



The Influence of Experiential Marketing on Repurchase Intention and Customer Satisfaction of Restaurants in Surabaya

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Abstract. *This research seeks to examine the impact of experiential marketing on customer satisfaction, its effect on repurchase intention, and the role of customer satisfaction in influencing repurchase intention among patrons of Resto All You Can Eat Surabaya. The study applies a survey approach, gathering data through questionnaires distributed to selected samples from the population. The analysis is conducted using the Partial Least Square method. The findings reveal that experiential marketing significantly influences customer satisfaction at Resto All You Can Eat Surabaya. This indicates that when elements of experiential marketing—such as sensory experiences, emotional responses, creative cognitive stimulation, physical engagement, lifestyle alignment, and social identity—are enhanced, customer demand also increases. Moreover, experiential marketing is shown to affect customers' repurchase intention. In other words, the stronger the customers' experience in terms of sensory, affective, cognitive, physical, lifestyle, and social identity aspects, the greater their willingness to make repeat purchases. Finally, customer satisfaction itself plays a crucial role in driving repurchase intention. When satisfaction is reflected in positive feelings, verbal appreciation, enjoyment, and fulfillment during the purchasing process, customers are more inclined to return and buy again at the restaurant. These results suggest that Resto All You Can Eat Surabaya—and similar businesses—should strategically invest in strengthening experiential marketing elements as a core part of their customer relationship and retention efforts. By creating memorable and meaningful dining experiences that engage customers on multiple levels, the restaurant can foster stronger emotional connections, increase satisfaction, and encourage long-term loyalty. Practical implementations may include improving ambiance, offering interactive dining elements, training staff to provide personalized service, and leveraging social media to enhance community and identity among patrons.*

Keywords: *Customer Satisfaction; Experiential Marketing; Repurchase Intention; Restaurants; Surabaya.*

1. INTRODUCTION

In today's dynamic business environment, competition is becoming more intense, and the key to success lies in anticipating market movements and promptly responding to evolving consumer demands and behaviors. In this case, manufacturers are required to be more creative and innovative in pampering consumers through product and service offerings by providing better services and facilities. Such strategies are implemented by the company to capture customers' hearts, foster continued product usage, and safeguard its existence in the face of escalating market competition.

In order for a business or company to excel in the competition, it must be customer-insightful. Every company or type of business definitely wants every customer it creates to be maintained forever, especially customers who feel satisfied are the biggest asset that the company must maintain. Undoubtedly, this is not an easy task, as changes may occur at any time—whether in customer preferences and psychological factors, or in external environmental

conditions that influence customers' psychological, social, and cultural dimensions. To get satisfied customers, it is necessary to apply a customer-oriented marketing concept and emphasize to treat buyers as king, where consumer satisfaction is a factor that needs to get the main attention. Various consumer wants and needs must continue to be fulfilled by the company. Kotler (2006) said that the company's task is to create customers that lie in the services provided to the customers themselves.

Facing this phenomenon and preventing the adverse impact of easy customer migration, a business needs to use a strategy to increase customer satisfaction. One of the strategies that needs to be carried out is to review the experience side of the experience that customers get in buying their products. This is driven by the fact that nowadays there are factors other than money that influence customers in trying or buying a product, one of which affects is an emotional relationship between the product or service provider and the consumer.

Experiential marketing is a marketing approach that has been practiced since ancient times and continues to be applied by marketers today. This strategy is considered highly effective because, along with the advancement of time and technology, marketers increasingly emphasize product differentiation as a means of distinguishing their offerings from competitors (Andreani, 2007). As a concept, experiential marketing does not merely provide information or opportunities for consumers to experience the functional benefits of a product; rather, it also evokes emotions and feelings that significantly influence marketing outcomes, particularly in terms of sales performance (Andreani, 2007).

In various business contexts, such as department stores, prior studies have demonstrated that consumer interaction with the physical environment of the store contributes to overall satisfaction and enhances the shopping experience. This suggests that modern consumers demand more than just products or services; they seek a holistic experience that aligns with their increasingly high expectations (Lin et al., 2009). Consequently, experiential marketing has emerged as a critical strategy for engaging consumer emotions, creating memorable experiences, and ultimately driving purchasing behavior (Andreani, 2007).

