



Repurchase Interest Based on Experiential Marketing and Consumer Satisfaction as Intervening Variables

Dwi Gemina¹; Rachmat Gunawan², Rifki Chandra Giri³
Universitas Djuanda, Indonesia

Corresponding author : Rifki Chandra Giri: rifkicg28@gmail.com

ARTICLE INFO

Keywords: Repurchase Interest, Experiential Marketing, Costumer Satisfaction

Received : 20, June

Revised : 25, July

Accepted: 20, August

©2025 Gemina,
Gunawan, Chandra Giri
(s): This is an open-access
article distributed under
the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Developments in the dynamic and competitive business world require companies to position their companies to defend their products, attract consumers and face competition. This research aims to determine and analyze the direct and indirect influence of experiential marketing on repurchase interest through consumer satisfaction. The sample in this study consisted of 100 people selected using a random sampling method. The data used in this research is ordinal data which is converted into interval scale metric data using the Methide of Successive Interval (MSI). This research method uses validity tests, reliability tests and classical assumptions and uses Path Analysis and Sobel Test for intervening variables. The research results show that there is a direct and positive influence of experiential marketing on consumer satisfaction, experiential marketing on repurchase interest, consumer satisfaction on repurchase interest, as well as an indirect and positive influence of experiential marketing on repurchase interest through consumer satisfaction.

INTRODUCTION

Companies are now being challenged to improve service quality and build sustainable relationships with customers, especially in the era of globalization and intense business competition. To address this, many companies are turning to e-commerce, which enables the buying and selling of goods and services over the internet. In Indonesia, rapidly growing e-commerce platforms include Tokopedia, Shopee, Bukalapak, Blibli, and Lazada. The Ministry of Trade (Kemendag) estimates that the value of digital trade transactions will reach IDR 533 trillion in 2023, up from IDR 476 trillion the previous year. E-commerce shows significant potential for the national economy.

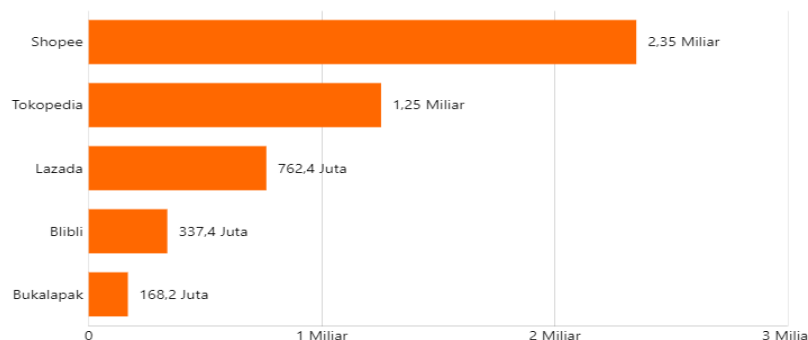


Figure 1. Number of Indonesian E-commerce Visitors in 2023

Source: databoks.katadata.co.id, 2023 (Accessed February 16, 2024)

Figure 1 shows that Shopee has the highest number of visitors in Indonesia, followed by Tokopedia. Founded in 2009 by William Tanuwijaya and Leontinus Alpha Edison, Tokopedia is one of the leading e-commerce platforms in Indonesia. Tokopedia offers a variety of products ranging from daily necessities to electronics, while also providing opportunities for sellers, especially MSMEs, to market their products widely. Although Tokopedia recorded a significant contribution to GoTo's total transactions in 2022, with a value of IDR 273.15 trillion, in 2023, this figure decreased to IDR 248.84 trillion. This decline could be due to increasingly fierce competition in the Indonesian e-commerce industry, with many other platforms offering aggressive promotions, technological innovations, and improved customer service, which, among other things, can reduce Tokopedia customers' repeat purchase intention.

