The Effect of Experiential Marketing and Brand Image on Repurchase Intention Through Customer Satisfaction at Aramith Billiards House in Samarinda

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ABSTRACT
The purpose of this study is to determine the relationship between the influence of experiential marketing on customer satisfaction; to determine the effect of brand image on customer satisfaction; to determine the effect of customer satisfaction on repurchase intention; to determine the effect of experiential marketing on repurchase intention through customer satisfaction; as well as proving the effect of brand image on repurchase intention through customer satisfaction. The population in this study were respondents who actively played Aramith billiards in Samarinda by using a purposive sampling technique in sampling. The data analysis used is PLS-SEM or Variant-based Path SEM Modeling with support of the SmartPLS 3.2.9 program in data processing. These findings indicate that experiential marketing has a positive and significant effect on customer satisfaction; brand image has a positive and significant effect on customer satisfaction; customer satisfaction has a positive and significant impact on repurchase intention; experiential marketing has a positive and significant impact on repurchase intention through customer satisfaction; and brand image has a positive and significant effect on repurchase intention through customer satisfaction.
Keywords : Experiential Marketing, Brand Image, Customer Satisfaction, and Repurchase Intention.

I.   INTRODUCTION

Aramith Billiard House in Samarinda is a type of business that is owned by individuals. In its developments during the period July 2022 to December 2022 regarding the number of users or consumers who play active or inactive billiards, there are fluctuations or tend to fluctuate in the number of consumers or users of billiards at the Aramith Billiard House in Samarinda where based on the most active users playing billiards the highest during 2022 in the period from July to December, namely in October as many as 900 consumers or users then for the type of consumer who is not actively playing billiards the highest is in July as many as 700 consumers. This means that there is an increase or decrease in the number of users who are actively playing billiards or who are not actively playing billiards at Aramith. The decline in the number of consumers or users who actively play billiards at this location is due to the emergence of many new competitors, areas that are far from the city center, as well as images that tend to be negative in the minds of consumers or part of the public. Therefore, it takes hard work from the management of the Aramith Billiard House in Samarinda to increase the number of visitors or users who play billiards in this business, so it is necessary to apply the right marketing strategy. Many marketing strategies are implemented by business or business actors to attract and retain consumers, one of which is by using the marketing concept, namely experiential marketing. In line with research conducted by Ergo M et al., (2020) revealed experiential marketing has a positive and significant effect on customer satisfaction. However, other research from Dominiq et al., (2021) found the opposite, that experiential marketing turned out to have a negative and significant effect on customer satisfaction. Then, other research reinforces Steven et al., (2021) that experiential marketing has a positive and significant effect on customer satisfaction.

In implementing a marketing strategy through experiential marketing, apart from having an impact on customer satisfaction, it can also encourage repeat purchases made by users or consumers who buy or use these services. Repurchase intention is very important for a business or business that is run because the cost of retaining a customer will be much cheaper than attracting new customers. In addition, the reason for repurchase intention is important because it can influence the activities of individual consumers to achieve their goals in fulfilling needs which when internal intentions appear are usually followed by the satisfaction felt when the actual experience is using the services offered. Therefore, experiential marketing influences repurchase intention through customer satisfaction. This is based on when consumers feel satisfied, meaning they have used through

their experience a service or business owned by a business actor, causing repurchase intention by consumers. In line with this, research conducted by Ergo M et al., (2020) proves that experiential marketing has a positive and significant effect on repurchase intention through customer satisfaction. Then, other research from Steven et al., (2021) proves that customer satisfaction mediates the effect of experiential marketing on repurchase intention. And, other findings from Ellitan et al., (2022) reinforce that experiential marketing has a positive and significant effect on repurchase intention through customer satisfaction.

In addition to customer satisfaction which is very important for a business or business, building or creating a good brand image in the minds of the public is not easy, especially since this type of Billiard House business tends to have a negative image so that it will have an impact on the business being carried out both now and in the future. . For this reason, in order to create a good or positive brand image in the minds of consumers or users, the management of the Aramith Billiard House in Samarinda needs to innovate in order to be able to compete with similar competitors and increase the number of users visiting and playing this billiard sport. Building a brand image not only has a big impact on a business or business that is run but also target consumers who use services because when forming an image, consumer perceptions of a business or business begin to form. Therefore, in order to increase consumer satisfaction or customer satisfaction, the brand image of a business must be better, considering that this Billiard House business has an image that tends to be negative, efforts are needed from the management to make this Billiard House business not only as a place for sports, but also for entertainment. people who like billiard sports.

Research conducted by Saputra & Ekawati, (2020) proves that brand image has a positive and significant effect on customer satisfaction. However, different from other research, Nasution et al., (2022) proved brand image did not have a significant effect on customer satisfaction. Then in other research it strengthens Nilasari et al., (2022) that brand image has a positive and significant effect on customer satisfaction. Brand image can be said as a perception or understanding that arises in the minds of consumers about a brand as a whole which can influence consumer behavior to make purchases repeatedly when consumers are satisfied with the services provided. A good image can be used as an asset for a business or business to be carried out in the future because with a good or positive image it can influence consumer perceptions of a given product or service so that it indirectly affects repurchase intention through customer satisfaction.