The concept of experiential marketing continues to develop and presents new challenges for companies that seek to implement it. This is particularly noteworthy because, despite being relatively new in the field of marketing, experiential marketing plays a strategic role in attracting new consumers while simultaneously fostering customer loyalty. Previous research has demonstrated a link between experiential marketing and consumer loyalty across various types of businesses (Rohmat & Sri, 2012). Closely related to this is the notion of experiential branding, which refers to the process through which brands design and promote sensory

interactions with consumers across all facets of the brand experience. Such interactions are intended to evoke emotional responses that shape consumer preferences and actively influence their overall perception of the brand.

Consumer sensory interaction includes elements of communication, brand space, and products and services. These elements together affect brand equity. Aspects related to smile, fragrance, touch, taste, warmth can add to the intention of repurchase and unplanned purchases (impulse buying). Positive experiences need to be institutionalized in the system so that all touchpoints provide spirit to the brand. In short, experiential marketing is a powerful instrument to help companies manipulate purchasing decisions by consumers (Rohmat and Sri, 2012).

Experiential marketing enables customers to engage in a range of interactions with brands, products, or services that provide them with sufficient information to support their purchasing decisions. This approach targets both emotional and rational dimensions, as these two aspects often exert a significant influence on company performance (Andreani, 2007). More specifically, experiential marketing facilitates the purchasing process by emphasizing perceived service value, customer satisfaction, enjoyment, individual characteristics, and social group affiliations. In this way, it extends beyond traditional market segmentation, offering an approach that is both innovative and sophisticated (Prahalad & Ramaswamy, 2000).

Customer satisfaction refers to the fulfillment experienced by consumers toward a product or service based on the perceived performance of that product or service. When product performance exceeds consumer expectations, satisfaction is achieved (Junaidi, 2002). In essence, satisfaction represents the degree of a person's feelings after comparing the perceived performance with their expectations. The level of satisfaction is therefore determined by the gap between expectation and perceived outcome. If performance falls below expectations, customers experience disappointment; if it meets expectations, customers feel satisfied; and if it surpasses expectations, customers attain a heightened sense of satisfaction. These expectations may be shaped by prior experiences, feedback from peers, or information and promises communicated through various media channels. Satisfied customers tend to demonstrate long-term loyalty, exhibit lower price sensitivity, and provide positive word-of-mouth regarding the company (Oliver, 2001).

According to Tjiptono (2005), consumer satisfaction can be understood through three possible conditions arising from the comparison between expectations and actual experiences. First, when the services provided are consistent with consumer expectations or needs, consumers will feel satisfied. Second, if the services delivered fall short of or fail to meet consumer expectations, dissatisfaction will occur. In this sense, satisfaction reflects the extent

to which the perceived reality of consuming a product or service aligns with, or diverges from, the expectations initially held by consumers.

Repurchase is the act of buying again after the first purchase or trial, it is defined as a product that is not durable, while for a durable product, it is interpreted as the consumer's willingness to repurchase or give at least one suggestion to others to make a purchase (Ndubisi & Moi, 2005). Factors influencing purchase intention are closely tied to consumers' emotions and feelings. When individuals experience happiness and satisfaction in purchasing goods or services, their interest in buying is reinforced. Conversely, dissatisfaction often diminishes or eliminates such interest (Swastha & Irawan, 2003).

Repurchase activity refers to purchasing behavior carried out more than once or on multiple occasions. The satisfaction experienced by consumers can serve as a strong motivator for repeat purchases, fostering loyalty not only to the product but also to the store where the purchase is made. Such loyalty often leads consumers to share positive word-of-mouth recommendations with others (Olsen, 2002). Repurchase is influenced by other people's attitudes, advertisements (promotions), prices and expected benefits (Private & Irawan, 2003).

Intention is a personal construct closely related to individual attitudes. When a person shows interest in an object, they develop a motivating force or drive that leads them to engage in behaviors aimed at approaching or acquiring that object (Simamora, 2002). In the context of consumer behavior, purchase intention refers to a consumer's desire to buy or select a product or service, which is influenced by prior experiences of choosing, using, and consuming, or by a future aspiration to obtain the product or service (Kotler & Keller, 2006). Furthermore, consumers' buying intentions are often shaped by their preference for particular brands, indicating that brand perception plays a critical role in guiding purchasing decisions (Kotler & Keller, 2016). A person wants certain products, brands, and services to satisfy a need. In addition, people's desires are also shaped by social influences, past history, and consumption experiences (Boyd, Walker, & Larreche, 2000).

