

Increasing Repurchase Intention through Experiential Marketing, Service Quality, and Customer Satisfaction

By Lena Ellitan

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Abstract. Consumers can make repeat purchases for the umpteenth time for the same products and services on a regular basis. At the same time, consumers also pay attention to current and future situations and conditions. This study aims to understand the application of experiential marketing factors and service quality that can affect customer satisfaction and consumer intentions to make repeat purchases. The focus of this study is to analyze these factors in the service of Korean restaurants in Surabaya. This research is a causal type of quantitative research that uses the Structural Equation Model (SEM) analysis technique. Respondents in this study amounted to 175 Korean restaurant customers in Surabaya who were designated as objects in this study. Determination of respondents is done by using purposive sampling technique. This study found that experiential marketing has a positive effect on customer repurchase intention directly. That is, efforts to increase experiential marketing can increase customer intention to repurchase. This study also proves that service quality has no significant effect on customer intention to repurchase. This finding shows that service quality has become a fundamental factor that is considered normal for every restaurant service. Other results prove that the marketing experience is able to influence customers to make repeat purchases if they are satisfied with the products or services they consume.

Keywords: Experiential Marketing; Service quality; Customer satisfaction; Repurchase intention.

Abstrak. Konsumen dapat melakukan pembelian ulang untuk ke sekian kalinya atas produk dan jasa yang sama secara rutin. Pada saat yang sama, konsumen juga memperhatikan situasi dan kondisi saat ini dan yang akan datang. Penelitian ini bertujuan untuk memahami penerapan faktor experiential marketing dan kualitas layanan yang dapat mempengaruhi kepuasan pelanggan dan niat konsumen untuk melakukan pembelian berulang. Fokus penelitian ini adalah menganalisis faktor-faktor tersebut pada layanan restoran masakan Korea di Surabaya. Penelitian ini merupakan penelitian kuantitatif bertipe kausal yang menggunakan teknik analisis Structural Equation Model (SEM). Responden dalam penelitian ini berjumlah 175 orang pelanggan restoran Korea di Surabaya yang ditetapkan sebagai obyek dalam penelitian ini. Penentuan responden dilakukan dengan menggunakan teknik purposive sampling. Penelitian ini menemukan bahwa experiential marketing berpengaruh positif terhadap repurchase intention pelanggan secara langsung. Artinya, upaya peningkatan experiential marketing dapat meningkatkan niat pelanggan untuk membeli ulang.

Penelitian ini juga membuktikan bahwa kualitas layanan tidak berpengaruh signifikan terhadap niat pelanggan melakukan pembelian ulang. Temuan ini menunjukkan bahwa kualitas layanan telah menjadi faktor mendasar yang dianggap biasa bagi setiap layanan restoran. Hasil lain membuktikan bahwa pengalaman pemasaran mampu mempengaruhi pelanggan untuk melakukan pembelian ulang apabila mereka merasa puas atas produk atau jasa yang mereka konsumsi.

Kata kunci: Experiential marketing; Kualitas layanan; Kepuasan pelanggan; Niat membeli ulang.

BACKGROUND

Repurchase intention is the tendency of customers to decide to repurchase products in the future and is driven by satisfaction and trust that provide benefits to the company (Prabowo, Astuti, & Respati, 2020; Santoso & Aprianingsih, 2017). Customer repurchase decisions are triggered by various factors. One of these factors is experiential marketing, which is an experience-based marketing activity that is commonly carried out by companies to attract consumers' attention through the emotional side (Öztürk, 2015; Widowati & Tsabita, 2017). The experiential approach in marketing is seen as very effective because it is in line with changing times and technology. High repurchase intention reflects a high level of consumers' satisfaction, so that the height of the repurchase intention will have an impact which is positive for the success of the product in market (Maf'idayu & Vania, 2022). Experiential marketing does not only focus on products and services, but also the whole process of creating experiences experienced by customers (Rossanty, Purba, Ario, Nasution, & Siregar, 2019). Thus, repurchase intention can be viewed as a memory activation process to make an actual purchase based on previous experience

The use of experience-based marketing aims to build good relationships with customers through five aspects, i.e. sense, feel, think, act, and relationship (Widowati & Tsabita, 2017). Currently, experiential marketing factors that are very calculated by consumers when buying food in a restaurant is the quality of service received by consumers in accordance with their expectations. Service quality according to Tjiptono and Chandra (2014 in Octaviana & Nugrahaningsih, 2018) is a fulfillment of the needs and desires of a consumer and accuracy in its application to match consumer expectations. Expected service and perceived service are two factors that can influence the service quality. According Hellier et al. (2003 in Tanzil, Irawan, & Aprilia, 2017), repurchase intention states that consumers will make repeated purchases for the umpteenth time of the same company's products and services on a regular basis, but also pay attention to the current situation and conditions will come.

The phenomenon of Korean cuisine is currently emerging among the public when some Korean culinary entrepreneurs want to offer a different concept. Some of them offer unique culinary styles such as the concept of all you can eat, teppanyaki style, fine dining, fast casual and others. This was done so that each of the restaurants received high attention and interest from consumers and tried to make a good impression for consumers when trying it. Korean cuisine is a food that is thick with flavor, healthy, and has a unique shape and authenticity of the food served from the country of origin. One

proof is that currently the development of Korean restaurants in Indonesia in recent years is quite rapid. This can be seen from the increasing number of Korean restaurants present in Indonesia. In addition, the uniqueness and appearance of taste make people curious about Korean food (Peggy, 2014). This is the reason why Korean cuisine is flooding the Indonesian market, to meet the demand of the Indonesian people for curiosity that arises.

