



# The Influence of *E-Service Quality*, *Product Quality Perception*, *Experiential Marketing* on *Repurchase Intent* Through *Customer Satisfaction*

Hasnah Rimiyati\*, Raihan Aiman Daffa

Universitas Muhammadiyah Yogyakarta

\*Correspondence: Hasnah Rimiyati  
Email: [hasnah\\_rimiyati@umy.ac.id](mailto:hasnah_rimiyati@umy.ac.id)

Received: 30-04-2025  
Accepted: 30-05-2025  
Published: 30-06-2025



**Copyright:** © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

**Abstract:** This study aims to analyze the influence of e-service quality, product quality perception, and experiential marketing on repurchase intentions through customer satisfaction among consumers of coffee in the Special Region of Yogyakarta. The subject of the study is a consumer domiciled in the Special Region of Yogyakarta, the sample was used by 168 respondents with non-probability sampling techniques and purposive sampling methods. Data collection was carried out through the distribution of questionnaires using google forms. Data analysis and hypothesis testing using AMOS Structural Equation Modeling. The results of the data analysis show that e-service quality has a positive and significant effect on customer satisfaction, product quality perception has a positive and significant effect on customer satisfaction, experiential marketing has a positive and significant effect on customer satisfaction, e-service quality has a positive and significant effect on repurchase intention, product quality perception has a positive but not significant effect on repurchase intention, e-experiential marketing has a positive and insignificant effect on repurchase intention, customer satisfaction has a positive and significant effect on repurchase intention. Furthermore, customer satisfaction is able to partially mediate the influence of e-service quality on repurchase intention, customer satisfaction is able to mediate fully the influence between product quality perception on repurchase intention, and customer satisfaction is able to mediate the full influence between experiential marketing on repurchase intention.

**Keywords:** e-service Quality, Product Quality Perception, Experiential Marketing, Repurchase Intent, Satisfaction

## Introduction

In Indonesia, the culture of consuming coffee has existed for a long time. The development of the coffee sales trend is also increasing, the competition is getting tighter. Product and service innovations are also very varied, menus that have more and more choices and more varied ways of selling. People's tastes are also increasing to follow popular trends. Consumers have paid attention to product quality, as well as the quality of raw materials, presentation quality, menu diversity, and also the ease of buying a product. Currently, the form of serving coffee can be done in various innovative and creative ways. The current serving of coffee is not just about mixing coffee grounds with sugar and hot

water and then stirring, but the presentation of coffee has been much different and has developed very modernly. Along with the development of various coffee making techniques, coffee sales have also increased, making the activity of drinking coffee now a lifestyle.

Consumers of a café will pay attention to the quality of service provided. The good and bad services provided will be attached to the minds of consumers. The development of the times requires sellers to also adapt. The existence of electronic service facilities can be used by sellers to make it easier for consumers to get the products they sell. In Indonesia itself, there have been many sellers who use electronic services in carrying out sales activities, and examples such as through *GoFood*, *GrabFood*, and *ShopeeFood*. Therefore, the importance of the quality of electronic services will make it easier for consumers to get the desired products. *E-service quality* will leave an impression on consumers' minds about how the *brand* serves its consumers.

Product quality is important to pay attention to in the business world, because the product is the most important thing. In the coffee drink business, the products sold will attract consumers to win business competition, one of the things that can be used as a competitive advantage of a company is the purchase decision of its consumers. It is not easy to understand the purchasing decision process of consumers. In choosing a product, consumers certainly consider the elements contained in a product, such as design, color, size, packaging, and others, as well as intangible attributes such as price, service, and quality (Ernawati, 2019).

With good product quality, of course, it will affect the intention to buy again. The product given will leave its own impression in the eyes of consumers. If it succeeds in providing a good image to consumers, it will certainly affect the intention to repurchase the product itself. So it can be concluded that the repurchase interest (*repurchase intention*) is the customer's decision to make a repurchase in the future, due to satisfaction and trust, where this repurchase decision by the customer can bring profit (*Benefit*) for companies (Febrini et al, 2019).

Customer satisfaction is the main target of a product sale. When the buyer is satisfied, it will be able to increase the desire to buy the product itself. Customer satisfaction can be influenced by the products sold and the service of employees at a sales outlet.

*Experiential Marketing* is to take a unique and positive approach to make consumers feel more memorable. *Experiential marketing* is a strategy that marketers use to form memorable experiences (*Memorable experience*) for consumers, by trying to make consumers feel good and make customer emotions according to the marketer's wishes. Experiential marketing can create consumer preferences that differentiate a product or service from another (Febrini et al, 2019).

Of the many coffee shops that are very mushrooming today, there is one brand that is in great demand by customers. One of the Indonesian coffee brands that is already very popular is Kopi Kenangan. The Kenangan Coffee Company contributes to the contemporary Indonesian coffee market, as the name implies. In 2017 Kopi Kenangan was established. At

that time, Edward started a coffee shop with his colleagues Cynthia Chaerunnisa and James Pranoto. They strive to make high-quality but cheap coffee. After that, he made Kopi Kenangan at a cost of 15,000 rupiah. Being able to ensure that customers keep ordering and coming back to the business is the most important thing for Edward when building a business. Edward opened his first Kopi Kenangan outlet in a small and hidden 12-square-meter area in the Standard Chartered Tower Area in South Jakarta. Edward collected around 150 million rupiah with his partner. He said that getting initial capital for the first outlet of Kopi Kenangan was very difficult. Then they look for ways to make their brand known and tried by people. The process is quite long, about five to six months, and it only depends on innovation, which is how Kopi Kenangan is named. Eventually, it currently has 740 stores and will continue to grow. In fact, Kopi Kenangan has just broken the MURI record by building 26 stores in one week. Kopi Kenangan has gained greater public trust than its competitors. The following is presented data on the Top Brand Index for the Coffee Shop Category in 2023.

**Table 1.** Top Brand Index Coffee Shop Category

Fire	TBI 2023	
Memories	39,70%	TOP
Soul Promise	39,50%	TOP
Fore	7,50%	
Squirt	6,30%	

Source: [www.topbrand-award.com](http://www.topbrand-award.com)

In 2023, Kopi Kenangan is ranked number one in the top brand index. Thus, the Kopi Kenangan brand is well known to the public. In this way, Kopi Kenangan will maintain the quality of its services and products to continue to provide customer satisfaction and make customers return to buy Kopi Kenangan products.

