THE INFLUENCE OF PERCEIVED VALUE AND BRAND EXPERIENCE ON CUSTOMER SATISFACTION AT H&M MANADO TOWN SQUARE

PENGARUH PERSEPSI NILAI DAN PENGALAMAN MEREK TERHADAP KEPUASAN PELANGGAN DI H&M MANADO TOWN SQUARE

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Abstract: This study aims to analyse the influence of perceived value and brand experience on customer satisfaction at Manado Town Square. This study uses quantitative methods and uses multiple linear regression tests to determine the effect of Perceived Value and Brand Experience on Customer Satisfaction. The sample for this study was 100 respondents. The sampling technique used is the purposive sampling method and the data collection method in the form of a questionnaire run through Google Form. Testing and analysis of data in this study using SPSS 22 software. The results showed that Perceived Value (X1) partially had a positive and significant effect on Customer Satisfaction (Y). Brand Experience (X2) has a partial positive and significant effect on Customer Satisfaction (Y). Perceived Value (X1) and Brand Experience (X2) simultaneously have a positive and significant effect on Customer Satisfaction (Y). The R Square value obtained from the result of the coefficient of determination (R2) of 0.651 explains that 65.1% of Customer Satisfaction can be explained by Perceived Value and Brand Experience. Meanwhile, the remaining 34.9% was explained by other variables not studied in this study.

Keywords: perceived value, brand experience, customer satisfaction

Abstrak: Penelitian ini bertujuan untuk menganalisis Pengaruh Persepsi Nilai dan Pengalaman Merek terhadap Kepuasan Pelanggan di H&M Manado Town Square. Penelitian ini menggunakan metode kuantitatif dan menggunakan uji regresi linear berganda untuk mengetahui pengaruh Persepsi Nilai dan Pengalaman Merek terhadap Kepuasan Pelanggan. Sampel untuk penelitian ini adalah 100 responden. Teknik pengambilan sampel yang digunakan adalah metode purposive sampling dan metode pengumpulan data berupa kuesioner yang dijalankan melalui Google Form. Pengujian dan analisis data dalam penelitian ini menggunakan software SPSS 22. Hasil penelitian menunjukan bahwa Persepsi Nilai (X1) secara parsial berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan (Y). Pengalaman Merek (X2) secara parsial berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan (Y). Persepsi Nilai (X1) dan Pengalaman Merek (X2) secara simultan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan (Y). Nilai R Square yang diperoleh dari hasil koefisien determinasi (R2) sebesar 0,651 menjelaskan bahwa 65.1% Kepuasan Pelanggan dapat dijelaskan oleh Persepsi Nilai dan Pengalaman Merek. Sedangkan, sisanya sebesar 34,9% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: persepsi nilai, pengalaman merek, kepuasan pelanggan

INTRODUCTION

Research Background

In Indonesia, fashion trends continue to develop day by day. The development occurred due to the presence of talented local fashion designers who never lacked ideas in creating the latest clothing models to attract market interest. This condition also helps the Indonesian economy, one of which is in the retail sector. Fashion in Indonesia depicts a reflection of the social and economic status that is usually identified as popularity. Fashion has recently become a profitable industry in Indonesia, because it sees its growth is always increasing. Seeing the development of fashion in Indonesia, many foreign clothing brand companies took the opportunity to open their

outlets in Indonesia one of that is H&M. H&M also started expanding to several regions in Indonesia such as Manado at the end of March 2022. The opening of the outlet received a positive response from Manado residents who were so enthusiastic by visiting and shopping at the grand opening of H&M in Manado Town Square.

