

The Effect of Sensoric Marketing on McDonald's Consumer Repurchase Intention in Bandar Lampung City with Customer Satisfaction as Mediation Variable

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ABSTRACT

People are eating differently now; they like quick and easy meals. Only in Indonesia are there a lot of fast food restaurants. One of the main fast food chains that has market dominance in Indonesia is McDonald's. In Indonesia, McDonald's built many locations, including Bandar Lampung. The findings of the Google review section reveal that many McDonald's patrons in Bandar Lampung are still not happy with their sensory encounter there. In this study, the mediating variable is satisfaction, which is used to explore how sensory marketing affects consumer repurchase intentions. Based on the questionnaire of 250 respondents, it has been shown that both customer satisfaction and sensory marketing have a favorable and considerable influence on consumers' intentions to make more purchases. Additionally, there is a positive and significant association between sensory marketing and repurchase intention, with satisfaction acting as a mediating component

INTRODUCTION

Economic progress and technological advances have changed people's behavior because life is becoming more practical, rapid, and inexpensive. Consumers buying products that satisfy their requirements shows this impact. Fierce competition forces organizations to consider boosting product and service repurchase intentions. Repurchase intention is a consumer's desire to buy the same brand or service again (Goh et al., 2016). Today, firms utilize sensory marketing to improve customer happiness (Kumar & Kumar, 2020). Kim et al. (2020) found that sensory marketing improves customer satisfaction, notably for olfactory and auditory inputs.

Krishna (2012) states that sensory marketing engages the five senses: sight, smell, hearing, taste, and touch. The five senses can subconsciously influence consumer perception, evaluation, and behavior by defining consumer perceptions of abstract ideas from a product to brand personality (such as quality, sophistication, innovation, elegance, interactivity, and modernity) to influence the perceived quality of abstract attributes like taste, color, shape, or smell. Human sight is crucial. Sight is one of the most powerful stimulants of customer curiosity, notably in color, packaging, and store or restaurant design (Hoyer et al., 2018). Food marketers focus on taste as a sensory marketing characteristic since taste can influence consumers' buying decisions (Hoyer et al., 2018). Sound is a sense. Consumers pay more attention to loud music, sounds, and strikes (Hoyer et al., 2018). Dan Sound absorbs and retains information (Jang & Lee, 2019). The aroma instantly evokes consumer memories (Jang & Lee, 2019). Aroma affects mood (Hoyer et al., 2018). Finally, sensory marketing uses touch. Touch is a sensory component that the skin perceives when a person touches something or someone, creating a relationship, changing emotions, and affecting communication (Jang & Lee, 2019).

In this globalized period, urban groups live quickly and practically (Mambela in Ufrida & Harianto, 2022). Most individuals desire precision and speed. Restaurants, especially fast food chains, continually change to fulfill consumers' basic demands. Fast food establishments can grow; thus, many have opened. According to the 2018–2022 Top Brand Index survey there are Three fast food chains dominate Indonesia as shown in the table below.

Table 1. Fast Food Restaurant Top Brand Index Survey from 2018-2022

Brands	2018	2019	2020	2021	2022
KFC	42.70%	26.20%	26.40%	27.20%	27.20%
McDonald's	24.30%	22.40%	22.80%	26.00%	26.20%
Hoka-Hoka Bento	5.80%	5.40%	6.50%	8.50%	9.40%

Source: Top Brand Award, 2022 (www.topbrand-award.com)

McDonald's can control Indonesia's fast food sector. McDonald's, founded in 1955 in California, is the world's largest fast-food chain, known for its Big Mac burger. McDonald's operates thousands of restaurants in 100 countries, including Indonesia. McDonald's initially opened in Sarinah, Thamrin, Indonesia, in 1991. In 2009, Rekso Group subsidiary PT. Rekso Nasional Food (RNF) signed a Master Franchise Agreement with McDonald's International Property Company

(MIPCO) to operate all McDonald's restaurants in Indonesia and open new ones. PT. RNF has opened over 200 McDonald's locations in Indonesia and employs over 14,000 people (McDonald's.co.id).