The existence of cultural fluctuations that entered the culinary world in Indonesia as a result of the era of globalization which began to enter and require people to change patterns of consumption behavior that tends to follow the lifestyle of outsiders. According to (Widianto, 2017), the Worldpanel Office survey revealed that the lifestyle of Indonesian consumers showed significant changes that now spend more time outside the home. More people consume ready-to-eat products with a contribution of 61% of the total market share and are expected to continue to increase (Grand View Research, 2020). This also happens in the city of Surabaya where people prefer something that is practical, fast, and comfortable when consuming.

The Korean wave or *hallyu* is a phenomenon that spreads into the lives of everyone in various parts of the world, including in Indonesia (Rahmaniah, 2021; Salsabilla, 2019). The spread starts with Korean drama shows on television and Korean pop (K-Pop) music, where it can spoil the ears and eyes of each of his fans, but also impresses the imagination of Korean celebrities who look attractive and good-looking. Reporting from the Korea Times, data in 2017 showed that the number of K-Pop fans amounted to 73.12 million, and in 2018 it increased to reach 89.19 million fans (Rahmaniah, 2021; Salsabilla, 2019). According to Trolan (2017), *hallyu* or Korean wave is used by the Korean government as a promotional media to enhance the tourism and cultural sector of Korea. So therefore, the Korean wave in the life of Indonesian society today, whether realized or not, has covered all aspects ranging from drama, music (K-pop), film, culinary, variety shows, hair style, and fashion style as well as cultural trinkets which raised the identity of the Korean state as a medium to introduce their culture.

A Korean restaurant that provides the concept of fast casual is a bit similar to a fast-food restaurant, but it is quite different because this concept tends to be more luxurious. The restaurant is called OJJU. OJJU Korean food is a Korean restaurant that sells a variety of unique menus. One of the culinary company, GF Culinary Group, opened OJJU Korean food in Surabaya. OJJU Korean food is classified as a restaurant that was only recently established in 2017 or it can be said as a new player in the culinary industry business. Although as a new player in the culinary industry, OJJU Korean food is able to attract a lot of customers' attention and can conduct quite fierce competition among these restaurants. This restaurant enables customers to be able to see for themselves how the food is made and directly enjoyed by customers.

The Korean food is one of the restaurants that presents various Korean-style menus with Korean special spices such as Korean-style soup, *buddajjigae*, *teokpokki*, *dosirak*, and rolling cheese. In addition, OJJU presents a favorite menu in this restaurant that is rolling cheese with a menu of chicken or beef wrapped in melted mozzarella cheese which is very appetizing when going to eat it and becomes something interesting and gives a pleasant first impression for consumers, where the Indonesian people really like food products related to cheese. OJJU also provides exterior room designs that have

a Korean style and they try to create a comfortable and pleasant atmosphere and try to maintain the cleanliness of the restaurant. The OJJU restaurant stimulate the human senses and as part of an experiential marketing strategy. In addition, all the strategies carried out by the OJJU restaurant in order to win the competition is quite fierce and provide satisfaction to customers by providing a variety of menu variants, good taste, and a comfortable room in order to create a repeat purchase. Based on the phenomenon that is happening in the culinary world in connection with the interest of repeated purchases as well as the results of previous studies that become the reference material.

This research is important to study because the development of the culinary industry in Indonesia, especially Korean food, has increased, giving rise to new competitors in the industry. So, this research aims to test how much the impact to customer repurchase intention regarding experiential marketing and service quality mediated by customer satisfaction. Also, this research is important to find out the implementation of various experiential marketing and good service quality, whether it affects customer satisfaction. Kotler and Keller (2016) said that customer satisfaction is a form of feelings of pleasure or disappointment felt by consumers and also shown by comparing the expected performance of the product to the expectations of a consumer. If the performance of a product and service is higher than the customer's expectations, then he/she will feel satisfied.

THEORETICAL REVIEW

Effect of Experiential Marketing on Repurchase Intention

According to Yuliawan and Ginting (2016), experiential marketing is a marketing strategy undertaken by a company that aims to make customers not only buy the product or service concerned, but how the company can provide experience to customers when using the product or service. If the customer receives just a bitter experience, it will be disappointed. On the contrary, if the customer receives a good experience, they will be happy. It will always be stored in the customer mind. The mind of a customer even though they have moved, they will come again and tell good things to anybody else. In their study, Astari and Pramudana (2016) found that experiential marketing has a positive effect on repurchase intentions, as well as research conducted by Olli and Nurcaya (2016) and Aditama and Haryono (2022). Based on this description, the first hypothesis (H1) in this study is formulated as follows:

H1: Experiential marketing has a positive effect on repurchase intention

Effect of Service Quality on Repurchase Intention

Phuong and Trang (2018) state that service quality is a customer attitude that is determined through a long-term evaluation of the company's service performance. There are two dimensions used to measure responsive service quality, i.e. the willingness to handle customer complaints and customizations. Furthermore, the results of research by Octaviana and Nugrahaningsih (2018) found that service quality has a positive and significant effect on repurchase intention. Izdhihar (2018) also provides evidence that service quality has a positive effect on repurchase intention. Yahya, Aksari and Seminari (2019) believe that the better service quality, the higher repurchase rate. Based

on this description, the second hypothesis (H2) in this study is formulated as follows:

H2: Service quality has a positive effect on repurchase intention.