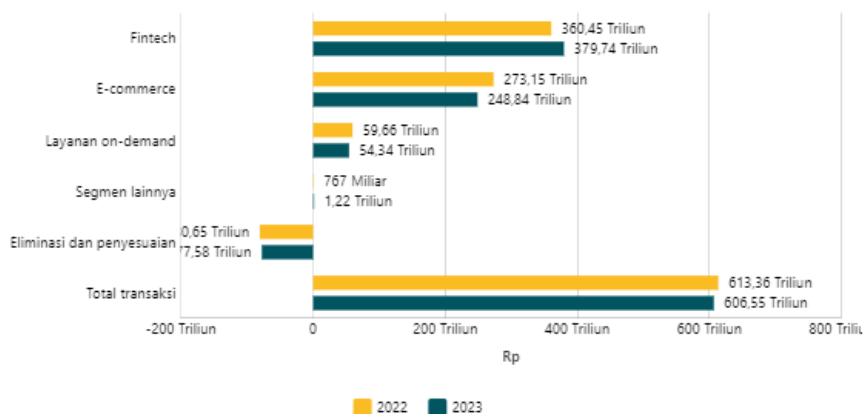


Figure 2. GoTo Gross Transaction Value by Business Segment 2022-2023

Source: databoks.katadata.co.id, 2023 (Accessed February 16, 2024)

In 2022, Tokopedia's e-commerce business segment, which is part of the large technology company GoTo, recorded a significant contribution to the company's total transactions, amounting to **IDR 273.15 trillion**. This figure reflects the strength and popularity of Tokopedia as one of the largest e-commerce platforms in Indonesia. However, in **2023**, there was a decline in contributions from this segment, with total transactions reaching IDR 248.84 **trillion**. This decrease raises several important questions regarding the factors influencing the performance of Tokopedia's e-commerce business. Based on user reviews on the Play Store regarding Tokopedia, several major issues have emerged, including inefficiency in the search feature, limited platform functionality, a restricted selection of courier services, and poor user experiences caused by sudden order cancellations.

Repurchase intention, according to Kotler (2016:151), refers to a consumer's decision to repurchase a product or service after having a positive experience from a previous purchase. According to Kotler and Armstrong (2016:135), factors that influence repurchase intention include positive experience, emotional connection, and social interaction—elements that are highly relevant to the variables of experiential marketing and customer satisfaction. The measurement of repurchase intention involves aspects such as trust, brand loyalty, and perceived quality (Kotler, 2016:151). To assess repurchase intention for Tokopedia's e-commerce platform, a preliminary survey was conducted through a questionnaire distributed to **30** respondents on March 18, 2024. The results showed that **60%** of respondents stated they were unwilling to continue using the Tokopedia app compared to other e-commerce platforms. Furthermore, **70%** of respondents felt that Tokopedia was not easy to use for online shopping. These findings indicate that Tokopedia is still lacking in attracting consumer attention and encouraging repeat purchases.

One factor that can influence repurchase intention is customer satisfaction. According to Kotler (2016:142), customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) with their expectations. Kotler (2016:143) identified several factors that affect customer satisfaction, including product quality, service, price, and emotional experience. The dimensions for measuring customer satisfaction include expectations, perceived performance, and confirmation of dissatisfaction or satisfaction (Kotler, 2016:146). To evaluate customer satisfaction in Tokopedia's e-commerce, a preliminary survey involving 30 respondents was conducted on March 18, 2024, with **50%** of respondents indicating they did not have high expectations before shopping on Tokopedia. From the disconfirmation indicator, **80%** of consumers stated that their experience did not exceed their expectations, suggesting that Tokopedia still falls short in meeting customer expectations, resulting in lower satisfaction levels.

Another factor that may influence repurchase intention is experiential marketing. According to Kartajaya (2004:15), experiential marketing is a marketing concept aimed at building loyal customers by appealing to consumer emotions and providing a positive feeling toward the product and service. There

are five indicators of experiential marketing: sense, feel, think, act, and relate (Kartajaya, 2004:22).

Several studies support the notion that experiential marketing significantly impacts both customer satisfaction and repurchase intention. For instance, Lee and Back (2018) found that experiential marketing significantly influences customer satisfaction, which in turn increases repurchase intention. Similarly, Johnson and Smith (2019) showed that experiences derived from experiential marketing strategies have a positive effect on customer satisfaction and repurchase intention. However, contrary to these findings, a study by Park and Lin (2017) found that experiential marketing does not have a significant effect on customer satisfaction or repurchase intention. Likewise, Kim and Lee (2019) concluded in their research that experiential marketing does not significantly impact customer satisfaction.

