# THE EFFECT OF EXPERIENTIAL MARKETING ON REPURCHASE INTENTION WITH CUSTOMER SATISFACTION MEDIATION AND REPUTABLE BRAND AT SELF COOKING RESTAURANT

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**Abstract:** *The purpose of this study was to examine and analyze the effect of experiential marketing on repurchase intentions mediated by customer satisfaction and moderated by reputable brands. The data collection method uses a survey, the data collected is 225 customers who have purchased at a self-cooking restaurant in the city of Surakarta. Data analysis using PLS-SEM analysis. Based on the data and research results, it is known that experiential marketing which includes sense, feel, think, act and relate has a positive and significant effect on repurchase intentions. The results showed that the mediating variable of customer satisfaction had a positive and significant effect on mediating the relationship between experiential marketing and repurchase intention. In this study, the moderating variable of reputable brands did not strengthen experiential marketing on repurchase intentions.*

**Keywords:** *Self-cooking restaurant, experimental marketing, repurchase intention, customer satisfaction, reputable brand*

## 1. INTRODUCTION

In the increasingly advanced era of globalization, consumer behavior has changed. This is following the theory in the book A Future Perfect: The Challenge and Promise of Globalization (2003) by Random House, work (Micklethwait, 2003) that globalization has an impact on society's behavior in various aspects of life. Changes in behavior caused by globalization can affect anyone, the influence can be positive or negative. Consumers initially only focused on meeting needs as technology developed, consumer desires also became important.

In addition to changing the behavior of technology, it also changes from the business/marketing sector. Before the development of advanced technology now marketing/marketing can only be fixed on the same mindset, namely what the market needs, they fulfill and with limited information. Along with the development of marketing/marketing technology, there has been considerable progress, namely, marketers use technology to research not only what the market needs, but what they want as well, and with technology marketers can also obtain more and more accurate information.

Market needs and wants are also changing and increasingly complex, which in turn Initially, only the need for clothing, shelter, and food has now developed into clothing that has value in social status, lifestyle, and a place to live that can increase social status, as well as food that is not only consumed deliciously but also has its own uniqueness/experience.

Technological developments can meet the needs and desires of consumers. One of the technological developments is in the food sector, which at first was only food to meet the need for life with technological developments and food consumer behavior experienced developments such as adding other factors to a pleasant experience when enjoying the food served.

One type of restaurant that implements this is a self-cooking restaurant. A self-cooking restaurant is a type of restaurant that combines delicious food with a user experience. This restaurant in food presentation involves consumers cooking their food. This is a new experience for consumers, who usually come to restaurants to eat right away but they are given the experience of cooking their food. Self-cooking restaurants implement strategies to attract customers, namely by providing experiences

This study discusses experiential marketing related to psychological factors, namely feelings of pleasure and emotions that will shape buying behavior. Feelings related to emotions are stimulated by various factors, in this case, experiential marketing the pleasant experience received by the customer is expected to form satisfaction. According to (Kotler, 2002) satisfaction is a feeling of pleasure or disappointment of someone that arises as a result of comparing a perception or impression of performance or result on a product and also its expectations.

The satisfaction obtained by customers is expected to foster repurchase intention behavior. Repurchase interest is a desire and also a consumer action by repurchasing a product due to satisfaction with a product (Kotler and Keller, 2009: 53).

In this study, researchers added a reputable brand moderating variable as a reinforcing variable in the relationship of experiential marketing to repurchase intentions.

Parhizgar et al. (2015:112) also define a Reputable brand as a presentation of the overall perception of a brand that is formed by information and experiences felt in the past that affect the brand.

