



The Role of Experiential Value in Mediate Experiential Marketing on Repurchase Intention



Made Harry Darmawan ^a
Ni Nyoman Kerti Yasa ^b

Article history:

Submitted: 18 November 2021

Revised: 27 December 2021

Accepted: 09 January 2022

Keywords:

experiential marketing;
experiential value;
repurchase intention;

Abstract

The various types of culinary businesses offered are so diverse such as restaurants, cafes, lounges, and bars. One local restaurant that is well known to the public is MM Juice and Restaurant. An indicator of the success of a company is determined by the intention to repurchase its consumers on an ongoing basis which is one of the factors that MM Juice and Restaurant want to improve. This study aims to explain the role of experiential value in mediating the effect of experiential marketing on repurchase intention. This research was conducted in Denpasar City involving 185 respondents who live in Denpasar with an age range of 18 years and over and have completed high school education. The method used is online purposive sampling via Google Form. The data analysis technique used is a descriptive statistical analysis technique, path analysis, and Sobel test. The results of this study indicate that experiential marketing has a positive and significant effect on experiential value. Experiential marketing has a positive effect on repurchase intention. Experiential value has a positive and significant effect on repurchase intention. Experiential value positively and significantly mediates the effect of experiential marketing on repurchase intention at MM Juice and Restaurant in Denpasar City. The results of this study have implications for MM Juice and Restaurant in Denpasar City regarding the relationship between experiential marketing variables, experiential value, and repurchase intention.

International research journal of management, IT and social sciences © 2022.

This is an open access article under the CC BY-NC-ND license

(<https://creativecommons.org/licenses/by-nc-nd/4.0/>).

Corresponding author:

Made Harry Darmawan,

Management Study Program, Faculty of Economics and Business, Udayana University, Denpasar, Indonesia.

Email address: darmawan_harry@live.com

^a Udayana University, Denpasar, Indonesia

^b Udayana University, Denpasar, Indonesia

1 Introduction

The culinary industry has very strong potential to develop, therefore encouraging the government to support this sub-sector to be more advanced (bekraf.go.id, accessed on December 2, 2019). The rapid development of the culinary industry currently reaches 30 percent of the total revenue from the tourism and creative economy sectors (bekraf.go.id, accessed on December 2, 2019). This is also supported by the increasing population and the growth of the middle-class income community accompanied by an increase in people's purchasing power as well as the rapid pace of modern retail outlets becoming a driver of demand for the food and beverage industry (bca.co.id, accessed on December 2, 2020).

Apart from the increasing population and accompanied by an increase in purchasing power, the change in the lifestyle of modern society has created a new phenomenon in society, namely adding holidays as one of the basic needs of today's society (Syarifuddin, 2018). The shift in lifestyle in society is seen from their behavior, which is starting to be more open to new things and prefers to eat outside the home because apart from being more efficient, it is also a means of refreshing both with family and relatives (Pratiwi & Yasa, 2019). For this reason, consumers currently do not only need a place to eat as their main function but also need fulfillment from an emotional side. Now a lot of restaurants have sprung up with various concepts as places to eat and hang out (Maruto et al., 2015; Evirasanti et al., 2016; Sutrisna & Yasa, 2021).

MM Juice and Restaurants is a place of choice by students, students, and workers, besides being attractive to young people, MM Juice and Restaurant is also a culinary destination for families to eat and hang out with the family to enjoy the holidays. MM Juice and Restaurant also uses a local theme for its cuisine, which means that the food from appetizers to desserts and drinks is authentic Indonesian local food. The food dishes offered are fried rice, vermicelli, kwetiaw, noodles, dumplings, pempek, otak-otak, soup, and many others. The drink menu offered is in the form of fruit juice or a mixture of several fruits and vegetables, which are packaged in a fresh taste. MM Juice and Restaurant are always crowded with visitors, both teenagers, and adults. This place is usually used as a means of gathering together with the closest people to exchange ideas or just chatting as a form of self-actualization to show social status through consumption experiences obtained at MM Juice and Restaurant. This shows that there is a link between repurchase intention and consumption experience or in management science it is called experiential marketing (Utama, 2017; Yang, 2009).

One indicator of the success of a company is determined by the intention to repurchase its consumers on an ongoing basis (Astari & Pramudana, 2016), which is one of the factors that MM Juice and Restaurant want to improve. The good experience that customers receive from the service is another thing that can increase repurchase intention (Chang, et al., 2020). Consumers' decisions about repurchasing services from companies depend on consumer experiences in the past, and consumers will also see the current situation and conditions (Hellier et al., 2003).

Marketers can use the science of marketing management called experiential marketing which means creating a marketing experience that matches consumer expectations so that consumers have the intention to return. Experiential marketing and experiential value are concepts that are positively related (Schmitt, 1999; Österle et al., 2018). The analysis of experiential value has an impact on purchasing (Wong & Tsai, 2010 in Rosanti, 2014). Astari & Pramudana (2016), stated that experiential value has a positive and significant effect in mediating the effect of experiential marketing on repurchase intention.

Many researchers have implemented experiential marketing to create re-consumption intentions by involving experiential value (Astari & Pramudana, 2016; Skandalis et al., 2019). Sensory experience (sense marketing) has an impact on satisfaction and repurchase intention. In other words, restaurants provide consumers with an extraordinary taste experience (Razi & Lajevardi, 2016).