Repurchase refers to a consumer's deliberate decision to purchase a particular service again, which is influenced by prevailing circumstances and individual preferences (Hellier et al., 2003). Purchase intention, meanwhile, is understood as a consumer's tendency to buy a specific brand or engage in purchase-related actions, often measured by the likelihood of carrying out the purchase. It constitutes an essential component of consumer behavior, reflecting the respondent's inclination to act prior to the actual decision-making process (Thamrin, 2003). Furthermore, purchase intention also encompasses consumers' plans

regarding the acquisition of certain products, including the quantity desired within a given period (Durianto & Liana, 2004).

The phenomenon that occurs today is that many consumers are looking for restaurants and cafes with good service quality, starting from spatial layout to varied services. Today's consumers are not only looking for good food, but also an overall pleasant experience when visiting a restaurant or café. They are looking for a place with an attractive layout and good and diverse services. Restaurants and cafes compete to create a unique and attractive atmosphere to attract consumers' attention. Effective spatial planning—including the arrangement of furniture, choice of decoration, and utilization of lighting—serves as a crucial factor in shaping a positive and enjoyable experience.

Modern consumers want personalized services that are tailored to their needs. This includes the ability of staff to provide menu recommendations, handle complaints well, and create friendly and enjoyable interactions. It's not just the food and service, but all aspects of the experience in a restaurant or café that are taken care of. Starting from the ease of booking, the availability of facilities such as Wi-Fi, to the overall atmosphere of the place. In other words, today's consumers have higher expectations of culinary experiences. They are looking for a place that not only satisfies their appetite, but also provides an unforgettable experience and meets their overall needs. Surabaya is a metropolitan city after Jakarta. This further increases the opportunities for business actors to compete to open a restaurant business as a promising and potential business. The number of restaurants in Surabaya continues to grow along with the development of people's lifestyles and the number of residents. The rapid growth in the number of restaurants in Surabaya has led to greater diversification in the types of establishments, particularly in relation to the variety of dishes offered. Starting from restaurants that offer Indonesian, regional, international, oriental, and continental specialties. The various types of food offered in a restaurant are an attraction for people to consume food outside the home.

One of the restaurants in Surabaya City is the All You Can Eat (AYCE) Restaurant is a restaurant concept where visitors pay once to eat as much as they want from a variety of menu options available, usually served in the form of a buffet. This concept allows visitors to try a wide variety of dishes in one visit. The concept of the all you can eat system is a system where consumers can take as much food as they want with just a one-time payment according to the restaurant's regulations. The food served uses the concept of a buffet or buffet with a variety of menus and varying prices.

Building on this background, the objective of this study is to examine the effect of experiential marketing on customer satisfaction, to analyze the influence of experiential marketing on repurchase intention, and to investigate the role of customer satisfaction in shaping repurchase intention.

2. LITERATURE REVIEW

Experiential marketing is a marketing concept designed to build customer loyalty by appealing to emotions and fostering positive associations with products and services (Kartajaya, 2010). Schmitt (2001) further explains that experiential marketing emphasizes the ability of products or services to deliver emotional experiences that resonate with customers' hearts and feelings. Unlike traditional approaches, experiential marketing seeks to provide unique, positive, and memorable experiences that leave a lasting impression on consumers.

According to Kotler and Keller (2016), marketing encompasses the activities, institutions, and processes involved in creating, communicating, delivering, and exchanging offerings that provide value to customers, clients, partners, and society at large. They also define marketing as a social process in which individuals and groups satisfy their needs and wants by creating, offering, and freely exchanging products and services of value with others. Furthermore, the American Marketing Association, as cited in Kotler and Keller (2016), describes marketing management as the art and science of selecting target markets and acquiring, retaining, and expanding customers by creating, delivering, and communicating superior value.

