

Predicting the Impact of Customer Satisfaction as a Mediating Effect of Experiential Marketing on Repeat Purchases

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Abstract

Background –The emergence of the frozen food business has created fierce commercial competition. This is both a threat and a motivator for players in the refrigeration industry to remain competitive and retain the products they manufacture. To ensure competitiveness and viability, businesses need to understand consumer characteristics and how they influence purchasing decisions for customer satisfaction and loyalty. Customer buybacks are very important for businesses that want to maintain their business and grow their business in the form of long-term profits. Retaining existing customers is usually more profitable than acquiring new customers, so you can increase sales with existing customers.

Objective–To analyze the predicted impact of Experiential Marketing on the repurchase of frozen food products through customer satisfaction as a mediating variable. Because experiential marketing is a marketing concept that provides information and opportunities for customers to gain experience for the benefits gained, generate emotions and feelings that have an impact on marketing.

Design/methodology/approach – Based on the objectives to be achieved, this research is an explorative research because the aim is to find and predict the impact of Experiential marketing on Repurchase through consumer satisfaction as a mediating variable. This research is the development of problem solving (Malhotra, 2012) which aims to determine the predicted impact in the re-purchase decision.

Findings –The results of this study indicate that the predicted impact of Experiential Marketing which consists of 5 dimensions, namely Sense, Feel Think, Act, Relate, has an indirect effect on Repurchase through Customer Satisfaction as a mediating variable. This Experiential Marketing approach is considered very effective because in line with the latest developments, marketers

place more emphasis on product differentiation to differentiate their products from competitors' products.

Research implication – This research shows success in the results of this study and can also prove that customer satisfaction as a mediation can prove the hypothesis tested, meaning that the influence of Experiential Marketing which consists of 5 dimensions, namely Sense, Feel, Think, Act, Relate can be mediated by Consumer Satisfaction on Repurchase, based on the results of this analysis, it is recommended that companies provide opportunities for consumers to freely provide criticism and suggestions that can build the company's image and play a role in improving company performance.

Limitations of Research –The results of this study can be used as comparison materials and references for research, and as consideration for further deepening further research by using additional variables such as: brand image, promotion, product quality, service quality in influencing customer satisfaction, to customer loyalty whose final results can be used. increase the repurchase of a product/service.

Keywords: Experiential Marketing, Sense, Feel, Think, Act, Relate. Customer Satisfaction, Repeat Purchase.

Introduction

The food and beverage industry (Mamin) is one of the manufacturing sectors with the fastest growth rates in the Indonesian industrial arena. The positive development of the food and beverage industry is a driving force that needs to be maintained and improved in order to continue to make a significant contribution to the national economy. One of them is the restaurant industry which is a big business which is also on the rise. In 2000, there were 4,661 companies in the food and beverage industry sector, an increase of 6,875 in 2015.

Among the many food and beverage industries, the frozen industry originating from the sea is considered quite promising. The growth of frozen food is in line with the growth prospects of the food and beverage industry as a whole (Julianti, 2014). PT ABC, which is one of the makers of various frozen processed foods (frozen food), said that its industrial potential still has considerable opportunities, but in reality it is less powerful than other Asian countries. The problem is, many frozen processed food companies do not have their main market network abroad, unsustainable product supply, weak brands and marketing conditions, and no seasonal product management, so that in the future Indonesia can improve supply chains for the global market.

Frozen Food is a general name for a variety of processed frozen foods. As info that frozen food is easy and convenient to eat. Besides being practical, it is also an alternative choice for some modern societies (Kyntani, et all, 2022). Frozen processed foods are gaining popularity among children, teenagers and adults. Especially for housewives who do not have time to cook, frozen food is the right choice to serve delicious and practical family meals (Apriadji, 2007).

The demand for various processed frozen foods in the market is quite high, and the demand for frozen foods continues to increase. With the increasing demand for frozen food, the frozen food business opportunity is very good in the future. The frozen food processing business has been around for the last 20 years, but the frozen food business is still a business that needs attention and development in many products. The profits obtained by frozen food outlets are also quite promising, so it's a good idea to explore outlets that sell various frozen food products. Given the number of enthusiasts of various frozen foods that continues to grow every year, the potential of the frozen food business is certainly very interesting. The frozen food business is an option for some business enthusiasts who want to run a profitable and promising business.