In line with Choi & Kim, (2013), image plays a role in marketing an organization because it has the potential to influence consumer perceptions and expectations regarding a product which can then influence consumer satisfaction. Consumer satisfaction gives impetus to consumer desires to repeat purchases. A good brand image can increase consumer satisfaction, and vice versa. Brand image as a representation of the overall response or perception of a brand that is formed from information and experience using a given product or service, when consumers are satisfied they will make repurchase intentions. Satisfaction felt by consumers will form a good brand image so that it indirectly affects repurchase intention. By creating a good brand image, it will be able to make consumers see the differences between service products provided to the business being run and to similar competitors. In line with this, research conducted by Saputra & Ekawati, (2020) proves that consumer satisfaction mediates the effect of brand image on repurchase intention. Then, further findings from Nilasari et al., (2022) reveal that brand image has a positive and significant effect on repurchase intention through customer satisfaction. And, other findings from Praja & Haryono, (2022) reinforce that brand image has a positive and significant effect on repurchase intention which is mediated by customer satisfaction.

This research investigates experiential marketing that influences customer satisfaction; brand image that affects customer satisfaction; customer satisfaction which affects repurchase intention; experiential marketing that influences repurchase intention through customer satisfaction; and brand image influences repurchase intention through customer satisfaction.

II.   LITERATURE REVIEW
Consumen Behaviour Theory

All of these activities are studied by marketers to find out the reasons customers choose one brand among a number of alternative similar brands on the market. Thus, the information collected will assist management in reformulating marketing strategies that are closer to the needs of its customers. (Schiffman & Kanuk, 2014:6). Explanation of Kotler & Keller (2016: 179), consumer behavior is the study of how individuals, organizations and groups act in buying, selecting and using ideas, products and services in satisfying customer needs and wants. The concept of the consumer behavior approach teaches marketers to tend to have a more customer orientation and not just sell what the company produces. Consumer behavior is the things that underlie consumers to make purchasing decisions. When deciding to buy an item or product, consumers always think about the item to be purchased first. Starting from the price, quality, function or use of these goods, and so forth. The activity of thinking, considering, and questioning goods before buying constitutes or is included in consumer behavior. The focus of consumer behavior is how individuals make decisions to use their available resources to consume an item.

Experiential Marketing

According to Smith and Hanover (2016: 2), in its simplest form experiential marketing is nothing more than a highly evolved form of corporate storytelling. But while the premise appears simple, combines a brand message, elements of interactivity, a targeted audience, and delivers it in a live setting to create a defined outcome, successful experiences are both art and science. Embracing experiential marketing requires a new way of thinking about marketing, creativity, and the role of media in the overall mix. This is in line with Smilansky (2017: 12) who argues that experiential marketing is the process of identifying and satisfying customer needs and aspirations profitably, engaging them through authentic two-way communications that bring brand personalities to life and add value to the target audience.

Brand Image

According to Ledikwe (2020: 5), brand image is the overall perception of attributes, functions, and meanings that consumers associate with a brand." Meanwhile, according to Kotler and Lee (2020: 154), "brand image is how consumers actually prioritize thoughts, feelings, and actions on a brand. Brand image is considered as a type of association that arises in the minds of consumers when remembering a particular product or brand.

Customer Satisfaction

According to Kottler & Armstrong (2016: 39) explains that customer satisfaction is the extent to which a product's or service perceived performance matches a buyer's expectations. If the product's or service performance falls short of expectations the customers are dissatisfied. If performance matches expectations, the customer is satisfied. If the performance exceeds expectations, the customers are highly satisfied or delighted. Then, according to Belás & Lenka, 2016; Kotler & Keller, (2016) in Ananda et al., (2021:19), "Customer satisfaction is an emotional response to an evaluation of the experience of consuming a product or service. Kotler defines customer satisfaction as the level of a person's feelings after comparing the performance. They feels compared to his expectations. Basically, customer satisfaction includes the difference between expectations and performance or the results obtained. Customer satisfaction is one of the main goals that companies and entrepreneurs should consider in order to maintain long-term relationships with their customers, customer satisfaction is the key to success for the sustainability of the business."

Repurchase Intention

According to Hellier et al (2015: 198) "repurchase intention is the individual's judgment about buying again a designated service from the same company, taking into account his or her current situation and possible circumstances." Then, according to Peter & Olson, (2015: 223), repurchase intention is a purchase activity that is carried out more than once or several times. The satisfaction that a consumer gets, can be encouraged by someone to make a repeat purchase, to be loyal to the product or to be loyal to where he bought the item so that consumers can tell good things to others.

Hyphotesis
The Influence of Experiential Marketing on Customer Satisfaction

Smilansky, (2017: 12), experiential marketing is a marketing strategy that can influence or make a customer feel satisfied when consuming a product or service from a company. Lionora & Santosa, (2015) in Ellitan et al., (2022:168), experiential marketing is carried out by companies to create customer satisfaction through real experiences. By implementing experiential marketing, it is hoped that an unforgettable experience can always be stored in the minds of consumers and can create a sense of satisfaction for them. Research conducted by Ergo M et al., (2020) revealed experiential marketing had a positive and significant effect on customer satisfaction. However, other research from Dominiq et al., (2021) found the opposite, that experiential marketing turned out to have a negative and significant effect on customer satisfaction. Then, other research reinforces Steven et al., (2021) that experiential marketing has a positive and significant effect on customer satisfaction. Therefore, the first hypothesis is.
H1: experiential marketing has a significant effect on customer satisfaction

The Effect of Brand Image on Customer Satisfaction

According to Lupiyoadi & Hamdani, (2011: 33) in Aaker, (2013), brand image is formed through consumer satisfaction, sales are automatically obtained through customer satisfaction, because satisfied consumers will not only return to buy, they will also invite other potential buyers. "Brand image is a "holistic picture" in the minds of consumers related to the brand. Brand image can encourage consumers to buy a brand when it has a positive impact on opinions in the minds of consumers and not buy a brand when opinions are negative. (Denecli, 2014:157). In line with this, research conducted by Saputra & Ekawati, (2020) proves that

brand image has a positive and significant effect on customer satisfaction. However, other research from Nasution et al., (2022) proves a different matter, that brand image has no significant effect on customer satisfaction. Then in other research it strengthens (Nilasari et al., 2022) that brand image has a positive and significant effect on customer satisfaction. Therefore, the second hypothesis is.
H2: brand image has a significant effect on customer satisfaction.

