

The Mediation Role of Consumer Satisfaction on the Influence of Experiential Marketing and Price Perception on Repeat Purchase Interest at Kopi Klotok Kaliurang Yogyakarta

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Abstract

This research aims to analyze the mediating role of consumer satisfaction on the influence of experiential marketing and price perception on repurchase interest in Kopi Klotok Kaliurang Yogyakarta. The sample in this research was 100 respondents using a non-probability sampling method with the research instrument used was a questionnaire. The instrument test results stated that the data in this study was proven to be valid and reliable. The results of the AVE value show that the convergent test meets the required criteria. The results of this research prove that: (1) Experiential marketing has a positive and significant effect on repurchase interest at Kopi Klotok Kaliurang Yogyakarta. (2) Price perception has a positive and significant effect on repurchase interest at Kopi Klotok Kaliurang Yogyakarta. (3) Consumer satisfaction has a positive and significant effect on repurchase interest at Kopi Klotok Kaliurang Yogyakarta. (4) Experiential marketing has a positive and significant effect on consumer satisfaction at Kopi Klotok Kaliurang Yogyakarta. (5) Price perception has a positive and significant effect on consumer satisfaction at Kopi Klotok Kaliurang Yogyakarta. (6) Consumer satisfaction is able to positively mediate the influence of experiential marketing on repurchase interest at Kopi Klotok Kaliurang Yogyakarta. (7) Consumer satisfaction is able to mediate price perceptions on repurchase interest at Kopi Klotok Kaliurang Yogyakarta.

Keywords: Consumer Satisfaction, Experiential Marketing, Price Perception, Repurchase Intention



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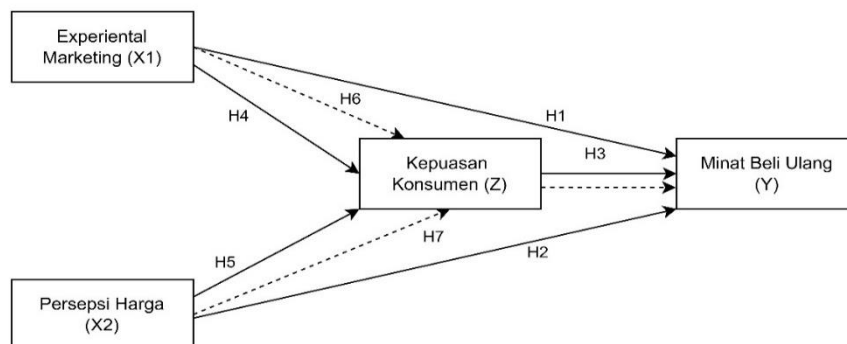
INTRODUCTION

The increasing growth of culinary businesses is driving increasingly tight business competition, so culinary tourism business actors need to understand the needs and desires of consumers so that consumers feel satisfied and willing to make repeat purchases. Repeat purchase interest is a person's behavior caused by past behavior (consumption experience) which directly influences the interest in repeat consumption in the future (Faradisa, 2016). One of the factors that plays a role in influencing repeat purchase interest is experiential marketing or marketing based on experience (Harfania, 2018). Experiential marketing is a marketing strategy that is packaged in the form of activities so as to provide an experience that can leave a mark on the hearts of consumers (Adin, 2023). Furthermore, the factor that plays a role in influencing repeat purchase interest is price perception (Krisna, 2023). Price is the value sacrificed by customers to get a product or service. Price includes information to evaluate the level of service that can influence customer purchasing behavior (Kotler and Armstrong, 2018). Furthermore, the factor that influences repeat purchase requests is

consumer satisfaction (Malian, 2023). Consumer satisfaction affects repurchase intention, which in turn affects business productivity. Satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product or result to their expectations (Kotler and Keller, 2018).