According to Radianto WED (2022) the prospect of frozen food business is very optimistic and profitable. Where can get good profit from frozen food business. The future for companies dealing with processed frozen foods is pretty good. The frozen food business that has been growing for a long time, continues to grow until now, and consumers have no trouble getting it.

PT. ABC, is one of the many industries that has 20 years of experience in various frozen food products which have been exported to several countries, and in the last 10 years it has begun to look at the domestic market by producing a variety of processed fish with good quality.

According to Rangkuti, (2004) the company is committed to integrated food marketing, supply and distribution services for both frozen food and value-added food based on seafood, frozen vegetables, and meat. For now, its products are sold to traditional and modern markets through retailers throughout Indonesia through its network; wholesalers, hotels, restaurants, caterers and various agents-distributors. Sales focus of PT. ABC is targeting the modern market that only caters to middle and upper class buyers. PT. ABC has distribution centers (DC) in several major cities in Indonesia. Each of these DCs has its own coverage area based on its proximity to the location.

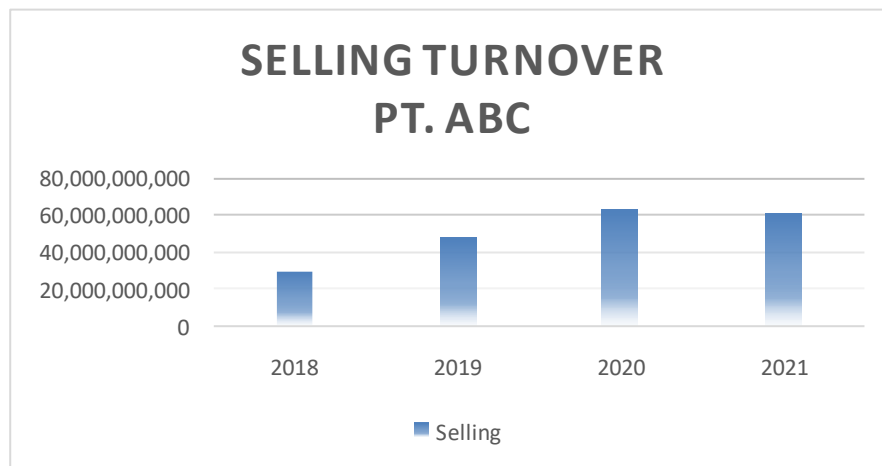
Based on secondary data, PT. ABC experienced a significant increase in sales from 2018 to 2020. However, the sales trend decreased in 2021. To compete with other companies selling similar products, PT. ABC must be able to manage and develop its corporate strategy properly and consistently. So that consumers do not switch and buy products produced by competitors, the company will always understand all the needs and desires of consumers. And the company must be able to create quality products, affordable prices and attractiveness according to consumer needs, besides that a good future marketing strategy is needed (Ong, I. A. 2013).

The emergence of the frozen food business has created intense commercial competition. This is at the same time a threat as well as a motivator for frozen food industry players to remain competitive and maintain the products they produce (Mashita, 2019). To compete and survive, businesses need to understand the characteristics of consumers and how they influence their purchasing decisions for customer satisfaction and loyalty.

Customer repurchase is very important for companies that want to maintain their business continuity and must develop their business to gain long-term profits (Swastha, 2002). This is because retaining existing customers is usually more profitable than incurring costs for new customers, which can increase sales from existing customers (Kotler, 2000: 60).

Consumer repurchase is the desire to repurchase the same product/service based on the satisfaction experienced. Here, product quality and service quality are achieved by consumers. According to Peter/Olson (2010, in Primary 2016:12), purchasing activities occur many times. Many factors, such as marketing experience, affect customer satisfaction and encourage repeat purchases from consumers.

Repurchase may experience a decline due to the pandemic that has hit various countries, including Indonesia. The era of the Covid-19 pandemic had a significant impact on consumer behavior in repurchasing products and services (Bahar, 2017). Sales data from PT. ABC shows a trend as shown in the following data:



Source: Marketing Data of PT. ABC (2021).

