

## The Role of Customer Satisfaction Mediates the Effect of Experiential Marketing on Repeat Purchase on Domus Coffee Consumers in Denpasar City

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### ABSTRACT

This study aims to examine the role of customer satisfaction in mediating the effect of experiential marketing on repeat purchases among Domus Coffee consumers in Denpasar City. Using a quantitative associative approach, data were collected from 65 respondents through questionnaires and interviews with the coffee shop owner. The analysis was conducted using path analysis, Sobel test, and classical assumption tests with SPSS 26.0. The results show that experiential marketing has a positive and significant effect on repeat purchases and customer satisfaction, while customer satisfaction itself has a positive and significant impact on repeat purchases. Furthermore, customer satisfaction partially mediates the relationship between experiential marketing and repeat purchases, as indicated by a Variance Accounted For (VAF) value of 59.49%. These findings imply that creating memorable and positive experiences not only increases satisfaction but also strengthens consumer loyalty through repeat purchases. This research contributes to enriching the Theory of Planned Behavior (TPB) in the context of the coffee shop industry and provides practical insights for coffee shop managers to enhance competitive advantage by focusing on consumer experiences and satisfaction.

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## **INTRODUCTION**

Business plays a crucial role in driving economic growth, creating jobs, and improving public welfare (Rasyiqah et al., 2023). In today's era of globalization, all businesses are growing rapidly. One such thriving business is the culinary industry (Nurussofiah et al., 2022). Among the many culinary businesses, one that has recently become particularly prominent is the coffee industry (Bintang & Narundana, 2022). According to data from Statista (2023), coffee sales volume in Indonesia is predicted to continue increasing, reaching 204.9 million kilograms by 2028. The Coordinating Minister for Economic Affairs stated that the Indonesian coffee industry has grown by 250% over the past 10 years. This projection reflects the high public enthusiasm for coffee consumption and opens up vast opportunities for industry players to continue innovating.

A coffee business that is currently popular among young people is the coffee shop (Yuliana & Ardansyah, 2022). A coffee shop is a commercially managed food establishment that offers guests a variety of coffee and snack menus, served in an informal atmosphere without standard service. The number of coffee shops in Indonesia increased from around 1,000 outlets in 2016 to more than 2,950 in August 2019, and is estimated to reach 9,000 outlets by 2028 (Aryani et al., 2022). In Bali, especially Denpasar, the number of coffee shops has increased year after year.

The increasing number of coffee shops indicates that competition in the business world is getting tighter by the day. Therefore, coffee shop entrepreneurs must have creativity and the right strategy in managing their business to have an advantage over other coffee shops and thus survive the competition (Yuliana & Ardansyah, 2022). Each coffee shop is required to have its own advantages, whether from menu variations, services, interior design arrangements, and also various kinds of facilities that can be offered with the aim of being able to attract the attention of consumers to come shopping and make repeat purchases (Firdaus & Mulyono, 2023). According to Kotler and Keller (2016:141), repeat purchases indicate a buyer's desire to make repeat visits in the future. Repeat purchase behavior only involves repeatedly purchasing the same particular brand (Afendi et al., 2022).

Theory of Planned Behavior (TPB) developed by Ajzen (1991) explains that a person's behavior, including repeat purchase behavior, is influenced by intentions formed from three main factors, namely attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In the marketing context, experiential marketing plays an important role in shaping these three factors through a comprehensive customer experience. Pleasant experiences, such as friendly service, comfortable places, and emotional interactions while at a coffee shop, can shape a customer's positive attitude towards the brand. In addition, these experiences can also influence subjective norms if customers receive social encouragement from friends, family, or positive online reviews. On the other hand, perceived behavioral control can be formed when customers feel that making repeat purchases is not difficult, both in terms of access, price, and a supportive atmosphere (Mahyarni, 2013).

Research by Nirwani et al. (2022) states that experiential marketing can increase repeat purchase intention. Research by Yanti et al. (2023) states that experiential marketing has a positive and significant effect on repeat purchases, indicating that the better the experience consumers experience when interacting with a product or service, the higher their tendency to make repeat purchases. Research by Simanjuntak & Badrudin (2024) states that experiential marketing has a positive effect on repeat purchases. Research by Wicaksono & Sukapto (2021) and Rismawan et al. (2021) also states that experiential marketing has a positive effect on repeat purchases.