Effect of Experiential Marketing on Customer Satisfaction

Experiential marketing is carried out by companies in order to create customer satisfaction through real experiences (Lionora & Santosa, 2015). By implementing experiential marketing, it is hoped that an unforgettable experience can always be stored in the consumers' mind and it can create a sense of satisfaction for them. Araci, Bulut, and Kocak (2017) found that there is a positive relationship between experiential marketing and customer satisfaction. Similarly, the findings of research conducted by Febrini, Wulowati PA, and Anwar (2019) which provide evidence that experiential marketing has a positive effect on customer satisfaction. Based on this description, the third hypothesis (H3) in this study is formulated as follows:

H3: Experiential marketing has a positive effect on customer satisfaction.

Effect of Service Quality on Customer Satisfaction

Ramadhan and Santosa (2017) state that quality service is one of the important things that needs to be considered as a foundation in the establishment of a business. Companies which can maintain the quality of service can certainly maintain their customers to create a sense of satisfaction with a product produced by the company. Research conducted by Zena and Hadisumarto (2012) shows that there is a positive and significant influence between service quality and customer satisfaction. Customers are satisfied if the quality of service provided is good and can be maintained. The study was strengthened by research conducted by Lai (2015) and Yahya et al. (2019) which stated that there was a positive and significant relationship between service quality and customer satisfaction. The study is in line with research conducted by which states that service quality has a positive and significant effect on customer satisfaction. Based on this description, the fourth hypothesis (H4) in this study is formulated as follows:

H4: Service Quality has a positive effect on Customer Satisfaction

Effect of Customer Satisfaction on Repurchase Intention

Choi and Kim (2013) state that customer satisfaction can form a strong desire to make repeat purchases. The purpose of repeat purchases is to continue to feel satisfaction. A repeat purchase will be made by a customer when they feel all about what is expected and fulfilled, so that the customer has a will to make future purchases of a company's product or service. Research conducted by Araci et al. (2017) states that customer satisfaction has a positive and significant effect on repurchase intention. Besides that, this research is also in line with research conducted by Yahya et al. (2019) which states that the higher the customer satisfaction, the higher the level of repurchase. Therefore, for increasing the intensity of customers' repeated purchases, customer satisfaction can be used as a reference. Based on this description, the fifth hypothesis (H5) in this study is formulated as follows:

H5: Customer Satisfaction has a significant positive effect on Repurchase Intention

Effects of Experiential Marketing on Repurchase Intention through Customer Satisfaction

Intention in repurchasing according to Lionora and Santosa (2015) is a tendency of consumers to use the company's products or services after the first consumption activity. So this requires the role of the company in order to provide good experience ⁸ its customers so that it is always well remembered. The intention of repeat purchases is the desire of a consumer to be able to feel the benefits of a product or service again, it can be concluded that the consumer is satisfied because they get the benefits after buying the product or using the service in question. In accordance with research conducted by Febrini et al. (2019) states that customer satisfaction is able to mediate the effect of experiential marketing on repurchase intention. This research is supported by Olii and Nurcaya (2016) which states that the ¹relationship between experiential marketing and repurchase intention is influenced by customer satisfaction. Based on this description, the sixth hypothesis (H6) in this study is formulated as follows:

H6: Experiential Marketing has a positive effect on Repurchase Intention through Customer Satisfaction

²Effect of Service Quality on Repurchase Intention through Customer Satisfaction

Nindiani, Hamsal, and Purba (2018) suggest that customers are a valuable asset for the company, therefore companies are required to stay focus on the voice of the customer to retain customers, especially related to future purchases. To find out what customers want, companies can build direct interactions with the ² such as conducting market research and providing good service in order to increase customer satisfaction. Service quality and customer satisfaction have an ⁶important role to create purchases in the future. The above statement is reinforced by research conducted by Adixio and Saleh (2013) which provides evidence that service quality has a positive effect on repurchase intentions mediated by customer satisfaction. The better quality of service provided by the company, the higher interest of customers to make repeat purchases in the future, because customers are satisfied with the results of the services provided. This study is supported by the results obtained by Yahya et al. (2019) that customer satisfaction ¹is a mediator in the relationship between service quality and repurchase intention. Based on this description, the seventh hypothesis (H7) in this study is formulated as follows:

H7: Service Quality has a positive effect on Repurchase Intention through Customer Satisfaction.

Research Model

Experiential marketing is a marketing strategy that is trending currently and is said to be effective in attracting customer interest, because marketers try to reach the five senses owned by consumers. Consumers will find out related to the product or service when one of their five senses is touched. In other words, it creates a form of deep curiosity in consumers. On the other hands, the service quality of a restaurant is also needed, because consumers today tend to prioritize the services provided. From the

perspective of OJJU restaurants, using experiential marketing and service quality, it is able to create repeat purchases and provide satisfaction to customers. The variables used in this research model can explain the effects of experiential marketing and service quality on repurchase intention through customer satisfaction which is described in Figure 1.