## Literature Review

### E-Service Quality

Service can be defined as an act or appearance that an organization can offer to each other and this is intangible, not owned by the organization, and not tied to a physical product. Service can also be the key to the success of any business, be it goods or services. Service quality includes delivery that is designed to meet customer expectations as well as efforts to meet customer wants and needs (Tjiptono, 2014). Service owner organizations can achieve customer satisfaction in service by providing convenience, speed, ability, and friendliness, which is shown through their nature and attitude in serving customers. In this era of globalization, information technology has developed rapidly. In using the internet, you can get information easily and quickly. Online buying and selling emerged as a result of increased internet use (Rainy & Widayanto, 2020). According to Zeithaml (2014) in Anggita & Trenggana (2020), the quality of e-service consists of the ease of shopping in

online services, the ease of transactions, and the delivery of products or services effectively and efficiently.

The ability of the service provider to consistently meet customer expectations determines the quality of service. To meet the desires of profitable target markets, businesses must create their supporting products and services.

According to Hernando & Gunawan (2021), indicators of *E-service quality* that is:

- a. Easy to complete transactions
- b. Online services are always available and crashes are rare
- c. Orders that arrive correct
- d. Online services protect personal information
- e. Online services provide several alternative payment methods

### **Product Quality Perception**

Product quality encompasses all aspects of product offerings that produce benefits for customers, and a product or service is considered quality if the company succeeds in providing and fulfilling what consumers expect and want (Tjiptono 2014). The ability of a product to perform various functions, such as durability, reliability, precision, ease, operation, and repair, along with other attributes, is known as product quality (Kotler & Armstrong, 2019). Product quality is a measure of the performance or performance of a product to meet consumer expectations, which is different from the quality of manufacturers when they release a product that is commonly known as actual quality. Quality in the consumer's view is different from the manufacturer's quality. According to Kotler & Keller (2009), indicators of product quality perception, namely: a. product specifications; b. product performance; c. Product display.

### **Experiential Marketing**

According to Schmitt (1999) in Yanti Febrini et al. (2019) *Experiential Marketing* It is a process in which marketers offer goods and services to customers through their emotional stimulation that results in various experiences for consumers, through the five senses (sense), affective/feeling (feel), cognitive/creative thinking (think), physical, behavioral and lifestyle (act), and social identity resulting from relationships with reference groups or cultures (relation) known as strategic experience modules or *Strategic Experiential Modules* (SEMs). In addition, according to Chandra (2008), experience marketing is an approach that combines activities to provide a memorable experience to customers.

According to Bernd Schmitt (1999) in Yanti Febrini et al. (2019), indicators of *Experiential Marketing* Namely: *Sense; Feel; Think; Act; relate*.

### **Customer Satisfaction**

According to satisfaction, is a person's feeling of happiness or disappointment that comes from the comparison between the impression and the performance given. Customer

satisfaction is the result of evaluating the inconsistency between the performance of the product when used and previous expectations (Kotler and Keller (2016) (Tjiptono, 2014). Then the theory of consumer behavior from (Kotler and Keller 2016) is the study of how individuals, groups, and organizations buy, choose, use, and place concepts, experiences, and goods to meet their needs and wants.

According to Kotler & Keller (2016), indicators of consumer satisfaction, namely: a. overall satisfaction, good mood, fun; b. the fulfillment of customer expectations; c. customer satisfaction with the quality of service provided; d. related to good choice, satisfactory products, satisfactory physical facilities.

### **Repurchase Intent**

Repurchase intent indicates that the customer will make the same purchase in the future. This behavior is also associated with customer loyalty to the brand. This includes the customer's desire and action to repurchase a product after receiving the desired satisfaction from the product. Repurchase intent is a customer commitment formed after they make a transaction with a certain product or service. (Ferdinand 2002) .

Consumers buy back products they have previously purchased because they are satisfied with the product. If the product meets their desires, consumers will buy the product again. This repurchase decision is an action after purchase. Repurchase *intention* is a consumer's plan that encourages his willingness to buy back products that have been previously purchased. The term "repurchase intent" refers to the tendency of consumers to purchase a brand or take action related to a pre-made repurchase intent. The stage after purchase, where the consumer is satisfied with the product that meets expectations with its performance,

According to Ferdinand (2002), indicators of repurchase intent are:

- a. Exploratory Interests
- b. Referential Interest
- c. Transactional Interest
- d. Preferential Interests

### **E-Service Quality to Customer Satisfaction**

Customers' decisions are faced with various choices in choosing or determining the products to be purchased do not just happen. Many considerations are made by customers before deciding to buy products, such as product quality, service quality and whether the restaurant has products that are worth buying again (Mulyana, 2019). Then in the next study, it was revealed that *E-service quality* have a positive and significant effect on consumer satisfaction (Anggita & Trenggana, 2020). *E-service quality* also affect consumer satisfaction in the study (Nita & Ratnasari, 2022) and (Rainy & Widayanto, 2020).

Based on the description above and several previous researchers, the following hypotheses can be proposed:

**H1: E-Service Quality has a positive and significant effect on customer satisfaction.**

### **Product Quality Perception on Customer Satisfaction**

Product quality is one of the factors to create consumer satisfaction. Product quality has a significant positive effect on consumer satisfaction (Mulyana, 2019). Then in subsequent research, it was also revealed that product quality has a positive and significant effect on customer satisfaction (Tri Wijayanti and Almaidah 2020). Product quality has an influence on consumer satisfaction (Hudaya et al. 2021), and also on research (Tiara Ghassani & Sri Suryoko, 2017). Based on the description above and several previous researchers, the following hypotheses can be proposed:

**H2: Product quality perception has a positive and significant effect on consumer satisfaction.**

### **Experiential Marketing Towards Customer Satisfaction**

Experiential marketing has a positive and significant effect on consumer satisfaction. The higher it is *Experiential Marketing* So the higher the consumer satisfaction. *Experiential marketing* is a strategy used by marketers to create a memorable experience for consumers, by trying to make customers feel *feel good* and make the customer's emotions according to the marketer's wishes. Experiential marketing can create consumer preferences that differentiate one product or service from another. Customer satisfaction can be used by marketers to create the more important one that is to retain existing customers, as the cost required to acquire new customers is much greater (Yanti Febrini et al., 2019). This is supported by previous research conducted by (Olii & Nurcaya, 2016), (Mauladdawil & Nugroho, 2023), (Tetanoe Ronald, 2014).