The sales figures that have been described show the variation of repeat purchases by repeat consumers every year from 2018 to 2021. This issue has an impact on a significant decrease in performance so that it can affect the sustainability of the company. The main goal of PT ABC is to increase annual sales through consumer repeat buying behavior.

Repurchase is a person's planned decision to repurchase certain services, taking into account the current situation and level of preference (Hellier et al, 2003). Repurchase is something related to the customer's plan to buy a certain product and how many units of the product are needed in a certain period because they feel satisfied (Durianto& Liana, 2004).

Customer satisfaction is satisfaction with a product or service with the perceived performance of the customer on the product or service. If the product's performance is higher than customer expectations, the customer will experience satisfaction (Junaidi, 2002). Satisfaction is the level of one's feelings after comparing the performance or results he feels with his expectations.

The level of satisfaction is a function of the difference between perceived performance and expectations (Khusaini, 2015). If the performance is below expectations, the customer will be very disappointed. If the performance matches expectations, the customer will be very satisfied. Meanwhile, if the performance exceeds expectations, customers will be very satisfied and customer expectations can be shaped by past experiences, comments from relatives and promises and information from various media. Satisfied customers will be loyal longer, less sensitive to price and give favorable comments about the company (Oliver, 2010).

Experiential Marketing is an approach in marketing that has actually been done since ancient times until now by marketers. This approach is considered very effective because in line with the times and technology, marketers place more emphasis on product differentiation to differentiate their products from competitors' products (Schimtt in Andreani, 2007).

Experiential marketing is a marketing concept that not only provides information and opportunities for customers to gain experience with the benefits obtained but also evokes emotions and feelings that have an impact on marketing, especially sales (Schimtt in Andreani, 2007). One of the marketing concepts that can be used to influence customers' emotions is through experiential marketing, an experiential marketing approach or known as SEMs (Strategic Experiential Modules) into 5 types of experience, namely: "sense, feel, think, act, and relate" (touch, feel, think, act, and relate)

Sense marketing refers to the five functions of the human senses, namely sight, hearing, smell, taste, and touch. The overall goal of sense marketing is to produce aesthetic enjoyment (joy, beauty, satisfaction) for customers because they are directly tied to the products that have been purchased by customers.

Feel marketing captures the feelings and emotions of customers with the aim of creating an affective experience from just a positive atmosphere towards the brand to a strong emotion of pleasure and pride. Here consumers feel after buying products from PT ABC which can be a positive atmosphere for customers.

The main goal of think marketing is to encourage consumers to engage in careful and creative thinking that impacts the revaluation of companies and products. And here, a phenomenon

occurs after buying frozen food products, consumers feel compelled to increase product ratings of the company.

Act relates to the whole individual (mind and body). This relates to how to get people to do things and express their lifestyle. Indeed, lifestyle cannot be separated from consumers who will buy frozen food products.

Relate marketing contains aspects of sense, feel, think, act marketing and focuses on creating positive perceptions in the eyes of customers. Relate Marketing develops an experience beyond the individual's personal sensations, feelings, awareness, and actions by connecting individuals to a wider socio-cultural context in reflecting on a brand.

Based on the background that has been described previously, the researchers are interested in examining problems related to purchasing decisions, with the title of the research in the form of: "Prediction of the Impact of Customer Satisfaction as Mediating Effects on Experiential Marketing in Repurchase (Case study on Frozen food products at the company PT. A B C)".

Literature Review

A. Experiential Marketing

An experience is a personal event with emotional significance that arises through interaction with a stimulus-related product or brand (Holbrook and Hirschman in Adeusun and Ganiyu, 1982). You can achieve this by attending face-to-face meetings that are relevant, authentic, and memorable. Experiential marketing is a method that can rapidly change the face of marketing.

Marketing Aesthetics Adaptation (Simonson and Schmitt, 1997 in Andrawina, 2013) shows that: Events shape perceptions and influence future individual It occurs both rationally and emotionally due to external stimuli.