Although literature on experiential marketing has grown rapidly, empirical studies specifically investigating the influence of experiential marketing on repurchase intention through customer satisfaction remain limited. Therefore, this study aims to fill that gap by analyzing the extent to which the impact of experiential marketing can be perceived by consumers and how customer satisfaction serves as a significant mediator in the formation of repurchase intention.

LITERATURE REVIEW

Repurchase Intention

Repurchase intention, according to Kotler (2016:151), is a consumer's decision to buy the same product or service again after a positive experience from a previous purchase. According to Kotler and Armstrong (2016:135), the factors that influence repurchase intention include positive experience, emotional connection, and social interaction. The measurement of repurchase intention includes aspects such as trust, brand loyalty, and perceived quality (Kotler, 2016:151).

Customer Satisfaction

According to Kotler (2016:142), customer satisfaction is a person's feeling of happiness or disappointment that emerges after comparing the perceived performance of a product or service with their expectations. Factors influencing customer satisfaction, according to Kotler (2016:143), include product quality, service, price, and emotional experience. Key aspects in measuring customer satisfaction include expectations, perceived performance, and confirmation of dissatisfaction or satisfaction (Kotler, 2016:146).

Experiential Marketing

According to Kartajaya (2004:15), experiential marketing is a marketing concept aimed at building loyal customers by touching consumer emotions and providing a positive feeling toward products and services. There are five indicators of experiential marketing: **sense, feel, think, act, and relate** (Kartajaya, 2004:22).

HYPOTHESIS DEVELOPMENT

The relationship between experiential marketing and customer satisfaction lies in its ability to create emotional, interactive, and memorable experiences for consumers. These experiences not only enhance positive perceptions of the brand but also drive satisfaction, as consumers feel more valued. According to Zarantonello (2014:46), experiential marketing is a marketing strategy aimed at creating deep and meaningful consumer experiences through emotionally and value-driven interactions. Meanwhile, Oliver (1997:13) defines customer satisfaction as a person's feeling of pleasure or disappointment resulting from comparing the perceived performance of a product with their expectations.

The assumption that experiential marketing influences customer satisfaction is supported by research conducted by Isnain and Ralina (2021), whose findings show a significant effect of experiential marketing on customer satisfaction. This is further reinforced by the study conducted by Irma et al. (2019).

The link between experiential marketing and repurchase intention lies in its ability to create meaningful and enjoyable experiences for consumers, thereby fostering emotional closeness and encouraging repeat purchases. According to Homburg (2017:380), experiential marketing is a strategy aimed at creating memorable and meaningful experiences for customers through emotionally and personally driven interactions. Zhou (2016:48) defines repurchase intention as a customer's desire to make repeat purchases, influenced by satisfaction and trust in the brand.

The assumption that experiential marketing affects repurchase intention is supported by the research of Mauladdawil and Nugroho (2023), which demonstrated that experiential marketing has a significant impact on consumers' repurchase intention. This is also supported by findings from Irma et al. (2019).

On the other hand, the relationship between customer satisfaction and repurchase intention lies in the level of satisfaction that fosters trust and comfort with a product or service, encouraging consumers to make future purchases. Oliver (1997:13) stated that customer satisfaction is the emotional reaction – either pleasure or disappointment – resulting from the comparison of perceived product performance and expectations. Zhou (2016:48) further explained that repurchase intention is influenced by customer satisfaction and brand trust.

The assumption that customer satisfaction influences repurchase intention is supported by research conducted by Isnain and Ralina (2021), which concluded that customer satisfaction has a positive effect on repurchase intention. This finding is also supported by Jasmine et al. (2021).