The Effect of Customer Satisfaction on Repurchase Intention
Soderlund & Vilgon (1999), interest is a psychological aspect that has a considerable influence on attitudes or behavior. Meanwhile, repurchase intention is part of buying behavior where there is an element of loyalty in it. So that it can be said that repurchasing interest is the desire of consumers to feel the benefits of a product again. According to Choi & Kim, (2013) in Ellitan et al., (2022: 168), customer satisfaction can form a strong desire to repurchase intention. The purpose of repeat purchases (repurchase intention) is to continue to feel satisfied. Repeat purchases will be made by customers when they feel everything is expected and fulfilled, so that customers have the desire to make future purchases of the company's products or services. In line with research conducted by Tandon et al., (2017) proved that customer satisfaction has a positive and significant effect on repurchase intention. Then, other research from Ashfaq et al., (2019) proved that customer satisfaction has a positive and significant effect on repurchase intention. And, other findings reinforce Nopreza & Sumadi, (2022) that customer satisfaction has a positive and significant effect on repurchase intention. Therefore, the third hypothesis is.
H3: customer satisfaction has a significant effect on repurchase intention.

The Effect of Experiential Marketing Through Brand Image on Repurchase Intention
Peter & Olson (2014: 184), consumers who are satisfied with a product, service or brand, will most likely continue to buy it and tell others about the pleasant experiences they have had with the product, service or brand. According to Lionora & Santosa, (2015) in Ellitan et al., (2022: 169), repurchase intention is the tendency of consumers to use company products or services after the first consumption of an activity. So this requires the role of the company in order to provide a good experience to its customers so that it is always well remembered. The purpose of repeated purchases is the desire of a consumer to be able to feel the benefits of a product or service again, it can be concluded that consumers are satisfied because they get benefits after buying the product or using the service in question. In accordance with this, research conducted by Ergo M et al., (2020) proves that experiential marketing has a positive and significant effect on repurchase intention through customer satisfaction. Then, other research from Steven et al., (2021) proves that customer satisfaction mediates the effect of experiential marketing on repurchase intention. And, other findings from Ellitan et al., (2022) reinforce that experiential marketing has a positive and significant effect on repurchase intention through customer satisfaction. Therefore, the fourth hypothesis is.
H4: experiential marketing has a significant effect on customer satisfaction through repurchase intention.

The Effect of Brand Image on Customer Satisfaction Through Repurchase Intention
Choi & Kim, (2013), image plays a role in marketing an organization because it has the potential to influence consumer perceptions and expectations regarding a product which can then influence consumer satisfaction. Consumer satisfaction gives impetus to consumer desires to repeat purchases. A good brand image can increase consumer satisfaction, and vice versa. A good brand image has an impact on emotional feelings in consumers which will lead to positive feelings accompanied by confidence when transacting with a certain product brand, causing a feeling of satisfaction. In line with this, research conducted by Saputra & Ekawati, (2020) proves that consumer satisfaction mediates the effect of brand image on repurchase intention. Then, further findings from Nilasari et al., (2022) reveal that brand image has a positive and significant effect on repurchase intention through customer satisfaction. And, other findings from Praja & Haryono, (2022) reinforce that brand image has a positive and significant effect on repurchase intention which is mediated by customer satisfaction. Therefore, the fifth hypothesis is.
H5: brand image has a significant effect on repurchase intention through customer satisfaction.

Research Conceptual Model
Based on the background and the formulation of the problems that have been put forward, the research conceptual model to prove the relationship or influence can be seen in Figure 1.
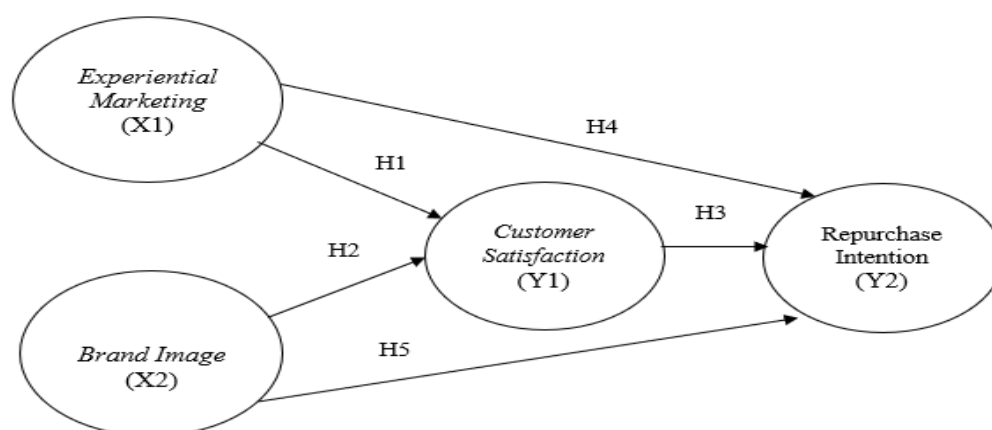
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Figure 1. Research Conceptual Model

III.   RESEACH METHOD

Operationalization Variable

a.   Experiential marketing (X1) is a marketing approach through the personal experience experienced by consumers when playing billiards at the Aramith Billiard House in Samarinda. The indicators used to measure experiential marketing according to Schmitt (1999) in Dharmawansyah (2013:22), namely.

