
Increasing Repurchase Intention Through Experiential Marketing and Customer Satisfaction

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Article History:

Received: 25 Agustus 2022

Revised: 09 September 2022

Accepted: 10 September 2022

Keywords: *Repurchase Intention, Experiential Marketing, Customer Satisfaction*

Abstract: *Marketing activities have now begun to focus on customer satisfaction. Knowing the factors that cause customers to be satisfied that can lead to repurchase intentions. This paper focuses on the discussion that experiential marketing can be a strategy that can be used by restaurant marketers to increase customer satisfaction and repurchase intention. This article is expected to add insight, and become a reference for now and in the future, especially in the field of marketing management regarding experiential marketing, customer satisfaction, and repurchase intention. It can be concluded that the higher the sense of experience, the higher the customer satisfaction, this phenomenon can occur because all businesses that focus on products and services aim to provide a pleasant experience to customers. When customer satisfaction increases, it can increase repurchase intention. Furthermore, the higher the customer satisfaction, the higher the repurchase intention.*

INTRODUCTION

Currently, many businesses have developed rapidly, this is due to creative and innovative ideas. Along with this idea, the marketing concept also developed. Marketing activities have now begun to focus on customer satisfaction. In general, every business aims to seek profit, this goal cannot be separated from marketing activities. Marketing itself has to be thought about beforehand, so that it is more appropriate to the target customer. Tighter competition, where more and more producers are involved in fulfilling customer needs and desires, causing every company to place an orientation on customer satisfaction as the main goal (Tjiptono, 2005: 24). Knowing the factors that cause customers to be satisfied that can lead to repurchase intentions. This paper focuses on the discussion that experiential marketing can be a strategy that can be used by restaurant marketers to increase customer satisfaction and repurchase intention. This article is expected to add insight, and become a reference for now and in the future, especially in the field of marketing management regarding experiential marketing, customer satisfaction, and repurchase intention.

Experiential Marketing

Experiential marketing is a marketing approach that involves the emotions and feelings of customers by creating unforgettable positive experiences (Araci, Bulut, and Kocak, 2017).

Experiential marketing is not a new concept but it is still relevant to be reviewed at this time, and the culinary sector was chosen to be discussed, because it has the potential to be developed, considering that food and beverages are the main needs for humans, who will always have room to continue to grow and develop (Febrini, Widowati, and Anwar, 2019).

Same and Larimo (2012) in their article explain that experiential marketing as a marketing planning tool is related to tactical and operational level actions where the main question is how to do experiential marketing (campaigns). Chandra and Subagio (2013) explain that experiential marketing has a positive effect on customers. Experiential marketing allows customers to differentiate products and services from touch, taste, smell, sound, and sight, because customers experience the experience firsthand (Smilansky, 2017:5). Schmitt (1999) provides a theory of Strategic Experience Modules (SEMs) which consist of five types, namely sense, feel, think, act and relate. These five types are discussed in detail, as follows:

1. Sense Experience

Schmitt (1999) explains that sense experience is defined as an effort to create experiences related to the five senses through sight, sound, touch, taste and smell. These elements are used to differentiate the business entity and its products in the market, generating customer desire to buy the product. Sense experience is a strategy taken by the company to provide an experience with the five senses through sight, sound, touch, taste and smell, so that customers feel directly with the products offered by the company.

2. Feel Experience

Schmitt (1999) explains that feel experience is a strategy and implementation to give brand influence to customers through communication (advertising), product (packaging and content), product identity (co-branding), environment, website, people who offer the product. Every company must have a clear understanding of how to create feelings through consumption experiences that can move the customer's imagination, so that customers can make decisions to buy. Feel experience arises as a result of contact and interaction that develops over time, which can be done through feelings and emotions that arise. It can also be displayed through ideas and fun as well as a reputation for customer service. The purpose of the feel experience is to move emotional stimuli (events and objects) as part of feel strategies, so that they can influence the emotions and moods of customers.

3. Think Experience

Schmitt (1999) explains that think experience is a strategy to provide thinking experiences for customers, by innovating services and products, such as launching applications that can provide new experiences for customers to order food. The purpose of think experience is to encourage customers to be interested and think creatively so that they can produce a re-evaluation of the company and the brand. Think experience refers more to the future, focused, value, quality, growth, and can be displayed through inspirational, high technology, and surprise.

4. Act Experience

Schmitt (1999) explains that act experience is a strategy where companies provide action experiences that can be imitated by customers with respect to the products or services offered. Act experience can be measured from physical body experience. An example of a physical body experience is marketing from the use of shampoo, manicure, pedicure, and everything that causes a feeling on the skin when using the product. This motor action focuses on physical movement, both from what is seen in TV commercials or customers who carry out the motor action themselves.