Schmitt (1999), divides experiential marketing into five dimensions, namely sense (a sensory experience), feel (affective experience), think (creative cognitive experience), act (physical experience, behavior, and lifestyle), and relate (social-identity experience). from relationships with reference communities or cultures). According to Andreani (2007), experiential marketing is a marketing concept that not only provides information and opportunities for customers to gain experience or benefits but also evokes emotions and feelings that are affected by marketing, especially sales.

Tetanae (2014), found that experiential marketing has a positive and significant effect on repurchase intention directly. This is also supported by Astari & Pramudana (2016), in their research on Gusto Gelato and Cafe consumers. While Lamongi et al. (2018), in their research on consumers of J.Co Donuts and Coffee Manado Town Square found that the sense, feel, think and relate experience indicators from experiential marketing had a positive but not significant effect on repurchase intention. Other than that,

Based on the research gap, it is necessary to complement the mediating variable. The suitable mediating variable added is the experiential value variable. The reason for using the experiential value variable to mediate is because it relates to the experience felt by customers of a product or service offered by marketers which has an impact on the emotional value of consumers towards the product so that consumers can remember and feel the benefits they get which leads to experiential value (Chen et al., 2014; Tsai & Wang, 2017; Fan et al., 2020). With the value of the experience felt by consumers, it will encourage repurchase intention. Experiential value according to Kotler & Keller (2008), is a concept that has a central role in marketing. Holbrook (2000), defines consumer value as a relative preference that characterizes consumer experience in interacting with certain objects such as products, services, places, events, or ideas. Consumption experience is very important for consumers because then consumers can judge a product.

The view of experiential value is based on existing interactions including direct use or appreciation of the products and services used by consumers (Rosanti, 2014). From a managerial perspective, the value of experience is an important consideration in the current experience economy (Varshneya et al., 2017). The extrinsic and intrinsic value of experiential value includes four dimensions, namely consumer return on investment, service excellence, aesthetics, and playfulness (Yanto, 2018).

Based on previous research conducted by Rosanti (2014), found that experiential marketing has a positive and significant effect on experiential value. Research by Astari & Pramudana (2016), found that experiential marketing has a positive and significant effect on repurchase intention in Gusto Gelato and Café consumers. Based on the existing background, this study aims to examine and explain the role of experiential value in mediating experiential marketing on repurchase intention in MM Juice and Restaurant consumers in the city of Denpasar (Shobeiri et al., 2013).

Literature review and hypothesis development

Experiential marketing

Andreani (2007), states that experiential marketing is a marketing concept that not only provides information and opportunities for customers to gain experience or benefits but also evokes emotions and feelings that are affected by marketing, especially sales. The same thing was also expressed by Suandana et al. (2016), which states that consumer experience greatly determines their intention to repurchase. Astari & Pramudana (2016), define interest as a psychological aspect that has a considerable effect on behavioral attitudes and interest is also a source of motivation that will direct someone to do what they do.

Experiential value

According to Overby & Lee (2006), in Astari & Pramudana (2016), value is seen as something subjective and is made based on the exchange of experiences that occur in the process of perceptual or individual transactions. Prahalad and Ramaswamy (2004) believe that opportunities for significantly enhanced value creation for companies that apply the concept of personalized co-creation experiences can be a unique source of value for companies. Gentile et al. (2007), stated as also quoted from Astari & Pramudana (2016), that experiential value can be created through consumption experience. Perception of experiential value is based on existing interactions including direct use or level of appreciation of the products and services used by consumers.

Repurchase intention

According to Cronin & Taylor (1992), which is also quoted from Hendarsono (2013), repurchase interest is customer behavior where customers respond positively to what has been given by a company and are interested in making return visits or re-consuming the company's products. Heiller et al. (2003), stated that repurchase intention occurs when consumers carry out repurchase activities for the second or more time, where the reason for repurchase is mainly triggered by consumer experiences with products or services. Repurchase intention can also determine performance achievements in the culinary sector (Yasa et al., 2020). Various strategies are carried out by business people to improve their performance (Ryidi & Yasa, 2016; Djayadiningrat et al., 2017; Putri & Yasa, 2018; Widagda et al., 2020). Business people always want to increase their repurchase intention, this is revealed in research conducted by several other researchers, including: Yulianti et al. (2014); Maruto et al. (2015); Evirasanti et al. (2016); Temaja & Yasa (2019); Sutrisna & Yasa (2021).

The effect of experiential marketing on repurchase intention

Experiential marketing is events or experiences that provide goals for exploring products and experiences to create future purchases (Wijaya & Suparna, 2017). Astari & Pramudana (2016), found that experiential marketing had a positive and significant effect on repurchase intention.

Based on research that has been done by Stania & Trenggana (2016), experiential marketing has a positive effect on the repurchase intention of Nanny's Pavilion Home consumers in Bandung. Handayani (2017), in his research also obtained the results that experiential marketing had a positive effect on repurchase interest in the 100 research samples used. In addition, a study conducted by Astarina et al. (2017); Lamongi et al. (2018), found that there is a significant effect between experiential marketing variables on repurchase intention variables. Based on this empirical study, the following hypotheses can be formulated.

H1: Experiential marketing positive and significant effect on repurchase intention.