1)   Sense is the experience of consumers or users using their senses in using the sports playground at the Aramith Billiard House in Samarinda.

2)   Feel is the experience of consumers or users in using their feelings in playing billiard sports at the Aramith House in Samarinda with a sense of security, comfort and cleanliness.

3)   Think is the experience of consumers or users of Billiard Houses in Samarinda in creating cognitive experiences through billiard games.

4)   Act is the experience of consumers or users in playing billiards at the Aramith Billiard House in Samarinda through their actions actively playing billiards in this business.

5)   Relate is the consumer or user experience when playing billiards at the Billiard House in Samarinda in establishing relationships with consumers through sporttainment.

b.   Brand image (X2) is consumer perception of consumer impressions, ideas, and beliefs regarding product or service brands. The indicators or parameters used to measure brand image according to Keller & Swaminathan, (2020:235), namely.

1)   Strength is an advantage possessed by the Aramith Billiard House in Samarinda such as the benefits provided in playing billiards.

2)   Favorability is the ability of the Aramith Billiard House in Samarinda as a place for entertainment and sports that is easy for consumers to remember.

3)   Uniqueness is a capability possessed by Aramith Billiard House in Samarinda that differentiates it from other brands.

c.   Customer satisfaction (Y1) is the consumer's perception of the consumer's ability to remember or be aware of a product or service brand. The indicators or parameters used to measure the decision to choose according to Kottler & Kotler (2016:201), namely.

1)   Conformance of expectations is a business or business product that is run at the Aramith Billiard House in Samarinda and its services are as expected by consumers.

2)   Interest in visiting again is a consumer visiting again to use services and services in playing billiard sports at Aramith Samarinda..

3)   Willingness to recommend is the consumer's intention to recommend products or services provided at the Aramith Billiard House in Samarinda to others.

d.   Repurchase intention (Y2) is a behavior of consumers or users to make repeated purchases of services or services provided at the Aramith Billiard House in Samarinda. The indicators or parameters used to measure the decision to choose according to Ferdinand, (2002) in Saidani & Arifin, (2012:7), are as follows.

1)   Transactional intention is a consumer or user who always buys or actively plays billiards at the Aramith Billiard House in Samarinda.

2)   Referential intention is a consumer or user referring to the services he bought in playing billiards at the Aramith Billiard House in Samarinda to others with reference to his experience when he wants it.

3)   Preferential intention is the behavior of a consumer or user at the Aramith Billiard House in Samarinda who always has a primary preference for the services that have been consumed..

4) Explorative interest is the behavior of a consumer or user at the Aramith Billiard House in Samarinda who is always looking for information related to the sport of billiards and this business.

Population & Sampling
The population used in this study were consumers or active users of billiards at Pool Houses in Samarindan with 150 respondents who would be used as research samples.

Data Analysis Method
Analysis Evaluation of the Measurement
Model The measurement model is used to describe the relationship between indicator blocks and their latent variables. There are three measurement criteria for assessing the outer model, namely convergent validity, discriminant validity, and composite reliability.

Structural Model Evaluation
In evaluating a structural model with PLS, there are several criteria used to measure model predictions, namely.
1) The coefficient of determination (R^2 or R-square)
Evaluation structural models begin with a look at the coefficient of determination (R^2 or R-square).The R-squares value for each endogenous latent variable as the predictive strength of the structural model. The interpretation is the same as for OLS regression. According to Chin (1998) (Ghozali and Latan, 2015: 81) reveals the role of thumb evaluation of structural models for Rvalues^2 or R-square, namely 0.66, 0.50, and 0.25, it can be concluded that the model is strong, moderate, and weak.
2) Effect size (f^2 or f-square)
According to (Ghozali and Latan, 2015: 79) explains that the changes in the value of R^2 can be used to assess the effect of latent variables exogenous to the endogenous variables do influence the substantive measured by effect size (f^2) and expressed in the formulation form, namely.

$$f^2 = \frac{R^2\text{included} - R^2 \text{ excluded}}{1 - R^2\text{included}}$$

Where:
R^2included: Rated R^2 of latent variables endogenous obtained when the exogenous variables entered into the model; R^2excluded: Rated R^2 of latent variables endogenous obtained when Exogenous variables are excluded from the model.

Effect size (f^2 or f-square) is the same recommended value of 0.02 has little effect; 0.15 has a moderate effect, and 0.35 has a big influence on the structural level. (Chin, 1998 in Ghozali and Latan, 2015: 81).
3) Predictive relevance (Q^2 or Q-square)
According to (Ghozali and Latan, 2015: 79) explains that in addition to seeing the magnitude of the R^2 (R square) value above, evaluation of the structural model in PLS is carried out using Q^2 predictive relevance or predictive sample reuse developed by Stone (1974) and Geisser (1975). Value Q^2 is useful for validation capabilities in which the models predict that this model is only suitable for use in the endogenous constructs that have reflective indicators. The following is the approach used with the procedure blindfolding with the formula, namely.

$$Q^2 = 1 - \frac{\Sigma_D \, E_D}{\Sigma_D \, O_D}$$

Where: D: Omission distance E: The sum of squares of prediction errors
 O: The sum of squares errors using the mean for prediction
The value of $Q^2 > 0$ indicates that the model is predictive relevance while the value of $Q^2 < 0$ indicates that the model lacks predictive relevance.
4) Model feasibility test (goodness of fit)
To validate the overall model, the goodness of fit (GoF) index introduced by Tenenhaus, et al (2004) is called the GoF index. For this reason, the GoF index is calculated from the square root of the values average communality index and average R-Square, as follows.