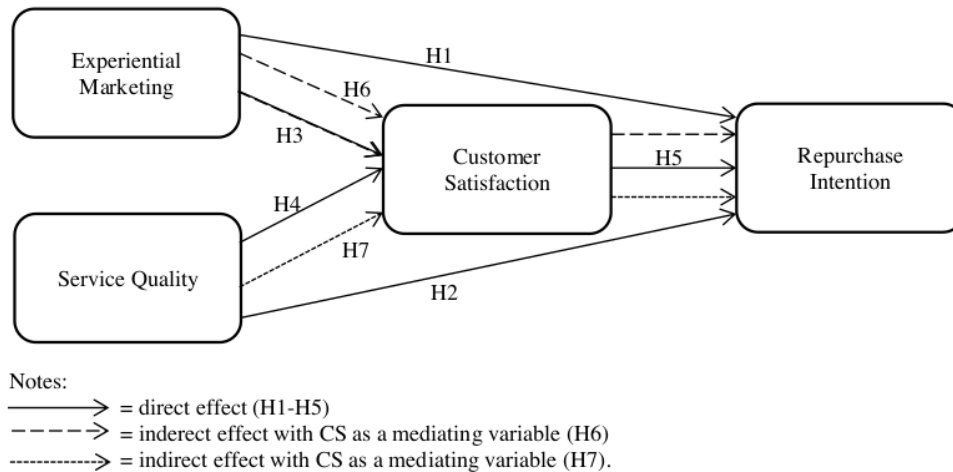


Figure 1. Research Model

RESEARCH METHODS

Research Design

The type of this research is a causal research. The causal research according to (Silalahi, 2009, p. 33) is a study of two or more variables that examine causal relations. This research will analyze the effect of experiential marketing and service quality on repurchase intention through customer satisfaction at the OJJU restaurant in Tunjungan Plaza Surabaya, Indonesia. This study uses three types of variables, which can be identified as the exogenous variables consist of Experiential Marketing (EM) and Service Quality (SQ), an intervening variable is the Customer Satisfaction (CS), and an endogenous variable is the Repurchase Intention (RI).

Operational Definition

The experiential marketing is a form of business carried out by marketers in packaging products or services they have, so that it can provide emotional experience and can touch the heart of customers. There are five indicators that can be used to measure experiential marketing according to Nadiri and Gunay (2013) in Araci et al. (2017) as follows:

- a. The sense can be seen as having an attractive display of food, interesting interior design, and the taste of food that has a taste in accordance with customers' expectations.
- b. The feel is having a friendly atmosphere, feel happy in the restaurant, and impressive employee behavior.

- c. The thinking shows that the restaurant organizes many activities that can be interesting and follow the latest news or information about it.
- d. The action can figure out with add new things to customer lifestyle, remind every activity carried out, and can provide positive change.
- e. The relations can be a place to gather and interact with the closest people (family, friends, or coworkers), and make customers in the right place.

Service Quality

Service quality is related to the extent to which the service is superior and can exceed customer expectations, so that it can provide an important role for the success of a business. Service quality can be measured through five dimensions according to Kotler and Keller (2016):

- a. Tangible can be known as modern owned eating and drinking equipment, facilities owned visually attractive, and employees look nice and neat.
- b. Reliability can be pointed as delivering orders as promised, professionals in handling customer service issues, and be punctual in serving customer orders.
- c. Responsiveness can be interpreted as providing timely services, willingness to help customers when needed, and readiness to respond to customer requests.
- d. Assurance covers the services provided foster a sense of customer trust and showing polite attitude in providing services.
- e. Empathy seen as listening to customer complaints in earnest, prioritizing the best interests of customers, and understand what customers need.

Customer Satisfaction

Customer satisfaction concerns a consumer's happy feelings when the performance of a product is in accordance with his perception, but consumers will be disappointed or sad when the performance of a product is not in accordance with their perception. Indicators of customer satisfaction according to The Office of Economic and Commerce Ministry (2004) in Zena and Hadisumarto (2012) can be measured through five indicators, i.e. (1) The environment (the restaurant is clean, comfortable, and has attractive room conditions), (2) Personal service (the restaurant waiters have a good attitude in providing services to customers), (3) Service (the restaurant can pack or serve food well), (4) Tangible products (the restaurant have complete information, such as listed menu items and corresponding prices), and (5) Value (has a price equivalent to the quality provided).

Repurchase Intention

Consumer behavior that tends to buy products or services back from the same company based on experience and satisfaction called repurchase intention. Based on research conducted by Yan and Yu (2013) in Octaviana and Nugrahaningsih (2018), repurchase intention is measured by three indicators, i.e. willingness to buy (an interest in buying food), tend to repurchase (a wish to visit the restaurant again in the future), and more repurchase (an interest in repurchasing by adding variety of food). The measurement scale of variables in this study uses the Likert-five scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people on something (Sugiyono, 2016, pp. 93–94). This study uses primary data sources, i.e. data obtained directly by conducting field surveys using original data collection methods (Sugiyono, 2016, p. 137). Primary data were obtained from

respondents, i.e. OJJU restaurant customers in Tunjungan Plaza Surabaya, used questionnaires.