5. Relate Experience

Schmitt (1999) explains that relate experience is a company's strategy to provide an experience that reflects a brand or product. Relate experience contains aspects of sense experience, feel experience, think experience, and act experience. However, relate experience develops beyond personal understanding, and personal feelings of customers, thus connecting customers with something outside of themselves. For example, a body shop provides an experience through products that use natural ingredients so that they are safe for the skin and the environment, so that customers who buy body shop products indirectly enter an environment that loves nature because the products are natural. In general, relate experience shows relationships with other people, other groups (eg work, lifestyle) or a wider and abstract social community (eg country, society, culture). The goal of relate experience is to connect the customer with the culture and social environment that is reflected by the brand of a product.

Customer Satisfaction

Kotler and Keller (2012:164) state satisfaction as a satisfied or disappointed customer feeling that results from comparing the product's perceived performance (or results) with customer expectations. Schiffman and Kanuk (2010:29) argue that customer satisfaction is the customer's perception of the performance of a product or service in relation to expectations. So if the performance of the product is in line with expectations, then the customer will be satisfied, otherwise if the performance of the product or service is not in line with expectations, then the customer is dissatisfied.

According to Araci et al (2017), customer satisfaction is the customer's assessment of whether a product or service has met the needs and is in line with expectations. The same thing was expressed by Kotler and Armstrong (2014: 35) which stated that customer satisfaction is the extent to which the perceived product performance is in accordance with the buyer's expectations. Meanwhile, Minarti and Segoro (2014) explain that satisfaction is the attitude, assessment and emotional response shown by the customer after the purchase process. So customer satisfaction will appear after the customer uses the product or service and every customer hopes that the product or service used is in accordance with expectations.

Thus it can be concluded that customer satisfaction is a customer's assessment of a product or service received compared to what is expected. Customers will feel satisfied if their expectations can be met with the products or services offered. On the other hand, if the product or service received by the customer is not as expected, the customer is dissatisfied. Every company certainly wants to always satisfy customers, because it will have a positive impact on the company. Customers who are satisfied with the product or service will repurchase the product or reuse the service. Therefore, customer satisfaction is the main factor that can lead to repurchase intentions, this is an advantage for the company because it can increase sales.

Repurchase Intention

Schiffman and Kanuk (2008: 508) argue that the act of repurchasing occurs because of the good and satisfying experiences felt by the customer when the consumer uses and consumes the product or service provided. Febrini et al (2019) explained that repurchase intention is a customer's decision to repurchase in the future, due to satisfaction and trust, where this customer's repurchase decision can bring benefits to the company. Customers who often make purchases of one product repeatedly, then the customer has the intention to repurchase the product (Savila, Wathoni, and Santoso, 2019).

There are two types of purchases made by consumers, the first is a trial purchase and the second is a repeat purchase (Cendriono and Ardiana, 2018). A trial purchase is a purchase that is made for the first time for a product or service in relatively small or small quantities, while a repeat purchase is a customer buying and using the product or service again in the future with a larger amount. Repeat purchases occur due to the satisfaction felt when using the previous product or service. Razi and Lajevardi (2016) state that repurchase is only a basic behavior after the customer finds and feels that the purchase has been satisfactory, and it must involve other behaviors such as reputation or recommendation to others. So, repeat purchases can occur when consumers or customers feel satisfaction with a product or service they consume, so they want to make repeat purchases in the future.

RESULT AND DISCUSSION

Araci et al. (2017) explains that the sense of experience given to customers will have a significant positive effect on customer satisfaction. Yeh, Chen, and Chen (2019) in their article explain that sense experience has a positive and significant effect on customer satisfaction, so that it can make customers feel good and make customers feel satisfied. If the company can provide a sense of experience with the appropriate product as desired by the customer, the price is in accordance with the quality obtained by the customer, it will make the customer feel satisfied. Febrini et al (2019) stated that experiential marketing has a positive effect on customer satisfaction, the higher the experiential marketing, the higher the customer satisfaction.

Yeh et al. (2019) states that feel experience is a positive influence on customer satisfaction because by making good emotions to customers, customers will be satisfied. Feel experience has an effective and significant impact on customer satisfaction, and has an effective and direct impact on customer repurchase intentions. To increase customer satisfaction, companies must provide experiences that can have an emotional effect on customers so that customers feel satisfied (Yeh et al., 2019). In addition to the company providing a good emotional effect for customers, the company must also provide a good experience on the facilities, atmosphere, and service received by customers from arrival to departure, so that customers are satisfied, and trigger repurchase intentions and can become loyal customers. Think experience has a positive and significant effect on customer satisfaction if the product or service provided to the customer is in accordance with the customer's wishes (Araci et al., 2017). Companies must be able to provide new thinking experiences and innovations to customers, so that they can be a solution to customer problems and customers are satisfied with the new experiences offered by the company.