Based on the description above and several previous researchers, the following hypotheses can be proposed:

**H3: *Experiential marketing* has a positive and significant effect on consumer satisfaction.**

### **E-Service Quality Towards Repurchase Intention**

The better the service the provider provides to customers, the more likely they are to make another purchase. (Resa Nurlaela Anwar, 2021). There is a significant positive influence between *e-service quality* and repurchase intentions. This is supported by previous research by (Nita & Ratnasari, 2022), (Anggita & Trenggana, 2020), (Rainy & Widayanto, 2020). Based on the description above and several previous researchers, the following hypotheses can be proposed:

**H4: *E-service quality* has a positive and significant effect on repurchase intentions.**

### **Product Quality Perception Towards Repurchase Intention**

Product quality can be defined as the characteristics of a product or service that is based on their ability to meet the clear needs of customers. When a customer behaves well toward a brand, commits to that brand, and intends to buy again, it is a repurchase intent.

(Zulkarnain et al. 2019). Customers' decisions to repurchase a product can increase if the product is of good quality (Sofya and Purwanto 2021). The general characteristics and properties of goods and services that affect their ability to meet needs are called product quality (Ekaprana et al. 2020). Product quality significantly affects repurchase interest (Wijayanti & Almaidah, 2021). High-quality products will make customers buy again (Hudaya et al, 2021), supported by research from (Ghassani & Sri Suryoko, 2017) and (Mahendrayanti & Wardana, 2021). Based on the description above and several previous researchers, the following hypotheses can be proposed:

**H5: Product quality perception has a positive and significant effect on repurchase intention.**

### ***Experiential Marketing Towards Repurchase Intent***

*Experiential marketing* has a positive and significant effect on the intention of repurchase. It can be concluded that simultaneously the components of the *Experiential Marketing* that is *sense experience, feel experience, think experience, act experience, relate experience* Significantly affect repurchase interest (Gersom Hendarsono, 2013). This is supported by previous research by (Olii & Nurcaya, 2016), (Mauladdawil & Nugroho, 2023), (Tetanoe Ronald, 2014), (Amelia, 2017). Based on the description above and several previous researchers, the following hypotheses can be proposed:

**H6: *Experiential marketing* has a positive and significant effect on repurchase intent.**

### **Customer Satisfaction With Repurchase Intent**

Customer satisfaction is essential to encourage customers to buy more items from the company. Customer satisfaction greatly affects the customer's interest in buying more goods from the company (Wijayanti & Almaidah, 2021). Further research revealed that customer satisfaction has a positive and significant effect on repurchase interest, which shows that higher consumer satisfaction has an effect on repurchase interest (Stuart & Hilal, 2019). Subsequent research revealed that customer satisfaction has a positive and significant effect on repurchase interest (Mulyana, 2019). The result of customer satisfaction is the return of customers to the place because customer satisfaction has a positive effect on the company (Hudaya et al. 2021). It is also supported by research from (Dei & Mensah, 2018). Based on the description above and several previous researchers, the following hypotheses can be proposed:

**H7: Product quality perception has a positive and significant effect on repurchase intention.**

### ***E-Service Quality Towards Repurchase Intention Through Customer Satisfaction***

*E-service quality* is a very important component in determining customer satisfaction. Many customers attach great importance to how the service is in a place. This quality also determines whether customers will come back or not. *E-service quality* has a positive influence on repurchase interest mediated by customer satisfaction (Nita & Ratnasari, 2022).

*E-service quality* has a positive and significant influence on repurchase interest through consumer satisfaction (Anggita & Trenggana, 2020). *E-service quality* have a positive and significant effect on repurchase interest with customer satisfaction as a mediating variable (Rainy & Widayanto, 2020). Based on the description above and several previous researchers, the following hypotheses can be proposed:

**H8: Consumer satisfaction mediates the influence of *e-service quality* on repurchase intentions.**

### **Product Quality Perception Towards Repurchase Intent Through Customer Satisfaction**

Product quality has a considerable influence on determining repurchase interest, by being strengthened by customer satisfaction, product quality has a stronger influence on repurchase interest (Hudaya et al., 2021). Product quality has a positive and significant effect on repurchase interest mediated by consumer satisfaction (Wijayanti & Almaidah, 2021), and is also supported by research from (Tiara Ghassani & Sri Suryoko, 2017). Based on the description above and several previous researchers, the following hypotheses can be proposed:

**H9: Consumer satisfaction mediates the influence of product quality perception on repurchase intent.**

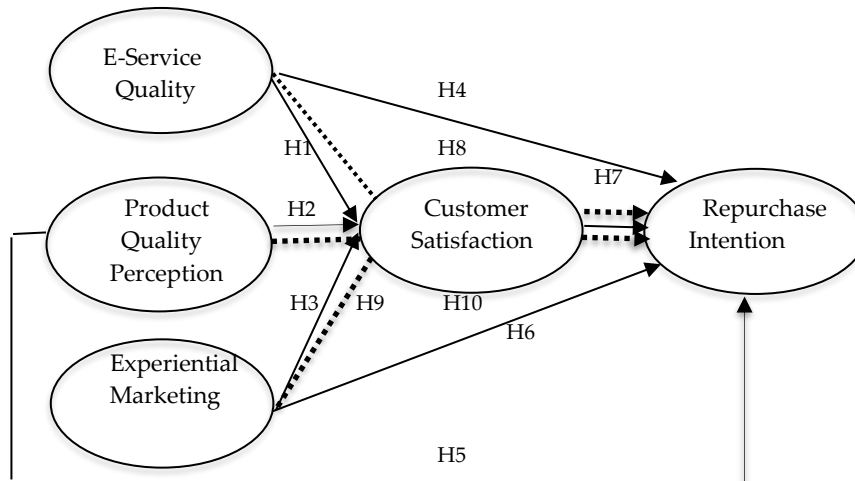
### **Experiential Marketing Towards Repurchase Intent Through Customer Satisfaction**

Customer satisfaction can mediate the influence between *Experiential Marketing* against the intention of repurchase. Consumer satisfaction is able to mediate influence *Experiential Marketing* on the interest in repurchase is evidenced by the results of the indirect influence value test greater than the direct influence value of the variable *Experiential Marketing* Against the Interest in Rebuying (Yanti Febrini et al., 2019). This is supported by previous research by (Olii & Nurcaya, 2016), (Maulidya et al., 2021), (Tetanoe Ronald, 2014). Based on the description above and several previous researchers, the following hypotheses can be proposed:

**H10: Customer satisfaction mediates the influence of *experiential marketing* on repurchase intent.**

## Research model

Based on the research hypothesis, the framework of the research model can be described as follows:



**Figure 1.** Research Model

Source: Hudaya et al. (2021) and Yanti Febrini et al, (2019)