Data Collection Methods

The data collection technique in this study were carried out through questionnaires. The data collection method in this study uses survey methods. In this survey method, primary data is obtained from a particular place naturally (purely), such as data collection by distributing questionnaires, interviews, tests, etc. conducted by researchers (Sugiyono, 2016, p. 6). In this study, the survey was conducted through the distribution of questionnaires directly to respondents, i.e. all customers of OJJU scattered in Surabaya with the specified characteristics and requirements.

Population, Samples, and Sampling Techniques

The population used in this study is all customers of OJJU restaurant in Tunjungan Plaza Surabaya. The sample is part of the number and characteristics that exist in a population (Sugiyono, 2016, p. 81). The sample size of 100 to 150 is the minimum sample when using covariance structure models. Therefore, the sample taken was only part of the Surabaya community who had been customers of OJJU restaurant with a sample size of 175 people. The number of samples used in this study has exceeded the minimum number of samples required.

The sampling technique in the sampling process of this study was carried out by non-probability sampling. Non-probability sampling is a sampling technique by not providing equal opportunities to every member of the population chosen (Sugiyono, 2016, p. 81). Purposive sampling technique used in this research which is a sampling technique from the population through a certain consideration (Sugiyono, 2016, p. 85). The sampling technique in this study has a limitation of respondents in accordance with some criteria, i.e. lived in Surabaya, have visited and bought at least one menu at OJJU restaurant in the past 6 months, and he/she is 17 years old or older.

Data Analysis

In the process of data analysis, this study uses structural equation modeling (SEM). Yamin and Kurniawan (2009, p. 3) state that structural equation modeling is a statistical technique that can analyze the pattern of relationships between latent constructs with indicators and latent constructs with one another and can determine measurement errors directly. Furthermore, this research performed a number of tests (Yamin & Kurniawan, 2009, pp. 29–37) i.e. data normality test, validity test, reliability test, overall model fit test, structural compatibility test, and hypotheses test.

The data normality test is carried out using the parameters estimation that do not produce biased data, then a conclusion can be stated precisely. Validity test is to test or find out the extent to which the indicator really measures a latent variable used in this study in order to have good validity. Validity can be measured by the statistical t-test approach of factor loading with the condition that the indicator is said to be valid, if the t-value of the loading factor is greater than the critical value (>1.96 or practically >2). Reliability tests are carried out in order to obtain reliable information in accordance with the conditions on the ground, so that the data or information can be trusted. Good reliability has construct reliability (CR) value >0.7 .

Overall model fit test is used to find out whether the model of a research being

hypothesized is a good model or not. In the testing process, a structural compatibility test is performed. Evaluation of the structural model relates to testing the relationship between variables that have been hypothesized before. The test used is a two-way test using the limit value of the statistical t 1.96. In evaluating the entire structural equation, the coefficient of determination (R^2) used is similar to regression analysis. The coefficient of determination (R^2) provides an explanation of how much the exogenous variables hypothesized in the equation can explain the variation of endogenous variables. The hypotheses testing needs to be done in order to know the significance of the results of the calculation of structural equation modeling (SEM). In testing process, there are criteria that must be considered, i.e. a cut-off of 1.96. If (λ) has a t -count > 1.96 , the value (λ) can be said to be significant and a hypothesis can be accepted. If (λ) has a t -count < 1.96 , the value (λ) can be said to be insignificant and the hypothesis is rejected.

RESULTS AND DISCUSSIONS

General Overview of Research Objects

The early discussion of this research will display primary data obtained from the distribution of questionnaires via Google Form to respondents of the customers of OJJU restaurant in Tunjungan Plaza Surabaya. This study used a sample of 175 respondents. All respondents selected were those who had met the requirements and in accordance with the characteristics determined by the researchers domiciled in Surabaya, had visited and bought at least one menu at the OJJU restaurant in the last six months, and 17 years old or older. Respondents of this study were 75 people with a percentage of 42.9% were male respondents and as many as 100 people with a percentage of 57.1% were female respondents. So it can be concluded that the majority of respondents in this study were female. The most number of respondents aged 17-25 years amounted to 161 respondents with a percentage of 92%, respondents aged 26-35 years amounted to 8 people with a percentage of 4.6%, respondents aged 36-45 years amounted to 4 people with a percentage of 2.3%, and respondents aged > 45 years amounted to 2 people with a percentage of 1.1%.

In this study it can be concluded that all respondents aged over 17 years, then the characteristics of respondents based on the required age are met. Student respondents were 133 people with a percentage of 76%, respondents who worked as private employees as many as 26 people with a percentage of 14.9%, respondents who work as civil servants are 4 people with a percentage of 2.3%, and respondents who work as entrepreneurs are 12 people with a percentage of 6.9%. So it can be concluded that most of the respondents in this study were those who were still students.

Results of Data Analysis

Normality Test

The result of multivariate normality test where the test results produce a p -value of skewness and kurtosis of 0.000 which is less than 0.05, so it can be said that the data are uneven or abnormal. The data in this study are not normally distributed because the responses given by respondents to all the questions are not spread evenly and mostly to the right. So that this research can be continued, it must be adjusted to the chi-square value in the Lisrel program by inputting ACM (asymptotic covariance matrix) where by

inputting ACM will give the adjusted or corrected chi-square value, namely Satorra-Bentler scaled χ^2 and the standard error value is appropriate (Yamin & Kurniawan, 2009, p. 16).

