

The Influence of Experiential Marketing on Consumer Satisfaction and Repurchase Intention at Warung Ayam Penyet Bang Amin

Romi Hamdani Siregar¹, Pristiyono², M. Irwansyah Hasibuan³

¹ Fakultas Ekonomi dan Bisnis Universitas Labuhan Batu

² Fakultas Ekonomi dan Bisnis Universitas Labuhan Batu

³ Fakultas Ekonomi dan Bisnis Universitas Labuhan Batu

Email: ioppo6666@gmail.com

Abstract

Keywords:

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Consumer satisfaction is one of the main keys in a business, especially the culinary business. **purpose:** To determine the effect of experiential marketing on customer satisfaction at Warung Ayam Penyet Bang Amin. To determine the effect of experiential marketing on repeat purchase intention at Warung Ayam Penyet Bang Amin. **Methods:** The method used in this study is Structural Equation Modeling (SEM) using Partial Least Square (PLS) software. Structural Equation Modeling (SEM) is a set of statistical techniques that allows testing a series of relatively complex relationships that cannot be solved by linear regression equations (Statistical Tests). **Results:** The experiential marketing variable obtained a T-statistic value of $10.819 > 1.96$ with a P-value of 0.000. This means that experiential marketing has a significant effect on customer satisfaction, or H1 is accepted, The experiential marketing variable obtained a T-statistic value of $26.283 > 1.96$ with a P-value of 0.000. This means that experiential marketing has a significant effect on repurchase interest, or H2 is accepted. **Implications:** In growing a business, efforts to improve experiential marketing need to be carefully considered, in order to increase consumer satisfaction and repurchase interest.

INTRODUCTION

Traditional marketing approaches assume that people transact for transactional and rational reasons, based solely on benefits and costs. In real life, many products and services are offered to consumers with only slight differences in the features and benefits (F&B). Features are characteristics that complement a product's basic function. Benefits, on the other hand, are performance characteristics that consumers seek in a product. Consumers are increasingly critical, assuming that product features and benefits are what they should be. When purchasing, consumers not only want to obtain the product or service offered but also seek added value in the form of a pleasant experience when interacting with it. Therefore, to overcome these weaknesses of traditional marketing, the experiential marketing (EXEM) strategy was introduced. By developing the emotional side of a product, marketers can develop the uniqueness of the brand or product, as well as the company itself. Experiential marketing is a relatively new marketing method. Experiential marketing is a strategy that targets emotionally through experiences gained from products and services (Smilansky, 2017: 12; Darmawan and Yasa, 2022). The concept of experiential marketing is a creative way to convey product and service messages by involving consumers physically and emotionally (psychological and emotional responses) so that they are encouraged to think, act, build relationships, thus creating satisfaction as consumers and then moved to make repeat purchases. The main point is to take a unique, positive approach, with memorable interactions for consumers. Experiential marketing is not a new concept but is still relevant to be reviewed today, and the culinary sector was chosen as the discussion, because it has great potential for development, considering that food and beverages are primary needs for

humans, which will always have room to continue to grow and develop. The current development of e-commerce, provides convenience including ordering culinary online and waiting for the courier to come to deliver the order to the address, but amidst this convenience there are values that consumers still need, namely the value of physical experience that will not be obtained when shopping online. There are various reasons that make customers interested in shopping and enjoying culinary delights outside their homes, including high mobility or just stopping by to meet colleagues, for recreation with family or playgroups (peer groups) to fill their free time enjoying food and drinks together, some are looking for a place to relax with a modern atmosphere, a unique place, a place equipped with educational facilities, and a place to relax with a natural feel that can be a means of relieving stress and fatigue from daily routines, and the main goal in culinary recreation is that people come to culinary tourist attractions not only to eat, but also to spend their time and get joy.