Briefly, this study explains the experiential marketing variable thinking framework which consists of sense, feel, think, act, relate which affects loyalty which in this study is repurchase intention mediated by attitude, namely satisfaction and moderated by reputable brands.
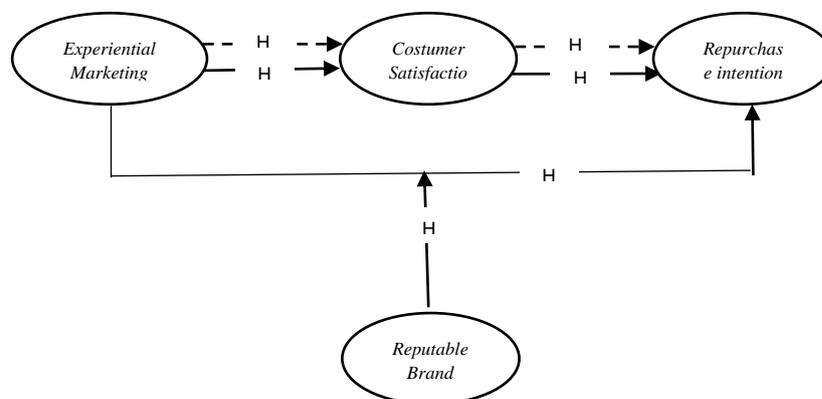


Figure 1. Thinking Framework (this research framework is inspired by research conducted by Yuan & Wu, 2008)

## 2. METHOD

The data collection method used in this study used a survey method. The research was conducted in the city of Surakarta. This study uses variables that include experiential marketing, customer satisfaction, repurchase intention, and a reputable brand. The research framework is shown in Figure 1. The framework is inspired by Yuan and Wu's (2008) research.

Based on temporary allegations, experiential marketing affects consumer satisfaction (Rahardja & Anandya, 2010; Kanopaite, 2015; Karo-karo, 2020; Alkilani, Ling, & Abzakh, 2012; Alkilani et al., 2012). Customer satisfaction affects repurchase intention (Weiss et al.,

2005; Soebandhi et al., 2020; Mensah & Mensah, 2018; Lin, 2019; Fang et al., 2011). Experiential marketing affects repurchase intentions (Yuan & Wu, 2008; Subawa, 2020; Suhaily & Soelasih, 2017; Anggraini,

Jodi, & Putra, 2020; Friesa Ergo M & Dharmani, 2020). Experiential marketing affects repurchase intentions by mediating customer satisfaction (Rahardja & Anandya, 2010; Steven, Hery Winoto Tj, & Eka Desy Purnama, 2021). Experiential marketing affects repurchase intention by being moderated by the brand reputable. Then the hypothesis in this study:

H1: *Experiential marketing has a significant effect on customer satisfaction*
H2: *Customer satisfaction has a significant effect on repurchase intention*
H3: *Experiential marketing has a significant effect on repurchase intention.*
H4: *Experiential marketing has a significant effect on repurchase intentions by mediating customer satisfaction*
H5: *Experiential marketing has a significant effect on repeated purchase intentions moderated by reputable brands*

Determination of the sample in this study using 5 times the indicator with the number of indicators 40, so that the sample size obtained was 200. The researcher added 25 additional samples, as a backup if the samples obtained were not good for processing. Researchers used the type of sample, namely non-probability sampling. The sampling was done randomly at the research location. The sampling technique used was purposive convenience sampling. The technique was chosen because of the information

needed to answer research questions and achieve the objectives of the study contained in certain sample groups (Ferdinand 2005). Then the criteria needed to be a sample in the following study. The criteria for this research sample are: (1) consumers who make purchases at self-cooking restaurants (2) consumers are decision-makers to purchase food at self-cooking restaurants (3) consumers who have made purchases at least 2-3 times.

The data collection that will be used in this study uses a questionnaire, with a 5-point Likert scale. The next stage is other model testing which consists of convergent validity test, discriminant validity test, Average Variance Extracted (AVE), reliability test/reliability test. Convergent validity test is the value of a factor loading latent variable using its indicators. In the convergent test, the expected value is > 0.7. According to (Chin, 1998) in the early stages of research, 0.5–0.6 was considered sufficient for testing. The factor loading limit that will be used in this study is 0.5. Discriminant Validity Test is a cross-loading factor value to find out whether a variable has an adequate discriminant, meaning that by conducting a comparative test of the value of the intended variable loading. This must have a value greater than the value of the loading variable.

