly and has positive influence on customer satisfaction. Brand experience was significant and had positive influence on brand image. Meanwhile, brand image also was significant and had positive influence on customer satisfaction. Therefore, there were significantly positive relationships among brand experience, brand image and customer satisfaction as the research model suggested. The findings of this research provided a number of insights to marketing managers. Based on findings, managers can enhance customer satisfaction by focusing on brand experience and brand image. Positive customer experience and strong brand image can assist customers to choose company's product or services. To create positive brand experience, managers can focus on sensory, affective, behavioral and intellectual elements of the products or services. Meanwhile, this research provides some managerial implications for Facebook's owner regarding the information about Facebook' image in the customer's mind.

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