$$GoF = \sqrt{\overline{com} - \overline{R^2}}$$

Where:
$\overline{com}$: Average communalities
$\overline{R^2}$: Average model R^2

GoF value is between 0 and 1, with values of communality recommended is 0.50 and value R-square then the interpretation of the value of 0.10 is included in the rate of small Gof, 0.25 medium Gof value, 0.36 large Gof value. (Cohen, 1988, Ghozali and Latan, 2015: 79).
5) Hypothesis Testing

Hypothesis testing between constructs, namely exogenous constructs against endogenous constructs and endogenous constructs against endogenous constructs is carried out by the method bootstrap resampling developed by Geisser. (Ghozali, 2015: 25). Further explanation of Hair, et al (2012) in (Ghozali and Latan, 2015: 81) reveals the role of thumb evaluation of the structural model regarding the significant test two-tailed, which is the significance t-value > 1.96 with a significance level of 5% or 0.05, it is concluded that it is significant. The following is the basis for decision making, namely as follows: a. If the t-value is smaller than the t-table or the value <1.96 then Ho is accepted and Ha is rejected b. If the t-value is greater than or equal to the t-table or t-value > 1.96 then Ho is rejected and Ha is accepted.

ANALYSIS & DISCUSSION
Analysis
Measurement Mode Evaluation

Measurement Model is used to know the results of testing the validity and reliability of the instrument. The validity test was conducted to determine the ability of the research instrument or the results of the respondents' answers. Meanwhile, the reliability test is used to measure the consistency of measuring instruments from the results of respondents' answers in answering questionnaire statement items or research instruments. Besides, this measurement model is used to explain the relationship between latent variables and manifest variables or indicators as shown in Figure 2.
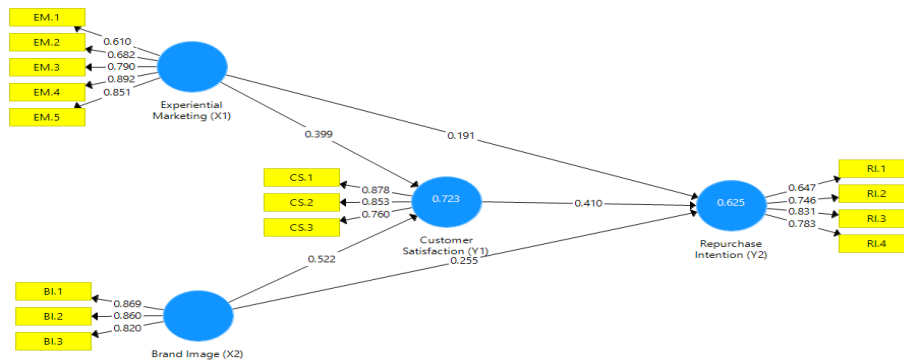
Figure 2. Outer Model with Reflective Indicators
Source : SmartPLS 3.2.9, 2023.

Based on Figure 1 above, the results of the measurement model with reflexive indicators in which this model is explained by variants as a manifestation of the construct domain and the direction of the indicators from the variables to the indicators. The following criteria must be met in testing the measurement model (outer model), namely:

1.   *Convergent validity*

Convergent validity test can be seen from the value loading factor for each construct indicator which is reflected in the results of outer loading. According to Chin (1998) in Ghozali and Latan (2015: 74) explains that the rule of thumb which is usually used to assess convergent validity is that the value loading factor must be 0.7 for research confirmatory and the value is loading factor between 0.6 -0.7 for research is exploratory still acceptable and the average variance extracted (AVE) value must be greater than 0.5. However, for research in the early stages of developing a measurement scale, the value of loading factor 0.5-0.6 is still considered sufficient, but if it is below 0.5 it can be replaced or removed from the analysis. To assess the validity test results, it can be seen from the factual loading value which is reflected in the results outer loading in PLS. The following are the results of the convergent validity test using outer loading as shown in Table 1.

Table 1. Convergent Validity Test Results Using Outer Loading

Indicators Item	Loading Factor	Predicate
EM.1	0,610	Valid
EM.2	0,682	Valid
EM.3	0,790	Valid

Indicators Item	Loading Factor	Predicate
EM.4	0,892	Valid
EM.5	0,851	Valid
BI.1	0,869	Valid
BI.2	0,860	Valid
BI.3	0,820	Valid
CS.1	0,878	Valid
CS.2	0,853	Valid
CS.3	0,760	Valid
RI.1	0,647	Valid
RI.2	0,746	Valid
RI.3	0,831	Valid
RI.4	0,783	Valid

Source : SmartPLS 3.2.9, 2023.

Based on Table 1 above, the results show that the indicators used to measure each variable in this study all have a value The loading factor is more than 0.50, so it can be concluded that all indicator items are valid to explain the variables and no indicators are omitted in this study.

2. Discriminant validity

Discriminant validity is done to ensure that each concept of each latent variable is different from other variables. The way to test discriminant validity with reflexive indicators is to look at the cross-loading factor value for each variable which must be greater than 0.7. Cross loading is useful for assessing whether the construct has discriminant validity sufficient, by comparing the relationship between indicators of a variable with the correlation of indicators with other variables. If the relationship between the construct indicators has a higher value than the relationship between indicators and other variables, it can be said that the construct has high discriminant validity. The following are the results of testing discriminant validity based on the value cross-loading which can be seen in Table 2.