The effect of experiential marketing on experiential value

Experiential marketing is a new way of creating customer life experiences through emotion creation (Snakers & Zajdman, 2010). Experiential value is relevant for obtaining social stimulation, which enhances the consumer shopping experience, Hoffman & Novak (1996). Experiential marketing and experiential value are concepts that are positively related (Schmitt, 1999). The results of empirical studies conducted by previous researchers found that experiential marketing affects experiential value by building a holistic experience of consumers in building their emotional side (Lacey & Morgan, 2007).

In their research, Astari & Pramudana (2016), found that experiential marketing has a positive effect on experiential value. In line with the research of Tjhin & Maulana (2017), their research also found that there was a positive and significant effect of experiential marketing on experiential value for visitors to the 2015 Asian Concrete Show.

Rosanti (2014), in their research also found a positive relationship between experiential marketing and experiential value in the smartphone industry. In addition, Prastyaningasih (2014), found a positive relationship between experiential marketing and experiential value in a case study at Hormoz Hotel – Bandar-e-Abbas. Based on previous empirical studies, the following hypotheses can be formulated.

H2: Experiential marketing positive and significant effect on experiential value.

The effect of experiential value on repurchase intention

According to Overby & Lee (2006) in Astari & Pramudana (2016), value is seen as something subjective and is made based on the exchange of experiences that occur in the process of perceptual or individual transactions. Yanto (2018), in his research on Pasa Rame restaurant consumers in Surabaya, found a positive relationship regarding the effect of experiential value on repurchase intention. In addition, Astari & Pramudana (2016), in their research also found a positive effect of experiential value on repurchase intention. Rosanti (2014), and Tirtayani et al. (2017), obtained the results of the analysis of experiential values which showed that feel, act, and relate (part of experiential marketing) had an impact on purchasing. Based on this empirical study, the following hypotheses can be formulated.

H3: Experiential value positive and significant effect on repurchase intention.

The role of experiential value in mediate experiential marketing on repurchase intention

Yanto (2018), found the role of experiential value in mediating experiential marketing variables on purchase intention at the Pasa Rame restaurant in Surabaya. Astari & Pramudana (2016), also obtained research results that experiential value can be a mediator for the relationship of experiential marketing to repurchase intention in Gusto Gelato consumers in Seminyak Kuta. Based on this empirical study, the following hypotheses can be formulated.

H4: Experiential value plays a significant role in mediating experiential marketing variables on repurchase intention.

Based on the study of empirical studies and the relationship between constructs, the research model can be presented as shown in Figure 1.

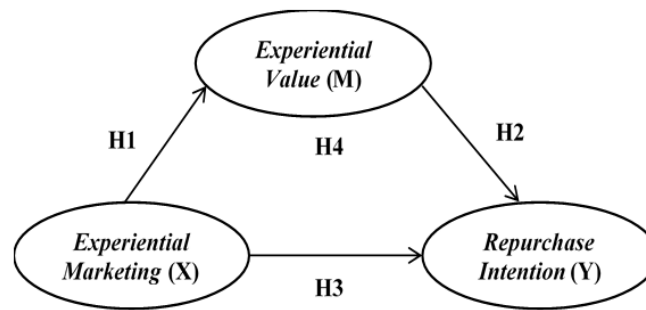


Figure 1. Research model

2 Materials and Methods

This research is in the form of associative because it discusses the relationship between research constructs. The research targets consumers who frequently visit MM Juice and Restaurant in Denpasar. Each construct consists of dimensions and many indicators as presented in Table 1. The method of determining the sample used is a non-probability sampling technique, namely purposive sampling with a size of 185 consumers taken from the consumer population who visited MM Juice and Restaurant. This measure is determined by a formula of 5 times the number of research indicators, which is 37 indicators.

This study consists of quantitative data, namely the respondent's age, gender, and occupation, and qualitative data, namely the respondent's opinion on statements that include experiential marketing, experiential value, and repurchase intention. Data obtained from two sources, namely the primary source is the operational manager branch Bali MM Juice and Restaurant as well as respondents who directly provide answers to the questions posed in the questionnaire, and secondary sources are institutions or agencies that have various related data, namely the Bali Provincial Government, news sites online, and the results of previous studies. Data were collected using a research instrument in the form of a questionnaire. Each research indicator will be measured using a Likert scale with a scale of 1 to 5 points, ranging from strongly disagree to strongly agree. Questionnaires were distributed to respondents online through the Google Form service with the aim of time efficiency.

Before being used to test the hypothesis, the data obtained through the research instrument were tested for validity and reliability. The analysis technique used consists of descriptive statistics and inferential statistics. Descriptive statistical analysis is used in the form of describing the assessment of respondents' answers which is carried out through questionnaires regarding the variables studied using indicators from each predetermined variable, and inferential analysis used is a path analysis technique assisted by statistical software. the SPSS program for windows.

3 Results and Discussions

From the results of the analysis, it was revealed that from 185 respondents, male respondents were dominated by a percentage of 57 percent while female respondents with a percentage of 43 percent were divided into respondents in the age range of 18-20 years with a percentage of 5 percent, ages 21-25 years. with a percentage of 79 percent, ages 26-30 years with a percentage of 11 percent, then ages 31-35 years with a percentage of 4 percent, and ages over 35 years with a percentage of 1 percent.