Experiential marketing is a marketing approach that, although practiced since ancient times, has become increasingly relevant in the modern era. This strategy is regarded as highly effective because, alongside technological and societal developments, marketers place greater emphasis on product differentiation to distinguish their offerings from competitors. Through experiential marketing, consumers are able to identify and differentiate products and services by directly engaging in experiences that appeal to the five dimensions—sense, feel, think, act, and relate—both prior to and during the consumption process.

According to (Schmitt, 2001), Strategic Experiential Modules (SEMs) are an Experiential Marketing framework consisting of 5 elements as follows:

- 1) **Sensory Experience**

Sense marketing seeks to generate consumer experiences by engaging the five senses—sight, sound, touch, taste, and smell.

2) Affective Experience

The *Feel Experience*, or *Affective Experience*, is a marketing strategy that employs emotional stimuli—such as events, agents, or objects—as part of its approach to influence consumers' emotions and moods.

3) Creative Cognitive Experience

Think or Creative Cognitive Experience is aimed at intellect that aims to create a consciousness (cognitive). Experience as a problem solving that involves consumers in it

4) Physical Experience and Entitle Lifestyle

Act Experience or *Physical Experience* and *Entitle Lifestyle* represent marketing techniques designed to create consumer experiences associated with physical engagement, lifestyle, and social interaction. The act marketing strategy aims to shape customer experiences that are connected to individual and social behaviors, lifestyle choices, as well as interactions that emerge within social contexts.

In this strategy, the product is not an aspect that is offered as something that has a function or benefit. In experiential marketing, products must be able to create an experience for customers

5) Social Identity Experience

Relate Experience, or *Social Identity Experience*, integrates the four preceding dimensions—sensory, affective, cognitive, and physical experiences, including lifestyle—by connecting consumers to broader social contexts and reinforcing their sense of identity within a community.

Consumer satisfaction is determined by the gap between perceived performance and prior expectations. In this sense, customer satisfaction reflects the degree of congruence—or discrepancy—between the actual performance of a product and the performance anticipated by consumers. Everyone makes a purchase with a certain expectation of what the product or service in question will do when used and satisfaction is the expected outcome. Schnaars, as cited in Tjiptono (2005), emphasizes that the fundamental objective of any business is to create satisfied customers. Achieving customer satisfaction generates multiple benefits, including fostering harmonious relationships between companies and their customers, establishing a strong foundation for repeat purchases, and ultimately cultivating customer loyalty.

Customer satisfaction is not a new concept in marketing; rather, it has long been developed to explain the extent to which consumers feel satisfied or dissatisfied after consuming goods or services they have purchased. The construct is understood as a function

of the gap between perceived performance and expectations. In general, customers may experience three levels of satisfaction: if performance falls below expectations, they feel disappointed; if it meets expectations, they feel satisfied; and if it exceeds expectations, they feel delighted. Thus, customer satisfaction is considered to be achieved when the perceived performance aligns fully with, or surpasses, consumer expectations.

Engel (2005) defines customer satisfaction as a post-purchase evaluation in which the selected alternative delivers outcomes that meet or exceed customer expectations, whereas dissatisfaction occurs when the results fall short of those expectations. Similarly, Kotler (2006) describes satisfaction as a feeling of pleasure or disappointment that emerges from comparing a product's perceived performance with the expected performance. For companies that prioritize consumers, customer satisfaction functions not only as a primary objective but also as an essential marketing tool. Indicators of consumer satisfaction are: a. Sense of pleasure. b. Consumers give compliments after making a transaction. c. Taste. d. Feeling satisfied at the time of purchase