Table 2. Discriminant Validity Test Results Using Cross Loading

Indicators Item	Experiential Marketing (X1)	Brand Image (X2)	Customer Satisfaction (Y1)	Repurchase Intention (Y2)
EM.1	0,424	0,258	0,324	0,243
EM.2	0,474	0,288	0,353	0,356
EM.3	0,549	0,405	0,423	0,409
EM.4	0,619	0,451	0,488	0,419
EM.5	0,591	0,435	0,439	0,378
BI.1	0,453	0,603	0,481	0,438
BI.2	0,394	0,597	0,476	0,390
BI.3	0,387	0,569	0,460	0,438
CS.1	0,483	0,519	0,610	0,439
CS.2	0,499	0,489	0,592	0,438
CS.3	0,327	0,369	0,528	0,445
RI.1	0,236	0,247	0,251	0,449
RI.2	0,336	0,342	0,358	0,518
RI.3	0,456	0,475	0,528	0,577
RI.4	0,353	0,385	0,388	0,544

Source : SmartPLS 3.2.9, 2023.

Based on Table 2, it can be seen that some of the results of tests discriminant validity for each indicator of each latent variable still have a value cross-loading that is greater than the value loading when connected with other latent variables. This means that each construct or latent variable has discriminant validity a good or high where the indicators in the construct indicator block are better than indicators in other blocks. 3. Reliability test. A reliability test is conducted to prove the accuracy, consistency, and accuracy of the instrument in measuring constructs. PLS-SEM to measure the reliability of a construct with reflexive indicators is done using Cronbach's alpha and composite reliability. According to Ghozali and Latan (2015: 75) explain that the role of tumb used for Cronbach's alpha must be 0.7 for research confirmatory and still accepted if it is greater than 0.6 for exploratory while composite reliability must be greater than 0.7 for Research that is confirmatory and the value from 0.6 to 0.7 is still acceptable for research exploratory. The following are the reliability test results as shown in Table 3.

Tabel 3. Output Realibility Test

Constructs	Cronbach's Alpha	Composite Realibility	Average Variance Extracted (AVE)
Experiential Marketing (X1)	0,826	0,879	0,597
Brand Image (X2)	0,807	0,886	0,722
Customer Satisfaction (Y1)	0,777	0,871	0,693
Repurchase Intention (Y2)	0,752	0,840	0,570

Source : SmartPLS 3.2.9, 2023.

According to Table 3 above, it shows that the Cronbach's alpha value is greater than 0.6 and composite reliability is greater than 0.7 of all research variables. This indicates that exploratory research with the instruments used to measure the constructs in this study is relible.

Structural Model Evaluation Structural
model or internal measurement is a model that connects latent variables. The following are the results of the structural model (inner model) as seen in Figure 3.
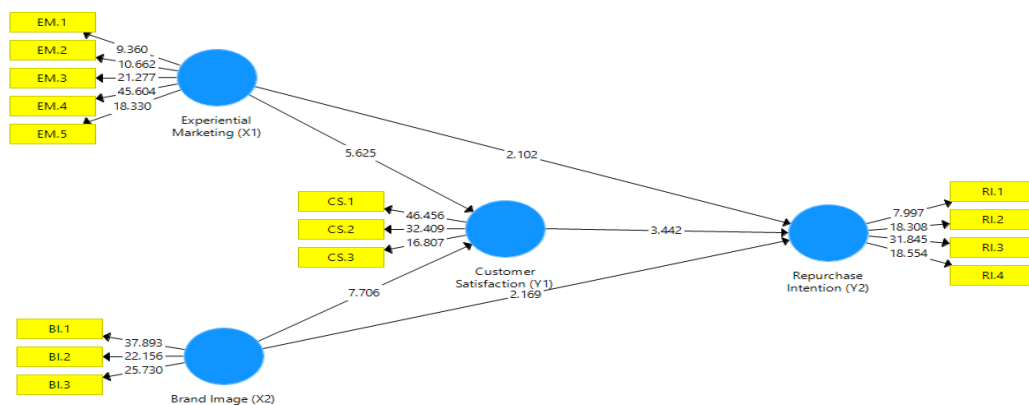
Figure 3. Inner Model Diagram
Source : SmartPLS 3.2.9, 2023.

Based on the 2 above shows the relationship between latent variables by displaying t-values and path coefficient. The following are the criteria for testing the structural model, as follows.
1.   Determination Coefficient
The coefficient of determination is used to determine how much influence the endogenous and exogenous variables have. The R^2 value for each endogenous variable is the predictive power of the structural model where the R square can be seen in Figure 2 above. Changes that occur in the R^2 value can be used to assess the ability of exogenous variables to explain the effect of endogenous variables. The following are the results of testing the R^2 value of the endogenous variables in Table 4.

Tabel 4. Output R^2 Test

Constructs	R^2 (R Square)	R Square Adjusted
Customer satisfaction (Y1)	0,723	0,719
Repurchase intention (Y2)	0,625	0,617

Source : SmartPLS 3.2.9, 2023.

Based on Table 4, he R2 (R square) value for customer satisfaction (Y1) is 0.723 or 72.3% while for repurchase intention (Y2) is 0.625 or 62.5%. According to Ghozali & Latan, (2015:78) in Chin (1998) explains that the R2 (R square) values are 0.75, 0.50, and 0.25 it can be concluded that the model is strong; moderate; and weak. According to the results of the R2 (R square) value for all endogenous constructs in the moderate or moderate category. Then the adjusted R-square value of customer satisfaction (Y1) is 0.719 or 71.9%, meaning that the remaining 28.1% is influenced by other factors. Likewise, repurchase intention (Y2) is 0.617 or 61.7%, which also means that 38.3% is influenced by factors outside.

2.   Effect size

Effect size (used to determine changes in the value of R2 (R square) or the amount of influence or effect on endogenous constructs in structural models. According to Chin (1998) in Ghozali and Latan (2015: 81) reveals the value effect size (f2) is 0.02; 0.15; and 0.35 which are interpreted as small, medium, and large. Here are the results of the test effect size or f-square in Table 5.