## Methodology

This study uses a quantitative research approach. The quantitative method is a scientific approach in which the information obtained is in the form of numbers or numerical values that can be processed and analyzed through the use of mathematical or statistical calculations (Sekaran & Bougie, 2019). The object of this research is the Kenangan Coffee Shop. The research subject is a member of the sample as this element is one member of the population (Sekaran & Bougie, 2017). The subject of this study is consumers of Kenangan coffee shops in the Special Region of Yogyakarta. Sample selection was carried out by *non-probability sampling* using the *purposive sampling* method. The number of samples in this study was 168 respondents. The type of data is primary data, collected using a questionnaire that is distributed to respondents with specific characteristics, namely respondents who are at least 17 years old; have purchased Kenangan coffee products more than 1 (one) time in the past year. The quality of the research instrument was first tested for validity using the *Confirmatory Factory Analysis* (CFA) method, and the reliability test was carried out using *Construct Reliability* (CR). If the *Construct Reliability* (CR) value is  $> 0.70$ , it can be said to be reliable, but if the *Construct Reliability* (CR) value is  $< 0.70$ , the result is unreliable. The data analysis tool was carried out descriptive analysis and hypothesis testing using *Structural Equation Modelling* (SEM) which was operated through the AMOS program. SEM is a combination of two separate statistical methods, namely factor analysis developed in psychology and psychometrics and simultaneous equation models (Ghozali, 2008).

The following is the operational definition of the variables used in this study, presented in table 2.

**Table 2.** Variable Operational Definition

Yes	Variable	Variable Definition	Indicators	Source
1	<i>E-Service Quality</i>	The quality of <i>e-service</i> consists of the ease of shopping in online services, the ease of transactions, and the delivery of products or services effectively and efficiently. Zeithaml (2014) in Angita & Trenggana (2020)	1. Easy to complete transactions 2. Online services are always available and crashes are rare 3. Orders that arrive correct 4. Online services protect personal information 5. Online services provide several alternative payment methods	Hernando & Gunawan (2021)
2	Product Quality Perception	Product quality is the ability of a product to deliver performance results that match or even exceed what consumers expect. Kotler & Keller (2016)	1. Product Specifications 2. Product Performance 3. Product Display	Kotler & Keller (2009)
3	<i>Experiential Marketing</i>	It is a business used by marketers to package products so that they are able to Offer an emotional experience to the touch consumer hearts and feelings. Bernd Schmitt (1999) in Yanti Febrini et al. (2019)	1. Sense 2. Feel 3. Think 4. Act 5. Relate	Bernd Schmitt, (1999) in Yanti Febrini et al. (2019)
4	Customer Satisfaction	Satisfaction is a person's feeling of pleasure or disappointment that arises from comparing performance	1. Overall experience satisfaction, a good mood well, fun	Kotler & Keller (2016)

Yes	Variable	Variable Definition	Indicators	Source
		perceived products or results against their expectations. Kotler & Keller (2016)	2. Meeting customer expectations 3. Customer satisfaction with the quality of service provided 4. Associated with great selection, satisfactory products, satisfactory physical facilities	
5	Repurchase Intent	Interest Repurchase is a consumer commitment formed after the consumer makes a transaction for a product or service. Ferdinand (2002)	1. Exploratory Interests 2. Referential Interest 3. Transactional Interest 4. Preferential Interests	Ferdinand, (2002)

## Results and Discussion

This study used as many as 168 respondents with respondent characteristics grouped based on gender, respondent age, income, education, and respondents' occupation. The following are presented in table 2 the characteristics of the respondents of this study.

**Table 3.** Respondent Characteristics

Yes	Characteristic	Frequency	Percentage
<b>1</b>	<i>Gender</i>		
	Man	72	42,9
	Woman	96	57,1
	Sum	168	100
<b>2</b>	<i>Age</i>		
	17-28 years old	156	92,9
	29-38 years old	11	6,5
	39-48 years old	1	0,6
	Sum	168	100
<b>3</b>	<i>Income</i>		
	≤ Rp. 2,000,000	57	33,9
	> IDR 2,000,000 - IDR 2,500,000	34	20,2

Yes	Characteristic	Frequency	Percentage
	> IDR 2,500,000 - IDR 3,000,000	24	14,3
	> IDR 3,000,000 – IDR 3,500,000	19	11,3
	>IDR 3,500,000	34	20,2
	Sum	168	100
<b>4</b>	<i>Education</i>		
	JUNIOR	3	1,8
	High School/High School	71	42,3
	Diploma	14	8,3
	S1	75	44,6
	S2	5	3,0
	Sum	168	100
<b>5</b>	<i>Work</i>		
	Student/Student	67	39,9
	Self employed	50	29,8
	PNS	15	8,9
	Other	36	21,4
	Sum	168	100

### Instrument Quality Test Results

In this study, the instrument quality test was carried out through two stages, namely the validity test and the reliability test.

#### 1. Validity Test

The validity test in this study uses *the Confirmatory Factor Analysis* method. Ghozali (2017) stated that in order to test the validity of the research, a confirmatory analysis method commonly known as *Confirmatory Factor Analysis* (CFA) was used. An indicator is considered valid if it has a loading factor  $> 0.5$  (Ghozali, 2017).

**Table 4.** Validity Test Results

Variable	Indicators	Loading Factor	Limit	Information
<i>E-Service Quality</i>	X1.1	0,833	> 0.5	Valid
	X1.2	0,809		Valid
	X1.3	0,799		Valid
	X1.4	0,749		Valid
	X1.5	0,694		Valid
<b>Product Quality Perception</b>	X2.1	0,852	> 0.5	Valid
	X2.2	0,712		Valid
	X2.3	0,807		Valid
<i>Experiential Marketing</i>	X3.1	0,854	> 0.5	Valid
	X3.2	0,724		Valid
	X3.3	0,810		Valid
	X3.4	0,756		Valid
	X3.5	0,833		Valid
<b>Customer Satisfaction</b>	Z1.1	0,794	> 0.5	Valid
	Z1.2	0,811		Valid
	Z1.3	0,799		Valid

Variable	Indicators	Loading Factor	Limit	Information
	Z1.4	0,790		
Repurchase Intent	Y1.1	0,806	> 0.5	Valid
	Y1.2	0,780		Valid
	Y1.3	0,765		Valid
	Y1.4	0,784		Valid

Source: processed

Table 4 of the results of the validity test with 168 respondents and twenty-one indicators shows that each indicator has a *loading factor* value above 0.50. Therefore, it can be concluded that all the questions in the questionnaire can be said to be valid.