With the company providing new innovations, it will also provide a new experience for customers, so that if the innovation is acceptable to customers it will make a positive impact on customer satisfaction. Araci et al. (2017) stated that think experience in restaurants will be able to increase customer satisfaction. Febrini et al (2019) in their article explain that act experience has a positive and significant effect on customer satisfaction. Yeh et al. (2019) in his article explains that companies must be able to provide experiences through advertising how to use good products to customers, which makes customers feel the benefits of the products or services offered, so that customers become satisfied. With products that can provide benefits in accordance with what is offered to customers and match with customers, it can make customers feel satisfied (Öztürk, 2015).

Araci et al. (2017) explained that relate experience is something that has a significant impact on customer satisfaction. When customers feel the relate experience provided by the company through products, services, services, or the environment, in accordance with what is desired or felt,

the customer will feel satisfied (Chandra and Subagio, 2013). Wu and Tseng (2015) in their article explain that companies must be able to build good relationships with customers, so that customers are satisfied with the services or products provided. Amin and Tarun, (2019) stated that customer satisfaction has a significant effect on customer repurchase intentions, the level of satisfaction with repurchase intentions will be known from differences in customer expectations and perceptions. So it can be concluded that the level of customer satisfaction is the perception of the customer himself that his expectations have been exceeded or have been met. When a customer is satisfied with a product or service, the customer will intend to make a repeat purchase. Araci et al. (2017) suggested that customer satisfaction has a positive and significant effect on customer repurchase intentions.

Widjiono and Japariato (2015) explain, with customer satisfaction from the products or services provided by the company, it will have a significant positive impact on repurchase intentions, so customer satisfaction is very important. Araci et al. (2017) explained that sense experience had a significant positive effect on repurchase intention through customer satisfaction. Customer satisfaction significantly mediates the effect of experiential marketing on repurchase intention. Customer satisfaction variable can mediate the effect of sense experience on repurchase intention. Feel experience has an effective and significant impact on repurchase intention, through customer satisfaction (Araci et al., 2017). To increase customer satisfaction, companies must be able to provide experiences that can have an emotional effect on customers so that customers feel satisfied so that customer repurchase intentions appear (Yeh et al., 2019). Febrini et al (2019) in their article explained that customer satisfaction managed to mediate well the relationship between the feel experience variable and repurchase intention.

Think experience has a significant positive effect on repurchase intent with customer satisfaction mediation if the product or service provided to the customer is in accordance with the customer's wishes and makes the customer satisfied, it will lead to customer repurchase intention. Olli and Nurcaya (2016) explain that the right application of think experience can have a big influence on customers' repurchase intentions. Araci et al. (2017) stated that think experience in restaurants will be able to increase customer satisfaction and increase customer repurchase intentions. Febrini et al (2019) explain that act experience has a significant effect on repurchase intention through customer satisfaction. The higher the act experience, the higher the customer satisfaction, so that it has an effect on increasing customer buying interest. Araci et al. (2017) explained that relate experience is something that has a significant impact on customer repurchase intentions by mediating customer satisfaction. Relate experience has a positive effect on customer repurchase interest through customer satisfaction (Olli and Nurcaya, 2016).

CONCLUSION

Based on the literature review and previous research, it can be concluded that the higher the sense of experience, the higher the customer satisfaction, this phenomenon can occur because all businesses that focus on products and services aim to provide a pleasant experience to customers. The results of this study are also in accordance with research conducted by. In accordance with the opinion of Febrini et al (2019) stating that experiential marketing has a positive effect on customer satisfaction, the higher the experiential marketing, the higher the customer satisfaction. The higher the feel experience, the higher the customer satisfaction. The higher the think experience, the higher the customer satisfaction. The results of this study are also in accordance with the research conducted by Yeh et al. (2019) states that think experience has a very strong positive influence on customer satisfaction. Act experience has no effect on customer

satisfaction, this phenomenon can occur because customers do not feel satisfied with the experience provided by the restaurant. The higher the relate experience, the higher the customer satisfaction. Yeh et al. (2019) stated that relate experience has a positive and significant influence on customer satisfaction.

When customer satisfaction increases, it can increase repurchase intention. Furthermore, the higher the customer satisfaction, the higher the repurchase intention. Widjiono and Japariato (2015) state that customer satisfaction has a positive and significant influence on repurchase intention. Sense experience has a very positive impact on customer satisfaction so that it has a positive effect on customer satisfaction. Febrini et al. (2019) also states that experiential marketing has a positive and significant effect on repurchase intention through customer satisfaction. Think experience has a significant positive effect on repurchase intent through customer satisfaction. If the product or service we provide to customers is in accordance with customer desires and makes customers satisfied, it will lead to customer repurchase intentions. Act experience has no significant effect on repurchase intention. Araci et al. (2017) explained that relate experience is something that has a significant impact on customer repurchase intentions by mediating customer satisfaction. Based on the discussion of this article and empirical evidence from previous studies, it can be concluded that experiential marketing has a positive and significant effect on repurchase intention through customer satisfaction.

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