This study also shows that from 185 respondents to MM Juice and Restaurant based on job criteria, it is known that there are 10 respondents with a percentage of 5 percent as State Civil Apparatus, 5 respondents with a percentage of 3 percent as housewives, 82 respondents with a percentage of 44 percent as students, 56 respondents with a percentage of 30 percent as private employees, 10 respondents with a percentage of 5 percent as professionals and finally 22 respondents with a percentage of 12 percent as entrepreneurs.

Table 1
Validity test results

No	Variable	Dimension	Indicator	Correlation	Information		
				Total Items			
1	Experiential Marketing (X1)	Sense	X1.11	0.888	Valid		
			X1.12	0.762	Valid		
			X1.13	0.768	Valid		
			X1.14	0.765	Valid		
			X1.15	0.763	Valid		
		Feel	X1.21	0.874	Valid		
			X1.22	0.859	Valid		
			X1.23	0.917	Valid		
			X1.24	0.884	Valid		
			X1.25	0.884	Valid		
		Think	X1.31	0.805	Valid		
			X1.32	0.899	Valid		
			X1.33	0.866	Valid		
			X1.34	0.911	Valid		
		Act	X1.41	0.867	Valid		
			X1.42	0.819	Valid		
			X1.43	0.637	Valid		
			X1.44	0.877	Valid		
		Relate	X1.51	0.714	Valid		
X1.52	0.907		Valid				
X1.53	0.913		Valid				
X1.54	0.925		Valid				
2	Experiential Value (M1)	CROI	M1.11	0.950	Valid		
			M1.12	0.849	Valid		
			M1.13	0.894	Valid		
		Excellent Service	M1.21	0.903	Valid		
			M1.22	0.828	Valid		
			M1.23	0.866	Valid		
		Aesthetics	M1.31	0.933	Valid		
			M1.32	0.949	Valid		
		Playfulness	M1.41	0.908	Valid		
			M1.42	0.881	Valid		
			M1.43	0.902	Valid		
		3	Repurchase Intention (Y1)	-	Y1.1	0.831	Valid
					Y1.2	0.952	Valid
Y1.3	0.935				Valid		
Y1.4	0.907				Valid		

The test results in Table 1 show that all the research instruments used to measure the experiential marketing, experiential value and repurchase intention variables are valid and suitable to be used as research instruments.

Table 2
Reliability test results

No	Variable	Cronbach's Alpha	Information
1	Experiential Marketing (X1)	0.945	Reliable
2	Experiential Value (M1)	0.930	Reliable
3	Repurchase Intention (Y1)	0.927	Reliable

The results of the reliability test in Table 2 show that the three research instruments have a Cronbach's Alpha coefficient of more than 0.60 then the instrument is reliable, so it can be used in this study.

Path analysis

Table 3
Results of path analysis of regression equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	0.372	0.148		2,517	0.013
	Experiential Marketing	0.909	0.036	0.882	25,383	0.000
R ²	: 0.779					
F statistics	: 644,308					
Sig. F	: 0.000					

Source: primary data processed, 2021

The value is some 0.882 having β_1 experiential marketing positive effect on the experiential value, this shows that if the variable experiential marketing increase then the experiential value from MM Juice and Restaurant will increase. The magnitude of the effect of the independent variable on the dependent variable is indicated by the value of total determination (R-square) of 0.779 means that 77.9 percent of the variation experiential value effected by variation experiential marketing, while the remaining 44.9 percent is explained by other factors not included in the model.

Table 4
Result of path analysis of regression equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	(0.586)	0.215		(2,720)	0.007
	Experiential Marketing	0.506	0.109	0.393	4,644	0.000
	Experiential Value	0.597	0.106	0.477	5,636	0.000
R ²	: 0.712					
F statistics	: 224,969					
Sig. F	: 0.000					

The value of 2 is 0.393 means experiential marketing positive effect on repurchase intention, if the variable experiential marketing increases then the variable repurchase intention in MM Juice and Restaurant increase. The value of 3 is 0.477 which means experiential value positive effect on repurchase intention (Wu et al., 2014), if the variable experiential value increases then the variable repurchase intention MM Juice and Restaurant increase. The magnitude of the effect of the independent variable on the dependent variable is indicated by the value of total determination (R-square) of 0.712 means that 71.2 percent of the variation repurchase intention is affected by variation experiential

marketing and experiential value, while the remaining 28.8 percent is explained by other factors into the model (Ho & Chung, 2020; Heryana & Yasa, 2020).