Research by Asri et al., (2022) stated that experiential marketing has no effect on repeat purchase intention. Likewise, research by Kharolina & Transistari (2022) stated that experiential marketing has no effect on repeat purchase. Based on this research gap, mediating variables were examined. Research by Fitria et al., (2021) stated that customer satisfaction can mediate the influence of experiential marketing on repeat purchase intention. Positive experiences felt by consumers during interactions with a product or service can increase satisfaction, which ultimately encourages the intention to make a repeat purchase. Likewise, research by Ayatullah et al., (2023) stated that customer satisfaction can mediate the influence of experiential marketing on repeat purchase. Where positive experiences obtained by consumers when interacting with a product or service can increase their level of satisfaction, which in turn encourages repeat purchases. In line with these studies, researchers are interested in examining the role of customer satisfaction in mediating the influence of experiential marketing on repeat purchase among Domus Kopi consumers in Denpasar City.

## **LITERATURE REVIEW**

### ***Theory of Planned (TPB)***

Theory of Planned Behavior (*TPB*) is a theoretical model widely used in research to understand individual and organizational behavior, including in the context of consumer behavior and purchasing decision-making (Ajzen, 1991). The advantage of the TPB lies in its ability to explain the consumer decision-making process. This theory is very relevant for use in describing behavior that requires prior consideration and planning. The TPB itself is a development of the Theory of Reasoned Action (TRA) introduced by Ajzen and Fishbein (1980), which essentially states that a person's behavior is influenced by their intention to perform or not perform an action. The development of the TPB was carried out by adding the element of perceived behavioral control, which enriches the understanding of the factors that influence behavior.

### ***Repeat Purchase***

Repeat purchase describes a consumer's desire to make repeat purchases in the future. This repeat purchase behavior is often related to repeated purchases of the same brand (Kotler et al., 2024: 141). Repeat purchase refers to consumer interest, which reflects the extent to which they make an effort and the amount of effort they put into a purchase. Repeat purchase is a consumer's desire to purchase the same or different product in the future at the same location (Mercy

et al., 2021). Based on this understanding, it can be concluded that repeat purchase is the tendency of consumers to repurchase products or services that have been consumed, based on previous experiences, with high purchasing interest supported by high consumer satisfaction.

### *Experiential Marketing*

Experiential marketing is an approach that focuses on creating a memorable and immersive experience for consumers through direct interaction with a brand or product. This approach emphasizes the importance of the emotional connection built between consumers and brands, so that the experience consumers feel is more profound than simply a product or service transaction (Carmo et al., 2022). This concept was first introduced by Holbrook and Hirschman (1982), who emphasized that consumers purchase products not only based on their function but also on the emotional experience offered by the brand. In this context, consumer experience becomes an important factor that companies must consider in their marketing strategies.

### *Customer Satisfaction*

Customer satisfaction is a customer's response to a product or service that has met their needs and expectations. Customer satisfaction leads to visible behavior and can signal consumer satisfaction with a brand, product, or service consumed, providing certainty or a high likelihood of repeat transactions (Fadhil et al., 2023). There are five indicators of consumer satisfaction, namely expectations, performance, comparison, confirmation or disconfirmation, and discrepancy (Sahyunu et al., 2021).