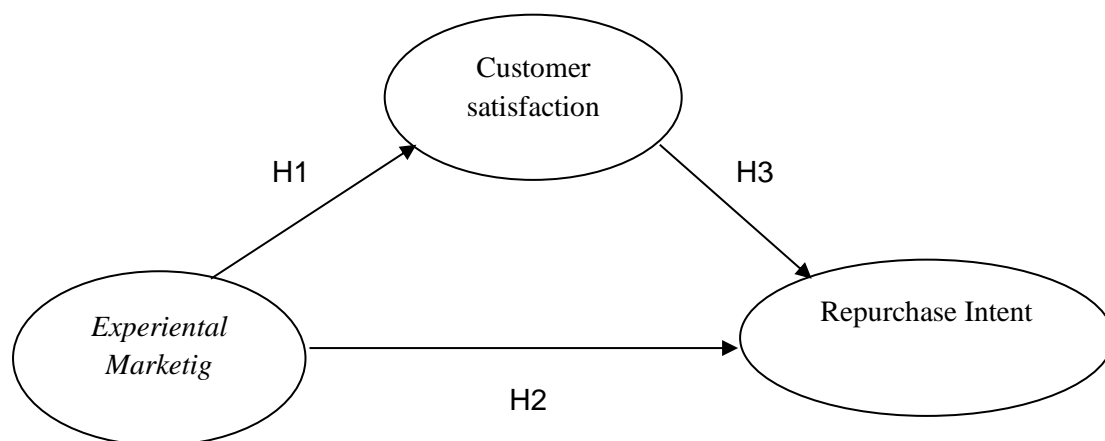
Repurchase behavior is often linked to brand loyalty, yet the two concepts are distinct. Brand loyalty reflects a psychological commitment to a particular brand, whereas repurchase behavior merely refers to repeated purchases of the same brand, which may occur for reasons other than loyalty. For instance, consumers may repurchase because the brand is the only option available, because it is priced more affordably, or due to other situational factors. Repurchase behavior may also result from a company's market dominance that limits consumer choice, or from sustained promotional efforts designed to attract and persuade customers to buy the same brand repeatedly. In the absence of such market dominance or intensive promotion, consumers are likely to switch to alternative brands. By contrast, loyal customers remain "attached" to a brand and continue purchasing it even when numerous alternatives are available (Tjiptono, 2005).

Handono and Amelia (2015) define repurchase intention as an individual's evaluation of the decision to repurchase a particular service from the same company, while considering current conditions and potential future circumstances. Consumers who hold a high level of trust in the salesperson or the manufacturer with whom they have prior experience are more likely to engage in repeat purchases compared to those with lower levels of trust.

According to Peter and Olson (2000), consumers engage in repeat purchases driven by habitual impulses and buying behaviors that may foster loyalty toward products or services they perceive as suitable for them. Repurchase intention can therefore be understood as a consumer's tendency to buy again, often accompanied by a positive evaluation of prior

purchasing experiences. There is a difference between an actual purchase actually made by a consumer and an interest in buying a repurchase. Repurchase interest is the buying tendency in the future. Although the purchase is not necessarily made in the future, measurement of purchasing tendencies is generally done to maximize the prediction of the purchase itself.

Hawkins (2007) defines repurchase as the act of buying a product of the same brand again, without necessarily being accompanied by strong emotional attachment to the product. Two main factors may drive consumers to repurchase. First, consumers may be satisfied with their prior purchase, leading them to continue buying the same brand. Second, consumers may feel dissatisfied but still engage in repurchase due to the high costs associated with switching brands. These switching costs may include the time, effort, and resources required to search for, evaluate, and adopt alternative products.



H1 : *Experiential Marketing* Affects Customer Satisfaction of All You Can Eat Surabaya Restaurant

H2 : *Experiential Marketing* Affects the Repurchase Intention of All You Can Eat Surabaya Resto Customers

H3 : *Customer Satisfaction* Affects the Intention to Buy Back Customers of All You Can Eat Surabaya

3. RESEARCH METHODS

This study employed a survey method by selecting a sample from the population and utilizing a questionnaire as the primary data collection instrument. The population consisted of consumers aged 17 years and above who had made at least two purchases within the past three months. In determining the sample size for multivariate studies, including multiple regression analysis, Roscoe (2007) suggests that the sample should be several times—preferably ten times or more—the number of variables studied. Based on this guideline, the required sample was

calculated as 30 multiplied by 3 variables, resulting in a total of 90 respondents. The data used in this research were primary data collected directly through the administered questionnaire. In this study, the technique in measuring data is using a liker scale. The test of the instrument used is a validity and reliability test. The data analysis technique used to analyze the influence between variables uses PLS.

4. RESULTS AND DISCUSSION

Convergent validity is used to assess whether the correlation value between each indicator and its corresponding latent variable is valid. The evaluation is based on the magnitude of the loading factor. An indicator is considered valid if it has a positive loading factor value greater than 0.5.