Library Objectives

Repurchase interest is a purchase interest based on past purchasing experiences (Manurung & Hadian, 2021). The results of previous purchasing experiences greatly influence subsequent purchases. (Melia & Sari, 2023). Indicators of repurchase interest include transactional interest, referential interest, preferential interest, explorative interest, purchase frequency, customer commitment. Consumer satisfaction is the level of a person's feelings of happiness or disappointment after comparing the performance or results that consumers feel compared to their expectations (Ratnasari, 2017). Indicators of consumer satisfaction include conformity to expectations, positive assessments of products, positive assessments of service providers, telling positive things. Experiential Marketing shows a marketing approach that involves customer emotions and feelings by creating unforgettable positive experiences (Hutajulu, 2022). Exo-oriental marketing indicators include Sense, Feel, Think, Act, Relate. Price perception is the total of all values given by customers to obtain benefits from owning or using a product or service (Sajiwo et.al, 2024). Price perception indicators include price affordability, price competitiveness, price suitability with product quality, price suitability with product benefits.



Research Framework Image

- H1: Experiential marketing has a positive effect on repurchase intention at Kopi Klotok Kaliurang Yogyakarta
- H2: Price perception has a positive effect on repurchase intention at Kopi Klotok Kaliurang Yogyakarta
- H3: Consumer satisfaction has a significant positive effect on consumer repurchase intention at Kopi Klotok Kaliurang Yogyakarta.
- H4: Experiential Marketing has a significant positive effect on consumer satisfaction at Kopi Klotok Kaliurang Yogyakarta
- H5: Price perception has a significant positive effect on consumer satisfaction at Kopi Klotok Kaliurang Yogyakarta
- H6: Consumer satisfaction is able to positively mediate the influence of Experiential Marketing on repurchase intention at Kopi Klotok Kaliurang Yogyakarta

- H7: Consumer satisfaction is able to mediate the influence of Price on repurchase intention at Kopi Klotok Kaliurang Yogyakarta.

RESEARCH METHODS

This research is a type of quantitative research method, namely research to examine the population or sample with data collection using research instruments, quantitative data analysis with the aim of testing the established hypothesis (Sugiyono, 2014). Based on the purpose of the research, this research is categorized as explanatory research. Explanatory research is research that explains the relationship between variables through hypothesis testing so that the influence of the variables can be explained (Nurdin and Hartati, 2019). The data sources in this study use two types of data sources, namely primary data and secondary data. Primary data is data obtained directly by researchers through interviews or using questionnaires. In this study, primary data sources were obtained through questionnaires distributed to respondents. While secondary data is data obtained indirectly by researchers through other people or through documents. The population in this study is an infinite population where the number of population members cannot be known for sure all consumers of Kopi Klotok Kaliurang Yogyakarta. Determination of the number of samples using non-probability sampling techniques, namely techniques that do not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The type of sampling technique used is purposive sampling, where researchers set certain criteria as research samples. Determination of the sample uses the Lemeshow (1990) formulation in Maulana (2022), where the proportion used is 20% and the absolute precision or error value is 10%, as follows:

$$n = \frac{(Z)^2 p \times q}{e^2}$$

Based on these calculations, the number of samples was rounded up to 100 respondents.

RESEARCH RESULTS

The results of the validity test on various research variables show that all statement items measured have good validity. In the experiential marketing variable, five questions were tested (X1.1 to X1.5). Price perception was tested with four questions (X2.1 to X2.4). Consumer satisfaction was tested with four statements (Z.1 to Z.4). Repurchase interest was tested with six questions (Y.1 to Y.6). The results of the convergent validity test show that all constructs of each variable have a loading factor > 0.70. Thus, it can be concluded that the constructs in this study are valid.