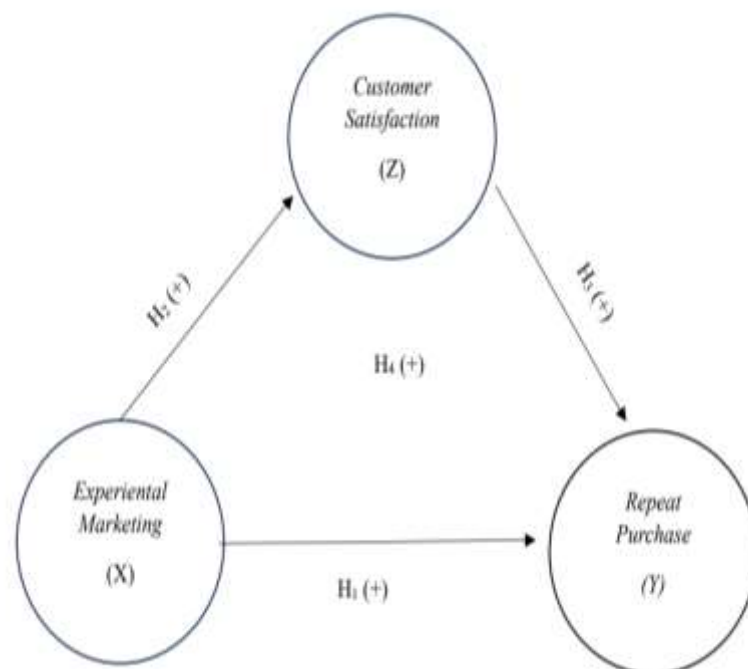


Figure 1 Conceptual Framework

### *Research Hypothesis*

- H1: experiential marketing has a positive effect on repeat purchases.  
H2: Experiential marketing has a positive impact on repeat purchase.  
H3: Customer satisfaction has a positive impact on repeat purchase.

### **METHODOLOGY**

This study uses a quantitative approach with an associative method to examine the relationship between experiential marketing, customer satisfaction, and repeat purchases among Domus Kopi consumers in Denpasar. The research object includes three variables: experiential marketing as the independent variable, customer satisfaction as the mediating variable, and repeat purchases as the dependent variable. The research population is Domus Kopi consumers whose exact number is unknown, with a purposive sampling technique and a sample size of 65 respondents. The research instrument is a questionnaire using a 5-point Likert scale. The validity and reliability of the instrument have been tested and declared adequate.

Data collection was conducted through observation, in-depth interviews with the owner of Domus Kopi, and questionnaires distributed to respondents. Data were analyzed using classical assumption tests (normality, multicollinearity, heteroscedasticity) and path analysis techniques to examine direct and indirect relationships between variables. Furthermore, the Sobel test was used to examine the mediating role of customer satisfaction on the influence of experiential marketing on repeat purchases. The analysis was conducted using the SPSS program.

### **RESEARCH RESULT**

#### *Classical Assumption Test*

##### *1. Normality test*

Table 1. Normality Test Results

<b>Equation Model</b>	<b>Asymp. Sig. (2-tailed) Kolmogorov-Smirnov</b>
<b>Structural 1</b>	<b>0.070</b>
<b>Structural 2</b>	<b>0.200</b>

*Source: Appendix 7, data processed in 2025*

The normality test using the One-Sample Kolmogorov-Smirnov Test yielded Asymp. Sig. (2-tailed) Kolmogorov-Smirnov structural 1 and structural 2 values of 0.070 and 0.200, respectively. If the Asymp. Sig. (2-tailed) Kolmogorov-Smirnov value is greater than 0.05, it is possible to argue that the data used in this study is normally distributed, and thus the model fits the normality assumption.

2. *Multicollinearity test*

Table 2. Multicollinearity Test Results

Equation Model	Model	Collinearity Statistics	
		Tolerance	VIF
Structural 2	<i>Experiential marketing</i>	0.572	1,748
	<i>Customer satisfaction</i>	0.572	1,748

Source: Appendix 7, data processed in 2025

According to Table 2, no independent variables have a tolerance value higher than 0.10 or a VIF value lower than 10. As a result, there is no evidence of multicollinearity in the regression models.

3. *Heteroscedasticity test*

Table 3. Heteroscedasticity Test Results

Equation Model	t	Sig.
Structural 1 <i>Experiential marketing</i>	-0.574	0.568
Structural 2 <i>Experiential marketing</i>	1,639	0.106
	<i>Customer satisfaction</i>	-1,553

Source: Appendix 7, data processed in 2025

According to Table 3, each model has a significance value larger than 0.05, indicating that this study does not exhibit heteroscedasticity.

*Path Analysis Results*

Table 4. Results of Path Analysis on Structural 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,741	1,827		3,690	0,000
<i>Experiential marketing</i>	0.632	0.092	0.654	6,866	0,000
R2: 0.428					
<i>Dependent Variable: Customer satisfaction</i>					

Source: Appendix 8, data processed in 2025

Based on the route analysis results in Table 4, the resulting structural equation 1 can be expressed as follows.

$$M = \beta_2 X + e_1$$

$$M = 0.654 X + e_1$$

The results of structural equation 1 show that The experiential marketing variable has a coefficient of 0.654 on customer satisfaction, the positive coefficient value can be interpreted as if experiential marketing increases then customer satisfaction will increase.

The influence of experiential marketing and customer satisfaction on repeat purchases was analyzed using SPSS 26.0 for Windows. The results of the second structural calculation are shown in Table 4.