In today's era of globalization, many businesses are growing rapidly. One such industry is the culinary industry. This can be seen from Indonesia's economic growth. In the third quarter of 2022, Indonesia's economic growth reached 5.72% (Kemenkeu.go.id, 2022). This development has resulted in increasingly fierce business competition. Therefore, business owners are motivated to continue innovating and creating in response to these changes. In this competitive business environment, business owners must be more responsive in understanding consumer desires, one of which is product quality, to ensure customer satisfaction. Kotler (2016) states that product quality is the ability of a product to fulfill its function, including overall product reliability, accuracy, ease of use and progress, and other desired features. Therefore, product quality is a collection of characteristics and qualities of goods and services that have the ability to meet needs, representing a combined understanding of product reliability, accuracy, comfort, maintenance, and other characteristics. Product quality is the most fundamental factor in providing customer satisfaction and achieving success in business competition. A product can satisfy consumers if it is able to meet or even exceed their expectations (Mentang et al., 2021). Kotler et al. (2016) stated that consumer satisfaction is the result of a person's satisfaction or dissatisfaction with the perceived performance of a product or service in relation to their expectations. Consumers are dissatisfied if performance falls short of expectations. If it meets expectations, customers will be delighted. Customers are very satisfied or delighted if it exceeds expectations. This is in accordance with research by Hidayat et al. (2020) and Keloay et al. (2019) who found that product quality has a positive and significant effect on consumer satisfaction. This statement is also supported by research by Triyoko, (2022), who found that product quality has a significant effect on consumer satisfaction. Several previous studies have found that product quality also has a positive and significant effect on repurchase intention, such as research conducted by Rohman (2022) and Sukresna (2022). When consuming a product, consumers can feel very satisfied, somewhat satisfied, or unhappy with their purchase. Consumer satisfaction measures how closely a product meets customer expectations and how well customers perceive the product's performance (Triyoko, 2022). Buyers will experience disappointment if product performance does not meet their expectations, and conversely, if it meets their expectations, they will experience satisfaction. Customer satisfaction significantly determines the level of consumer expectations and the product's ability to satisfy those expectations, leading to repurchase intention (Maulana & Sukresna, 2022). This is supported by research conducted by Triyoko (2022), which states that consumer satisfaction has a significant partial effect on repurchase intention. This statement aligns with research by Rohman (2022), which states that consumer satisfaction has a positive and significant effect on repurchase intention.

The rise in the culinary business is driven by public demand, supported by lifestyles that encourage workers to eat out more often than at home (Juniman, 2017). Currently, tourists prefer to experience the local cuisine when visiting an area (Nararya, 2019). This situation has transformed eating into a culinary tourism experience, no longer just a necessity to satisfy hunger. Currently, business strategy development is no longer product-driven but rather consumer-driven,

focusing on what consumers currently want and need (Nararya, 2019). According to Liu & Tse (2018), food quality, service quality, atmosphere, and price are important factors for customers when dining at a restaurant. Therefore, businesses must pay attention to customers, especially their needs and desires. This means that the higher the level of customer satisfaction, the higher the consumer's repurchase intention.

The research object was a food stall located in Labuhan Batu Regency, North Sumatra, namely Ayam Penyet Bang Amin. Warung Ayam Penyet Bang Amin is located on Jl. Perfect, AA Residence Complex, Block B No. 8, Bakaran Batu Village, Rantau Selatan District. Warung Ayam Penyet Bang Amin is a business that sells Labuhan Batu specialty foods and drinks. Judging from several reviews left by consumers on the website, consumers who have visited Warung Ayam Penyet Bang Amin indicate that the products served by Warung Ayam Penyet Bang Amin are delicious, the portions are just right, and the prices are affordable.

METHODS

The method used in this research is Structural Equation Modeling (SEM) using Partial Least Squares (PLS) software. Structural Equation Modeling (SEM) is a set of statistical techniques that allows testing a relatively complex set of relationships that cannot be resolved by linear regression equations (statistical tests). SEM can also be considered a combination of regression analysis and factor analysis. It is also called Path Analysis or Confirmatory Factor Analysis, as both are special types of SEM. The relationship can be established between one or more dependent variables and one or more independent variables. In SEM using PLS, there are three (3) simultaneous activities: checking the validity and reliability of the instrument (confirmatory factor analysis), testing the relationship model between variables (path analysis), and obtaining a suitable model for prediction (structural model and regression analysis).

A complete model essentially consists of a measurement model and a structural model or causal model. The measurement model is used to assess validity and discriminant validity, while the structural model describes the hypothesized relationships. To facilitate SEM data processing, this study utilized statistical software, Smart PLS. The purpose of using Partial Least Squares (PLS) is to predict relationships between constructs. In the Partial Least Squares (PLS) method, the analysis techniques used are as follows:

1. Outer model analysis
2. Inner model analysis
3. Hypothesis analysis

RESULTS AND DISCUSSION

Research Location

The object of this research is Warung Ayam Penyet Bang Amin, Bakaran Batu Village, Rantau Selatan District, Labuhan Batu Regency, North Sumatra.