Table 5. Output Effect Size Test

Construct	Customer Satisfaction (Y1)	Repurchase Intention (Y2)
Experiential marketing (X1)	0,294	0,039
Brand image (X2)	0,502	0,059
Customer satisfaction (Y1)	-	0,124
Repurchase intention (Y2)	-	-

Source : SmartPLS 3.2.9, 2023.

According to Table 5, the magnitude of the influence or effect on the experiential marketing variable (X1) on customer satisfaction (Y1) is 0.294, which means that the magnitude of the effect is medium because it is in a position of 0.15; the influence or effect on the brand image variable (X2) on customer satisfaction (Y1) is 0.502, which means that the magnitude of the effect is large because it is in the position of 0.35; Then, the influence or effect of the variable customer satisfaction (Y1) on repurchase intention (Y2) is 0.124, which means that the magnitude of the effect is small because it is in position 0.02; the influence or effect of the experiential marketing variable (X1) on repurchase intention (Y2) is 0.039, which means that the magnitude of the effect is small because it is in a position of 0.02; and the influence or effect of the brand image variable (X2) on repurchase intention (Y2) is 0.059, which means that the magnitude of the effect is small because it is in a position of 0.02.

3.   Predictive relevance

The value of Q2 is useful for validating the ability to predict models in which this model is only suitable for use in endogenous constructs that have reflective indicators. To test the predictive relevance value in the blindfolding calculation results, it can be seen in the construct cross-validated redundancy section in PLS. The following are the results of the predictive relevance or Q-squares test as seen in Table 6.

Table 6. Output Predictive Relevance Test

Construct	SSO	SSE	Q^2 = (1-SSE/SSO)
Experiential marketing(X1)	750.000	750.000	-
Brand image (X2)	450.000	450.000	-
Customer satisfaction (Y1)	450.000	232.887	0,482
Repurchase intention (Y2)	750.000	405.008	0,325

Source : SmartPLS 3.2.9, 2023.

According to Table 6 endogenous variables or constructs have a Q2 value > 0 which indicates that the model is accurate to the construct as a predictive model because endogenous constructs or variables have a Q2 value that is greater than 0. From these results it can also be determined the predictive relevance of q2 value as a measure of influence (effect size) the relevance of changes in Q2 that have a relative impact on the structural model which can be measured by the formula, ie.

$q^2 = \dfrac{Q^2 included - Q^2 excuded}{1 - Q^2 included}$

$= \dfrac{0,482 - 0,325}{1 - 0,482}$

$= \dfrac{0,157}{0,518} = 0,30$

According to this calculation, the value of q2 predictive relevance is 0.30, which means it is in the medium or moderate category. This means that the model is quite capable of being used as a predictive model.

4.   Godness of Fit

The goodness of Fit is used to test the feasibility of a model where this test is carried out to validate the overall model, namely a combination of the inner model and outer model. This goodness of Fit (GoF) value is measured by the average communality index and the average R-square which to find the value of the communality of each variable can be seen from the measurement of the model using blindfolding techniques in the construct section of cross-validated communality in PLS can be seen Table 7.

Table 7. Output Communality Index

Contsruct	Communality Index	Mean Communality Index
Experiential Marketing (X1)	0,405	
Brand Image (X2)	0,427	0,377
Customer Satisfaction (Y1)	0,383	
Repurchase Intention (Y2)	0,294	

Source : SmartPLS 3.2.9, 2023.

Based on Table 7, the results show that the average value of the communality index is 0.377 while the average R-square value is 0.674 which is obtained from the R-square value (R1 + R2 / 2 or 0.723 + 0.625 / 2). From this value, the goodness of fit test can also be determined using the formula, namely.

GoF = $\sqrt{(com \times R^2)}$

= $\sqrt{(0.377 \times 0.674)}$

= $\sqrt{(0.254)}$ = 0.504 or 50.4%.

Based on the formula used to test the feasibility of this model (GoF), a result of 0.504 or 50.4% is obtained which gives an understanding that the GoF value is large. This provides an understanding that the resulting model is good or fit in explaining the data.

Hypothesis test

Hypothesis testing in this study was carried out by looking at the t-count and p-values. The research hypothesis can be stated as accepted if the t-value> 1.96 and the significant value <0.05. Following are the results of hypothesis testing in Table 8.

Table 8. Hyphotesis Testing Results

Effect between Constructs	Path Coefficient	T-Value	T-Table	P-Values	Evaluation
Experiential Marketing (X1) -> Customer Satisfaction (Y1)	0,399	5,614	1,96	0,000	H1 (accepted) - Significant
Brand Image (X2) -> Customer Satisfaction (Y1)	0,522	7,584	1,96	0,000	H2 (accepted) - Significant
Customer Satisfaction (Y1) -> Repurchase Intention (Y2)	0,410	3,453	1,96	0,001	H3 (accepted) - Significant
Experiential Marketing (X1) -> Repurchase Intention (Y2)	0,191	2,157	1,96	0,032	H4 (accepted) - Significant
Brand Image (X2) -> Repurchase Intention (Y2)	0,255	2,335	1,96	0,020	H5 (accepted) - Significant

Source : SmartPLS 3.2.9, 2023.

Discussion

1. First Hypothesis Testing; The Influence of Experiential Marketing on Customer Satisfaction

Experiential marketing with a path coefficient of 0.399 affects customer satisfaction at the Aramith Billiard House in Samarinda because tcount > ttable or 5.614 > 1.96 with a probability level (p-value) of 0.000 <0.05. This result has a positive or unidirectional relationship, which means that H1 (first hypothesis) is accepted.