Table 5. Results of Path Analysis on Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1,142	1,668		-0.685	0.496
<i>Experiential marketing</i>	0.252	0.101	0.261	2,498	0.015
<i>Customer satisfaction</i>	0.584	0.104	0.586	5,602	0,000
R2 : 0.612					
<i>Dependent Variable: Repeat purchases</i>					

Source: Appendix 8, data processed in 2025

Based on the results of the path analysis in Table 5, the following structural equation 2 can be formulated.

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0.261X + 0.586M + e_2$$

The results of structural equation 2 show that vThe experiential marketing variable has a coefficient of 0.261 on repeat purchases, a positive coefficient value means that if experiential marketing increases, repeat purchases will increase. The customer satisfaction variable has a coefficient of 0.586 on repeat purchases, a positive coefficient value means that if customer satisfaction increases, repeat purchases will increase.

Table 6. Influence Experiential marketing Against Repeat purchases mediated by Customer satisfaction

Influence of variables	Direct influence	Indirect influence	Total Influence	Std. Error	Sig.	Results
X→Y	0.261	0.383	0.644	0.101	0.015	Significant
X→M	0.654		0.654	0.092	0,000	Significant
M→Y	0.586		0.586	0.104	0,000	Significant

Source: data processed in 2025

Table 6 shows the summary findings of the values of each direct and indirect effect path between variables, as well as the error values in each structural equation generated with the path analysis technique.

a) The influence of experiential marketing on repeat purchases

Based on the research results, it can be seen that experiential marketing has a direct influence on repeat purchases of 0.261 and a significance of 0.015, so it can be concluded that experiential marketing has a significant positive influence on repeat purchases.

b) The influence of experiential marketing on customer satisfaction

Based on the research results, it can be seen that experiential marketing has a direct effect on customer satisfaction of 0.654 and a significance value of 0.000, implying that experiential marketing has a considerable positive impact on customer satisfaction.

c) The influence of customer satisfaction on repeat purchases

According to the study's findings, customer happiness has a direct influence on repeat purchases of 0.586 and a significance value of 0.000, implying that customer satisfaction has a strong positive impact on repeat purchases.

d) The role of customer satisfaction in mediating the influence of experiential marketing on repeat purchases. According to the research findings, experience marketing has a direct influence of 0.261 on repeat sales and an indirect influence of 0.383, for a total value of 0.644.

**Sobel Test**

The Sobel measure is designed to measure the power of the indirect influence of the Experiential Marketing variable (X) on repeat purchase (Y) through Customer satisfaction (M), this is done by converting the path coefficient of X to M (a) with the path coefficient of M to Y (b) or ab. The standard error of the coefficients a and b is written as Sa and Sb, the magnitude of the indirect standard error (indirect effect) is written as Sab. If Z is calculated  $\geq 1.96$ , then Ho is rejected, which means customer satisfaction is a mediating variable.

H0: Customer satisfaction does not mediate the influence of experiential marketing towards repeat purchases

H4: Customer satisfaction mediates the influence of experiential marketing towards repeat purchases

$$Z = \frac{ab}{\sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}}$$

Information:

a = 0.654

Sa= 0.092

b =0.586

Sb = 0.104

$$= \frac{0,654 \cdot 0,586}{\sqrt{(0,548^2 \cdot 0,092^2) + (0,678^2 \cdot 0,104^2) + (0,092^2 \cdot 0,104^2)}}$$

$$Z = \frac{0,383}{0,087}$$

Z = 4.389

Based on the results of the Sobel test, the Z-count is  $4.389 > 1.96$ , so H0 is rejected and H4 is accepted. This result indicates that customer satisfaction can significantly mediate the influence of experiential marketing on repeat purchases. Therefore, the fourth hypothesis is accepted.



### *VAF Test*

The VAF test determines the correlation between the path coefficient value and the overall path coefficient value. The formula to calculate the VAF value is as follows:

$$\begin{aligned} \text{VAF} &= \frac{\text{Indirect influence}}{\text{Direct influence} + \text{Indirect influence}} \\ &= \frac{0,383}{0,261 + 0,383} \\ &= 0.5949(59.49\%) \end{aligned}$$

There are criteria for the type of mediation influence utilizing the VAF value, namely: If the VAF number exceeds 80%, mediation plays the function of a complete mediator. A VAF rating of 20% to 80% indicates partial mediation. A VAF score of less than 20% suggests that there is essentially no mediation effect. Based on the VAF test, the computed value of 59.49%, which falls between 20% and 80%, can be classified as partial mediation, implying that customer satisfaction partially mediates experiential marketing's impact on repeat purchases.