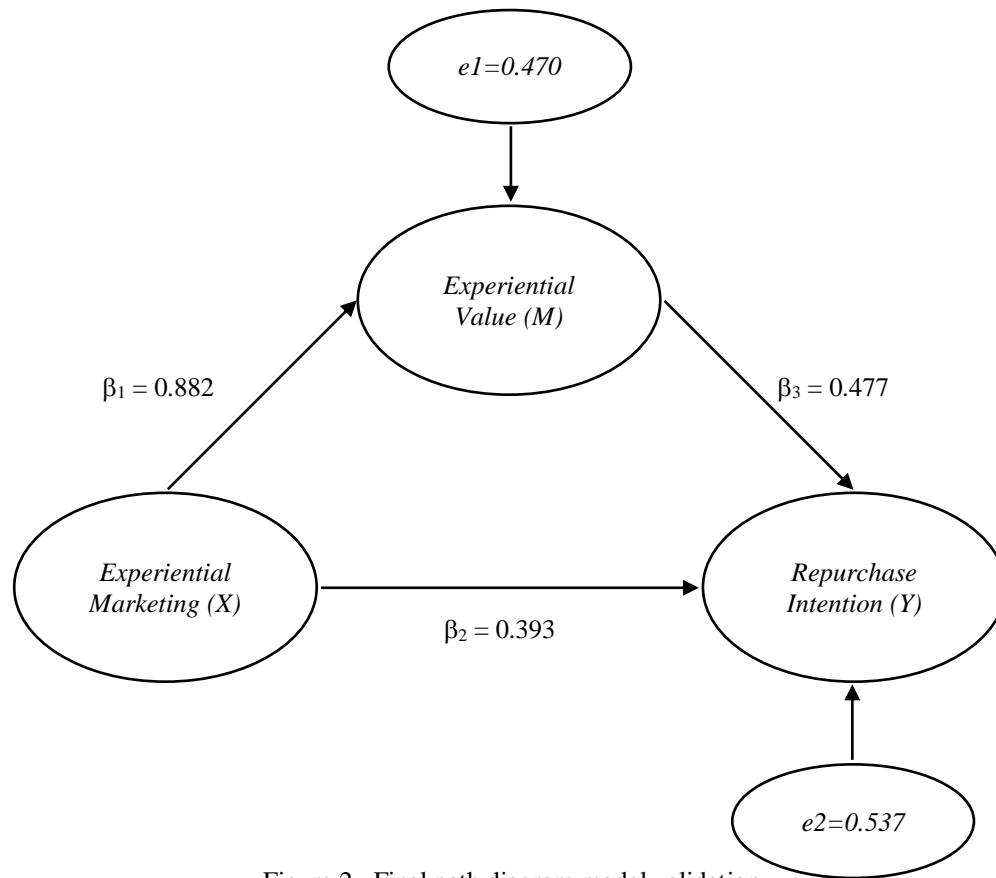


Figure 2. Final path diagram model validation

Based on the path diagram in Figure 2, it can be calculated the magnitude of the direct and indirect effects as well as the total effect between variables. The calculation of the effect between variables is summarized in Table 5 as follows.

Table 5
Direct effect and indirect effect and total effect experiential marketing (X), experiential value (M), and repurchase intention (Y)

Variable Effect	Direct Effect	Indirect Effect Through Experiential Value (M)($\beta_1 \times \beta_3$)	Total Effect
X → M	0.882	-	0.882
X → Y	0.393	0.421	0.898
M → Y	0.477	-	0.477

Primary Data, 2021

The data show that experiential marketing direct effect on repurchase intention by 39.3 percent, mediated by the variable experiential value then the indirect effect is 42.1 percent, and the total effect is 89.8 percent. The results show that experiential value mediates the effect of experiential marketing to repurchase intention partially (Darmayasa & Yasa, 2021).

Sobel test

Based on the results of the Sobel test in Table 6, it shows that the calculated Z value is $5.49289 > 1.96$ with a significance value of $0.0000 < 0.05$, which means the experiential value is a variable that mediates the effect of experiential marketing to repurchase intention to consumers MM Juice and Restaurant in Denpasar City or in other words experiential marketing have an indirect effect on repurchase intention through experiential value.

Table 6
Sobel test results

Z value	Sig
5,49289	0.00000

Primary Data, 2021

The effect of experiential marketing on experiential value

Based on the results of the analysis of experiential marketing to the experiential value obtained a significance value of 0.000 with a beta coefficient of 0.882 with a t value of 25.383. A significance value of $0.000 < 0.05$ indicates that H0 is rejected and H1 is accepted. The results in this study mean that experiential marketing has a positive and significant effect on the experiential value, this implies that the larger experiential marketing implemented by MM Juice and Restaurant, then the bigger experiential value consumers against MM Juice and Restaurant.

The results of this study are following previous research conducted by [Astari & Pramudana \(2016\)](#), which stated that experiential marketing positive effect on experiential value. The results of research from [Tjhin & Maulana \(2017\)](#), are also supported by research conducted by [Rosanti \(2014\)](#), which states that experiential marketing has a positive and significant impact on experiential value.

The effect of experiential marketing on repurchase intention

Based on the results of the analyze experiential marketing to repurchase intention obtained a significance value of 0.000 with a beta coefficient of 0.393 with a t-value of 4.644. A significance value of $0.000 < 0.05$ indicates that H0 is rejected and H2 is accepted. The results in this study mean that experiential marketing has a positive and significant effect on repurchase intention, this shows that the better experiential value implemented by MM Juice and Restaurant, then the higher repurchase intention consumers against MM Juice and Restaurant. The results of this study are following research conducted by [Stania & Trenggana \(2016\)](#), which states that experiential marketing positive effect on repurchase intention, the results of this study are also in line with research conducted by [Handayani \(2017\)](#) and [Lamongi et al. \(2018\)](#).