Perception of valueas a customer's preference for items that offer more value, which is the overall benefit of the item, both obvious, and difficult to understand, and its cost (Kotler and Keller, 2016). One of the dimensions that affect customer satisfaction is customer perceived value. Creating and improving customer perceived value becomes the cornerstone for Business to Business (B2B) marketing, where companies try to provide better value than competitors (Hutt and Speh, 2007). Therefore, companies are looking for various ways to offer more than core value, by providing additional value to satisfy customers. If we want to focus on customer satisfaction in the context of Business to Business (B2B), a customer orientation strategy is very important for Business to Business (B2B) companies to know the effective value components in increasing customer satisfaction

Kotler and Keller (2016) the brand as a naming, symbol, sign, design that is put together as a form of recognition of the goods marketed to consumers and makes it a differentiator from other competing goods. So that consumers can easily analyze and remember a product through the brand displayed. The brand is one of the most important assets in business competition, although it does not have a form, but the value of a brand can be the basis for purchasing an item, it is important for business actors to continue to pay attention to brand maintenance properly and correctly. These brand-related stimulations are the main source of consumer reactions, which are subjective and internal; thus, Brakus et al. (2009:199) defined brand experience in terms of the subjective and internal reactions of consumers to a brand (sensory, emotional and cognitive) and behavioral responses. These reactions are produced from brand-related stimulations (design and recognition of the brand, packaging, messaging, and environment).

According to Rust and Zahorik (1993), customer satisfaction extends beyond the customer's service experience. It includes value assessment and comparison to the initial assumption of what service quality should be; it is frequently based on an overall comparison between the perceived value of customers and the price that they pay. Customer satisfaction is important to run a business because without customer satisfaction the sales will decrease and there is no progress for the business itself. There are a lot of factors of customer satisfaction, but among all the factors it really interesting to examine the variable perceived value and brand experience influence towards customer satisfaction. That is why this topic is important because H&M has opened their new store in Manado, and has made people in Manado interested to buy their products. Before H&M opened their branch, Manado people tried to bought their products through "Jasa Titip" as known "Jastip". It indicates H&M as a brand can attract their customer with the image they have in their quality of their product. So based on the discussion above, this research will be conducted with substance "The Influence Of Perceived Value And Brand Experience Towards Customer Satisfaction At H&M Manado Town Square."

Research Objectives
The research objectives are:
1. To know the partial influence of perceived value on customer satisfaction at H&M Manado Town Square
2. To know the partial influence of brand experience on customer satisfaction at H&M Manado Town Square
3. To know the simultaneous influence of perceived value and brand experience on customer satisfaction at H&M Manado Town Square

THEORETICAL FRAMEWORK
Marketing
According to Kotler and Amstrong (2013), marketing is the process by which companies create value for customers and build strong customer relationships to capture value from customers in return. The marketing concept according to Kotler and Armstrong (2012: 30-32) is aimed at focusing on the following:
1. Needs, Wants, and Demands. Needs are everything that humans require and must have to motivate them to try new things. Wants are defined as a strong desire to fulfill a specific need. Demand is defined as a desire for a specific product that is backed up by the ability and readiness to pay for it.
2. Market Offerings. Market offers are any combination of products, services, information, or experiences offered to the market to meet their needs or desire
3. Customer Value and Satisfaction. Customer value is defined as a combination of quality, service, and pricing that incorporates both tangible and intangible consumer advantages and costs. A person's appraisal of a product's perceived performance in respect to his expectations is known as satisfaction

4. Exchanges and Relationship. The act of receiving the desired object from someone in exchange for something else is known as an exchange. Marketing is defined as acts made to establish and maintain relationships with target buyers, suppliers, and distributors through transaction involving products, services, ideas, or other objects

5. Markets. The market is a collection of all actual and potential buyers who have a need or desire for a certain product or service in common, who are willing and able to carry out an exchange to satisfy those needs and wants.

Consumer Satisfaction

According to Kotler and Keller (2016), customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing perceived product performance (or results) with expectations. According to Tjiptono in Rohmiatin (2016) the concepts measured in consumer satisfaction include:

1. Overall Customer Satisfaction
2. Customer Satisfaction Dimension
3. Confirmation of Expectations
4. Repurchase Intention
5. Willingness to Recommend
6. Customer Dissatisfaction

The simplest way to measure customer satisfaction is to directly ask customers how satisfied they are with a particular product or service. First, measure the level of customer satisfaction with the product concerned. Second, assess and compare with the level of satisfaction with competing products.

Perceived Value

The perception of customer value as an assessment of the entire perception of customer value as a whole and the benefits obtained with the costs required to obtain those benefits. (Kotler and Keller, 2016). Perceived value comes down to the price the public is willing to pay for a good or service. Even a snap decision made in a store aisle involves an analysis of a product's ability to fulfill a need and provide satisfaction compared to other products under different brand names.