McDonald's in Bandar Lampung faces intense competition due to Lampung's location as the gateway to Sumatra Island and its demographics, which support restaurant growth. McDonald's faces fast food competition in Bandar Lampung. Bandar Lampung's economy has grown in the fast food and culinary industries. The fast-food restaurant sector in Bandar Lampung is also growing due to the city's enormous population of 1,184,949 (bps.go.id) and the people's lifestyle of rapid gratification. This created Bandar Lampung's fast-food restaurant business potential. McDonald's Bandar Lampung City's competitors and outlets are listed below.

McDonald's uses visual, auditory, olfactory, and tactile marketing. McDonald's restaurants promote energy with bright colors, patterns, and shapes. Colorful play areas attract kids and parents (Lorre in Mbatha et al., 2023). McDonald's also tests products before releasing them to the public. Before offering these products abroad, Machala in Mbatha et al. (2023) wants to know how consumers like them. Then, McDonald's uses jingle music, I'm lovin' it, to impact its customers' hearing (Mbatha et al., 2023).

McDonald's fries their potatoes in canola oil, giving them a distinct, memorable fragrance. Certain McDonald's locations have sensory touch screens. This technique adds texture and interactivity to their food and menus. This method (installing a touch screen) should allow McDonald's customers to order directly. Customers can customize food using the ordering screen engine (Mbatha et al., 2023). McDonald's has used sensory marketing to boost customer satisfaction and brand loyalty, hoping to become the community's top option. The researcher uncovered customer complaints about McDonald's Bandar Lampung's sensory experience. Google Review provides the reviews. Google Reviews can gauge visitor contentment and evaluate place owners to improve satisfaction (Haq & Rachmat, 2020). McDonald's customer satisfaction in Bandar Lampung and its competitors' average ratings have been studied. The researcher collected favorable and negative Google Reviews from every McDonald's location in Bandar Lampung City.

Google reviews for McDonald's in Bandar Lampung average 4.6 stars. McDonald's in Bandar Lampung is good at serving dine-in and takeaway customers. Hokben, McDonald's Bandar Lampung competitor, has the highest rating at 4.78. Domino's Pizza has the lowest average rating in Bandar Lampung, 4.33. This illustrates that McDonald's faces tough competition in Bandar Lampung City's fast food business. Hokben is surprising McDonald's with an average outlet rating of 4.78 on a scale of 1-5, significantly higher than McDonald's. According to reviews, McDonald's Bandar Lampung City customers still need to be satisfied. The researchers identified complaints about order delays, food quality, hygiene, loud music, and hostile staff. This contrasts with McDonald's Indonesia's dedication to excellent service and food. Even though sensory/sensory experiences affect customer satisfaction, these complaints are directly tied to them (Jang & Lee, 2019).

Satti et al. (2022) say sensory marketing boosts consumer loyalty by pleasing their five senses. Sensory marketing affects customer satisfaction and loyalty. According to Hoang & Tučková (2021), sensory marketing statistically improves visitor happiness at Ho Chi Minh Street Food. Satisfaction then boosts Ho Chi Minh City's return intentions. Sensory marketing influences tourist satisfaction sequentially: (5) Tourists' touch of equipment and engagement with street merchants. Hussain & Mohammed Abdul Azeem (2019) found no significant influence from aroma or touch. Dwija Utama (2022) found that aroma has no significant effect on consumer satisfaction, contradicting Hoang & Tučková (2021). The researcher is interested in related research because there is a gap between past studies and the data found by the researcher.

LITERATURE REVIEW

Marketing Management

Schermerhorn et al. (2014) say that "management is a process of planning, organizing, leading, and supervising the use of resources to achieve company goals." Management has several functions, namely planning, organizing, implementing and controlling; marketing management also uses these functions to carry out the marketing process. Targeting the target market to reach and maintain the market requires marketing management to obtain the basic concepts of marketing strategies such as market segmentation, target market and market position. According to the American Marketing Society in Kotler & Keller (2016), Marketing is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

Sensory Marketing

The idea of a sensory marketing strategy arises because humans tend to form, maintain, and recall memories that humans owned in the past and things that provoke them to call up these memories when senses (sight, taste, smell, sound, and touch) combine (Hafiyyan, 2016). According to Krishna (2012), sensory marketing involves the five senses. It influences consumer perception, evaluation and behavior which is used as a subconscious stimulus by defining consumer perceptions of abstract ideas from a product to brand personality (such as quality, sophistication, innovation, elegance, interactivity, and modernity) so that it can be used to influence the perceived quality of abstract attributes, namely taste, color, shape or smell. Sensory marketing is a marketing strategy that uses the five senses to stimulate consumers' emotions regarding their rational judgment (Jang & Lee, 2019).