Positive experiences provided through marketing strategies are believed to enhance customer satisfaction, which in turn drives consumers to repeat purchases due to emotional and brand-related satisfaction. Zarantonello (2014:46) defines experiential marketing as a marketing strategy designed to create deep and meaningful consumer experiences through emotional and value-focused interactions. Kumar (2013:250) defines customer satisfaction as the overall evaluation of the consumer's experience with a product or service, which

influences repeat purchase behavior and customer loyalty. Zhou (2016:48) states that repurchase intention is influenced by satisfaction and trust in the brand.

The assumption that experiential marketing affects repurchase intention through customer satisfaction as a mediating variable is supported by Octaviana and Nugrohaningsih (2018). Their study showed that customer satisfaction mediates the influence of experiential marketing on repurchase intention. These results are also supported by the research of Mauladdawil and Nugroho (2023).

Based on the literature and previous research, the following hypotheses are proposed:

- **H1:** It is presumed that there is a direct and positive influence of experiential marketing on customer satisfaction.
- **H2:** It is presumed that there is a direct and positive influence of experiential marketing on repurchase intention.
- **H3:** It is presumed that there is a direct and positive influence of customer satisfaction on repurchase intention.
- **H4:** It is presumed that experiential marketing has a direct and positive influence on repurchase intention through customer satisfaction.

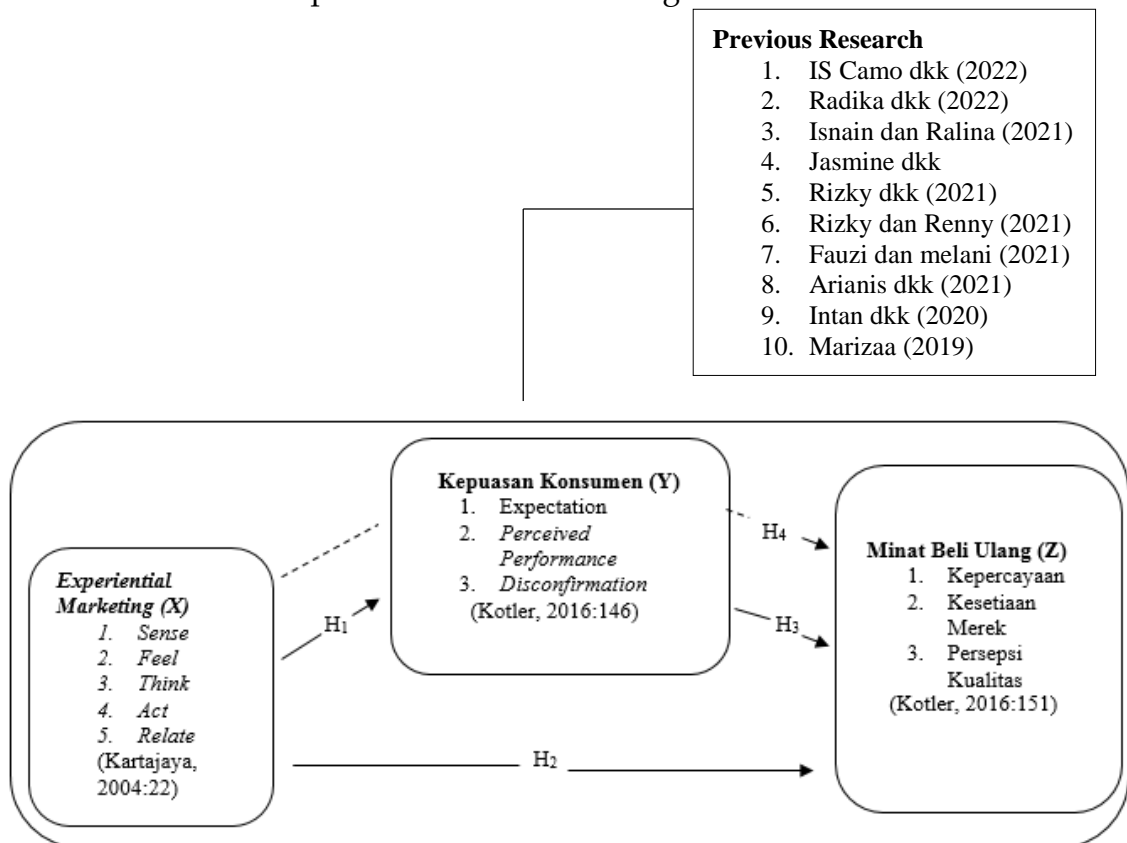


Figure 3. Research Framework

RESEARCH METHOD

The research design used in this study is descriptive and verification research with a quantitative approach, employing path analysis and the Sobel test to examine the influence of the intervening variable. The research involves both exogenous and endogenous variables.