Brand Experience

According to Brakus, Schmit and Zarantonello (2009), brand experience as "subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioural responses evoked by brand- related stimuli that are a part of a brand's design and identity, packaging, environments and communications. The brand experience cannot be understood when someone has not seen from the perspective of consumers who have had experience with a brand. Brakus, Schmit and Zarantonello (2009) conducted a study to find out and further define the brand experience, by testing the experience. Basically, the brand experience certainly cannot be separated from the beginning of consumers who are looking for the goods they want, then continued with the act of purchasing, receiving services, and as the final stage is the use or consumption of goods. The brand experience will be felt by consumers when the process of purchasing and consuming goods has been carried out. So that later there will be an impression that will appear on each of these consumers.

Previous Research

Uzir et al. (2021) investigated the effects of service quality of home delivery personnel and perceived value on customer satisfaction, with trust playing an intervening role. It was conducted in Dhaka, Bangladesh, a less developed country with a new but rapidly growing digital sector. Data was collected from 259 respondents who received home delivery service, using a structured questionnaire. The conceptual model was analysed using partial least square structural equation modelling (PLS-SEM) with SmartPLS tool. The findings revealed that service quality, customer perceived value, and trust influenced customer satisfaction. The relationship between service quality and customer satisfaction and the relationship between customer perceived value and satisfaction were both partially mediated by trust. The findings contribute to the development and validation of a trust-based satisfaction model by extending the SERVQUAL model to incorporate perceived value in the presence of trust, while complying with expectation disconfirmation theory. This study provides insights for managers to develop reliability and build trust in their service delivery personnel of 4.2% with a Pvalue value of $0.001 < 0.005$ meaning, Trust has a very low influence on Customer Satisfaction.

Tran and Nguyen (2022) investigated the relationship between brand experience, brand authenticity, brand equity, and how those factors effect on customer satisfaction. The measurement model and the conceptual model depicting hypothesized relationships were evaluated based on responses from 295 customers using confirmatory factor analysis and structural equation modeling, accordingly. By empirical analysis, the study developed a new model presenting positive significant relationships among brand experience, brand authenticity, and brand equity and customer satisfaction. Especially, it is a valuable contribution to branding subject that brand experience positively affects the authenticity of the global brand.

Praditya and Astuti (2018) analyzed the impact of Service Quality, Customer Perceived Value, and Brand Experience on Loyalty with Customer Satisfaction as intervening. Data collection technique used in this study is non-probability sampling technique using purposive sampling with criteria Lion Air customer in Java Island who have used Lion Air service for at least twice in the past year. The number of sample collected were 168 respondents. To analyze the impact of independent variable on intervening variable and intervening variable to dependent variable, multi linear regression analysis was used. The result of this study showed that Service Quality have positive impact on Customer satisfaction (first hypothesis supported). Second hypothesis which state that Customer Perceived Value have positive impact on Customer Satisfaction is accepted as well. The third hypothesis which state that Brand Experience have positive impact on Customer Satisfaction is accepted. The coefficient of determination test result stated that all three variables have an impact of 88.9% on intervening variable. The fourth hypothesis which state that intervening variable Customer Satisfaction have positive impact on dependent variable Loyalty is accepted. The coefficient determination test result stated that intervening variable have an impact of 85.4% on dependent variable.

Conceptual Framework
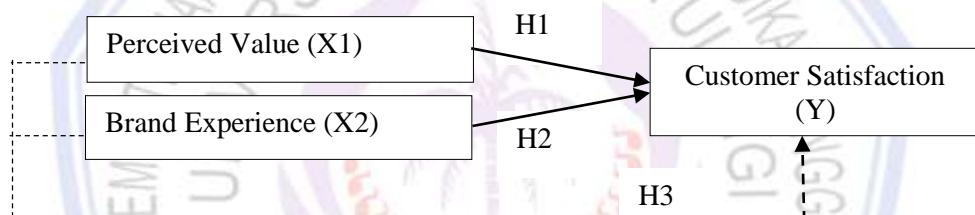
Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis
H1: Perceived Value has a partial influence on Customer Satisfaction
H2: Brand Experience has a partial influence on Customer Satisfaction
H3: Perceived Value and Brand Experience have a simultaneous influence on Customer Satisfaction

RESEARCH METHOD

Research Approach
The type of research that is used quantitative research methods. According to Sugiyono (2015), quantitative research methods are research based on the philosophy of positivism to examine specific populations or samples and random sampling.