Satisfaction

According to Kotler & Keller (2016), consumer satisfaction is a feeling of joy or disappointment that arises in a person due to comparing the service or experience obtained with his expectations. If the performance or experience provided meets expectations, the customer is satisfied. Conversely, if it matches expectations, the customer is satisfied. If the experience exceeds expectations, the customer will be very satisfied or happy.

Repurchase Intention

According to Peter and Olson (2002), repurchase intention is a purchase activity carried out by consumers with intensity more than once or several times. The satisfaction obtained by consumers is one factor that influences a consumer to make a repeat purchase to become loyal to a particular product or brand. Ultimately, the consumer will share this good experience with his relatives.

METHODOLOGY

Types and Research Approaches

Based on the analytical approach taken, this study used a quantitative research method with explanatory research. In this study, a quantitative approach was used because in order to be able to test the significance of the relationship between the variables studied. This study tested the level of influence of the independent variables on the intervening variables and the intervening variables on the dependent variable, which were measured through a questionnaire using a Likert scale. Then the data obtained would be processed using statistical software. Hypothesis testing was carried out using statistical calculations that were used to test sensory marketing variables (X) and satisfaction variables (Y) on repurchase intentions (Z).

Data Source

Research data is one of the crucial components that will be considered in determining a study's data collection method. Data can be obtained from primary and secondary sources. The type of primary data in this study is data generated from answers to questionnaires distributed to McDonald's consumers in the city of Bandar Lampung. Meanwhile, secondary data refers to information collected from existing sources, such as company records or documentation, government publications, industry analysis provided by the media, web, internet, and others. (Sekaran & Bougie, 2017).

Data Collection Technique

This study will use data collection techniques in the form of giving questionnaires to respondents whose criteria follow the sample of this study. Data from this questionnaire was collected to answer this study's problems, namely regarding the Effect of Sensory Marketing on McDonald's Consumer Repurchase Intentions in Bandar Lampung City, with Satisfaction as a mediating variable. In the data collection process in this study, the scale that will be used in the questionnaire as a data collection tool is the Likert scale. According to Sekaran & Bougie (2017), the Likert scale is a scale designed to examine how strongly the subject agrees with a statement (such as "I like this drink") on a five-point scale.

Population And Sample

The population is the entire subject where the sample for research is taken. In this study, the population is consumers who have bought McDonald's products and eaten directly at McDonald's in Bandar Lampung. The sample selection was based on the population contained in the object of this study, namely McDonald's consumers in Bandar Lampung City.

Following are the sample selection criteria determined by the researcher based on the purposive sampling technique used:

1. Age 18 to over 40 years
2. Have purchased and consumed McDonald's products directly at the restaurant (dine-in)
3. Visit at least once a McDonald's branch/outlet in Bandar Lampung in the last three months.

According to Hair et al. (2019), a sample size that is too large can make it easier to fit the model. Therefore, it is recommended to use the right sample size between 100-200 respondents so that they can estimate the interpretation using the Structural Equation Model (SEM). The exact number of samples will be determined based on the minimum sample calculation. Hair et al. (2019) determined the minimum sample size for SEM by multiplying the number of indicators by 5 to 10. Using these guidelines, the number of samples in this study was found to be 250, where the number is obtained from the multiplication of the total number of research variables, namely 25 multiplied by 10.

Research Instrument Test

Validity Test

A valid instrument means that the measuring instrument used to obtain the data is valid. Valid means that the instrument can measure what should be measured (Sugiyono, 2021). In this study, the validity test process was carried out using the SmartPLS 3.0 software, where there will be a convergent validity test and a discriminant validity test.

Reliability Test

Reliability is a tool used to measure questionnaires, namely indicators of variables. The questionnaire will be reliable if the perception of the question is stable. It is said that an instrument is called reliable if the instrument is consistent and has the same output (Sugiyono, 2021). In this research, the researcher used the Cronbach Alpha coefficient formula.

Data Analysis Technique

Descriptive Statistical Analysis

In descriptive analysis, the object under study will be described or described as it is without conducting analysis and making general conclusions based on the data that has been collected (Sugiyono, 2021). Descriptive analysis aims to interpret the respondents' arguments against the choice of statements and the frequency distribution of respondents' statements from the data that has been collected.