Table 1. Outer Loading Experiential Marketing, Customer Satisfaction and Repurchase Intent.

Indicator	Result	p-value	Information
EP.1	0.693	<0.001	Valid
EP.2	0.383	<0.001	Valid
EP.3	0.865	<0.001	Valid
EP.4	0.907	<0.001	Valid
EP.5	0.734	<0.001	Valid
KP.1	0.595	<0.001	Valid
KP.2	0.836	<0.001	Valid
KP.3	0.774	<0.001	Valid
KP.4	0.743	<0.001	Valid
NPU.1	0.731	<0.001	Valid
NPU.2	0.919	<0.001	Valid
NPU.3	0.976	<0.001	Valid
NPU.4	0.927	<0.001	Valid

The test results indicate that each indicator achieved a loading factor greater than 0.50, demonstrating that, overall, the indicators effectively represent the constructs of Experiential Marketing, Customer Satisfaction, and Repurchase Intention. This criterion indicates that the indicators are proven to be valid as valid constructs.

Discriminant validity can be assessed by comparing the Average Variance Extracted (AVE) value with the correlations among variables. An indicator is considered to possess adequate discriminant validity when the AVE value exceeds 0.50, indicating that the construct demonstrates good validity (Ghozali, 2008). Discriminant Validity test results between latent variables presented in the table.

Tabel 2. Average Variances Extracted (AVE).

Variable	AVE	Condition	Information
<i>Experiential Marketing</i>	0.547	0.5	Valid
<i>Customer Satisfaction</i>	0.551	0.5	Valid
<i>Repurchase Intent</i>	0.798	0.5	Valid

Based on the validity test presented in the table above, it can be concluded that the Average Variance Extracted (AVE) values for all variables exceed 0.50. This result indicates that all constructs meet the criteria for convergent validity and can be regarded as reliable measures of their respective latent variables.

The test for the outer model, using latent construct reliability, this measurement uses *Cronbach's alpha* and *composite reliability*. Constructs are categorized as reliable if the value > 0.70 .

Table 3. Cronbach's Alpha and Composite Reliability Test Results.

	Cronbachs Alpha	Composite Reliability
<i>Experiential Marketing</i>	0.771	0.850
<i>Customer Satisfaction</i>	0.721	0.829
<i>Repurchase Intent</i>	0.912	0.940

The Cronbach's alpha values for all variables are greater than 0.70, indicating that each variable demonstrates acceptable reliability and internal consistency. Based on composite reliability, all variables > 0.7 , thus meeting the composite reliability criteria.

Table 4. Hypothesis Testing Results.

No	Variable Relationships		Coefficient of Influence	<i>p-value</i>	Information
1	<i>Experiential Marketing</i>	<i>Customer Satisfaction</i>	0.779	<0.001	Significant
2	<i>Experiential Marketing</i>	<i>Repurchase Intent</i>	0.589	<0.001	Significant
3	<i>Customer Satisfaction</i>	<i>Repurchase Intent</i>	0.424	<0.001	Significant

The research findings indicate that the Experiential Marketing variable exerts a positive and significant influence on Customer Satisfaction. Therefore, the hypothesis stating that Experiential Marketing affects customer satisfaction at Resto All You Can Eat Surabaya is supported. The research findings are according to the opinion of Kotler & Keller (2006) that *marketing* is a typical activity as a task to recreate or create, promote and bridge goods and services to consumers and businesses. Experiential Marketing can be defined as an activity

aimed at anticipating, managing, and fulfilling consumer satisfaction through an exchange process that is experienced as an event. Theoretically, according to (Schmitt & Roger, 2008), Strategic Experiential Modules (SEMs) are Experiential Marketing frameworks consisting of 5 elements, namely Sense marketing, Feel Experience or Affective Experience, Think or Creative Cognitive Experience, Act or Physical Experience and Entitle Lifestyle and Relate or social identity experience.