Population and Sample
According to Sugiyono (2015), the population is a generalization area consisting of objects or subjects with certain qualities and characteristics determined by researchers to be studied and then conclude. The population in this study are customers of H&M Manado Town Square who visited the store and buy the products. According to Sugiyono (2015), the sample is part of the number and characteristics of the population. The sample size of this research is 94.25 and rounded up to 100 respondents.

Data Collection Method
        To collect data from this study, using primary data using questionnaires as research instruments. Questionnaire is a data collection technique that is carried out by providing a series of written statements that will be answered by respondents.

Operational Definition of Research Variables
Table 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicator
Perceived Value (X1)	The perception of customer value as an assessment of the entire perception of customer value as a whole and he benefits obtained with the costs required to obtain those benefits (Kotler and Keller, 2016)	1. Quality Value 2. Social Value 3. Value of Money
Brand Experience (X2)	Brand experience as subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioural responses evoked by brand- related stimuli that are a part of a brand's design and identity, packaging, environments and communications (Brakus, Schmit, and Zarantonello, 2009).	1. Sensory 2. Affection 3. Behavior
Customer Satisfaction (Y)	Customer satisfaction can also be seen from consumer response to the evaluation of perceived mismatches between initial expectations (or certain performance standards) with the real performance of products felt after obtaining products and services (Tjiptono, 2012)	1. Feeling of Satisfaction 2. Desire to visit again 3. Willingness to recommend

Validity Test
        The validity test is used to measure whether the questionnaires are valid or not. The results of the research are valid if there is a similarity between the data collected and the data that actually occurs on the object (Sugiyono, 2015). According to Ghozali (2011), a questionnaire is called valid if the questions on the questionnaire are able to describe what will be measured from a questionnaire.

Reliability Test
        Beside being valid, the instrument must also be reliable. Ghozali (2011) explained that a questionnaire is said to be reliable if the respondents answer the questions consistently from time to time.

Multiple Linear Regression
        Regression analysis is used to determine the effect of the independent variables on the dependent variable. Multiple linear regression analysis is used to estimate how he state (fluctuation) of the dependent variable is, if two or more dependent variables as a predictor factor increase their value decreases (Sugiyono, 2015).

The Coefficient of Determination (R^2)
        Testing the coefficient of determination (R^2) is used in this study to see how variations in the value of the dependent variable are influenced by variations in the value of the independent variable. If the correlation coefficient is known, then the determination coefficient can be obtained by squaring it.

Test of Classical Assumptions
Normality Test
        The residual value from the regression is examined using the normality test to determine if it is or is not regularly distributed. The purpose of the normality test, according to Ghozali (2011), is to determine if the residual confounding variable in the regression model has a normal distribution.

Heteroscedasticity Test
        The goal of the heteroscedasticity test is to determine if there is an inequality in variance between the residuals from one observation and another in the regression model. It is known as homoscedasticity if the residual variance from one observation to the next is constant, and it is known as heteroscedasticity if it varies.

Multicollinearity Test

The multicollinearity test according to Ghozali (2011) aims to test whether the regression model found a correlation between independent variables. The multicollinearity test is used to determine whether or not.

Hypothesis Testing
Partial Test (t-Test)

The t-Test is used to test the regression coefficient partially. By assuming that other independent variables are constant, this test evaluates the significance of the partial roles played by the independent and dependent variables.

Simultaneous Test (F-Test)

The statistical test known as the F-test is used to determine whether the independent variables have an impact on the dependent variable at the same time (Maholtra, 2007).