Model Measurement (Outer Model)

The outer model is the measurement model used to describe the relationship between indicator blocks and their latent variables (Abdullah & Jogiyanto, 2015). In this model, it connects latent variables with their indicators. In other words, the outer model defines how each indicator relates to other variables.

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In other words, the outer model defines how each indicator relates to other variables. Test in the Outer model as follows:

1. Convergent validity of the measurement model can be seen from the correlation between the indicator and variable scores. An indicator is considered valid if it has an AVE value above 0.5 or shows all outer loading variable dimensions having a loading value > 0.5 , so it can be concluded that the measurement meets the convergent validity criteria (Abdullah & Jogiyanto, 2015).
2. According to Abdillah & Jogiyanto (2015), the model has sufficient discriminant validity if the cross-loading value between constructs is greater than between constructs and other constructs in the model.
3. Cronbach's Alpha and Composite Reliability values are used for reliability tests (Abdullah & Jogiyanto, 2015). Cronbach's Alpha measures the lower limit of the reliability value of a construct, while Composite Reliability measures the actual value of the reliability of a construct. A construct or variable is reliable if it gives a Cronbach's Alpha value > 0.6 and Composite Reliability > 0.7 .

Inner Model

The inner model is the specification of the relationship between latent variables (structural model), also known as the inner relation, which describes the relationship between latent variables based on the substantive theory of research. Evaluation of the Structural Model is used to predict the existence of a causal relationship between latent variables using a structural model or inner model, namely using the Coefficient of Determination (R^2) and Path Coefficient (β) as a basis for seeing and believing in the relationship between constructs (Abdillah & Hartono, 2015).

Hypothesis Test

Abdillah & Hartono (2015) explained that a significant measure of the support of the hypothesis could be used to compare the value of the t-table and t-count. If the t-count is higher than the t-table value, the hypothesis is supported or accepted in this study for a confidence level of 95 percent (Alpha 5 percent).

Mediation Test

The mediating effect can occur because there are influential variables present in a model that affect two constructs related to the influence produced by the exogenous variable, which also affects the mediator variable, resulting in a change in the relationship to the endogenous variables in a model (Hair et al., 2017). Regarding the mediation test itself, Hair et al. (2017) made a procedure by looking at the bootstrapping results from SmartPLS.

RESULTS

Descriptive Statistics

McDonald's consumers in Bandar Lampung City who have visited and dined in at one of the McDonald's outlets in Bandar Lampung City were the respondents who were taken as samples in this study. The number of samples that have been collected is 250 people. The data was obtained by distributing questionnaires through Google Forms. McDonald's built five restaurant outlets in Bandar Lampung: McDonald's Plaza Tanjung Karang (Kartini), McDonald's Kedaton, McDonald's Antasari, McDonald's Kemiling, and McDonald's Diponegoro. The data that has been collected will then be classified according to gender, age, McDonald's outlets visited, occupation, and monthly expenses.

Characteristics of Respondents

The research data involved 250 respondents who answered questionnaires through Google Forms. Respondents in this study were McDonald's consumers in Bandar Lampung City. Respondent characteristics include gender, age, McDonald's outlets visited, occupation, and monthly expenses.

Table 2. Characteristics of Respondents

Gender	Percentage (%)
Woman	44
Man	56
Total	100
Age	Percentage (%)
18-25	51.6
26-30	22
31-40	18.4
>40	8
Total	100
Stores	Percentage (%)
McDonald`s Plaza Tanjung Karang (Kartini)	18.4
McDonald`s Kedaton	26.4
McDonald`s Antasari	20.8
McDonald`s Kemiling	18.4
McDonald`s Diponegoro	16
Total	100
Occupation	Percentage (%)
Students	32.4
Civil worker/SoE	28.8
Private employees	20
Freelancer	18
Unemployed	0.8
Total	100
Spending per month	Percentage (%)
<2.500.000	29.6
2.500.000-5.000.000	22.4

5.000.001-10.000.000	23.2
>10.000.000	24.8
Total	100

One hundred forty male gender respondents had consumed McDonald's products directly (dine-in) where, which accounted for 56% of the total sample data that the researchers obtained. In contrast, the researchers obtained several female samples in this study, as many as 110 respondents; this accounted for 44% of the total data obtained. This shows that men dominate most McDonald's consumers in Bandar Lampung City compared to women. The majority of McDonald's customers in Bandar Lampung City are between the ages of 18 to 25 years, with a total of 129 respondents (respondents) or around 51.6% of the total respondent data that the researcher collected, then as many as 55 people or respondents aged 26 to 30 years, this figure accounts for 22% of the total existing data. Then there were 46 respondents aged 31 to 40 years, equal to 18.4% of the collected data, and in the age range > 40 years, 20 respondents collected data, contributing 8% of the total data collected. The age distribution of McDonald's respondents or consumers is quite even; this aligns with research (An, 2021), where McDonald's targets demographic segmentation for all ages. Both young and old, with their approach to each age group.