## 2. Reliability Test Results

Table 5. Reliability Test Results

Variable	Construct Reliability	Limit	Information
<i>E-Service Quality</i>	0,884	> 0.7	Reliable
Product Quality Perception	0,834		Reliable
<i>Experiential Marketing</i>	0,897		Reliable
Customer Satisfaction	0,876		Reliable
Repurchase Intent	0,864		Reliable

Source: processed

From the table above, it can be concluded that the C.R value for the four research variables is greater than 0.7 each. Based on the results of the reliability test of all variables declared reliable, it can be concluded that this research instrument as a whole is reliable, so it can be used in this study.

## Results of Data Analysis and Hypothesis Testing

### Direct Influence Hypothesis Test Results

To determine the direction of influence, it can be analyzed whether *the regression weight* shows a positive value or  $> 0$ . If so, it can be concluded that the influence is positive (Ghozali, 2017). Furthermore, to evaluate the significance of the influence between variables, if the *critical ratio* (CR) value exceeds 1.96 and the probability value (P) is less than 0.05, then it can be concluded that the influence is significant.

Table 6. Results of Direct Influence Hypothesis Testing

No.	Hypothesis	Estimate	S.E.	C.R.	P	Result
H1	<i>E-Service Quality</i> → Customer satisfaction	0,547	0,148	3,685	0,000	Positive and Significant
H2	Product quality perception → Customer satisfaction	0,312	0,123	2,534	0,011	Positive and Significant

No.	Hypothesis	Estimate	S.E.	C.R.	P	Result
H3	Experiential marketing → Customer satisfaction	0,240	0,098	2,456	0,014	Positive and Significant
H4	E Service quality → Repurchase intention	0,331	0,119	2,769	0,006	Positive and Significant
H5	Product quality perception → Repurchase intention	0,012	0,093	0,127	0,899	Positive and Insignificant
H6	Experiential marketing → Repurchase intent	0,006	0,072	0,083	0,934	Positive and Insignificant
H7	Customer satisfaction → Repurchase intent	0,709	0,119	5,962	0,000	Positive and Significant

### 1. The Effect of *E-Service Quality* on Customer Satisfaction

Based on table 6, it shows that the estimated value on the influence of *E-Service Quality* on Customer Satisfaction is positive by 0.547 so that the test direction is positive. Thus, it means that the better *the E-Service Quality*, the more Customer Satisfaction will increase. Then the table shows that the C.R value is  $3.685 > 1.96$  and the probability value is  $0.000 < 0.05$ . So that the values of C.R and P are eligible for the hypothesis to be accepted. Thus, (H1) which states that "*E-Service Quality* has a positive and significant effect on Customer Satisfaction" is accepted.

### 2. The Effect of Product Quality Perception on Customer Satisfaction

Based on table 6, it shows that the estimated value on the influence of Product Quality Perception on Customer Satisfaction is positive of 0.312, so that the test direction is positive. Thus, it means that the better the perception of Product Quality, the increase in Customer Satisfaction. Then the table shows that the C.R value is  $2.534 > 1.96$  and the P value is  $0.011 < 0.05$ . So that the values of C.R and P are eligible for the hypothesis to be accepted. Thus, (H2) which states that "Product Quality Perception has a positive and significant effect on Customer Satisfaction" is accepted.

### 3. The Influence of *Experiential Marketing* on Customer Satisfaction

Based on table 6, it shows that the estimated value on the effect of *Experiential Marketing* on Customer Satisfaction is positive of 0.240 so that the testing direction is positive. Thus, it means that the better *the Experiential Marketing*, the increase in Customer Satisfaction. Then the table shows that the C.R value is  $2.456 > 1.96$  and the P value is  $0.014 < 0.05$ . So that the values of C.R and P are eligible for the hypothesis to be accepted. Thus, (H3) which states that "*Experiential Marketing* has a positive and significant effect on Customer Satisfaction" is accepted.

#### 4. The Effect of *E-Service Quality* on Repurchase Intention

Based on table 6, it shows that the estimated value on the effect of *E-Service Quality* on Repurchase Intention is positive of 0.331, so that the test direction is positive. Thus, the better the *E-Service Quality*, the increase will increase the Repurchase Intention. Then the table shows that the C.R value is  $2.769 > 1.96$  and the P value is  $0.006 < 0.05$ . So that the values of C.R and P are eligible for the hypothesis to be accepted. Thus, (H4) which states "*E-Service Quality* has a positive and significant effect on Repurchase Intention" is accepted.

#### 5. The Effect of Product Quality Perception on Repurchase Intent

Based on table 6, it shows that the estimated value on the influence of advertising on brand image is positive by 0.012 so that the test direction is positive. Then the table shows that the C.R value is  $0.127 < 1.96$  and the P value is  $0.0899 > 0.05$ . So that the values of C.R and P are not eligible for the hypothesis to be accepted. Thus, the better the perception of Product Quality does not guarantee that it will increase Repurchase Intent. Thus, (H5) which states that "Product Quality Perception has a positive and significant effect on Repurchase Intention" is rejected.

#### 6. The Influence of *Experiential Marketing* on Repurchase Intent

Based on table 6, it shows that the estimated value on the influence of advertising on brand image is positive by 0.006 so that the test direction is positive. Then the table shows that the C.R value is  $0.083 < 1.96$  and the P value is  $0.934 > 0.05$ . So that the values of C.R and P are not eligible for the hypothesis to be accepted. Thus, the better *Experiential Marketing* does not guarantee that it will increase Repurchase Intent. Thus, (H6) which states that "*Experiential Marketing* has a positive and significant effect on Repurchase Intention" is rejected.

#### 7. The Effect of Customer Satisfaction on Repurchase Intent

Based on table 6, it shows that the estimated value on the influence of Customer Satisfaction on Repurchase Intention is positive of 0.709, so the test direction is positive. Thus, the better the Customer Satisfaction, the increase will increase the Repurchase Intent. Then the table shows that the C.R value is  $5.962 > 1.96$  and the P value is  $0.000 < 0.05$ . So that the values of C.R and P are eligible for the hypothesis to be accepted. Thus, (H7) which states that "Customer Satisfaction has a positive and significant effect on Repurchase Intention" is accepted.