According to Kartajaya (2009), experience marketing is: Smilansky (2005:13) defines experience marketing as: Marketing is defined by its frequent use in various business areas to build experiential relationships with customers. According to Schmitt (1999:33), applying experiential marketing to business ventures has several advantages:

1. Revival of faded brands
2. Differentiation from competitors' products.
3. To create an image and identity for the company.
4. Promoting Innovation.
5. Promoting Trial, Purchase and Retention.

Schmitt (1999) classifies experiential marketing into four characteristics: In other words, “Focus on consumer experience, examine consumer context, recognize rational and emotional aspects as triggers for consumption, and use diverse methods and tools”. is.

1. Focus on consumer experience We focus on the resulting consumer experience. Functionally replace. Experiences connect a company and its products to consumer lifestyles and drive personal and business purchases.

2. Testing the Consumer Situation

Schmitt (1999) states that customers do not rate each product as a mere article or analyze its features and benefits. Customers, on the other hand, ask how each product fits into their general consumption context and how that consumption context informs their experience. Savvy marketers believe that the greatest opportunity to influence brands is in the post-purchase consumption period. Consumer experience is a key factor in determining consumer satisfaction and brand loyalty.

3. Recognize the rational and emotional aspects as triggers for consumption.

Customers are rational and emotional beings, both of which drive consumption. In experiential marketing, consumers are viewed not only from a rational side, but also from an emotional side (Schmitt, 1999). Advertisers should not treat consumers only as rational decision makers.

4. Procedures and devices are electric. Methods and means for measuring one's own experience are more versatile.

This means that the methods and tools used depend on or relate to the situation at hand rather than using the same criteria.

Experience Providers (Expros) are tactics for implementing five types of experiences (feelings, sensations, thoughts, actions, and relationships) consisting of Communication, Identity, Product, Co-Branding, Environment, Website, and People. It's a useful tool. (Schmitt, 2011:72-74).

a. Communications: includes advertising, internal and external corporate communications (magazines, brochures, newspapers, annual reports, etc.), and PR campaigns.

b. Visual/Verbal Identity (Visual/Verbal Identity): includes company name, logo and symbol.

c. Product Presence: includes product design, product packaging and appearance, and brand characters used as part of packaging and sales collateral.

d. Co-Branding: includes event marketing and sponsorships, alliances and partnerships, licensing, product placement in films, campaign collaborations, and other types of collaboration agreements.

e. Physical Environment: includes buildings, office buildings, factory premises, retail stores and promotional outlets.

f. Websites and Electronic Media

g. People: includes sales representatives, company representatives, service providers, customer service providers and anyone associated with the company or brands.

B Customer Satisfaction

Customer Satisfaction (Customer Satisfaction) is determined by the customer's perception of the performance (Performance) of a product or service that meets customer expectations (Irawan, 2010).

Customers are happy when their expectations are met and very happy when they are exceeded. The expectations we are dealing with here are the perceptions of the customer before and after using the product. Perception is defined as the process by which an individual selects, organizes, and interprets the meaning of stimuli received by the senses (Rangkuti, 2006). However, the meaning of perceptual processes is also influenced by one's own past experiences. The process of acquiring the service does not require customers to use the service first.

Measuring Customer Satisfaction.

According to Kotler and Keller (2009, p.166), there are three ways to measure customer satisfaction with a company.

1. Additional questions are asked to gauge respondents' repurchase intent and their likelihood or willingness to recommend the company or brand to others.

2. Customer loss rate

By directly observing regular consumers, you can measure customer churn. Consumers who stop coming to us can be prevented by contacting our customers.