It is known that 66 respondents filled in as they had visited McDonald's Kedaton, or this is equivalent to 26.4% of the total available data. Then followed by McDonald's Antasari with 52 visitors or 20.8%. While McDonald's Kemiling and McDonald's Plaza Tanjung Karang (Kartini) both received 46 respondents or around 18.4% and finally, in Table 4.3, we can see that McDonald's Diponegoro received 40 visitors (respondents) or around 16% of the total available data. McDonald's consumers in Bandar Lampung City are still dominated by respondents who work as students as many as 81 respondents or around 32.4%; Civil Workers/SoE where 72 respondents fill out or around 28.8%, while respondents who work as private employees, as many as 50 respondents or around 20%, then freelance workers are as many as 45 people or around 18%, and respondents who do not work are 2 respondents or about 0.8% of the total data collected. This means that most McDonald's customers in Bandar Lampung work as students; this result is due to McDonald's demographic segmentation, where they set market segments for students and the working class (An, 2021).

The majority of McDonald's consumers in Bandar Lampung spend less than Rp. 2,500,000 per month, with 74 respondents filling in or around 29.6% of the total data collected, then in the second position, expenditure of more than Rp. 10,000,000 dominates the total respondents who fill in, where respondents who fill out expenses of more than Rp. 10,000,000 are 62 people, or the equivalent of 24.8%. Meanwhile, the third position was filled with expenses of Rp. 5,000,001-10,000,000 with a total of 58 people or the equivalent of 23.2%, and the last respondent who filled in expenses of Rp. 2,500,000-Rp. 5,000,000 was 56 people, or the equivalent of 22.4% of the total data collected. The results of filling in the respondents in Table 4.5 are dominated by consumers who spend less than IDR 2,400,000 in one month. This is due to the successful implementation of

segmentation by McDonald's, where McDonald's applies market segmentation to consumers who are sensitive to price changes (An, 2021).

Measurement Model (Outer Model)