RESULT AND DISCUSSION

Result
Validity and Reliability

Validity testing was carried out using SPSS 22 software to process the data collected. Validity testing in this study was performed on 100 respondents. The Pearson Correlation value of Perceived Value (X1), Brand Experience (X2), and Customer Satisfaction (Y) are greater that 0.3 or the significance value is bellow 0.05. So, that the research instrument of this research is considered valid. The value of Cronbach's Alpha of Perceived Value (X1) is 0.865, Brand Experience (X2) is 0.842, and Customer Satisfaction (Y) is 0.829 in this research, that means statement in this questionnaire is reliable because it has a Cronbach's Alpha value greater than 0.6. So that the variables of this research is reliable and can be distributed to the respondents.

**Classical Assumption Test**
Normality Test
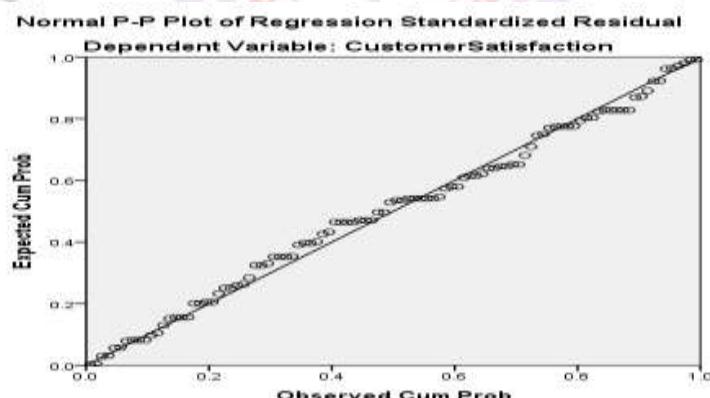
Figure 2. Normality Test
Source: Data Processed (2023)

The figure above shows that the data represented by the dots are spreading near the diagonal line and follow the direction of diagonal line. It proves that the normality test is normal.

Heteroscedasticity Test

Based on the figure 3, it shows that the pattern of the dots spread above and below 0 on the Y axis. The result shows that there is no heteroscedasticity in this regression.
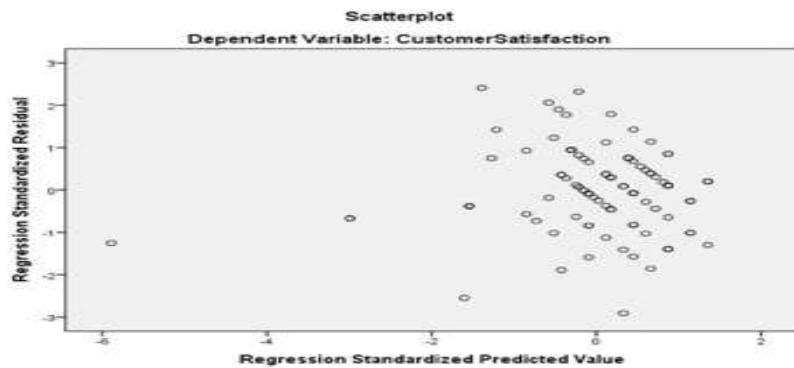
Figure 3. Heteroscedasticity Test
Source: Data Processed (2023)

Multicollinearity Test
Table 2. The Result of Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	**VIF**
(Constant)		
Perceived Value (X1)	.499	2.004
Brand Experience (X2)	.499	2.004

Source: Data Process (2023)

According to the table above, the tolerance value of Perceived Value (X1) and Brand Experience (X2) are 0.499, which means the tolerance value are greater than 0.1. The Variance Inflatiion (VIF) value of Perceived Value (X1) and Brand Experience (X2) are 2.004, that means the value are less than 10. So, based on the results this study is free of multicollinearity because the tolerance value are above 0.1 and the Variance Inflation Factor (VIF) are less than 10.

Multiple Linear Regression Analysis
Table 3. The Result of Multiple Linear Regression

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	**Std. Error**	**Beta**		
(Constant)	2.059	.996		2.066	.041
Perceived Value (X_1)	.381	.086	.377	4.433	.000
Brand Experience (X_2)	.489	.084	.495	5.826	.000

Source: Data processed (2023)

From the results in the table above, can be shown through the regression equation as follows:
$$Y = 2.059 + 0.381X1 + 0.489X2 + e$$

The results of the multiple regression equation above provide the understanding that:
1. The constant value is 2.059. It can be seen that if perceived value and brand experience is zero (0), then the amount of customer satisfaction value at H&M Manado Town Square is 2.059.
2. The regression coefficient of perceived value (X1) is positive. It can be interpreted if the perceived value increases by one unit, then the other variables are fixed or constant.
3. The regression coefficient of brand experience (X2) is positive. It can be interpreted if the brand experience increases by one unit, the customer satisfaction will increase by 0.489 unit with the assumption that the other variables are fixed or constant.