The effect of experiential value on repurchase intention

Based on the results of the analyzed experiential value to repurchase intention obtained a significance value of 0.000 with a beta coefficient of 0.477 with a t-value of 5.636. A significance value of $0.000 < 0.05$ indicates that H0 is rejected and H3 is accepted. This result means that experiential value has a positive and significant effect on repurchase intention, this shows that the better experiential value implemented by MM Juice and Restaurant, then the bigger repurchase intention consumers against MM Juice and Restaurant.

The results of this study are following research conducted by [Astari & Pramudana \(2016\)](#), stating that experiential value positive effect on repurchase intention, this is also supported by another study conducted by [Yanto \(2018\)](#), which found that experiential value has a positive and significant effect on repurchase intention.

The experiential value mediates on the effect of experiential marketing on repurchase intention

Based on the results of testing the fourth hypothesis (H4), the Z value of 5.49289 is obtained which is greater than the Z table value of 1.96. This shows that H4 is acceptable, so it can be interpreted that experiential value can mediate the effect of experiential marketing to repurchase intention, in other words, experiential marketing has an indirect effect on repurchase intention through experiential value.

The results of this study are following the research conducted by [Astari & Pramudana \(2016\)](#), which found that experiential value can be a mediator for the relationship experiential marketing to repurchase intention, this research is also supported by [Yanto \(2018\)](#), who found the role of experiential value in mediating experiential marketing to repurchase intention.

Managerial implications and limitations

The results of this study indicate that experiential marketing has a strong direct effect on experiential value by 55.1 percent. Important for parties MM Juice and Restaurant to ensure that the implementation of experiential marketing has been carried out properly and appropriately through a strong concept by combining sense, feel, think, act, and relate so that in the future it can consistently create experiential value for consumers who visit MM Juice and Restaurant.

This study also shows that experiential value can directly affect consumers' repurchase intention to visit MM Juice and Restaurant. Increasing activities to create experiential value is one of the crucial tasks for MM Juice and Restaurant because the experiential value can at least create customer satisfaction from pleasant and responsive services. This then has an impact on consumer repurchase intention, which is one of the determining factors for the success of MM Juice and Restaurant. This research was only conducted within a certain period (cross-section), while the environment can change at any time (dynamic), so this research needs to be done again in the future.

4 Conclusion

Based on the results of the discussion of research that has been carried out, it can be concluded that experiential value can mediate the effect of experiential marketing on repurchase intention. This illustrates that the effect of experiential marketing variables on purchase intention has increased with the presence of experiential value mediator variables.

Based on the results of the analysis, the suggestions that can be given for MM Juice and Restaurant should provide continuous innovation and other stimuli to provide a consumption experience to consumers regarding a strong and unique service concept, so that it can support the lifestyle needs of consumers. This is expected to continue to increase the attractiveness of MM Juice and Restaurant. For further researchers, with a scope that is only in Denpasar City, it is hoped that further researchers can develop research objects in Bali Province and other districts.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

Acknowledgments

We are grateful to two anonymous reviewers for their valuable comments on the earlier version of this paper.