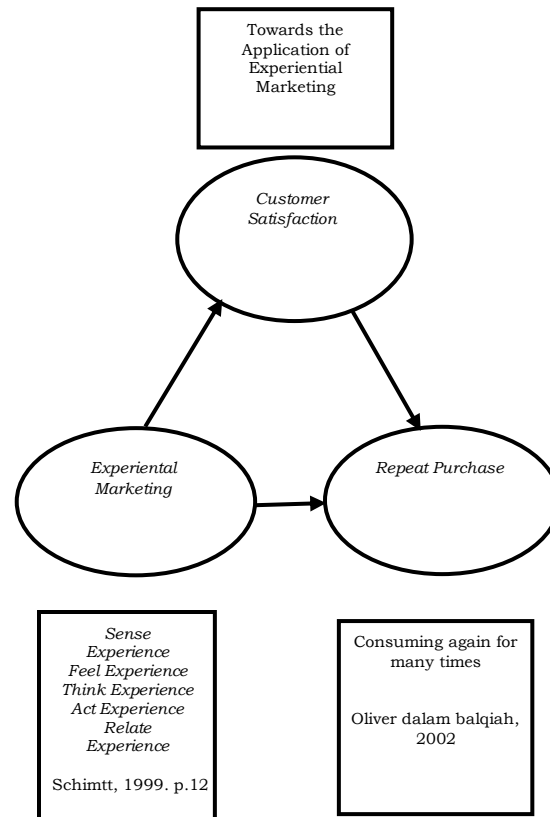
3. Mystery Shopper

A mystery shopper is someone who pretends to be a potential buyer and states the pros and cons of purchasing a product from their company or a competitor.

C. Repeat Purchases

There are two approaches to measuring consumer repeat purchase behavior. H. If product X was purchased at least in Q1, then repeat in Q2, Q3, Q4, and so on. This can be analyzed over various time periods such as daily, weekly, and yearly. Shopping for heavy, medium and light, and what's going on in the market.

In this study, therefore, repeat purchases are measured by occasional purchases, assuming that the products observed are those that consumers consume on a daily basis. From the above, the researchers determined the research framework model as follows:



Hypothesis:

H1:As a mediator, it is hypothesized that there is an experience-oriented marketing effect consisting of relating feelings, touches, thoughts, actions and repeat purchases through customer satisfaction.

Research Methodology

Based on the goals to be achieved, this study is an exploratory study. Because the goal is to find the effect of experiential marketing on repeat purchases, using consumer satisfaction as a mediating variable. The research is problem-solving (Malhotra, 2012) and its purpose is to find and influence buy-back decisions.

Judging by the location and the investigator's treatment of the study variables, this study was conducted on consumers. Furthermore, this study is a quantitative study in terms of the data and methods used. This research is fundamental in nature as it aims to create knowledge based on the phenomena being analyzed and solved (Cooper and Shindler, 2006).

According to Sugishirono (2020), a sample is the number and characteristics obtained from a population. Determination of the samples used in this study using targeted sampling techniques. According to Sugiyono (2020), sampling techniques are based on certain considerations and must be able to represent the population under investigation in a way that it can be successfully

used as a sample. The survey respondents were consumers who purchased frozen food from PT ABC, with a total of 250 respondents scattered throughout the distribution area.

Path Diagram (Diagram Jalur)

A path diagram is a tool for graphically displaying the structure of causal relationships between independent, intervening and dependent variables. A path diagram model was created based on the investigated variables. The variables examined in this study were experiential marketing, consumer satisfaction, and repeat purchases.

Results and Discussion

Based on the data, the highest gender percentage is female, with 174 respondents, or 69.6%, and the overall male gender percentage is 76 respondents, or 30.4%. This means that female consumers are more dominant in the sample responses, and PT. ABC is more female dominated. Based on data, we can see that the highest respondent is 60% she is 40-50 years old. The 50+ age group is second with a 20% share, 18-28 is third with a 10% share, and 29-39 is fourth with a 10% share. Based on the above data, it can be concluded that the age group between 40 and 50 years predominates when using or purchasing PT's products. Become a customer with ABC. The results of testing the hypotheses proposed in this study are briefly presented below.