Sense marketing seeks to engage consumers' emotions by stimulating their five senses—sight, hearing, taste, touch, and smell—through products and services. For example, when consumers visit Resto All You Can Eat Surabaya, they may visually appreciate the attractive design of the building, perceive the aroma of food through their sense of smell, hear music played at a comfortable volume, and feel the coolness of the air conditioning on their skin. Meanwhile, the *Feel Experience*, or *Affective Experience*, is directed toward consumers' feelings and emotions, with the purpose of shaping experiences that range from subtle moods to strong emotions, ultimately fostering pleasure and a sense of pride (Schmitt & Roger, 2008).

The *Feel Experience*, or *Affective Experience*, can be created through quality service, attentive care, and friendly interactions. To evoke strong emotional responses from consumers, producers must consider the conditions and moods of their customers. Many consumers are more likely to become loyal customers when they feel aligned with the products or services offered. Therefore, timing plays an important role—engaging with consumers when they are in a positive mood increases the likelihood that products and services will deliver a memorable experience, which in turn has a positive impact on customer satisfaction.

The *Think Experience*, or *Creative Cognitive Experience*, is designed to encourage customers to engage in creative thinking and develop awareness through cognitive processes that lead them to re-evaluate the company, its products, and its services. At Resto All You Can Eat Surabaya, this dimension is stimulated through various innovations offered to customers. Complementing this is the *Act Experience* or *Physical Experience* and *Entitle Lifestyle*, which aim to create consumer experiences linked to physical engagement, lifestyle, and social interactions. The *Act Experience* positively influences customer satisfaction, as products and services that align with consumer behavior and lifestyle foster a sense of suitability and contentment. Conversely, when consumers perceive that products or services do not match their lifestyle, this misalignment may negatively affect their satisfaction.

Finally, the *Relate Experience*, or *Social Identity Experience*, integrates the four previous dimensions—sense, feel, think, and act—by connecting individuals to broader social contexts and fostering relationships with other people and groups. This dimension enables consumers to associate with social identities that instill a sense of belonging and pride.

The *Relate Experience*, or *Social Identity Experience*, may exert either a positive or negative influence on customer satisfaction. When relate marketing successfully connects individuals with external social contexts, it fosters a sense of belonging and pride that enhances satisfaction. However, if it fails to establish such associations, consumers are unlikely to feel satisfied, resulting in a negative impact on their overall experience. Resto All You Can Eat Surabaya has fully paid attention to the importance of connection. The direct contact of employees with customers fully meets expectations, communication and special attention close to customers are fully felt by customers. Customers perceive satisfaction when they experience smooth and meaningful interactions with employees, as effective communication is a crucial aspect of the customer relationship. Conversely, when customers feel ignored, they are likely to experience discomfort and dissatisfaction. According to Smilansky (2009), experiential marketing is defined as the process of identifying and fulfilling customer needs and aspirations through two-way communication that brings the brand to life and delivers value to the target audience. In this regard, experiential marketing plays a vital role in fostering customer satisfaction. The satisfaction of this customer can be caused by the Resto concept provided by All You Can Eat Surabaya. Furthermore, positive experiences gained by customers during service interactions generate a sense of satisfaction in their perceptions. Thus, it can be concluded that experiential marketing serves as an effective approach to building and enhancing customer satisfaction.

The findings of this study demonstrate that Experiential Marketing exerts a positive and significant influence on Repurchase Intention. Accordingly, the hypothesis stating that Experiential Marketing affects the repurchase intention of customers at Resto All You Can Eat Surabaya is supported. These results align with Schmitt's (2001) view that experiential marketing involves encounters and interactions in which consumers undergo situations that deliver sensory, emotional, cognitive, behavioral, and relational values as a replacement for purely functional values. Through such experiences, business entities and their products are able to connect with consumer lifestyles, thereby fostering personal engagement and encouraging consumers to make repeat purchases within the business context.

Furthermore, according to Schmitt (2001), the experience stimulated by Sensing undergoes a crossing process. Cross-modality where the combination of several stimuli in Sensing creates messages in the form of experiences effectively. There is also cross-exposure where among various experience providers's a consistent message is created. Next is the cross-space and time where experiences can be mapped based on place and time consistently. At Resto All You Can Eat Surabaya stimulus which has an impact on vision in the form of an attractive building appearance, hearing can be seen in the music that is sung not too loudly, touch or smell by making the room must, the room feel cool. Of course, experiences like this will affect the motivation of repeat purchases, especially with stimuli that have a more felt impact on feelings.