The sampling method applied is non-probability sampling with a purposive sampling technique. The sample size was determined using the Lemeshow formula, resulting in a total of 100 respondents who are Tokopedia consumers.

The data sources used in this study include primary and secondary data. Data collection was conducted through two main approaches:

1. Field study, which involved interviews, questionnaire distribution, and direct observation, and
2. Literature review, aimed at gathering additional insights from relevant scholarly sources.

The techniques employed in this research include:

- Validity test
- Reliability test
- Classical assumption test
- Correlation coefficient calculation
- Hypothesis testing, including t-test and Sobel test

All data analysis was carried out with the assistance of IBM SPSS software version 25.0.

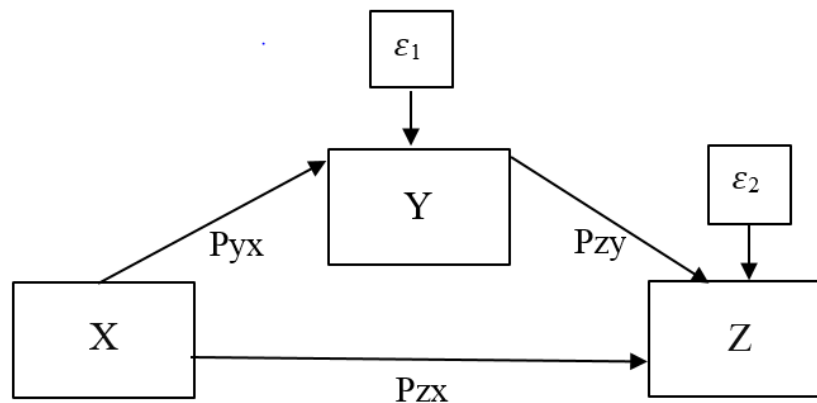


Figure 4. Path Analysis Diagram Model

Approach Method

The calculation uses path analysis by: 1) calculating multiple regression coefficients using the model; 2) calculating path coefficients using the model; 3) calculating the coefficient of determination; and 4) calculating simultaneous and partial effects. Variables are considered intervening because they influence the relationship between the independent and dependent variables. Referring to Baron and Kenny (1986) in Ghozali (2018), the mediation hypothesis was tested using the Sobel test, with an absolute Z-table value of 1.96.

Validity Test, Reliability Test, and Classical Assumption Test

The validity test shows that the questionnaire items are considered valid if they have a minimum correlation value of 0.3, referring to Sugiyono (2018). Items with a corrected item-total correlation above 0.3 are categorized as valid, while those below 0.3 are considered invalid and are excluded from further analysis.

The reliability test indicates how consistently an instrument measures a particular phenomenon when repeated multiple times using the same measurement tool. According to Sugiyono (2018), an instrument is considered reliable if the Cronbach's alpha value is 0.6 or higher.

The classical assumption test is conducted to ensure that the regression model meets the necessary assumptions. These include:

1. Normality Test

This test verifies whether the data follows a normal distribution using the Kolmogorov-Smirnov test, referring to Ghozali (2018). The model is considered normally distributed if the significance value (p-value) is greater than 0.05, or if the data distribution forms a bell-shaped curve.

2. Multicollinearity Test

This test ensures that there is no correlation among independent variables. Referring to Ghozali (2018), multicollinearity is detected by checking that the tolerance value is above 0.05 and the Variance Inflation Factor (VIF) is less than

3. Heteroscedasticity Test

This test verifies that the variance of residuals is constant across observations. A model is considered good if it does not exhibit heteroscedasticity. According to Ghozali (2018), heteroscedasticity is tested by examining the scatterplot graph of the standardized predicted values (ZPRED) against the standardized residuals (SRESID).