Path Analysis Test Results

Hypothesis	B	SE	Sobel test	Note
Sense -> Repeat Purchase with Customer Satisfaction as Mediation	.502	.206	2,424	Significant
Feel -> Repeat Purchase with Customer Satisfaction as Mediation	.689	.240	2,136	Significant
Think -> Repeat Purchase with Customer Satisfaction as Mediation	.541	.223	2,118	Significant
Act -> Repurchase with Customer Satisfaction as Mediation	.421	.100	3,336	Significant
Relate -> Repeat Purchase with Customer Satisfaction as Mediation	.633	.187	2,383	Significant

Source: data processed (2022)

1. Sense -> Repeat Purchase with Customer Satisfaction as Mediation

From the results of the calculation of the Sobel test above, the score is 2.424, because the Sobel test value obtained is $2.424 > 1.96$ with a significance level of 5%, it proves that Customer Satisfaction is able to mediate the relationship between Sense and Repurchase. Based on descriptive analysis, Sense affects repurchase through satisfaction as a mediation because the product characteristics are very durable, the product is also resistant to touch, the product is not easily damaged if touched several times so as to create consumer satisfaction with frozen food products which causes consumers to repurchase.

2. Feel -> Repeat Purchase with Customer Satisfaction as Mediation

From the results of the Sobel test calculation above, the score is 2.136, because the Sobel test value obtained is $2.136 > 1.96$ with a significance level of 5%, it proves that Customer Satisfaction is able to mediate the relationship between Feel and Repurchase. Based on descriptive analysis, Feel has an effect on repurchasing through consumer satisfaction because the product can evoke Moods by providing stimuli, the product can affect the consumer's mood, can affect the consumer's overall evaluation of the product so as to create consumer satisfaction with frozen food products that cause consumers to make purchases. repeat.

3. Think -> Repeat Purchase with Customer Satisfaction as Mediation

From the results of the Sobel test calculation above, the score is 2.118, because the Sobel test value obtained is $2.118 > 1.96$ with a significance level of 5%, it proves that Customer Satisfaction is able to mediate the relationship between Think and Repurchase. Based on the descriptive analysis, Think has an effect on repurchasing through consumer satisfaction due to the product it provides an attractive package, the product can attract a consumer, it can be something that is not boring for others so as to create consumer satisfaction with frozen food products which causes consumers to make repeat purchases.

4. Act -> Repurchase with Customer Satisfaction as Mediation

From the results of the calculation of the Sobel test above, the score is 3.336, because the Sobel test value obtained is $3.336 > 1.96$ with a significance level of 5%, it proves that Customer Satisfaction is able to mediate the relationship between the influence of the Act on Repurchase. Based on descriptive analysis, the Act has an effect on repurchasing through consumer satisfaction because people's behavior depends not only on the trust of the product purchased, consumer attitudes that depend on the product to be purchased, the product can be referred to other groups or consumers so as to create consumer satisfaction with frozen food products. which causes consumers to make repeat purchases.

5. Relate -> Repeat Purchase with Customer Satisfaction as Mediation

From the results of the Sobel test calculation above, the score is 2.383, because the Sobel test value obtained is $2.383 > 1.96$ with a significance level of 5%, it proves that Customer Satisfaction is able to mediate the relationship between Relate and Re-purchase. Based on descriptive analysis, Relate has an effect on repurchasing through consumer satisfaction because the product brand is very prominent among the public, the product brand has a competitive advantage, the product brand is well known by consumers so that consumer satisfaction with frozen food products is created which causes consumers to repurchase.

Discussion

1. Experiential Marketing on Customer Satisfaction

As a result, researchers found that experiential marketing has a significant impact on customer satisfaction on frozen food products. This is consistent with research on the relationship between consumer sentiment and satisfaction (Mano and Oliver, 1993; Oliver, 1993; Westbrook and Oliver, 1991), where customer satisfaction is considered a form of emotional utility by companies. This can be achieved through how the company provides an experience so that customers can feel it when buying the products/services being sold. You can create emotional

benefits by providing a positive and memorable experience to your customers. This does not apply to places selling similar products or services. The stronger and clearer the experiential marketing of frozen food products, the more likely consumers are to be satisfied when buying a product (Mano and Oliver, 1993). On the other hand, consumers tend to be less satisfied with their purchases if the marketing experience created by PT ABC's frozen food products is thin or unclear.