Feel Experience or Affective Experience is a powerful experience giver because of the human nature to seek satisfaction and avoid the opposite feeling, namely disappointment. The All You Can Eat Surabaya Resto industry takes advantage of the feeling of pleasure, namely being relaxed when using services, and guaranteeing quality. It is said that with the creation of feelings like happy, relaxed, satisfied with quality will create repetitive behavior. Customers who feel these feelings will have a strong impression on their memories of the service. With this feeling, addiction will be created so that customers make a repeat purchase. According to Schmitt (2001), marketing strategies that have an impact on mindset are to create creativity or Think or Creative Cognitive Experience. Creativity that is formed in a convergent or analytical manner and divergent or associated. By encouraging this mindset by using the core services and services contained in Resto All You Can Eat Surabaya, customers can create a positive mindset regarding innovations in Resto All You Can Eat Surabaya, more modern and guarantee quality.

The Physical Experience and Entitle Lifestyle (Act) Act is a marketing strategy that customers feel through the relationship between service activities and customers' daily activities. This is supported by Schmitt (2001) who said that the act strategy is a marketing strategy that touches the physical experience and behavior and daily lifestyle of its consumers. In daily activities, there are still several activities in customers' lives that can be related to the activities carried out when visiting All You Can Eat Surabaya Restaurant. The more this behavior is fostered, the higher the buyer's interest in making repeat purchases Social Identity Experience (Relate) is the impact of Experiential Marketing marketing on the experience in fostering relationships in customers' lives.

Basically, the Resto's business depends on relationships or affinities with customers. Customers have experiences that can be felt such as the feeling of satisfaction with the service, the presence of easy direct contact and special attention given by employees, will affect their repeated purchase interest, especially in terms of volume. The concept of experiential marketing creates a valuable experience in consumers so that stimuli arise that can create attitudes affectively and cognitively. In the concept of experiential marketing, the attitude that is formed for the first time in consumers is an affective attitude because in this concept a consumer will be touched emotionally first through the experiences they get when they make a purchase, then will be formed trust in the product which is part of the cognitive attitude. With the establishment of trust in these products, consumers will not hesitate to make repurchases

The findings of this study indicate that Customer Satisfaction has a positive and significant influence on Repurchase Intention. Thus, the hypothesis stating that Customer Satisfaction affects the repurchase intention of customers at Resto All You Can Eat Surabaya is supported. These findings are consistent with Kotler's (2006) view that post-purchase satisfaction depends on how well the performance of a product or service meets the buyer's expectations. In general, satisfaction reflects a consumer's feelings of pleasure or disappointment that arise from comparing perceived performance with expected performance. When performance falls short of expectations, customers experience dissatisfaction; when performance meets expectations, they feel satisfied; and when performance exceeds expectations, they experience a heightened level of satisfaction or delight.

Customer satisfaction and dissatisfaction with a service will have its own impact on subsequent purchase behavior. Resto All You Can Eat Surabaya customers who feel happy to enjoy the service will most likely support Resto All You Can Eat Surabaya, through positive comments about Resto All You Can Eat Surabaya, recommending Resto All You Can Eat Surabaya to other parties. The willingness of loyal customers to Resto All You Can Eat Surabaya is an indication that the service provided is favorable (preferred), besides that customers tend to buy brands they like to reduce the risk of losses.

5. CONCLUSION

Based on the results of the study, it was found that Experiential Marketing has a significant effect on customer satisfaction at Resto All You Can Eat Surabaya. This implies that higher levels of Experiential Marketing—encompassing sensory, affective, cognitive, physical, lifestyle, and social identity experiences—are associated with greater customer demand. The findings further show that Experiential Marketing positively influences

repurchase intention. In other words, the stronger the implementation of sensory, affective, cognitive, physical, lifestyle, and social identity experiences, the greater the likelihood that customers will intend to make repeat purchases. Moreover, customer satisfaction was also found to significantly affect repurchase intention. This indicates that when satisfaction—reflected in feelings of pleasure, expressions of appreciation after a transaction, and enjoyment during the purchasing process—increases, the intention to repurchase likewise rises to its highest possible level.

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