The unidimensionality test has two types of validity in PLS-SEM, the two types of validity are convergent and discriminant. Convergent validity means that a set of indicators will represent one of the latent variables and the basis for that latent variable. Convergent validity can be illustrated through the unidimensionality test which can be seen through the use of the value of the average variance that has been extracted (AVE / Average Variance Extracted). The researcher hopes that the AVE value in this study is > 0.5.

Reliability test/reliability test is a measure of the internal consistency of several indicators in a construct that can show the degree of each indicator indicating a general latent construct, to what extent. That is, some specific things will complement each other to explain a general phenomenon. The value of the limit that will be accepted for assessing reliability is 0.07 (Hulland, Chow, & Lam, 1996 and Hair et al., 1998). Internal consistency reliability for test results on each construct with Cronbach's Alpha coefficient that has fulfilled the rules of thumb

with a value of 0.7 (Hair et al., 1998; Sekaran, 1999). Other reliability measurements in this study can be carried out through the composite reliability test. It can be said to be reliable if the value of composite reliability is 0.7.

## 3. RESULTS AND DISCUSSION
Test Outer Model
1) Convergent Validity Test
   In the tests that have been carried out, it was found that 4 criteria were not feasible to use and some were eliminated. Based on these tests, it can be interpreted that the other indicators have met the criteria for convergent validity.
2) Discriminant Validity Test
   Based on the results of composite reliability in table 1, all test results are above 0.50. The conclusion that can be drawn is that the data is reliable and reliable and can be used for hypothesis testing. The results of the study in table 1 show that the composite reliability value for all constructs is above 0.5. This shows that all the constructs contained in the estimated model have met the criteria for discriminant validity.
3) Average Variance Extracted (AVE)
   In the results of the AVE test that has been carried out by researchers, it can be seen in table 1 that the overall value shows a value > 0.5. This is following what the researchers expected.
4) Reliability test/reliability test
   Internal consistency reliability for test results on each construct with a Cronbach's Alpha coefficient that has fulfilled the rules of thumb, namely 0.7

### Table 1. Cross Loading Results

|  | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|---|---|
| **Experiential Marketing (X)*Reputable brand (M)** | 1.000 | 1.000 | 1.000 | 1.000 |
| **Act** | 0.894 | 0.902 | 0.921 | 0.701 |
| **Experiential Marketing (X)** | 0.956 | 0.960 | 0.960 | 0.495 |
| **Feel** | 0.919 | 0.920 | 0.939 | 0.756 |
| **Kepuasaan Pelanggan (Costumer Satisfaction) (Z)** | 0.938 | 0.939 | 0.953 | 0.801 |
| **Repurchase intention (Repurchase intention) (Y)** | 0.918 | 0.919 | 0.938 | 0.753 |
| **Relate** | 0.870 | 0.881 | 0.906 | 0.662 |
| **reputable brand** | 0.921 | 0.925 | 0.941 | 0.762 |
| **Sense** | 0.896 | 0.898 | 0.923 | 0.706 |
| **Think** | 0.918 | 0.922 | 0.939 | 0.755 |

## Inner Model Test
1) $R^2$. value
   R Square is used to determine the ability of exogenous variables to explain an endogenous variable. experiential marketing (X) in customer satisfaction (Z) is 58.1%. experiential marketing (X), reputable brand (M), experiential marketing (X)*reputable brand (M). customer satisfaction (Z) in explaining repurchase intention (repurchase intention) (Y) is 79.4%.