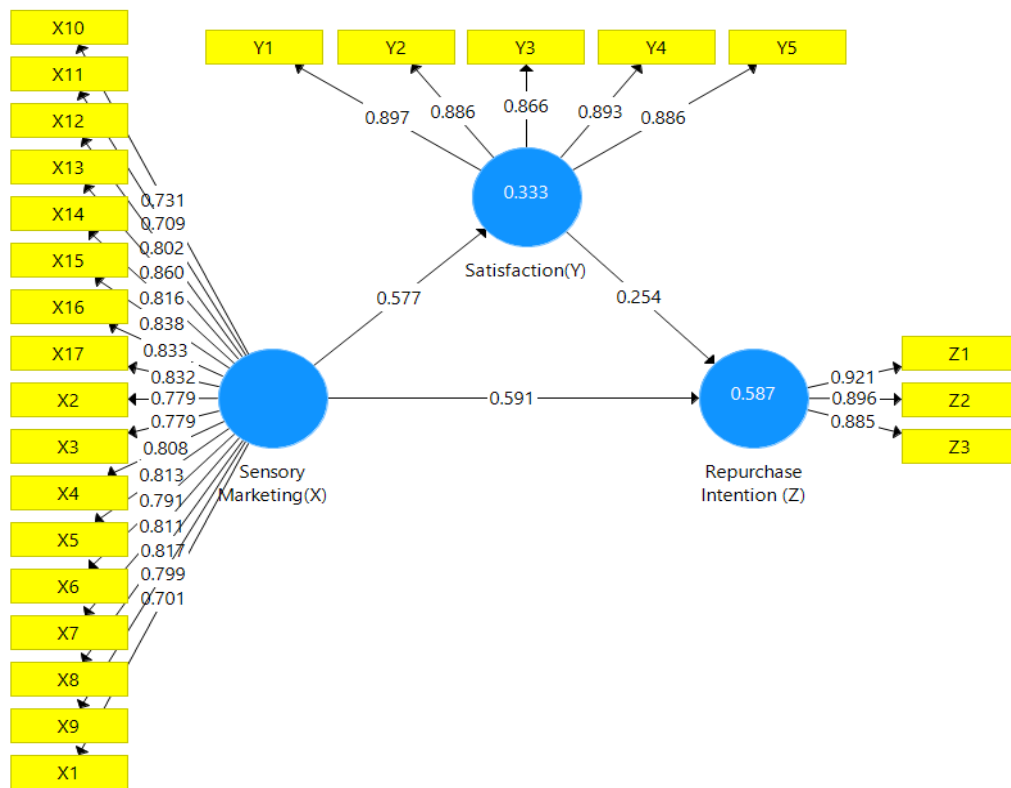


Figure 1. Outer Model

Based on the data processing that has been done, it can be seen that for each indicator that the researcher tested from each existing variable, both sensory marketing (X), satisfaction (Y), and repurchase intention (Z), all variables have outer loadings values > 0.7. So each indicator on all the variables tested can be said to be valid. This is based on the theory by Ghazali (2021), stating that the individual reflexive measure of one indicator is said to be high if the value correlates higher than 0.7 with the construct you want to measure. In addition, the AVE value is above 0.5 for all constructs contained in the research model, both sensory marketing (X), satisfaction (Y), and repurchase intention (Z), all of which have a value above 0.5, which means that they meet the requirements to be said to be good in terms of convergent validity.

Discriminant Validity is done by looking at the Cross Loadings value and the Fornell-larcker criterion value. The cross-loading values of each latent variable in this study have the highest cross-loading values compared to other loading values for other latent variables. Therefore, all latent variables in this study can be considered discriminantly valid. In addition, for the Fornell-Larcker criterion in this study, the diagonal value in the table is the AVE square root value, and the value below is the correlation value between constructs. The composite reliability value for each variable in this study is > 0.7, with

Cronbach's alpha > 0.6. These results indicate that each variable is reliable and highly reliable because it meets the required criteria.

Structural Model (Inner model)