Table 1. Convergent Test

Variabel	Indikator	Loading Factor	Kesimpulan
Experiential Marketing	X1.1	0.909	Valid
	X1.2	0.828	Valid
	X1.3	0.813	Valid
	X1.4	0.844	Valid
	X1.5	0.875	Valid

Persepsi Harga	X2.1	0.891	Valid
	X2.2	0.891	Valid
	X2.3	0.849	Valid
	X2.4	0.921	Valid
Kepuasan Konsumen	Z.1	0.814	Valid
	Z.2	0.853	Valid
	Z.3	0.769	Valid
	Z.4	0.869	Valid
Minat Beli Ulang	Y.1	0.875	Valid
	Y.2	0.955	Valid
	Y.3	0.959	Valid
	Y.4	0.870	Valid
	Y.5	0.959	Valid
	Y.6	0.937	Valid

After the measurement of factor loading is carried out, the next step is to measure the Average Variance Extracted (AVE) value. The results of the AVE measurement can be seen in the following table:

	Experiental Marketing	Kepuasan Konsumen	Minat Beli Ulang	Persepsi Harga
X1.1	0.909	0.611	0.655	0.582
X1.2	0.828	0.536	0.611	0.494
X1.3	0.813	0.609	0.520	0.664
X1.4	0.844	0.444	0.452	0.421
X1.5	0.875	0.487	0.479	0.535
Z.1	0.537	0.814	0.540	0.513
Z.2	0.544	0.853	0.576	0.562
Z.3	0.461	0.769	0.443	0.497
Z.4	0.560	0.869	0.579	0.547
Y.1	0.561	0.679	0.875	0.594
Y.2	0.615	0.622	0.955	0.591
Y.3	0.599	0.606	0.959	0.623
Y.4	0.612	0.533	0.870	0.627
Y.5	0.633	0.599	0.959	0.654
Y.6	0.568	0.568	0.937	0.602
X2.1	0.514	0.600	0.625	0.891
X2.2	0.542	0.568	0.572	0.891
X2.3	0.574	0.513	0.546	0.849
X2.4	0.639	0.592	0.613	0.921

The results of the discriminant validate test with cross loading show that each Cross Loading value on the variable indicator against the variable itself is higher than the

relationship with other variables. In accordance with the results of the Fornell - Lacker Criterion and Cross Loading measurements, it shows that the measurement tool is declared valid. The reliability test was conducted to determine the research instrument used to obtain reliable information. This study is declared reliable if the cronbach's alpha value is > 0.60 and the composite reliability is > 0.60 . The following are reliable measurement values

Reliability Test Results Table

	Cronbach's Alpha	Composite Reliability
Experiential Marketing	0.908	0.931
Kepuasan Konsumen	0.846	0.896
Minat Beli Ulang	0.967	0.973
Persepsi Harga	0.911	0.937

R Square is used to determine the effect of the relationship between exogenous variables on endogenous variables. The R Square criterion of 0.67 means strong, 0.33 means moderate, and 0.19 means weak.

R Square Test Results Table

	R Square	R Square Adjusted
Kepuasan Konsumen	0.499	0.489
Minat Beli Ulang	0.563	0.549

Based on the table, it shows that the influence of all independent variables on consumer satisfaction is 0.499 or 49.9%. While the influence of experiential marketing, price perception, and consumer satisfaction on repurchase intention is 0.549 or 54.95. Estimate for Path Coefficients is used to determine the magnitude or significance of the relationship between constructs. The results of the Path Coefficients are as follows:

Path Coefficients Test Results Table

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Experiential Marketing -> Kepuasan Konsumen	0.385	0.392	0.099	3.907	0.000
Experiential Marketing -> Minat Beli Ulang	0.268	0.270	0.104	2.593	0.010
Kepuasan Konsumen -> Minat Beli Ulang	0.276	0.271	0.095	2.889	0.004
Persepsi Harga -> Kepuasan Konsumen	0.395	0.392	0.097	4.078	0.000
Persepsi Harga -> Minat Beli Ulang	0.317	0.317	0.130	2.430	0.015