**Tabel 2. R Square value**

| Variabel | R Square | R Square Adjusted |
|---|---|---|
| **Kepuasaan Pelanggan (Costumer Satisfaction) (Z)** | 0.582 | 0.581 |
| *Repurchase intention* **(Repurchase intention) (Y)** | 0.798 | 0.794 |

2) **Q2 value**

The quantity Q2 has a value equivalent to the value of the total determination coefficient in the path analysis. In this case, the researcher uses the formula from (Ghozali, 2016) namely the Stone-Geisser Q square test where R-square is the endogenous variable in the study.

$Q^2 = 1 - (1-R1^2)(1-R2^2)$
$Q^2 = 1 - (1-0,581)(1-0,794)$.
$\quad = 1 - (0,419)(0,206)$
$\quad = 1 - 0,086$
$\quad = 0,91$

Based on the value of Q2, it has a value ranging from $0 < 0.91 < 1$, meaning that the closer the value to 1, the better the model is. The value of the quantity Q2 has a value equivalent to the value of the coefficient of total determination in the path analysis.

**Test of influence and significance**

a) The effect of experiential marketing on customer satisfaction

Table 3 shows a positive result for the original sample coefficient of 0.763. This shows the direction of the influence of experiential marketing on customer satisfaction is positive. Then the value of P-Value of 0.000 is smaller than the level of significance, namely 5% / 0.05. This proves that there is a positive influence and significance of experiential marketing on customer satisfaction

b) The effect of customer satisfaction on repurchase intentions.

Based on table 3 shows a positive result of the original sample coefficient of 0.445. This shows that the direction of the influence of customer satisfaction on repurchase intentions is positive. Then the value of the P-value of 0.000 is smaller than the level of significance, namely 5% / 0.05. this proves that there is a positive and significant effect of customer satisfaction on repurchase intentions.

c) The effect of experiential marketing on repurchase intention.

Table 3 shows the positive results of the original sample coefficient of 0.386. This shows that the direction of the influence of experiential marketing with repurchase intentions is positive. Then the value of the P-value of 0.000 is smaller than the level of significance, namely 5% / 0.05. this proves that there is a positive influence and significance of experiential marketing on repurchase intentions.

d) The effect of experiential marketing on repurchase intentions mediated by customer satisfaction.

Table 3 also shows a positive result of the original sample coefficient of 0.340. This shows that the direction of the influence of experiential marketing on repurchase intentions mediated by customer satisfaction is positive. Then the value of the P-value of 0.000 is

smaller than the level of significance, namely 5% / 0.05. this proves that there is a positive and significant effect of experiential marketing on repurchase intentions mediated by customer satisfaction.

e) The effect of experiential marketing on repurchase intention by moderated by reputable brands.

Table 3 shows the negative result of the original sample coefficient of -0.013. This shows that the direction of the influence of experiential marketing on repurchase intentions moderated by reputable brands is negative. Then the value of P-value of 0.674 is greater than the level of significance, namely 5% / 0.05. This proves that there is no positive influence and no significant experiential marketing on repurchase intentions moderated by reputable brands.

**Testing Direct Effects-Indirect Effects / direct and indirect effects**

To see the Direct Effect-Indirect Effect or the direct and indirect effects of each variable by looking at the PLS-SEM results which show the effect of the value of each variable that needs to be observed. The direct effect of the independent experiential marketing variable with the mediating variable on customer satisfaction is 0.763, which means that the relationship between these variables has a positive and significant effect.

The effect of the independent variable experiential marketing on the dependent variable of customer satisfaction is 0.386, which means
The relationship between these variables has a positive and significant effect. The direct effect of the mediating variable on customer satisfaction with the dependent variable on repurchase intention is 0.445, which means that the relationship between these variables has a positive and significant effect.