References

- Andreani, F. (2007). Experiential marketing (sebuah pendekatan pemasaran). *Jurnal Manajemen Pemasaran*, 2(1).
- Astari, W. F., & Pramudana, K. A. S. (2016). Peran experiential value dalam memediasi pengaruh experiential marketing terhadap repurchase intention. *Matrik: Jurnal Manajemen, Strategi Bisnis dan Kewirausahaan*, 10.
- Astarina, I.G.A., Giantari, I.G.A.K., Yasa, N.N.K. (2017). Peran Kepercayaan Memediasi Pengaruh Pengalaman Terhadap Niat Menggunakan Kembali Jasa Go-Jek Di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 6(5).
- Chang, W. J., Liao, S. H., Chung, Y. C., & Chen, H. P. (2020). Service quality, experiential value and repurchase intention for medical cosmetology clinic: moderating effect of Generation. *Total Quality Management & Business Excellence*, 31(9-10), 1077-1097.
- Chen, H. B., Yeh, S. S., & Huan, T. C. (2014). Nostalgic emotion, experiential value, brand image, and consumption intentions of customers of nostalgic-themed restaurants. *Journal of Business Research*, 67(3), 354-360. <https://doi.org/10.1016/j.jbusres.2013.01.003>
- Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. *Journal of marketing*, 56(3), 55-68.
- Darmayasa, G. N. A. R., & Yasa, N. N. K. (2021). The influence of relationship marketing on customer loyalty: Customer satisfaction as a mediation variable. *International Research Journal of Management, IT and Social Sciences*, 8(6), 648-660. <https://doi.org/10.21744/irjmis.v8n6.1963>
- Djayadiningrat, A. F., Sukaatmadja, I. P. G., & Yasa, N. N. K. (2017). Peran Inovasi Produk Memediasi Orientasi Kewirausahaan terhadap Kinerja Pemasaran Imk Sektor Industri Makanan Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 6(9), 253463.
- Evirasanti, M., Rahyuda, K., & Yasa, N. (2016). Pengaruh Kualitas Makanan, Kualitas Layanan Dan Lingkungan Fisik Terhadap Kepuasan Dan Behavioral Intentions (Studi Di Métis Restaurant). *E-Jurnal Ekonomi dan Bisnis Universitas Udayana*, 5(12), 4331-4358.
- Fan, D. X., Hsu, C. H., & Lin, B. (2020). Tourists' experiential value co-creation through online social contacts: Customer-dominant logic perspective. *Journal of Business Research*, 108, 163-173. <https://doi.org/10.1016/j.jbusres.2019.11.008>
- Gentile, C., Spiller, N., & Noci, G. (2007). How to sustain the customer experience:: An overview of experience components that co-create value with the customer. *European management journal*, 25(5), 395-410. <https://doi.org/10.1016/j.emj.2007.08.005>
- Handayani, F. (2017). Pengaruh Dimensi Experiential Marketing terhadap Minat Beli Ulang Konsumen Pada Owl Café di Bandar Lampung.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European journal of marketing*.
- Hendarsono, G. (2013). Analisa pengaruh Experiential marketing terhadap minat beli ulang konsumen cafe buntos 99 Sidoarjo. *Jurnal Strategi Pemasaran*, 1(2), 1-8.
- Heryana, D. K., & Yasa, N. N. K. (2020). Effect of electronic word of mouth on repurchase intention mediated by brand attitude. *International Research Journal of Management, IT and Social Sciences*, 7(2), 9-20. <https://doi.org/10.21744/irjmis.v7n2.854>
- Ho, M. H. W., & Chung, H. F. (2020). Customer engagement, customer equity and repurchase intention in mobile apps. *Journal of business research*, 121, 13-21. <https://doi.org/10.1016/j.jbusres.2020.07.046>
- Hoffman, D. L., & Novak, T. P. (1996). Marketing in hypermedia computer-mediated environments: Conceptual foundations. *Journal of marketing*, 60(3), 50-68.
- Holbrook, M. B. (2000). The millennial consumer in the texts of our times: Experience and entertainment. *Journal of Macromarketing*, 20(2), 178-192.
- Kotler, P., & Keller, K. L. (2008). Marketing strategy. London Business Forum, <https://www.youtube.com/atch>.
- Lacey, R., Suh, J., & Morgan, R. M. (2007). Differential effects of preferential treatment levels on relational outcomes. *Journal of service research*, 9(3), 241-256.
- Lamongi, J., Tumbuan, W. J., & Loindong, S. S. (2018). Pengaruh Experiential Marketing terhadap Minat Beli Ulang Konsumen di J. CO Donuts dan Coffee Manado Town Square Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 6(4).
- Maruto, D. R., Kusuma, A. A. A., & Kerti Yasa, N. N. (2015). *Pengaruh Motivasi, Persepsi Kualitas, dan Sikap Konsumen Pada Perilaku Pembelian Ulang* (Doctoral dissertation, Udayana University).