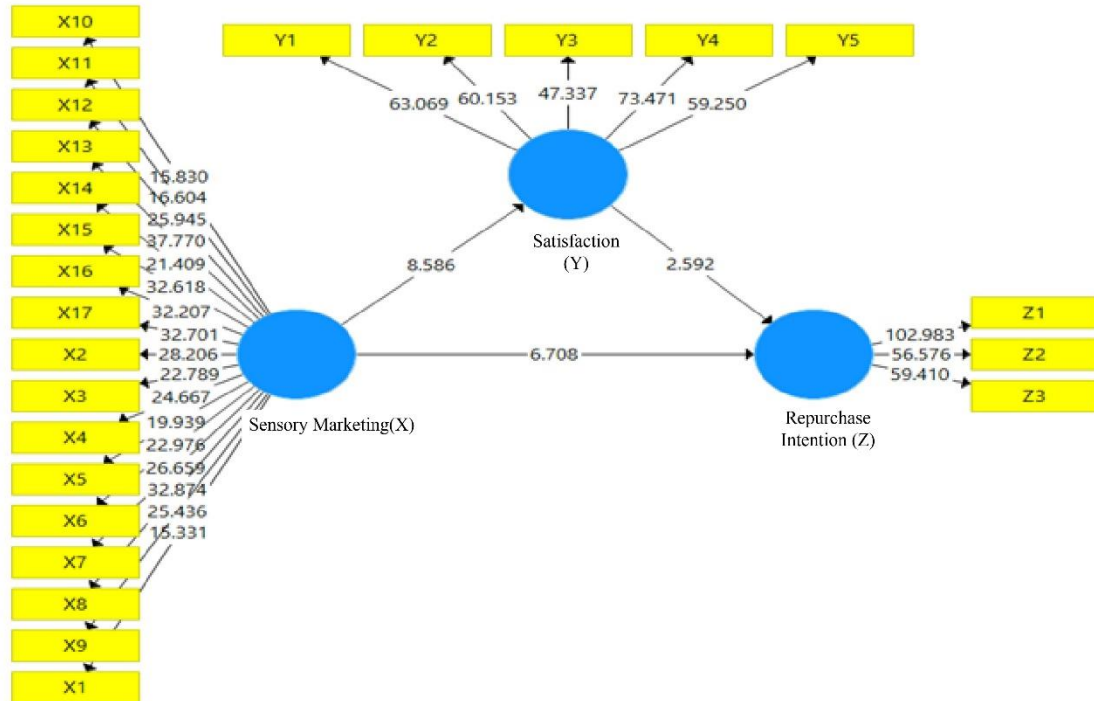


Figure 2. Inner Model

Hypothesis Testing

Hypothesis testing can be done by looking at the t-statistic values and p-values. Hypothesis testing in this study used the Smart PIs software version 3.0. These values can be seen through the bootstrapping results. Bootstrapping is a non-parametric procedure applied to test whether coefficients such as outer weights, outer loadings, and path coefficients are significant by estimating the standard error for the estimation.

Table 3. Hypothesis Test Results

Hypothesis	Effect	Path Coefficient	T-statistic	P Values	Conclusion
H1	Sensory Marketing (X) → Repurchase Intention (Z)	0.591	6.708	0.000	Hypothesis supported
H2	Sensory Marketing (X) → Satisfaction (Y)	0.577	8.586	0.000	Hypothesis supported
H3	Satisfaction (Y) → Repurchase Intention (Z)	0.254	2.592	0.010	Hypothesis supported

H4	Sensory Marketing (X) → Satisfaction (Y) → Repurchase Intention (Z)	0.147	2.443	0.015	Hypothesis supported
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Coefficient of Determination

This study uses the value of the coefficient of determination, namely the R-Square value, as a reference for evaluation at the inner model testing stage, where the R-Square value for each endogenous latent variable indicates the predictive power of the structural model. Changes in the R-Square value can be used to explain the effect of certain exogenous latent variables on endogenous latent variables, whether they have a substantive effect (Ghozali, 2021).

Table 4. R-Square value

Variable	R-Square
Satisfaction (Y)	0.333
Repurchase intention (Z)	0.587

The classification of the strong R-Square value is 0.67, the moderate is 0.33, and the weak is 0.19 (Chin, 1998 in Ghozali, 2021). Based on Table 4.15, it can be seen that the R-Square value for the satisfaction variable (Y) is 0.333 or 33.3%, indicating a moderate model and also shows that the satisfaction variable can be explained by the sensory marketing variable (X) of 33.3% and 66.7% explained by other variables not present in the study. The repurchase intention variable (Z) is 0.587 indicating a moderate model tends to be strong and indicates that the repurchase intention variable can be explained by the sensory marketing variable (X) of 58.7% and 41.3% explained by other variables not present in the study.

DISCUSSION

The Effect of Sensory Marketing on Repurchase Intentions

Based on the results of the first hypothesis test, it can be seen that H1 is accepted. This shows that sensory marketing influences the repurchase intention of McDonald’s consumers in Bandar Lampung City with significant influence. The results of the path coefficient calculation show that the path coefficient acquisition value is 0.591, and the t-statistics is 6.708. Based on these results, it was declared significant because the p-value was <0.05. The results of this study indicate that repurchase intention can be formed through sensory marketing of good McDonald's restaurants. This means that if McDonald's Restaurant can provide good sensory marketing as long as consumers eat at the restaurant, it will increase the repurchase intention of its customers. Therefore, to make consumers' repurchase intention even higher, McDonald's Bandar Lampung should give their customers good sensory marketing as long as they eat at the restaurant. This study also supports previous research conducted by Hoang & Tuckova (2021), which found a significant influence between sensory marketing and visitor repurchase intentions. The results of this study are also in line with the results of previous

research conducted by Kim et al. (2020) that sensory marketing can play a crucial role in satisfying the five senses of visitors and making hotel visitors intend to return.

The Effect of Sensory Marketing on Satisfaction

Based on the results of the second hypothesis test, it can be seen that H2 is accepted. This shows that sensory marketing affects McDonald's customer satisfaction in Bandar Lampung City with a significant influence. The results of the path coefficient calculation show that the path coefficient acquisition value is 0.577, and the t-statistics is 8.586. Based on these results, it was declared significant because the p-value was <0.05 . The results of this study indicate that satisfaction can be formed through good McDonald's restaurant sensory marketing. This means that if a McDonald's restaurant can provide good sensory marketing, it will increase the satisfaction of its customers. Therefore, to achieve customer satisfaction, McDonald's Bandar Lampung should give their customers good sensory marketing while eating at the restaurant. This study also supports previous research conducted by Hoang & Tuckova (2021), which found a significant influence between sensory marketing and consumer satisfaction. The results of this study are also in line with the results of previous research conducted by Satti et al. (2023) that sensory marketing can play a very important role in satisfying the five senses of restaurant visitors and optimizing consumer satisfaction.