Validity Test

Yamin and Kurniawan (2009, p. 36) argue that the validity test can be said to be valid if the results of the t-test > 1.96. The result of the validity test of each indicator variable used in this study, where after testing the validity of all indicator variables in this study obtained a t-value > 1.96, so that all indicators in this study can be said to be valid and this research can be continued.

Reliability Test

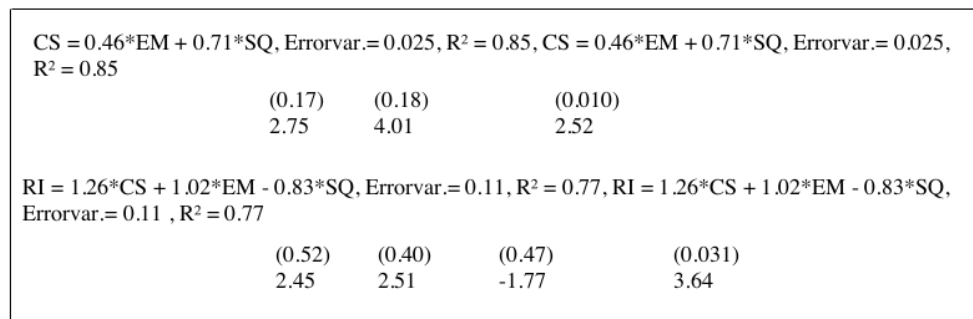
The reliability tests in this study are good, if the value of construct reliability (CR) > 0.7. The results of construct reliability on each variable is reliable. The result of reliability testing, where the CR value (construct reliability) of each variable exceeds the cut-off value of > 0.7. So it can be concluded that all variables in this study are reliable and this research can be continued.

Overall Model Match Test

The purpose of testing the suitability of the whole model in order to know a research model that is being hypothesized is a good research model or not. The result of the GoF-test (Goodness of Fit) in this study shows that overall model matching test result.

Structural Model Match Test

In the fit test, the structural model has the aim to be able to test the influence and relationships between variables that have been hypothesized in the previous section. Because, this is what is used to find out and explain how much influence the independent variable has on the dependent variable that was hypothesized in the previous section. Figure 2 shows the result of structural equation model obtained from data processing.



Source: Data analysis processed (2021).

Figure 2. Result of Structural Equation Model

Notes:

- CS = Customer Satisfaction
- EM = Experiential Marketing

SQ = Service Quality
 RI = Repurchase Intention.

Based on the results of the structural equation above, the structural model equation can be constructed as follows:

- a) EM shows a positive relationship with RI which has a coefficient value of 1.02.
- b) SQ shows a negative relationship with RI which has a coefficient value of -0.83.
- c) EM shows a positive relationship with CS which has a coefficient value of 0.46.
- d) SQ shows a positive relationship with CS which has a coefficient value of 0.71.
- e) CS shows a positive relationship with repurchase intention (RI) which has a coefficient value of 1.26.

Hypotheses Testing

In conducting hypotheses testing, the aim is to be able to see the results of the significance of Structural Equation Modeling. A hypothesis will be accepted or said to be significant, if the t-value exceeds the cut-off value of 1.96. Table 3 shows the result of testing the hypothesis of this study, which has been explained as follows.

Table 3. Hypotheses Test Results

Hypotesees	Relationship Between Variables	Loading Factor	t-value	Cut-off	Result
H1	EM → RI	1.02	2.51	>1.96	Significant
H2	SQ → RI	-0.83	-1.77	>1.96	Not Significant
H3	EM → CS	0.46	2.75	>1.96	Significant
H4	SQ → CS	0.71	4.01	>1.96	Significant
H5	CS → RI	1.26	2.45	>1.96	Significant
H6	EM → CS → RI	0.58	2.00	>1.96	Significant
H7	SQ → CS → RI	0.90	2.09	>1.96	Significant

Source: Data analysis processed (2021).

In accordance with data in Table 3, the results of the hypothesis test in this study will be explained as follows:

- a) EM has a positive and significant effect to the RI variable in OJJU restaurant with a t-value of 2.51 and a loading factor of 1.02, so the H1 is accepted.
- b) SQ has an insignificant effect to the RI in OJJU restaurant with a t-value of -1.77 and a loading factor of -0.83, so the H2 is not accepted.
- c) EM has a positive and significant effect to the CS in OJJU restaurant with a t-value of 2.75 and a loading factor of 0.46, so the H3 is accepted.
- d) SQ has a positive and significant effect to the CS in OJJU restaurant with a t-value of 4.01 and a loading factor of 0.71, so the H4 is accepted.
- e) CS has a positive and significant effect to the RI in OJJU restaurant with a t-value of 2.45 and a loading factor of 1.26, so the H5 is accepted.
- f) CS has a positive and significant effect in mediating between the relationship of EM and RI in OJJU restaurant with a t-value of 2.00 and a loading factor of 0.58, so the H6 is accepted.
- g) CS has positive and significant effect in mediating between the relationship of SQ and RI in OJJU restaurant with a t-value of 2.09 and a loading factor of 0.90, so the

H7 is accepted.