- Österle, B., Kuhn, M. M., & Henseler, J. (2018). Brand worlds: Introducing experiential marketing to B2B branding. *Industrial Marketing Management*, 72, 71-98. <https://doi.org/10.1016/j.indmarman.2018.04.015>
- Overby, J. W., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business research*, 59(10-11), 1160-1166. <https://doi.org/10.1016/j.jbusres.2006.03.008>
- Prastyaningsih, A. S. (2014). Pengaruh Customer Experience Terhadap Repurchase Intention (Niat Membeli Ulang)(Survei pada Konsumen KFC di Lingkungan Warga RW 3 Desa Kandangrejo, Kedungpring, Lamongan). *Jurnal Administrasi Bisnis*, 16(1).
- Pratiwi, N. M. I., & Yasa, N. N. K. (2019). The Effect Of Store Atmosphere, Social Media Marketing, And Lifestyle On Purchase Decisions On Consumers Of The Alleyway Cafe. *European Journal of Management and Marketing Studies*.
- Putri, N. K. N., & Yasa, N. N. K. (2018). Peran Inovasi Produk Memediasi Orientasi Pasar terhadap Kinerja Pemasaran (Studi pada Usaha Mikro, Kecil dan Menengah Pie Susu di Kota Denpasar). *Matrik: Jurnal Manajemen, Strategi Bisnis Dan Kewirausahaan*, 111-120.
- Razi, F. F., & Lajevardi, M. (2016). Sense Marketing, Experiential Marketing, Customer Satisfaction, and Repurchase Intention. *Journal of Marketing and Consumer Research*, 21, 67-75.
- Rosanti, N. (2014). Pengaruh Experiential Marketing Dan Experiential Value Terhadap Customer Satisfaction (Survei Pada Mahasiswa Fia Bisnis 2013/2014 Pengguna Android Samsung). *Jurnal Administrasi Bisnis*, 16(1).
- Ryadi, N. A. K., & Yasa, N. N. K. (2016). *Kemampuan Inovasi Memediasi Pengaruh Orientasi Kewirausahaan Terhadap Kinerja Produk Imk Sektor Industri Makanan Di Kota Denpasar* (Doctoral dissertation, Udayana University).
- Schmitt, B. (1999). Experiential marketing. *Journal of marketing management*, 15(1-3), 53-67.
- Shobeiri, S., Laroche, M., & Mazaheri, E. (2013). Shaping e-retailer's website personality: The importance of experiential marketing. *Journal of retailing and consumer services*, 20(1), 102-110. <https://doi.org/10.1016/j.jretconser.2012.10.011>
- Skandalis, A., Byrom, J., & Banister, E. (2019). Experiential marketing and the changing nature of extraordinary experiences in post-postmodern consumer culture. *Journal of Business Research*, 97, 43-50. <https://doi.org/10.1016/j.jbusres.2018.12.056>
- Snakers, E., & Zajdman, E. (2010). Does experiential marketing affect the behavior of luxury goods' consumers?.
- Stania, A. B., & Trenggana, A. F. M. (2016). Pengaruh Experiential Marketing Terhadap Repurchase Intention Melalui Customer Satisfaction Sebagai Intervening Variabel (konsumen Di Nanny's Pavillon Home (konsumen Di Nanny's Pavillon Home). *eProceedings of Management*, 3(1).
- Suandana, N. P. W., Rahyuda, K., & Yasa, N. N. K. (2016). Pengaruh Pengalaman Membeli Produk Fashion Terhadap Niat Membeli Kembali Melalui Kepuasan Dan Kepercayaan Pelanggan. *Jurnal Manajemen, Strategi Bisnis, dan Kewirausahaan*, 10(1), 85-97.
- Sutrisna, I.K.G.W., & Yasa, N.N.K. (2021). The Role of Brand Image in Mediating the Effect of Product Quality Towards Repurchase Intention at "Umah Lokal" Coffee Shop. *American International Journal of Business and Management*, 4(2), 1-17.
- Syarifuddin, S. (2018). The effect of using the scientific approach through concept understanding and critical thinking in science. *Jurnal Prima Edukasia*, 6(1), 21-31.
- Temaja, G. A., & Yasa, N. K. (2019). The Influence of Word of Mouth on Brand Image and Purchase Intention (A study on the potential customers of Kakiang Garden Cafe Ubud). *International Journal of Business Management and Economic Research*, 10, 1552-1560.
- Tetanoë, V. R. (2014). Pengaruh experiential marketing terhadap pembelian ulang dengan kepuasan pelanggan sebagai variable intervening di Breadtalk Surabaya Town Square. *Jurnal Strategi Pemasaran*, 2(1), 1-12.
- Tirtayani, I. G. A., Ekawati, N. W., & Yasa, N. N. K. (2017). Peran Perceived Value Dalam Memediasi Pengaruh Green Marketing Terhadap Purchase Intention. In *Forum Manajemen STIMI Handayani Denpasar* (Vol. 14, No. 2, pp. 1-14).
- Tjhin, V. U., & Maulana, S. (2017). Peran Situs Web dalam Meningkatkan Experiential Marketing dan Experiential Value terhadap Kepuasan Pengunjung Concrete Show Se-Asia 2015. *Ultima InfoSys: Jurnal Ilmu Sistem Informasi*, 8(1), 1-8.
- Tsai, C. T. S., & Wang, Y. C. (2017). Experiential value in branding food tourism. *Journal of Destination Marketing & Management*, 6(1), 56-65. <https://doi.org/10.1016/j.jdmm.2016.02.003>
- Utama, I. P. (2017). The mediating role of relationship quality in association of brand performance and repurchase intention: Evidences of balinese traditional food business at Star Hotels. *WCBM 2017*, 179.

- Varshneya, G., Das, G., & Khare, A. (2017). Experiential value: a review and future research directions. *Marketing Intelligence & Planning*.
- Widagda, IGNJA., Yasa, N.N.K., Shamia, KL., & Saputra. (2020). The Model Development of Business Strategy of Sme Restaurant Industry During The Covid 19 Pandemic: A Conceptual Model, *SSRG – International Journal of Economic and Management Studies*, 7(10), 39-44
- Wijaya, P. E. S. A., & Suparna, G. (2017). *Peran Customer Satisfaction Memediasi Pengaruh Experiential Marketing Terhadap Repeat Purchase Pada Mangsi Coffee Di Denpasar* (Doctoral dissertation, Udayana University).
- Wong, H. L., & Tsai, M. C. (2010). The effects of service encounter and experiential value on consumer purchasing behavior. *Wseas Transactions on Business and Economic*, 2(7), 59-68.
- Wu, L. Y., Chen, K. Y., Chen, P. Y., & Cheng, S. L. (2014). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of business research*, 67(1), 2768-2776. <https://doi.org/10.1016/j.jbusres.2012.09.007>
- Yang, C. Y. (2009). The Study Of Repurchase Intentions In Experiential Marketing-An Empirical Study Of The Franchise Restaurant. *International Journal of Organizational Innovation*, 2(2).
- Yanto, B. (2018). Pengaruh *Experiential Marketing* terhadap *Repurchase Intention* melalui *Experiential Value* pada Konsumen Restoran Pasa Rame di Surabaya. *Jurnal Universitas Katolik Widya Mandala*. 10(1).
- Yasa, N. N., Widagda, G. N. A. J., Asih, D., Telagawathi, N. L., Giantari, G. A., Setini, M., & Rekarti, E. (2020). The Business Performance of Culinary Sector: A Study of SMEs Sector in Bali. *International Journal of Economics & Business Administration (IJEBA)*, 8(4), 184-196.
- Yulianti, N. M. D. R., Suprpti, N. W. S., & Yasa, N. N. K. (2014). Pengaruh citra toko terhadap kepuasan pelanggan dan niat beli ulang pada Circle K di Kota Denpasar. *Jurnal Manajemen Strategi Bisnis dan Kewirausahaan*, 8(1), 36-44.