#### Indirect Hypothesis Test

If the value of the standardized direct effect is smaller than the value of the standardized indirect effect, this indicates that the two mediation variables have an indirect influence. Below is a table of the results of the exogenous variable hypothesis test against endogenous variables through mediation variables:

**Table 7.** Indirect Influence Hypothesis Testing Results

Yes	Information	Straight	Indirect	Result
H8	E Service quality → Customer satisfaction → Repurchase intent	0,276	0,323	Partial Mediation
H9	Product quality → perception Customer satisfaction → Repurchase intent	0,011	0,212	Full Mediation
H10	Experiential marketing → Customer satisfaction → Repurchase intent	0,006	0,181	Full Mediation

### 1. The Influence of *E-Service Quality* on Repurchase Intent through Customer Satisfaction

The effect of *E-Service Quality* on Repurchase Intention is mediated by Customer Satisfaction comparing the value of *direct effect* < *indirect effect*, testing the relationship between the two variables shows a *direct effect value* of 0.276 and an *indirect effect value* of 0.323. This shows that Customer Satisfaction is able to partially mediate the influence of *E-Service Quality* on Repurchase Intent. This means that the better the *E-Service Quality*, the more Customer Satisfaction it will create, and have an impact on increasing Repurchase Intent. So (H8) which states "The Influence of *E-Service Quality* on Repurchase Intention through Customer Satisfaction" is accepted.

### 2. The Influence of Product Quality Perception on Repurchase Intent through Customer Satisfaction

The effect between Product Quality Perception on Repurchase Intention is mediated by Customer Satisfaction comparing the value of *direct effect* < *indirect effect*, testing the relationship between the two variables shows a *direct effect value* of 0.011 and an indirect effect value of 0.011 and an *indirect effect value* of 0.212. This shows that Customer Satisfaction is able to partially mediate the influence of Product Quality Perception on Repurchase Intent. This means that the better the perception of product quality, it will create Customer Satisfaction, and have an impact on increasing Repurchase Intent. So (H9) which stated "The Influence of Product Quality Perception on Repurchase Intention through Customer Satisfaction" was accepted.

### 3. The Influence of *Experiential Marketing* on Repurchase Intent through Customer Satisfaction

The effect of *Experiential Marketing* on Repurchase Intention is mediated by Customer Satisfaction comparing the value of *direct effect* < the value of *indirect effect*, testing the relationship between the two variables shows a *direct effect value* of 0.006 and an *indirect effect value* of 0.181. This shows that Customer Satisfaction is able to fully mediate the influence of *Experiential Marketing* on Repurchase Intent. This means that the better *Experiential Marketing* is, the more Customer Satisfaction it will create, and have an impact on increasing Repurchase Intent. So (H10) which states "The Influence of *Experiential Marketing* on Repurchase Intention through Customer Satisfaction" is accepted.

## Discussion

### a. The Effect of *E-Service Quality* on Customer Satisfaction

Based on the results of the study, it is proven that hypothesis 1 *e-service quality* has a positive and significant influence on customer satisfaction, so hypothesis 1 is accepted. This means that the better *the e-service quality*, the more customer satisfaction from Kopi Kenangan. The importance of *e-service quality* so that customers feel satisfied with the service from Kopi Kenangan because at this time service is something that is very much considered by customers. The existence of electronic services itself can make it easier for customers to get products from their sellers, so electronic service or *e-service quality* is very important so that it can affect customer satisfaction.

The results of this study are also in line with the research conducted by Anggita & Trenggana, (2020), Nita & Ratnasari, (2022) and (Rainy & Widayanto, 2020) which states that *E-service quality* has a positive and significant influence on customer satisfaction.

### b. The Effect of Product Quality Perception on Customer Satisfaction

Based on the results of the study, it is proven that hypothesis 2 perception of product quality has a positive and significant influence on customer satisfaction, so hypothesis 2 is accepted. This means that the better the perception of product quality, the more customer satisfaction from Kopi Kenangan. Product quality is also an important factor for creating customer satisfaction. With good product quality, customers will feel happy by buying the product itself. The number of coffee shops will make customers understand more about the quality of the products served by the seller, and it will be a consideration for customers in buying coffee products from coffee shops.

The results of this research are also in line with the research conducted by Wijayanti & Almaidah, (2021), Hudaya et al, (2021) and Tiara Ghassani & Sri Suryoko, (2017) which states that the perception of product quality selects a positive and significant influence on customer satisfaction.

### c. The Influence of *Experiential Marketing* on Customer Satisfaction

Based on the results of the study, it is proven that hypothesis 3 *experiential marketing* has a positive and significant influence on customer satisfaction, so hypothesis 3 is accepted. This means that the better *experiential marketing*, the more customer satisfaction from Kopi Kenangan. *Experiential Marketing* will provide a good experience for customers, here Kopi Kenangan has succeeded in marketing a good experience so that customer satisfaction is created. A good experience when buying or consuming Kopi Kenangan products will be attached to the minds of consumers and consumers feel satisfied.

The results of this study are also in line with the research conducted by Yanti Febrini et al, (2019), Olli & Nurcaya, (2016), Mauladdawil & Nugroho, (2023) and Tetanoe Ronald, (2014) which states that *Experiential Marketing* have a positive and significant effect on customer satisfaction.

#### **d. The Effect of *E-Service Quality* on Repurchase Intention**

Based on the results of the study, it is proven that hypothesis 4 *e-service quality* has a positive and significant influence on repurchase intentions, so hypothesis 4 is accepted. This means that the better *the e-service quality*, the more intention to buy from Kopi Kenangan. It is good that electronic services from Kopi Kenangan can create repurchase intentions from customers, because customers feel comfortable when making *online transactions* and customers do not feel difficulties so that repurchase intentions from Kopi Kenangan products can be created.

The results of this research are also in line with the research conducted by Nita & Ratnasari, (2022), Anggita & Trenggana, (2020) and Rainy & Widayanto, (2020) which states that *E-service quality* has a positive and significant effect on repurchase intentions.

#### **e. The Effect of Product Quality Perception on Repurchase Intent**

Based on the results of the study, it is proven that hypothesis 5 perception of product quality has a positive and insignificant influence on repurchase intentions, so hypothesis 5 is rejected. This means that the better the quality of the product does not guarantee a good purchase decision as well. The quality of a product is important and important for consumers. If the quality of the product is high, the intention to buy again will be higher. This shows that consumers have a perception or something expected of a product. However, there are other factors that affect the intention to repurchase a product, so that the quality of the product does not have much effect on the intention to buy again. This shows that the perception of product quality has a positive but not significant effect on repurchase intentions.

The results of this study are not in line with the research conducted by Wijayanti & Almaidah, (2021), Hudaya et al., (2021) and Tiara Ghassani & Sri Suryoko, (2017), but this research is in line with research conducted by Denniswara, (2016), Palma & Andjarwati, (2016) and Mahendrayanti & (Wardana, 2021) which states that the perception of product quality has a positive and insignificant influence on repurchase intentions.