RESEARCH RESULTS

Consumer Characteristics and Responses

The characteristics of Tokopedia's e-commerce consumers in Bogor Regency, based on a sample of 100 respondents, are summarized in the table below:

Table 1. Summary of Tokopedia Consumer Characteristics in Bogor Regency

Characteristics	Majority	Percentage (%)
Gender	Female	60
Age	17-25 years	83
Education Level	High School or Equivalent	70
Occupation	Student	48
Monthly Income	< IDR 1,000,000	27
Shopping Frequency	1-3 times	49
Total	100	100

Source: Processed Primary Data, 2025

Based on Table 1, it can be concluded that the majority of Tokopedia consumers in Bogor Regency are female, aged 17–25 years, with an education level of high school or equivalent, mostly working as students, earning less than IDR 1,000,000 per month, and shop 1–3 times. A summary of consumer responses to the research variables is presented in Figure 5.

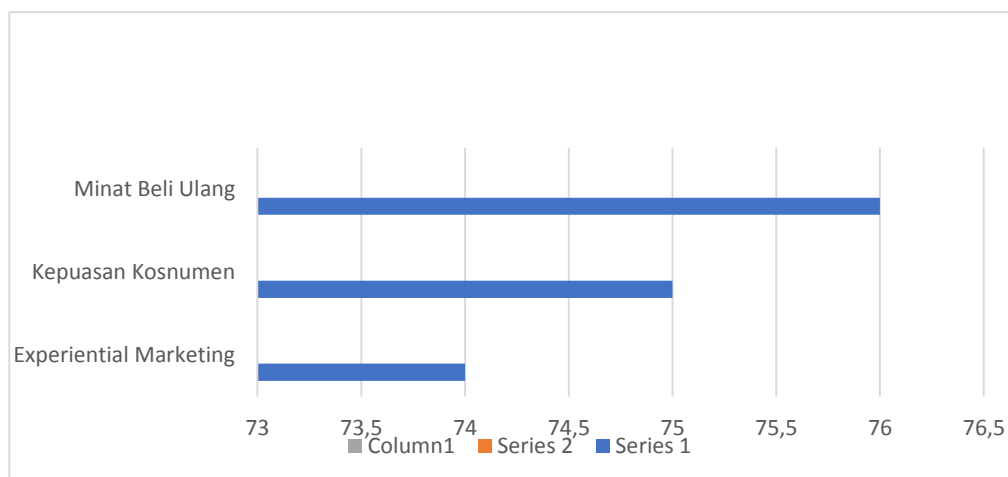


Figure 5. Summary of Employee Responses

A total of 74% of employees stated that Tokopedia’s experiential marketing is good, as the company prioritizes consumer comfort through visual design, notification sounds, information clarity, and well-integrated features – making users feel comfortable and satisfied when using the platform. Meanwhile, 75% of employees perceived customer satisfaction as high, due to the platform's user-friendliness, comprehensive features, and stable performance. Furthermore, 76% of employees believed that repurchase intention was high, attributing this to their satisfaction in working with responsible colleagues and their overall job satisfaction. Lastly, 86% of employees noted that Tokopedia enhances repurchase intention by ensuring safe shopping experiences, authentic products, and strong data privacy protection for its customers.

Path Analysis

Table 2. Path Analysis - Equation 1 (Effect of Experiential Marketing on Customer Satisfaction)

Variable	R	Adjusted R ²	Path Coefficient	t-value	Sig.
Experiential Marketing (X)	0.406	0.156	0.406	4.399	0.000

Residual value ($\rho_{Y\varepsilon}$) is calculated as:

$$\rho_{Y\varepsilon} = \sqrt{1 - \text{Adjusted } R^2}$$

$$\rho_{Y\varepsilon} = \sqrt{1 - 0.156} = 0.844$$

Structural equation model (SEM) 1:

$$Y = 0.406X + 0.844\varepsilon$$

This shows that experiential marketing (X) has a positive effect on customer satisfaction (Y), with a contribution of 40.6%.