- Testing H1: The Effect of Experiential Marketing on Repurchase Intention has a t-statistic value of $2.593 > 1.96$ and a p-value of $0.010 < 0.05$. These results indicate that Experiential Marketing has a positive and significant effect on Repurchase Intention.
- Testing H2: The Effect of Price Perception on Repurchase Intention has a t-statistic value of $2.430 > 1.96$ and a p-value of $0.015 < 0.05$. These results indicate that Price Perception has a positive and significant effect on Repurchase Intention.
- Testing H3: The Effect of Consumer Satisfaction on Repurchase Intention has a t-statistic value of $2.889 > 1.96$ and a p-value of $0.004 < 0.05$. These results indicate that Consumer Satisfaction has a positive and significant effect on Repurchase Intention.
- Testing H4: The Influence of Experiential Marketing on Consumer Satisfaction has a t-statistic value of $3.907 > 1.96$ and a p-value of $0.000 < 0.05$. These results indicate that Experiential Marketing has a positive and significant effect on Consumer Satisfaction. Testing H5: The Influence of Price Perception on Consumer Satisfaction has a t-statistic value of $4.078 > 1.96$ and a p-value of $0.000 < 0.05$. These results indicate that Price Perception has a positive and significant effect on Consumer Satisfaction.

Sobel test is conducted to determine the indirect effect between variables. The results of hypothesis testing can be seen in the specific indirect effects table.

Specific Indirect Effect Test Results Table

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Experiential Marketing -> Kepuasan Konsumen -> Minat Beli Ulang	0.106	0.105	0.045	2.382	0.018
Persepsi Harga -> Kepuasan Konsumen -> Minat Beli Ulang	0.109	0.108	0.050	2.176	0.030

Based on the table, the results of the hypothesis testing can be explained as follows:

1. Testing H6: the influence of experiential marketing through consumer satisfaction on repurchase interest has a t-statistic value of $2.382 > 1.96$ and a p-value of $0.018 < 0.05$. These results indicate that consumer satisfaction plays a significant role in mediating the relationship between experiential marketing and repurchase interest.
2. Testing H7: the influence of price perception through consumer satisfaction on repurchase interest has a t-statistic value of $2.176 > 1.96$ and a p-value of $0.030 < 0.05$. These results indicate that consumer satisfaction plays a significant role in mediating the relationship between price perception and repurchase interest.

CONCLUSION

This study was conducted to analyze the factors that influence repurchase intention, so that the following conclusions can be drawn: Experiential marketing has a positive effect on repurchase intention at Kopi Klotok Kaliurang Yogyakarta. This shows that the pleasant and

memorable experience felt by consumers while at Kopi Klotok can increase their desire to make purchases again at that place. Price perception has a positive effect on repurchase intention at Kopi Klotok Kaliurang Yogyakarta. This shows that consumers feel that the price offered by Kopi Klotok is in accordance with the value and quality received, thus motivating them to make repeat purchases. Consumer satisfaction has a significant positive effect on consumer repurchase intention at Kopi Klotok Kaliurang Yogyakarta. This shows that consumers who are satisfied with the products and services provided by Kopi Klotok tend to have a greater desire to make repeat purchases. Experiential Marketing has a significant positive effect on consumer satisfaction at Kopi Klotok Kaliurang Yogyakarta. This shows that the interesting and unique experience offered by Kopi Klotok can create high satisfaction for consumers. Price perception has a significant positive effect on consumer satisfaction at Kopi Klotok Kaliurang Yogyakarta. This shows that consumer perception of reasonable and competitive prices for products and services at Kopi Klotok can increase their level of satisfaction. Consumer satisfaction can positively mediate the effect of Experiential Marketing on repurchase intention at Kopi Klotok Kaliurang Yogyakarta. This shows that effective experiential marketing can increase consumer satisfaction, which in turn encourages them to make repeat purchases. Consumer satisfaction can mediate the effect of Price on repurchase intention at Kopi Klotok Kaliurang Yogyakarta. This shows that appropriate prices can increase consumer satisfaction, which then strengthens their desire to buy again at Kopi Klotok.

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