#### **f. The Influence of *Experiential Marketing* on Repurchase Intent**

Based on the results of the study, it is proven that hypothesis 6 *experiential marketing* has a positive and insignificant influence on repurchase intentions, so hypothesis 6 is rejected. This means that the better *experiential marketing* does not guarantee good repurchase intentions either. This shows that customers are not so attentive to *experiential marketing* to make repeat purchases. There are other factors that customers have the intention to repurchase a product. This shows that *experiential marketing* has a positive and insignificant effect on repurchase intentions.

The results of this study are not in line with the research conducted by Oliy & Nurcaya, (2016), Mauladdawil & Nugroho, (2023) and Tetanoe Ronald, (2014), but this research is in line with research conducted by Octaviana & Nugrahaningsih, (2018) which states that *Experiential Marketing* has a positive and insignificant influence on repurchase intentions.

### **g. The Effect of Customer Satisfaction on Repurchase Intent**

Based on the results of the study, it is proven that hypothesis 7 customer satisfaction has a positive and significant influence on repurchase intentions, so hypothesis 7 is accepted. This means that the better customer satisfaction, the more intention to buy from Kopi Kenangan. Customer satisfaction is one of the determining factors why customers choose to repurchase a product, as well as when consuming coffee. Consumers who are satisfied with Kopi Kenangan products will cause the intention to repurchase products from Kopi Kenangan itself.

The results of this study are in line with the research conducted by Wijayanti & Almaidah, (2021), Top & Hilal, (2019), Your Excellency, (2019), (Dei & Mensah, 2018) and Hudaya et al., (2021) which states that customer satisfaction has a positive and significant influence on repurchase intentions.

### **h. The Influence of E-Service Quality on Repurchase Intent through Customer Satisfaction**

Based on the results of the study, it is proven that hypothesis 8 customer satisfaction is able to partially mediate the influence between *e-service quality* on repurchase intentions, so hypothesis 8 is accepted. This means that the better customer satisfaction, the more it will be able to guarantee the influence of *e-service quality* on repurchase intentions. In other words, customer satisfaction is able to bridge the relationship between *e-service quality*, and repurchase intent. Here, Kopi Kenangan must create a sense of satisfaction for customers through *e-service quality* so that the intention to buy again from customers is created. Therefore, customers will not hesitate to buy products from Kopi Kenangan.

This is in line with research conducted by Nita & Ratnasari, (2022), Anggita & Trenggana, (2020) and Rainy & Widayanto, (2020) which states that customer satisfaction is able to mediate partially *E-service quality* against the intention of rebuying.

### **i. The Influence of Product Quality Perception on Repurchase Intent through Customer Satisfaction**

Based on the results of the study, it is proven that hypothesis 9 customer satisfaction is able to mediate the influence between the perception of product quality and the intention to buy again, then hypothesis 9 is accepted. This means that the better customer satisfaction, the more it will be able to guarantee the influence of product quality perception on repurchase intentions. In other words, customer satisfaction is able to bridge the relationship between product quality perception and repurchase intent. To create the intention to buy again, Kopi Kenangan must pay attention to customer satisfaction by presenting good product quality and in accordance with what customers expect.

This is in line with research conducted by Hudaya et al., (2021), Wijayanti & Almaidah, (2021) and Tiara Ghassani & Sri Suryoko, (2017) which states that customer satisfaction is able to fully mediate the perception of product quality to the intention to buy again.

#### **j. The Influence of *Experiential Marketing* on Repurchase Intent through Customer Satisfaction**

Based on the results of the study, it is proven that hypothesis 10 customer satisfaction is able to mediate the full influence between *experiential marketing* on repurchase intentions, so hypothesis 10 is accepted. This means that the better customer satisfaction, the more it will be able to guarantee the influence of *experiential marketing* on repurchase intentions. In other words, customer satisfaction is able to bridge the relationship between *experiential marketing* and repurchase intent. The intention to buy a repurchase by the customer will be created if the customer feels satisfied, with this *experiential marketing* plays a role in the satisfaction of the customer which finally creates the intention to buy again from the Kopi Kenangan customer itself.

This is in line with research conducted by Oliy & Nurcaya, (2016), Maulidya et al., (2021) and Tetanoe Ronald, (2014) which states that customer satisfaction is able to fully mediate *Experiential Marketing* against the intention of rebuying.

#### **Conclusion**

Based on the results of data analysis and hypothesis testing above, the following conclusions can be drawn:

1. *E-Service Quality* has a positive and significant effect on Customer Satisfaction.
2. Product Quality Perception has a positive and significant effect on Customer Satisfaction.
3. *Experiential Marketing* has a positive and significant effect on Customer Satisfaction.
4. *E-Service Quality* has a positive and significant effect on Repurchase Intention.
5. Product Quality Perception has a positive but insignificant effect on Repurchase Intention.
6. *Experiential Marketing* has a positive but insignificant effect on Repurchase Intent.
7. Customer Satisfaction has a positive and significant effect on Repurchase Intent.
8. Customer Satisfaction is able to partially mediate the influence of *E-Service Quality* on Repurchase Intent.
9. Customer Satisfaction is able to mediate in a full influence between Product Quality Perception and Repurchase Intent.
10. Customer Satisfaction is able to mediate the influence between *Experiential Marketing* and Repurchase Intent.

## References

- Amelia, W. R. (2017). The Influence of Experiential Marketing on Customer Repurchase Interest at Beringin Indah Restaurant Pematang Siantar. *Journal of Business Concepts and Management*, 4(1), 50–60.
- Anggita, M., & Trenggana, A. F. M. (2020). The Influence of Customer Engagement and E-Service Quality on Repurchase Intention with Customer Satisfaction as a Mediating Variable Tiket.Com. *ProBank*, 5(1), 83–99. <https://doi.org/10.36587/probank.v5i1.570>
- Dei, R., & Mensah, I. (2018). Effects of service quality and customer satisfaction on repurchase intention in restaurants on University of Cape Coast campus Effects of service quality and customer satisfaction on repurchase intention in restaurants on University of Cape Coast campus. *Journal of Tourism, Heritage & Services Marketing*, 4(1), 27-36
- Denniswara, E. P. (2016). The Influence of Product Quality, Price and Promotion on the Intention to Repurchase My Ideas Products. *PERFORMANCE: Journal of Business Management and Start-Ups*, 1(4), 480–488.
- Ekaprana, I. D. G. A., Jatra, I. M., & Giantari, I. G. A. K. (2020). The influence of product quality, service quality and brand image on repurchase intention. *E-Journal of Management of Udayana University*, 9(8), 2895. <https://doi.org/10.24843/ejmunud.2020.v09.i08.p01>
- Ernawati, D. (2019). The Influence of Product Quality, Product Innovation and Promotion on Hi Jack Sandals Bandung Product Purchase Decisions. *JWM (Journal of Management Insights)*, 7(1), 17. <https://doi.org/10.20527/jwm.v7i1.173>
- Ferdinand. (2002). *Management Research Methods*.
- Gersom Hendarsono, S. S. (2013). Analysis of the Influence of Experiential Marketing on Consumer Repurchase Interest. *Journal of Marketing Management*, 1(2), 1–8. <http://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/524>
- Ghozali, & Imam. (2017). *Structural Equation Model of Concepts and Applications with the AMOS Program 24 Bayesian SEM Update Edition 7*.
- Hair, Joseph F, Black William C, Babin Barry J, & E, A. R. (2010). *Multivariate Data Analysis Global Edition*.
- Hernando, H., & Gunawan, W. H. (2021). Loyalty among online food delivery customers: Extended scale of e-service quality. *Maranatha Journal of Management*, 20(2), 167–174. <https://doi.org/10.28932/jmm.v20i2.3507>
- Hudaya, A., Djumarno, D., & Djubaedah, S. (2021). The Influence of Service Quality and Product Quality on Customer Satisfaction That Implications on Repurchase Interest. *International Journal of Management Science*, 3(1), 150–160. <https://doi.org/10.31933/dijms.v3i1.990>
- Kotler & Amstrong. (2019). *Marketing Principles 2019*. 12th ed. Erlangga.