DISCUSSION

Effects of Experiential Marketing on Repurchase Intention

Descriptive experiential marketing statistics have an average value of 3.731 which shows that most of the respondents involved in this study agreed on experiential marketing measurements. This can be drawn to the sense that the OJJU restaurant in Tunjungan Plaza Surabaya has provided a good and interesting experience, and it is appropriate with their hopes when visiting the OJJU restaurant. Meanwhile, the average value of repurchase intention was 4.019, where the respondents' responses also agreed on the measurement of the repurchase intention variable.

The results of structural equation analysis and hypothesis testing can be proven that experiential marketing has a significant and positive effect to repurchase intention in OJJU restaurant with a loading factor of 1.02 and a t-value of 2.51, where the cut-off value > 1.96. If, experiential marketing perceived by a consumer is high, the level of repeat purchases to be made by a customer will be high or increased. Likewise with the opposite if it will occur, so that the first hypothesis in this study is accepted in accordance with the results of data testing that has been done. The results of this study support previous research conducted by Astari and Pramudana (2016) states that experiential marketing has a positive effect to repurchase intention. This is also in accordance with the research results of Olii and Nurcaya (2016) which shows that experiential marketing has a positive effect on repurchase intention.

Effect of Service Quality on Repurchase Intention

Descriptive statistics of service quality indicate an average value of 4.059, which means that respondents agreed regarding service quality measurements. This can be drawn to the sense that the service provided by the OJJU restaurant has been able to facilitate the needs of their customers well. Meanwhile, the average value of repurchase intention was 4.019, where most respondents also agreed on the measurement of repurchase intention.

The results of the structural equation analysis and hypothesis testing can be proven that service quality has an insignificant and negative effect to repurchase intention in OJJU restaurant with a loading factor of -0.83 and a t-value of -1.77, where the cut-off value > 1.96. So that the second hypothesis in this study was rejected according to the results of data testing in this study. From the information above, it can be seen that the results of service quality have an average value higher than repurchase intention, so a good service does not guarantee customers to make repeat purchases. Then, it can be concluded that a service alone cannot encourage consumers to make repeat purchases. One of the creations of repeat purchases is when customers feel satisfied with something. This can be proven in the seventh hypothesis testing, then this study using customer satisfaction as an intervening variable to the influence of service quality on repurchase intention.

The results of this study do not support previous research conducted by Octaviana and Nugrahaningsih (2018), which explains that service quality has a positive effect on repurchase intention. Likewise with the research of Izdhihar (2018) proved that service

quality has a positive effect to repeat purchase intention. However, this study supports the research conducted by Anhar (2017) which proves that service quality does not have a significant effect on the decision of passengers in making repurchase intentions. It states that good service quality may not necessarily make passengers make repeat purchases. Then, the customer satisfaction variable needs to be included as an intervening variable in order to the influence of service quality on repurchase intention. In addition, this study also supports the research of Ramadhan and Santosa (2017) which explains that service quality has a negative and insignificant effect on repurchase intention.

Effects of Experiential Marketing on Customer Satisfaction

Descriptive experiential marketing statistics show an average value of 3.731 which means that most of the respondents involved in this study agree on experiential marketing measurements. This can be drawn to the sense that OJJU restaurant is able to package their products as best they can, so as to provide a satisfying emotional experience that touches the hearts and feelings of customers. While customer satisfaction has an average value of 4.129, which means that the respondents involved in this study agreed with the measurement of customer satisfaction variables.

The results of structural equation analysis and hypothesis testing can prove that experiential marketing has a significant and positive effect on customer satisfaction in OJJU restaurant with a loading factor of 0.46 and a t-value of 2.75, where the cut-off value > 1.96 . If, experiential marketing perceived by a consumer is high then the level of customer satisfaction will increase or be high. Likewise with the opposite if it will happen. So that the third hypothesis in this study was accepted in accordance with the results of data testing. The results of this study are supported by previous studies conducted by Araci et al. (2017) and Febrini et al. (2019) which states that there is a positive and significant effect between experiential marketing to customer satisfaction.

The Effect of Service Quality on Customer Satisfaction

Descriptive statistics of service quality variables have an average value of 4.059 which has been proven that the majority of respondents agreed on the measurement of service quality. This can be drawn a sense that the services provided by the OJJU restaurant can provide superior service and can fulfill customer needs well, so that it can exceed customer expectations that can make customers feel satisfied. Meanwhile, the average value of customer satisfaction was 4.129, where most respondents also agreed on customer satisfaction measurements.

The results of structural equation analysis and hypothesis testing can be proven that experiential marketing has a significant and positive effect to customer satisfaction in OJJU restaurant with a loading factor of 0.71 and a t-value of 4.01, where the cut-off value > 1.96 . If a service received by the consumer is good or in other words can be said to be high then the customer will feel very satisfied, because of the services provided are in accordance with what is desired by him. Likewise with the opposite, if it will happen. So that the fourth hypothesis in this study was accepted in accordance with the results of data testing that had been done.

The results of this study support previous studies conducted by Zena and Hadisumarto (2012) which prove the positive influence between service quality to customer satisfaction. Customers will be satisfied if the quality of service provided is

good and can be maintained. This research is also in accordance with research conducted by Lai (2015) and Yahya et al. (2019) who has proven that service quality has a significant and positive effect to customer satisfaction.