Based on descriptive analysis, it is known that the Sense Experience indicator which has a low average score (mean) means that the cleanliness of the equipment is considered hygienic. In the Feel Experience indicator, it is known that the question item has a low average score (mean) which means that the environment around the outlet does not support consumers to buy frozen food there. In the Think Experience indicator, it is known that the question items that have a low average score (mean) means that the Standard SOP provided by PT ABC frozen food is still not good and not clear to consumers. In the Act Experience indicator, it is known that the question items have a low average score (mean), which means that consumers think that consuming frozen food products does not have a definite relationship with their lifestyle. And on the Relate Experience indicator, it is known that the question item that has the lowest average score (mean) means that consumers buy frozen food at outlets mostly not from other people's recommendations. With improvements or evaluations on these aspects, customers will be more satisfied when buying frozen food products.

Then it can be seen further that the most dominant indicator in Experiential Marketing in frozen food products is the Feel Experience indicator with a standardized regression weight value of 0.689. This means that PT. ABC must prioritize the feelings and emotions of consumers that arise such as comfort, safety, friendliness and speed of service / service (Mano and Oliver, 1993). Then followed by the Relate experience indicator with a standardized regression weight value of 0.633, then Think experience with a standardized regression weight value of 0.541 and Sense experience with a standardized regression weight value of 0.502. Meanwhile, the weakest indicator is Act Experience with a value of 0.421, where consumers feel they do not feel the pattern of behavior and lifestyle such as the cultural values given by frozen food products, as well as the lack of consumer interest and opinion on the frozen food products.

2. Customer Satisfaction with Repurchase

The results show that customer satisfaction has a significant effect on repeat purchases in frozen food products. This is in accordance with the theory by According to Guiltinan (1997, p.7) one of the benefits of consumer satisfaction is that it can lead to repeat purchases. The high level of consumer satisfaction will have an impact on increasing feelings of loyalty by consumers and will result in consumers returning to the same place to make repeat purchases (Guiltinan, 1997). So it is concluded that the greater the level of customer satisfaction in frozen food products, the higher the level of repeat purchases by customers of frozen food products.

Based on the causality test, it can also be seen that the most dominant standardized regression weight value in influencing repeat purchases in frozen food products is customer satisfaction (Putra, 2021). With an increase in satisfaction, consumers will repurchase frozen food products.

3. Experiential Marketing on Repurchase

The results showed that Experiential Marketing has a significant effect on Repurchase. This is in line with research by Balqiah, (2002) if the product/service is able to present an unforgettable positive experience (memorable experience) that touches their affective side, consumers will always remember the product/service when consuming similar products. Consumers will become fanatics and consciously (or unconsciously) will invite others to consume the product (Schmitt, 1999 in Balqiah, 2002, p.9). If viewed thoroughly on the validity and reliability tests, there is one indicator that must be reduced because it is not significant, which means that the frozen food product nameplate is not easy to find so that the indicator cannot support Experiential Marketing in the frozen food product. Any improvement or evaluation of this will make consumer repurchase better for PT. frozen food products. A B C.

4. Experiential Marketing on Repurchase through customer satisfaction as a mediation

Based on descriptive analysis, Experiential Marketing has an effect on repurchasing through consumer satisfaction because the product can generate moods by providing stimuli. frozen food that causes consumers to repurchase (Hasanah, 2021).

Conclusion

The results show that experiential marketing works for repeat purchases. Experiential marketing also affects customer satisfaction. Customer satisfaction also affects repurchases of frozen customers. As a result of verifying the research hypothesis, it was found that experiential marketing, which consists of the five dimensions of Sense, Feel, Think, Act, and Relate, has an indirect effect on repeat purchases through customer satisfaction as an intermediary variable.

Research Implications

The results of this study also show that customer satisfaction as a mediating variable can support the hypothesis under test. In other words, the impact of how consumers feel, feel, think, act and relate to repeat purchases can be mediated based on outcomes. Based on the analysis, businesses can encourage consumers to give consumers the opportunity to freely voice criticisms and suggestions that can play a role in enhancing the company's image and improving the company's performance.

For further research, it is hoped that respondents will be added in relation to their demographics to enable the creation of more valid and high-quality studies. So that the results obtained are better and more accurate. Additionally, additional investigators may examine other variables not included in this study so that results can be compared.

Research Limitations

The results of this study can be used as comparative and research reference material. It can also be used as a consideration for further investigation with additional variables, such as the end result may increase repurchase of the product/service.

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