- Mahendrayanti, M., & Wardana, M. (2021). The Effect of Price Perception, Product Quality, and Service Quality on Repurchase Intention. *American Journal of Humanities and Social Sciences Research*, 5, 182–188. [www.ajhssr.com](http://www.ajhssr.com)
- Mauladdawil, T., & Nugroho, R. H. (2023). *With Customer Satisfaction as an Intervening Variable (Case Study Of Lazada Application Users In Surabaya) The Effect of Experiential Marketing and Service Quality on Repurchase Interest with Customer Satisfaction as an Intervening Variable ( Study*. 4(4), 3152–3161.
- Maulidya, A., Saroh, S., & Zunaida, D. (2021). The Influence of Experiential Marketing and Marketing Mix on Consumer Repurchase Interest (Case Study on Consumers of Seasonal Cafe Malang City). *Psychiatry*, 10(2), 205–212.
- Mulyana, A. (2019). The Influence of Product Quality and Service Quality on Repurchase Interest. *Now*, 7(2), 1–8.
- Nita, N., & Ratnasari, I. (2022). The Effect of E-Service Quality on Repurchase Interest with Customer Satisfaction as an Intervening Variable on the Shopee Marketplace. *J-MAS (Journal of Management and Science)*, 7(2), 867. <https://doi.org/10.33087/jmas.v7i2.510>
- Octaviana, R. A., & Nugrahaningsih, H. (2018). The Influence of Experiential Marketing and Service Quality on Repurchase Interest through Customer Satisfaction as an Intervening Variable (Case Study on Pt. Meratus Line Jakarta). *International & National Online Journal*, 6(2), 57–72.
- Olii, K. R. R., & Nurcaya, I. N. (2016). Experiential Marketing on Airline Ticket Repurchase at Pt Jasa Nusa Wisata Denpasar, Faculty of Economics and Business, Udayana University, Bali, Indonesia. *E-Journal of Management of Udayana University*, 5(8), 4835–4864.
- Palma, M. A., & Andjarwati, A. L. (2016). The Effect of Product Quality, Convenience, and Price on Repurchase Intention with Satisfaction as an Intervening Variable. *Journal of Economic and Management Research*, 16(1), 84.
- Rainy, A., & Widayanto, W. (2020). The Influence of Product Diversity and E-Service Quality on Repurchase Interest through Consumer Satisfaction (Study on Diponegoro University Students Zalora Customers). *Journal of Business Administration Sciences*, 9(1), 149–156. <https://doi.org/10.14710/jiab.2020.26233>
- Resa Nurlaela Anwar, F. A. W. (2021). The Effect of Product Quality and Service Quality on Interest in Repurchasing Scarlett Products on Shopee E-Commerce. *Nusantara: Journal of Social Sciences*, 8(5), 1370.
- Sekaran, U., & Roger, B. (2017). *Research Methods for Business*.
- Sofya, D. N., & Purwanto, S. (2021). Analysis of the Influence of Brand Image and Product Quality on "Slai O'lai" Repurchase Decisions. *JMK (Journal of Management and Entrepreneurship)*, 6(3), 28. <https://doi.org/10.32503/jmk.v6i3.1871>
- Tetanus, Ronald, D. D. (2014). The Influence of Experiential Marketing on Repurchase with Customer Satisfaction as a Variable Intervening at Breadtalk Surabaya Town Square. *Petra Journal of Marketing Management*, 2(1), 1–12.

- Tiara Ghassani, M., & Sri Suryoko, D. (2017). The Effect of Product Quality and Price on Interest in Rebuying Juwana Vaccum Milkfish through Consumer Satisfaction as an Intervening Variable (Case Study on Customers of Pt. Bandeng Juwana Elrina Semarang). *Diponegoro Journal Of Social And Political Science Year*, 1–8. <http://ejournal-s1.undip.ac.id/index.php/>
- Tjiptono, F. (2014). *Service Marketing: Principles, Application, and Research*.
- Top, C., & Hilal, D. (2019). *Impact Of Product And Service Quality Of Gated Communities On The Repurchase Intentions: Case Study In Kurdistan Region Of Iraq International Journal Of Economics, Commerce And Management Impact Of Product And Service Quality Of Gated Communities On The R. VII(6)*, 505–515. <http://ijecm.co.uk/>
- Wijayanti, H. T., & Almaidah, S. (2021). The effect of product quality and service quality on the interest in repurchasing D'Fresco Donuts through customer satisfaction as a mediating variable. *Economic Bulletin: Management, Development Economics, Accounting*, 18(2), 225. <https://doi.org/10.31315/be.v18i2.5639>
- Yanti Febrini, I., Widowati PA, R., & Anwar, M. (2019). The Influence of Experiential Marketing on Consumer Satisfaction and Repurchase Interest at Klotok Coffee Shop, Kaliurang, Yogyakarta. *Journal of Business Management*, 10(1), 35–54. <https://doi.org/10.18196/mb.10167>
- Zulkarnain, M. (2021). Product Quality, Servicescape and Word of Mouth and Their Influence on Repurchase Decisions. *Business Innovation and Entrepreneurship Journal*, 3(1), 38–44. <https://doi.org/10.35899/biej.v3i1.198>