## **DISCUSSION**

### *Influence Experiential marketing to Repeat purchase to Domus Coffee Consumers in Denpasar City*

Hypothesis testing on experiential marketing towards repeat purchases, show that experiential marketing is influential positive and significant to repeat purchases. This result means that the better the experiential marketing perceived by Domus Kopi consumers, the greater the consumer's desire to make repeat purchases at Domus Kopi in Denpasar City. The findings of this study prove that experiential marketing is one of the main factors for consumers in making repeat purchases at Domus Kopi. The memorable experience felt by Domus Kopi consumers in Denpasar City, such as the products offered by Domus Kopi have quality from selected raw materials and Domus Kopi is able to form a community that has interests and lifestyles that match consumers, then consumers will have a good assessment of the security they feel and this memorable experience will encourage consumers' desire to make repeat purchases at Domus Kopi in the future. Theoretically, the results of this study are supported by Theory of Planned Behavior (TPB), where experiential marketing Contributing to shaping positive consumer attitudes toward a brand or product through pleasant experiences experienced during direct interactions, whether in terms of service, atmosphere, or emotional interaction. This positive experience then has the potential to increase consumers' desire to make repeat purchases. This result is in line with research conducted by Isnain and Transistari (2021), Julyantari, et al. (2023), Murdani, et al. (2020), Nirwani, et al. (2022) and research from Maharani, et al. (2020) who found that experiential marketing has a significant positive effect on repeat purchases.

### ***The Influence of Experiential Marketing on Customer Satisfaction of Domus Coffee Consumers in Denpasar City***

Hypothesis testing on the influence experiential marketing on customer satisfaction, indicating that experiential marketing has a positive and significant influence on customer satisfaction. This result means that the better the experiential marketing perceived by Domus Kopi consumers, the greater the satisfaction they will feel at Domus Kopi in Denpasar City. The findings of this study prove that experiential marketing is one of the factors that can influence the feelings of satisfaction that consumers have at Domus Kopi. Impressive experiences felt by Domus Kopi consumers in Denpasar City, such as the products offered by Domus Kopi having quality raw materials, consumers will have a good assessment of the products and services provided by Domus Kopi, so that consumers whose expectations are met and the experience they get will make consumers feel satisfied when making purchases at Domus Kopi. Theoretically, the results of this study are supported by Theory of Planned Behavior (TPB), where experiential marketing Contributing to shaping positive consumer attitudes toward a brand or product through pleasant experiences experienced during direct interactions, including service, atmosphere, and emotional interactions. These positive experiences then have the potential to increase consumer satisfaction. The results of this study are in line with the results of research Maharani, et al (2020), Sari, et al (2023), Wahyudi (2021), Ardianto et al (2021), and Syachadi and Widyastuti (2021) which also found that experiential marketing had a significant positive effect on customer satisfaction.

### ***Influence Customer Satisfaction to Repeat purchase to Domus Coffee Consumers in Denpasar City***

Hypothesis testing on the influence customer satisfaction to repeat purchase, show that customer satisfaction has a positive and significant influence on repeat purchase. These results can be interpreted as the greater the satisfaction felt by Domus Kopi consumers, the greater the consumer's desire to make repeat purchases at Domus Kopi in Denpasar City. The findings of this study prove that customer satisfaction is one of the factors consumers perceive as influencing repeat purchases at Domus Kopi. When consumers are satisfied with the products and services they receive when purchasing at Domus Kopi, this will fulfill their expectations and lead to a sense of satisfaction. This satisfaction will encourage repeat purchases at Domus Kopi in the future. Theoretically, the results of this study are supported by Theory of Planned Behavior (TPB), Where customer satisfaction can strengthen consumers' intention to act, because satisfaction reflects a positive attitude towards previous purchasing decisions, so that this satisfaction then has the potential to increase consumers' desire to make repeat purchases..This result is in line with research conducted by Prayoni and Respati (2020), Vanessya and Sugiyanto (2023), Apriliyanto (2023), as well as research from Purbasari and Purnamasari (2018), and Fausta, et al. (2023) who found that customer satisfaction has a significant positive effect on repeat purchases.