2. Second Hypothesis Testing; The Effect of Brand Image on Customer Satisfaction

Brand image with a path coefficient of 0.522 affects customer satisfaction at the Aramith Billiard House in Samarinda because tcount > ttable or 7.584 > 1.96 with a probability level (p-values) of 0.000 <0.05. This result has a positive or unidirectional relationship, which means that H2 (second hypothesis) is accepted.

3. Testing the Third Hypothesis; The Effect of Customer Satisfaction on Repurchase Intention

Customer satisfaction with a path coefficient of 0.410 affects repurchase intention at the Aramith Billiard House in Samarinda because tcount > ttable or 3.453 > 1.96 with a probability level (p-value) of 0.001 <0.05. This result has a positive or unidirectional relationship, which means that H3 (third hypothesis) is accepted.

4. Fourth hypothesis testing; The Effect of Experiential Marketing on Repurchase Intention Through Customer Satisfaction

Experiential marketing with a path coefficient of 0.191 affects repurchase intention through customer satisfaction at the Aramith Billiard House in Samarinda because tcount > ttable or 2.157 > 1.96 with a probability level (p-value) of 0.032 <0.05. This result has a positive or unidirectional relationship, which means H4 (fourth hypothesis) is accepted. Besides that, these findings show customer satisfaction as a through variable that indirectly influences experiential marketing on repurchase intention.

5. Fifth Hypothesis Testing; The Effect of Brand Image on Repurchase Intention Through Customer Satisfaction

Brand image with a path coefficient of 0.255 affects repurchase intention through customer satisfaction at the Aramith Billiard House in Samarinda because tcount > ttable or 2.335 > 1.96 with a probability level (p-value) of 0.020 <0.05. This result has a positive or unidirectional relationship, which means H5 (fifth hypothesis) is accepted. Besides that, these findings show customer satisfaction as a through variable that indirectly influences brand image on repurchase intention.

CLOSING

Conclutions

Experiential marketing has a positive and significant impact on customer satisfaction at the Aramith Billiard House in Samarinda which starts with the act factor. This means that experiential marketing through act factors can encourage increased customer satisfaction felt by users or consumers. Judging from the characteristics of the respondents, the most dominant are aged 18 to 23 years with categories based on the average work of students showing that users who often play this sport at the Aramith Billiards House in Samarinda are at a productive age where the respondents are happy and entertained by this sport especially there are events or tournaments held in this business related to Billiards; Brand image has a positive and significant impact on customer satisfaction at the Aramith Billiard House in Samarinda, starting with the strength factor. This means that brand image through the strength factor can encourage increased customer satisfaction felt by users or consumers. Judging from the characteristics of the respondents, based on the age group with the type of visitors who actively play billiards as entertainment. This shows that most of the respondents belong to the productive age and because of the brand image or brand image at the Aramith Billiard House in Samarinda as a place for sports to play billiards and entertainment because every month an event or tournament is held in playing billiards which gives a positive impression regarding the brand image that it is in the minds of consumers that the location of this business is as sportstainment; Customer satisfaction has a positive and significant impact on repurchase intention at the Aramith Billiard House in Samarinda, starting with the expectation suitability factor. This means that the creation of customer satisfaction can encourage an increase in repurchase intention by consumers or service users. Judging from the characteristics of the respondents, most of them are students with active users who play billiards as entertainment; Experiential marketing has a positive and significant impact on customer satisfaction through repurchase intention at Billiard Houses in Samarinda. Besides that, customer satisfaction can act as a mediating variable that influences experiential marketing on repurchase intention. This means that experiential marketing is able to encourage the creation of consumer repurchase intention for products or services because they feel the satisfaction they receive when using them; Brand image has a positive and significant impact on repurchase intention through customer satisfaction at Billiard Houses in Samarinda. Besides that, customer satisfaction can act as a mediating variable that influences brand image on repurchase intention. This means that brand image is able to encourage the creation of consumer repurchase intention for products or services because they feel the satisfaction they receive when using them.

Recommendation

Management should maintain the determination of experiential marketing as a marketing concept that is carried out to consumers both to retain consumers and increase the number of new consumers starting from the act factor. This is because it is proven to be able to encourage the creation of customer satisfaction that is felt by users who actively play billiard sports. Besides that, some respondents are in the young or productive age group so that experience when using a product or service is very appropriate in encouraging increased customer satisfaction; The management should continue to maintain and improve the company's brand image as a place or place to play billiards starting from the strength factor. This is due to the strength factor as a parameter of brand image that leads to strengths or advantages possessed by this Billiard House such as events or tournaments that are held in addition to strengthening the brotherhood between consumers or users of billiard sports can also be used as an advantage that must be maintained and enhanced as a uniqueness. from this brand; Management should maintain and increase customer satisfaction felt by billiard users starting from the expectation suitability factor. This is because consumers are an important element in a service business, so satisfaction is the main thing for them as service users. Customer satisfaction must always be in accordance with their expectations or needs. When this is fulfilled, consumers will automatically recommend service businesses to other consumers so that it can directly have an impact on increasing repurchase intention; The management should maintain and improve the facility again; place of business; and services because this creates a memorable experience for service users at the Aramith Billiard House in Samarinda which can give a positive impression on perceived customer satisfaction so that it indirectly encourages repurchase intention; The management should maintain the brand image of Aramith Billiard House in Samarinda in encouraging customer satisfaction that is felt by consumers starting from consumers or users who actively play billiards as entertainment because when there is a positive impression on the consumer or user it can increase repurchase intention.

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