The Effect of Satisfaction on Repurchase Intentions

Based on the results of the third hypothesis test, it can be seen that H3 is accepted. This shows that satisfaction has a significant influence on the repurchase intention of McDonald's consumers in Bandar Lampung City. The results of the path coefficient calculation show that the path coefficient acquisition value is 0.254, and the t-statistic is 2.592. Based on these results, it was declared significant because the p-value was <0.05 . This study also supports previous research conducted by Hoang & Tuckova (2021), which found a significant influence between consumer or visitor satisfaction and visitor repurchase intentions. The results of this study indicate that repurchase intention can be formed through good customer satisfaction, meaning that the more consumers feel satisfied with a product or service, the higher the repurchase intention of these consumers. Therefore, to increase consumers' repurchase intentions, McDonald's Bandar Lampung should provide maximum satisfaction to their customers. The results of this study are also in line with the results of previous research conducted by Kim et al. (2020) that visitor or consumer satisfaction can play a significant role in influencing consumer repurchase or return visits.

The Effect of Sensory Marketing on Repurchase Intentions with Satisfaction as Mediation

Based on the results of the fourth hypothesis test, it can be seen that H4 is accepted. This shows that sensory marketing affects the repurchase intention of McDonald's consumers in Bandar Lampung City mediated by satisfaction, and this research shows a significant effect. The results of the path coefficient calculation show that the path coefficient acquisition value is 0.147, and the t-statistic is 2.443. Based on these results, it was declared significant because the p-

value was <0.05 . Research shows that sensory marketing influences the repurchase intention of McDonald's consumers in Bandar Lampung City. Sensory marketing can, directly and indirectly, affect McDonald's consumers' repurchase intention in Bandar Lampung City. The indirect effect is mediated by consumer satisfaction. Through good sensory marketing, consumers are satisfied and have high repurchase intentions.

The results of this study also support the results of previous research conducted by Hoang & Tuckova (2021), which found that there was a significant influence between sensory marketing and visitor repurchase intentions and was mediated by visitor or consumer satisfaction. The results of this study are also in line with the results of previous research conducted by Kim et al. (2020) that sensory marketing can play a very crucial role in satisfying the five senses of visitors and making hotel visitors intend to return and is mediated by the customer or visitor satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research and data analysis that has been done previously, it can be concluded that sensory marketing has a positive effect on customer satisfaction of McDonald's consumers in Bandar Lampung City. In addition, consumer satisfaction also positively affects the intention to buy consumer money. Moreover, consumer purchase intention can mediate the relationship between the influence of sensory marketing on the repurchase intention of McDonald's consumers in Bandar Lampung City. This means that repurchase intention can be formed due to good sensory marketing and mediation of consumer satisfaction between sensory marketing variables and repurchase intention. If sensory marketing is optimal or good, customer satisfaction will also increase where this will increase consumer repurchase intentions.

Based on the conclusions of this study, the advice is that management should pay attention to the music playing in McDonald's restaurants so that visitors can enjoy the restaurant's atmosphere. Whether it is choosing the type of music to be played up to setting the volume level because this will affect the comfort of visitors when eating at a restaurant. In addition, management is expected to emphasize sensory marketing of sight, taste, sound, smell and touch so that their consumers introduce and invite friends or colleagues to try eating at McDonald's restaurants directly. McDonald's Bandar Lampung is also expected to do taste sensory marketing as well as possible so that consumers will recommend the menus in the restaurant to their relatives. where this (sensory marketing) will increase the level of consumer satisfaction so that consumers will proactively recommend McDonald's menus to their relatives.

FURTHER STUDY

For further research to examine sensory marketing on repurchase intentions with satisfaction as mediation, it is suggested to add independent variables that may influence mediating and dependent variables. However, Future researchers can raise the same topic in other industries such as tourism spots, lodging or hotels, shopping centers, and even bookstores.

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