Population and Sampling Technique

According to (Sugiyono, 2020), a population is a generalized area consisting of objects with a certain quantity and characteristics determined by the researcher to be studied and then conclusions drawn. The population and sample in this study were customers of Warung Ayam Penyet Bang Amin, Bakaran Batu Village, Rantau Selatan District, Labuhan Batu Regency, North Sumatra.

According to (Sugiyono, 2020), a sample is a portion of the total characteristics possessed by the population. The population in this study were consumers of Warung Ayam Penyet Bang Amin, of whom the researcher sampled 100 customers each week:

Table 1
Visitor Schedule

NO	TIME	NUMBER OF VISITORS
1	Week 1	100
2	Week 2	100
3	Week 3	100
4	Week 4	100
AMOUNT		400

1. Sample

According to Sugiyono (2020), a sample is a part or representative of the population being studied. With a population of 400 people, the sample size was drawn using the Slovin formula :

$$n = \frac{N}{(1 + Ne^2)}$$

Information:

n = Number of samples

N = Population size

e = Margin of error (10% or 0,1)

So the number of samples (n) become :

$$n = \frac{400}{(1 + 400 (0,1)^2)} = 80$$

So the number of samples used is 80.

Data Collection Techniques

The instrument was a questionnaire with indicators adapted from relevant previous research. Each item was adjusted to be easily understood by respondents. The questionnaire was distributed offline to reach respondents effectively. Research data was collected using a questionnaire designed with a Likert scale of 1-5, where:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Data Analysis Techniques

Respondent Characteristics

Table 2 Overview of respondent characteristics

	Description	Amount	Percentage (%)
Gender characteristics	Man	50	62,50
	Woman	30	37,50
	Amount	80	100
Age	<23 year	45	56,25
	>23 year	35	43,75
	Amount	80	100

Source: Primary data (2026)

From the data above, it can be concluded that the largest number of respondents were male, namely 50 people, with an age level of less than 23 years, namely 45 people.

Outer Model Analysis

In the analysis stage, the outer model meets the requirements based on convergent validity, discriminant validity, and reliability. The convergent validity score can be determined by examining the correlation between the item/indicator scores and the construct. The figure below shows that the outer convergent validity model is acceptable. The structural model in this study is shown in the following figure:

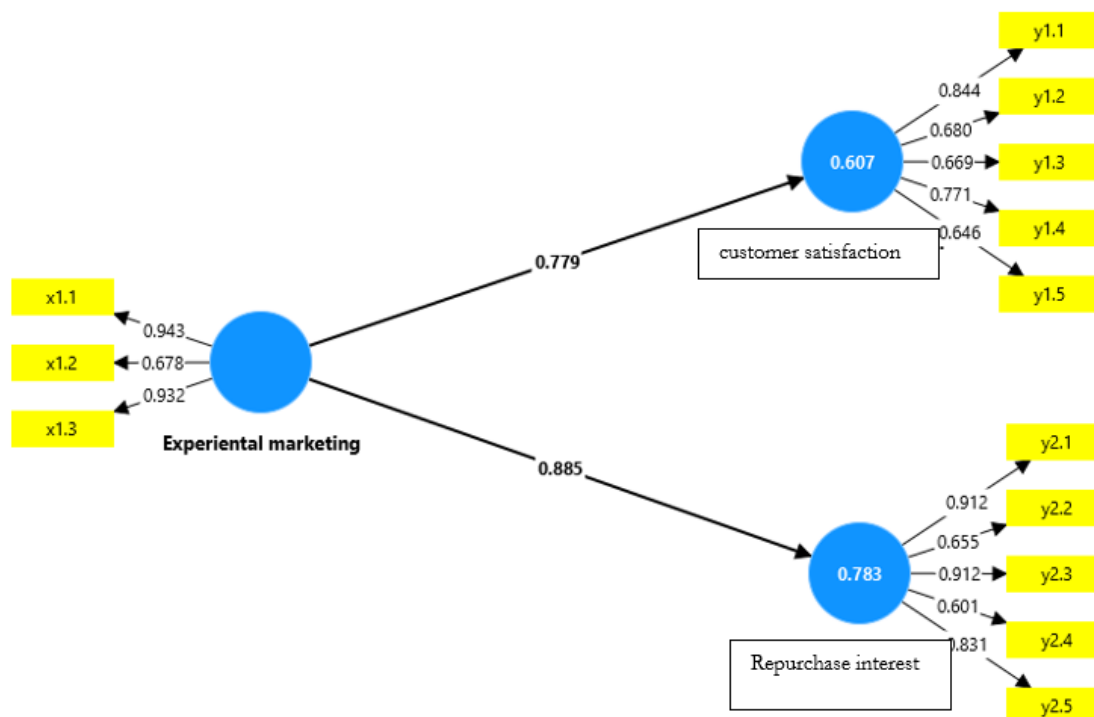


Figure 1 outer Model

Outer Loading

Outer Loading is a table containing loading factors to show the magnitude of the correlation value between indicators and latent variables. In testing convergent validity, outer loadings can be used. An indicator can be said to meet the requirements for convergent validity in the good category if it produces an outer loading value greater than 0.7, but it can also be considered acceptable if the value is between 0.5 and 0.6. The following are the outer loading values for each indicator contained in this research variable:

Table 2. Outer Loading

	Experiential marketing	Customer Satisfaction	Repurchase interest
x1.1	0,943		
x1.2	0,843		
x1.3	0,932		
y1.1		0,844	
y1.2		0,943	
y1.3		0,810	
y1.4		0,771	

y1.5		0,880	
y2.1			0,912
y2.2			0,943
y2.3			0,912
y2.4			0,912
y2.5			0,831

Source : SEM-PLS, 2026

Based on the table above, it is known that the overall loading value for each reflex construct has a loading value > 0.5 . In this regard, the model is declared to have met the criteria for good convergent validity.

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is a method for evaluating discriminant validity for each construct and latent variable. Discriminant validity can be performed by comparing the square root of average variance extracted (AVE) values for each variable in the model. A model is considered good if it obtains an AVE value greater than the correlation between the other constructs. The basis for decision-making in this study is that a variable is considered good if it obtains an AVE value of at least 0.5 (Abdillah, W., and Hartono, 2019). The following are the results of the discriminant validity test in this study:

Table 3. Discriminant Variables

	Average Variance Extracted (AVE)
Experiential marketing	0,739
Customer Satisfaction	0,642
Repurchase interest	0,629

Source : SEM-PLS, 2026.

Based on the table above, it is known that for variable X1, the AVE value is 0.739, variable Y1 has an AVE value of 0.642, and Y2 has an AVE value of 0.628. Related to this, it is known that each has an AVE value of more than 0.5, where the indicator can be explained by more than 50% or more, so that the model can be tested further.

Cross Loadings

Cross loading is another method to determine discriminant validity, namely by looking at the cross loadings value, it can be predicted that the indicators in the latent construct in their block have a greater value compared to the indicators in other blocks that have the largest value in the variables that have been formed compared to other variables.

**Table 4
Cross loading**

	Experiential marketing	Customer Satisfaction	Repurchase interest
x1.1	0,943	0,712	0,832
x1.2	0,678	0,617	0,615
x1.3	0,932	0,677	0,815
y1.1	0,745	0,844	0,778
y1.2	0,774	0,680	0,804
y1.3	0,790	0,669	0,778
y1.4	0,724	0,771	0,815
y1.5	0,887	0,646	0,778

y2.1	0,892	0,792	0,912
y2.2	0,976	0,745	0,655
y2.3	0,816	0,731	0,912
y2.4	0,758	0,771	0,601
y2.5	0,862	0,779	0,831

Source : SEM-PLS, 2026.

Based on the table above, it is stated that the indicators used in this study have good discriminant validity values.

1) *Fornell-Lacker Criterion*

The Fornell-Lacker Criterion is a method used to compare the square root of the Average Variance Extracted (AVE) for each construct with the correlation between other constructs in the model. Average Variance Extracted (AVE) can be used to test discriminant validity by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlation between the construct and other constructs in the model.

If the AVE for each construct is greater than the correlation between the construct and other constructs, then the model has good discriminant validity.