Coefficient of Determination (R^2)

Table 4. The Result of Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807[a]	.651	.643	1.335

Source: Data processed (2023)

The value of the coefficient of determination (R^2) is 0.651 or 65.1% meaning that the independent variables in this study have an effect of 65.1% on customer satisfaction and the remaining 34.9% comes from external factors or variables that are not discussed or explained in this study.

Hypothesis Testing
T-Test
Table 5. T-Test Result

Model	Unstandardized Coefficient		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.059	.996		2.066	.041
Perceived Value (X_1)	.381	.086	.377	4.433	.000
Brand Experience (X_2)	.489	.084	.495	5.826	.000

Source: Data processed (2023)

This test is done by comparing tcount and ttable at the level of significance 95% ($\alpha = 0.05$). The criteria of this test is if $t_{count} \geq t_{table}$ (0.05) then H_a is accepted, otherwise if $t_{count} < t_{table}$ (0.05) then H_a is rejected.

1. The effect of perceived value on customer satisfaction, the perceived value variable shows that the significant satisfaction value 0.000 < 0.05. It means that the perceived value variable partially has a significant effect on customer satisfaction at H&M Manado Town Square.
2. The effect of brand experience on customer satisfaction, the brand experience variable shows that the significant value 0.000 < 0.05. It means the brand experience variable partially has a significant effect on customer satisfaction at H&M Manado Town Square.

Based on the table 6, it shows that the perceived value and brand experience variable have a significant influence on customer satisfaction at H&M Manado Town Square. It has obtained a significant value of 0.000 < 0.05. This shows that the independent variables which are perceived value and brand experience simultaneously have significant influence on the dependent variable.

F-Test
Table 6. F-Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	321.813	2	160.907	90.336	.000[b]
Residual	172.777	97	1.781		
Total	494.590	99			

Based on table F-test, by using the significance value of 0.05 ($\alpha = 0.05$), so the calculated od $F_{count} = 90.336 > F_{table} = 3.087$ with the significance value of 0.000 that smaller than 0.05. Since the F_{count} is greater than F_{table}, H_0 is rejected and H_a is accepted. It means that the hypothesis which states "perceived value and brand experience simultaneously affect the dependent variable which is customer satisfaction at H&M Manado Town Square" are accepted.

Discussion
The Influence of Perceived Value (X1) on Customer Satisfaction (Y)

This study proves that perceived value partially has a positive and significant influences towards customer satisfaction at H&M Manado Town Square. This significance means that the perceived value variables perceived by customers have a good response, starting from the aspects of taste, appearance, and beverage innovation provided by H&M Manado Town Square. This can be seen from the questionnaire of respondents who tend to agree on all aspects of perceived value indicators contained in H&M Manado Town Square, such as statement

items that have the highest average value, namely "I get a good impression of the surrounding environment when using H&M Manado Town Square products" and "The products offered by H&M Manado Town Square have high quality so they are not easily damaged", this proves that H&M Manado Town Square has maximized their product offerings so that they get a good response and produce products that have good benefits that meet standards, so the perceived value provided by H&M Manado Town Square is in accordance with the expectations expected by customers and grows customer satisfaction. These results have similarities with previous searches by Sucahyo (2017) stating that the perceived value variable has a significant positive influence on customer satisfaction. Most respondents were satisfied because of the perceived value from H&M Manado Town Square. Respondents felt that perceived value of H&M Manado Town Square had developed well and made them feel satisfied because it met their expectations. This explains that H&M Manado Town Square needs to ensure that their products have high quality, good impression, the price offered is very appropriate. H&M Manado Town Square can focus on their perceived value by improving and maintaining high product quality. Based on respondents assessments, the benefits of H&M Manado Town Square products is good, on average agree with perceived value question indicators that are in line with customer expectations. Customers felt satisfied when they feel the high quality of the product and the appropriate price. One of many reasons for customer satisfaction is because they get a product that matches or exceeds what is expected. In addition, it can become standard for customers to repurchase in the future. The implications of this research show that the perceived value of H&M Manado Town Square will increase their customer satisfaction. The higher the perceived value of the brand, the higher the customer satisfaction of H&M Manado Town Square. With regard to previous research, Rust, Lemon and Zeithaml (2004) say that the value conveyed to customers can increase the frequency of purchases. Respondents considered that the benefits of the products obtained were in accordance with the costs incurred so that respondents intended to visit again and did not hesitate to recommend the Manado Town Square H&M they visited to the surrounding environment.