## Table 3. Test the effect

| Variabel | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\|O/STDEV\|) | P *Values* |
|---|---|---|---|---|---|
| *Experiential* marketing (X) ->*Reputable brand* (M) -> Niat Pembelian (Y) Ulang (Repurchase intention) (Y) | -0.013 | -0.009 | 0.032 | 0.420 | **0.674** |
| act -> *experiential* marketing (X) | 0.187 | 0.187 | 0.019 | 9.644 | **0.000** |
| *experiential* marketing (X) -> kepuasan konsumen (Z) | 0.763 | 0.763 | 0.037 | 20.599 | **0.000** |
| *experiential* marketing (X) -> repurchase intention (Y) | 0.386 | 0.393 | 0.076 | 5.111 | **0.000** |
| feel -> *experiential* marketing (X) | 0.266 | 0.265 | 0.014 | 19.195 | **0.000** |
| kepuasan konsumen (Z) -> repurchase intention (Y) | 0.445 | 0.432 | 0.089 | 5.003 | **0.000** |
| relate -> *experiential* marketing (X) | 0.245 | 0.245 | 0.012 | 20.999 | **0.000** |
| *reputable brand* -> *repurchase intention* (Y) | 0.150 | 0.159 | 0.065 | 2.319 | **0.021** |
| sense -> *experiential* marketing (X) | 0.234 | 0.232 | 0.013 | 18.637 | **0.000** |
| think -> *experiential* marketing (X) | 0.262 | 0.263 | 0.015 | 17.831 | **0.000** |
| *experiential* marketing (X)-> kepuasan konsumen (Z)-> repurchase intention (Y) | 0.340 | 0.329 | 0.068 | 4.982 | **0.000** |

### *GoF (Goodness of Fit)*

The final test looks for GoF / Goodness of Fit. In contrast to CBSEM / Covariance-Based Structural Equation Modeling, the value of GOF in PLS-SEM is done through manual calculations using the formula below.

$$GoF = \sqrt{0,70275 \, X \, 0,69}$$
$$GoF = 0,578$$

(source: Tenenhaus & Vinzi, 2005)

Tenenhaus (2004), said that GoF small = 0.1, GoF medium = 0.25 and large GoF = 0.38. The calculation results are above the GoF value of 0.578 or 57%. This shows the level of feasibility of the high/large model.

$$GoF = \sqrt{AVE \, x \, R^2}$$

### Mediation Effect Test

Referring to the results of the study, it can be seen that testing the strength of the influence of the independent variable experiential marketing with the dependent variable of repurchase intention indirectly through the mediating variable of customer satisfaction. The results of the study showed a positive result of the original sample coefficient of 0.340, which means the direction of the mediation effect is positive. Furthermore, the value of the t statistic is 4.982 the value is 1.96 with (t statistic).

Referring to the results of the mediation test, it is concluded that the analysis model involving the mediation variable shows the partial mediation model. This shows that the independent variable can directly affect the dependent variable without going through and involving the mediator variable.

### Moderation Effect Test

The results of the research that have been carried out can be concluded that X1 experiential marketing has a significant and significant effect on repurchase intention. X2 reputable brand has a significant and significant effect on repurchase intention. X3 is not significant, namely, reputable brands do not moderate the relationship between experiential marketing and repurchase intention. This describes the classification of the moderating effect as a pseudo moderating effect or (quasi moderating). Pseudo-moderation is a variable that has moderated the relationship between the independent variable and the dependent variable while making the variable an independent variable.

### 4. CONCLUSION

Based on the results of the research that has been done, there is a positive and significant relationship between experiential marketing which consists of sense, think, act, relate, and feel to customer satisfaction. There is a positive and significant relationship between customer satisfaction and repurchase intention. There is a positive and significant relationship between experiential marketing which consists of sense, think, act, relate, and feel to repurchase intentions through the mediating variable of customer satisfaction. The results also show that the value of the direct effect of experiential marketing on repurchase intention is greater than through the mediating variable of customer satisfaction. Based on the results of the analysis, it

shows that there is no positive and significant relationship between experiential marketing which consists of sense, think, act, relate, and feel towards repurchase intentions which are strengthened by a reputable brand moderating variable..

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