Effect of Customer Satisfaction on Repurchase Intention

Descriptive statistics of customer satisfaction have an average value of 4.129 which has been proven that the results of the average value of customers for customer satisfaction fall into the agreed category. This can be drawn in a sense where the customers agree that they feel satisfied and happy when visiting the OJJU restaurant and will even make a purchase again at a later date. Meanwhile, the average value of repurchase intention was 4.019, where most respondents also agreed on the measurement of repurchase intention to revisit the OJJU restaurant.

The results of structural equation analysis and hypothesis testing can be proven that customer satisfaction has a significant and positive effect on repurchase intention in OJJU restaurant with a loading factor of 1.26 and a t-value of 2.45, where the cut-off value > 1.96. If the satisfaction felt by the customer is good or in other words can be said to be high enough then the customer will feel very satisfied, then on the other hand can arouse or increase the high intention in repurchase that will be done by a customer because they get their own satisfaction. Likewise with the opposite, if it will happen. So, the fifth hypothesis in this study was accepted in accordance with the results of data testing that had been done.

This study supports previous research conducted by Araci et al. (2017) which proves that customer satisfaction has a significant and positive effect on repurchase intention. Besides, this research is also in accordance with Yahya et al. (2019) which provides an explanation of the greater the level of satisfaction of a customer, the greater the level of intention in repeat purchases. Therefore, a sense of satisfaction that will be received by a customer can be used as a reference in increasing the intensity of customers in repeat purchases.

Effects of Experiential Marketing on Repurchase Intention through Customer Satisfaction as a Mediating Variable

After testing process, the results of structural equation and hypothesis test have been proven that customer satisfaction can be said to succeed in providing a mediating effect between the effect of experiential marketing to repurchase intention on OJJU restaurant with a loading factor of 0.58 and t-value 2.00, where the cut-off value > 1.96. So that it can be said that if experiential marketing received by customers is considered good enough and in accordance with what they think then these customers will feel a considerable level of satisfaction because the experiential marketing they want is appropriate and this is what will make the level of repeat purchases are very high or not. Because, they set a satisfaction as their reference in making a repeat purchase intention or not. So that the sixth hypothesis in this study was accepted in accordance with the results of data testing.

If OJJU restaurant can provide positive experiences, such as good food taste, attractive food appearances, and attractive interior design and happy feeling to customers. Then, customers will feel satisfied because the experience provided by OJJU restaurant is in line with expectations, so that customers will make repeated purchases in the future. This study supports the research of Febrini et al. (2019) and Olii and

Nurcaya (2016) which provides an explanation of customer satisfaction can provide a mediating effect between the effect of experiential marketing and repurchase intention.

Effects of Service Quality on Repurchase Intention through Customer Satisfaction

After the hypotheses testing, the results of structural equation and hypothesis test which have been proven customer satisfaction can be said to be successful in providing a mediating effect between the effect of service quality and repurchase intention in OJJU restaurant with a loading factor of 0.90 and t-value 2.09, where the cut-off value > 1.96. So that an explanation can be said that if the service received by customers is considered to be very good to match what they think or want, these customers will feel a level of satisfaction that is quite high and they feel they get satisfaction, because they feel the service they expect is fulfilled. So, this is what can make a customer's level of repetitive purchase intention is very high or not, because they set a satisfaction as their reference in making repeated purchase intention or not.

In accordance with the result of data testing, the seventh hypothesis in this study was accepted. In line with the explanation above, it can be said that the concept of customer satisfaction has an important role in providing a mediator effect, both the direct influence between the exogenous variables and the mediating variables, and the direct effect between the mediating variables and endogenous variables. OJJU restaurant can provide positive services, such as fast and timely services, understanding customer needs, responding to customer requests properly, and showing polite attitude to customers. This can be fulfilled until satisfaction can be formed within the customer, then it can create a repeat purchase intention by the customer.

This study supports the research of Adixio and Saleh (2013) which provides a statement of service quality that has a significant and positive effect on repurchase intention mediated by customer satisfaction. They also added that the greater the services provided by the company, the greater the intention in repeat purchases to be made by a customer in the future. This can be happened because of they have received their satisfaction from the services they want according to what they expect. This study also supports the study of Yahya et al. (2019) which proves that customer satisfaction can provide a good mediator effect on the influence between service quality and repurchase intention.

CONCLUSIONS AND RECOMMENDATIONS

The results of this study indicate that experiential marketing has a positive effect on repurchase intention in OJJU restaurant at Tunjungan Plaza Surabaya directly, which means that through efforts to increase experiential marketing can increase customer repurchase intention. Furthermore, service quality does not affect the customer's repurchase intention, which indicates that the intention to repurchase is not determined by the quality of customer service. The service quality has become a common thing for all restaurants. In addition, this study also found that increasing experiential marketing can increase customer satisfaction. When a restaurant provides quality service and meets customer expectations, customer satisfaction will be arisen. When customers are satisfied with a product and service provided by a restaurant, the customer tends to make repeat purchases. A good marketing experience can make customers tend to repeat purchases if the customer is satisfied. The right quality and service is expected to able to raise customer repurchase intention.

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