Table 5
Fornell-Lacker Criterion

	Experiential marketing	Customer Satisfaction	Repurchase interest
Experiential marketing	0,860		
Customer Satisfaction	0,779	0,726	
Repurchase interest	0,885	0,803	0,793

Source : SEM-PLS, 2026.

Based on the table above, it can be concluded that the square root of the average variance extracted (\sqrt{AVE}) for each construct is greater than the correlation between one construct and another construct in the model. From the AVE value, the constructs in the estimated model meet the discriminant validity criteria.

Reliability

1) *Composite Reliability*

The following are the results of the composite reliability test in this study:

Table 6
Composite Reliability

	Composite reliability
Experiential marketing	0,837
Customer Satisfaction	0,835
Repurchase interest	0,893

Source : SEM-PLS, 2026

Based on the table above, it is known that variable X1 obtained a composite reliability value of 0.887, variable Y1 obtained a composite reliability value of 0.835, variable Y2 obtained a composite reliability value of 0.893. In this regard, it can be seen that each variable obtained a value greater than 0.60 so that all variables are stated to be reliable.

2) **Cronbach Alpha**

Cronbach's alpha can be defined as a measure used to test the reliability of indicators within a construct. A construct is considered reliable or meets Cronbach's alpha requirements if its alpha value is >0.7 (Abdillah, W., and Hartono, 2021).

Table 7. Cronbach Alpha

	Cronbach's alpha
Experiential marketing	0,812

Customer Satisfaction	0,801
Repurchase interest	0,848

Source : SEM-PLS, 2026

Based on the table above, the results obtained can be concluded that the values of all constructs have good reliability.

Test Inner Model

The inner model test in this study, the R-square, is a value that shows how much the independent (exogenous) variable influences the dependent (endogenous) variable. The change in the R-square value can be used to determine the effect of the independent variable on the dependent variable. The following are the R-square values in this study:

Tabel 8 R Square

	R-square	R-square adjusted
Customer Satisfaction	0,607	0,602
Repurchase interest	0,783	0,780

Source : SEM-PLS, 2026.

Based on the table above, the R-Square value for equation 1 is 0.607 or 60.07%, and equation 2 is 0.783 or 78.30%. This means that the results of the structural model test obtained an R-Square value in the high category.

Bootstrapping (Hypothesis Testing)

Bootstrapping is a process in Smart PLS to assess the significance level or probability of direct effects, indirect effects, and total effects. Bootstrapping aims to be used as a resampling method by changing the data from the samples that have been obtained.

Table 9. Path Coefficients (Bootstrapping)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Experiential marketing -> Customer Satisfaction	0.779	0.794	0.072	10.819	0.000
Experiential marketing -> Repurchase interest	0.885	0.889	0.034	26.283	0.000

Source : SEM-PLS, 2026.

Based on the table above, it can be explained as follows:

- a. a. The experiential marketing variable obtained a T-statistic value of 10,819 > 1,96 with a P-value of 0.000. This means that experiential marketing has a significant effect on customer satisfaction, or H1 is accepted.
- b. The experiential marketing variable obtained a T-statistic value of 26.283 > 1.96 with a P-value of 0.000. This means that experiential marketing has a significant effect on repurchase interest, or H2 is accepted.

DISCUSSION

1. Experiential marketing has a positive and significant effect on customer satisfaction.

The experiential marketing variable obtained a T-statistic of 10.819 > 1.96 with a P-value of 0.000. This means that experiential marketing has a significant effect on customer satisfaction,

or H1 is accepted.

1. Experiential marketing has a positive and significant effect on repurchase intention. The experiential marketing variable obtained a T-statistic of $26.283 > 1.96$ with a P-value of 0.000. This means that experiential marketing has a significant effect on repurchase intention, or H2 is accepted.

CONCLUSION

Based on the discussion above, the researcher provides the following conclusions :

1. The results of the first hypothesis are accepted, the experiential marketing variable obtained a T-statistic value of $10.819 > 1.96$ with a P-value of 0.000. This means that experiential marketing has a significant effect on customer satisfaction, or H1 is accepted.
2. The results of the second hypothesis are accepted, the experiential marketing variable obtained a T-statistic value of $26.283 > 1.96$ with a P-value of 0.000. This means that experiential marketing has a significant effect on repurchase interest, or H2 is accepted.

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