The Influence of Brand Experience (X2) on Customer Satisfaction (Y)

Brand experience is also proven to affect the increase in customer satisfaction of H&M Manado Town Square. This can be seen from the positive and significant influence of Brand Experience (X2) on Customer Satisfaction (Y). In this research, brand experience variables have the highest effect on customer satisfaction at H&M Manado Town Square. There is a similarity of this research and the previous research conducted Sholikin (2021) that explains the brand experience has a significant effect on customer satisfaction. In the research of Ekaputri, Rahayu, and Wibowo (2016) also finds the conclusion is that the influence of brand experience on customer satisfaction is greatly affected. This shows that the high experience of the application to the connected brand, will have an impact on the high satisfaction of customers in product buybacks. The implication of this study shows that the brand experience of H&M Manado Town Square will increase customer satisfaction. If the company has its own characteristics of the product, the condition of the product is able to make consumers feel comfortable, able to make consumers always want to buy back their products, it will affect customer satisfaction itself.

The Influence of Perceived Value (X1) and Brand Experience (X2) on Customer Satisfaction (Y)

There are many factors that can affect customer satisfaction, some of which are proven in this study, namely Perceived Value and Brand Experience. These results show that both variables affect up to sixty-five percent on customer satisfaction and from other variables only affect under forty percent. This study was dominated by female respondents with a young age. This research model mainly examines customer satisfaction in the clothing industry with a study of clothing brands that are popular in Indonesia, including in Manado City. Customer satisfaction is important in marketing, as it creates loyal consumers. When customers are loyal, they will recommend the product to others. Companies that are able to get a high level of customer satisfaction will generally be superior to their competitors. Based on the results of statistical tests that have been carried out show a positive and significant influence on perceived value and brand experience on customer satisfaction at H&M Manado Town Square. It can be concluded that the value and experience of the product together have a significant positive influence on customer satisfaction. This means that if the value and experience of the product is getting better than customer satisfaction tends to be better as well, conversely if the value and experience of the product is getting worse, then customer satisfaction will be lower. Companies need a focus on maintaining product value and brand experience indicators. The findings can also become a standard for companies to gauge what they need to open new branches in the future, so they can satisfy their customers. Based on the previous research conducted Widari, Suartina, and Pratiwi (2021) results that the perceived value and brand experience has a positive and

significant effect on customer satisfaction. It is similar with this thesis results which is the variables of perceived value and brand experience are 65.1% influence the customer satisfaction. So, it means perceived value and brand experience has the highest results to influence customer satisfaction

CONCLUSION AND RECOMMENDATION

Conclusions
1. The Perceived Value variable partially has a positive significant influence towards Customer Satisfaction at H&M Manado Town Square.
2. The Brand Experience variable partially has a positive and significant influence towards Customer Satisfaction at H&M Manado Town Square.
3. The independent variables which are Perceived Value and Brand Experience simultaneously influence the Customer Satisfaction at H&M Manado Town Square.

Recommendations
    Based on the conclusions in this research, the following suggestions can be given are:
1. According to customers, the perceived value and brand experience has already in a good way that makes the customers feel satisfied. So, in the future the company just need to maintain their perceived value and brand experience that they have.
2. This research is expected to be the guideline or references to evaluate the performance of the company by looking from customer's perception. Based on the results of this study indicate that there is a positive and significant from this three main indicators which are perceived value, brand experience, and customer satisfaction that can affect the consumers preferences.
3. The next research can improve the limitations and make wider populations to collect the data. The next research can replace the object or variable that suits it best.

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