*The Role of Customer Satisfaction in Mediating the Influence of Experiential Marketing on Repeat Purchases among Domus Kopi Consumers in Denpasar City*

The hypothesis testing of the role of customer satisfaction in mediating the influence of experiential marketing on repeat purchases shows that customer satisfaction is a partial mediating variable in the influence of experiential marketing on repeat purchases. This result can be interpreted as if the better the experiential marketing felt by Domus Kopi consumers, the higher the customer satisfaction will be, with increased customer satisfaction, the higher the repeat purchase of Domus Kopi consumers in Denpasar City. The findings of this study prove that the satisfaction felt when consumers get a pleasant experience at Domus Kopi can influence consumers in making repeat purchases at Domus Kopi. The memorable experience felt by Domus Kopi consumers in Denpasar City, such as the products offered by Domus Kopi have quality from selected raw materials, consumers will have a good assessment of the products and services provided by Domus Kopi, so that consumers whose expectations are met and the experience they get will make consumers feel satisfied. Consumers who feel satisfied will encourage consumers' desire to make repeat purchases at Domus Kopi in the future. Theoretically, the results of this study are supported by Theory of Planned Behavior (TPB), where experiential marketing Contributing to shaping positive consumer attitudes toward a brand or product through pleasant experiences experienced during direct interactions, whether in terms of service, atmosphere, or emotional interaction. This positive experience then has the potential to increase consumer satisfaction. This sense of satisfaction then has the potential to increase consumers' desire to make repeat purchases. The outcomes of this investigation are consistent with the results other research Ayatullah et al., (2023), Fitria et al., (2021), Isnain and Transistari (2021), Kharolina and Transistari (2021), and Rizaldi and Hutasulut (2024) stated that the role of customer satisfaction has a significant and positive influence in mediating experiential marketing towards repeat purchases.

## CONCLUSION

Based on the research findings, numerous inferences can be reached, including the following.

1. Experiential marketing has a positive and significant effect on repeat purchases among Domus Kopi consumers in Denpasar City. These results indicate that improved experiential marketing will increase repeat purchases among Domus Kopi consumers in Denpasar City.
2. Experiential marketing has a positive and significant impact on customer satisfaction among Domus Kopi consumers in Denpasar City. These results indicate that improved experiential marketing will have an impact on increasing customer satisfaction among Domus Kopi consumers in Denpasar City.
3. Customer satisfaction has a positive and significant effect on repeat purchases among Domus Kopi consumers in Denpasar City. These results

indicate that increasing customer satisfaction will lead to increased repeat purchases among Domus Kopi consumers in Denpasar City.

4. Customer satisfaction is a partial mediating variable for the influence of experiential marketing on repeat purchases among Domus Kopi consumers in Denpasar City. These results indicate that good experiential marketing can increase customer satisfaction, and increased customer satisfaction will increase repeat purchases among Domus Kopi consumers in Denpasar City.

## RECOMMENDATION

Based on the results of the research conclusions that have been explained, suggestions can be made regarding this research.

1. Domus Kopi management can consider the respondents' assessment on the statement "Domus Kopi provides a pleasant experience by offering an attractive visual display of drinks and food" this is because respondents have the lowest assessment on this statement. Domus Kopi management is expected to provide a pleasant experience to consumers, by arranging or offering the display of drinks and food, to make it more attractive to consumers, so that consumers will be delighted with the things they acquire and consumers will be interested in making repeat purchases at Domus Kopi.
2. Domus Kopi management can consider the respondents' assessment on the statement "The product I bought at Domus Kopi is in accordance with my expectations, so I feel satisfied" this is because the respondents have the lowest assessment on this statement. Domus Kopi management is expected to maintain the quality of existing products, so that consumers do not feel disappointed and are able to meet the expectations they have for the products offered by Domus Kopi, so that it will be able to attract consumers in increasing repeat purchases at Domus Kopi.

## ADVANCED RESEARCH

1. Additional study is planned to be able to include aspects that can influence repeat purchases, for example promotions, service quality and product quality, so that in the future we can get even better results.
2. It is hoped that further research can use other research locations that are not only limited to Domus Kopi consumers in Denpasar City, but can be used in all other similar companies in Denpasar City.

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