Table 3. Path Analysis - Equation 2 (Effect of Experiential Marketing and Customer Satisfaction on Repurchase Interest)

Variable	R	Adjusted R ²	Path Coefficient	t-value	Sig.
Experiential Marketing (X)	0,662	0,427	0,724	8,692	0,000
Customer Satisfaction (Y)			0,268	3,216	0,002

Residual value ($\rho Z\epsilon$) is calculated as:

$$\rho Z\epsilon = \sqrt{1 - \text{Adjusted } R^2}$$

$$\rho Z\epsilon = \sqrt{1 - 0.427} = 0.573$$

Structural equation model (SEM) 2:

$$Y = 0.724X + 0.268Y + 0.573\epsilon$$

This shows that variable X has a positive effect on Z and variable Y has a positive effect on variable Z, whereby experiential marketing will increase repurchase interest by 0.724 or 70.6% and customer satisfaction will increase repurchase interest by 0.268 or 26.8%.

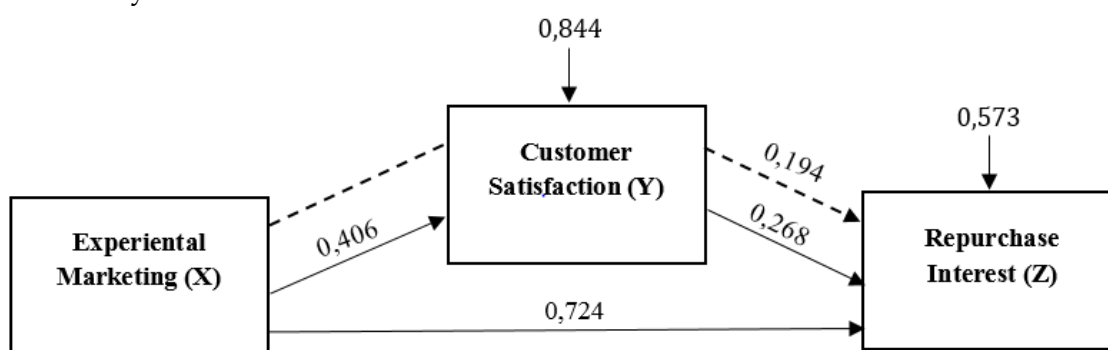


Figure 6. Path Analysis Diagram Model

Source: Statistical Data Processing Results Using SPSS Version 27.00, 2025

This research diagram model has been found to be valid because the simultaneous hypothesis testing achieved a 50% probability (Ghozali: 2016). The total path coefficient value is greater than the direct influence of experiential marketing variables on repurchase intention through customer satisfaction.

Partial Hypothesis Testing

Table 4. Partial Hypothesis Testing (t-test)

Hypothesis	Path Coefficient	T-value	T-table	Sig	Decision	Conclusion
Pyx	0,406	4.399	1,660	0,000	Ha1 accepted	Positive and Significant
Pzx	0,724	8.682	1.660	0,000	Ha1 accepted	Positive and Significant
Pzy	0,268	3.216	1.660	0,002	Ha1 accepted	Positive and Significant

Sumber: Hasil Pengolahan Data Statistik Dengan SPSS Versi 25.00, 2025

Sobel Test Analysis

The Sobel analysis in this study was used to determine the influence of the intervening variable, Y. This Sobel test was conducted by examining the strength of the indirect influence of the exogenous variable (X) on the endogenous variable (Z) through the intervening variable (Y).

Table 6. Sobel Test Output Results

a	b	SEa	Seb
0.280	0.254	0.064	0.079

Source: Processed Data, 2024

Description:

a : Unstandardized Beta of Y with respect to Z

b : Unstandardized Beta of X with respect to Z

SEa : Standard error of the coefficient of Y with respect to Z

SEb : Standard error of the path coefficient of X with respect to Z

The results of the Sobel test analysis are used to determine the Z-value. The following are the results of the Sobel Test Calculator for the Significance of Mediation program to prove the accuracy of the calculation:

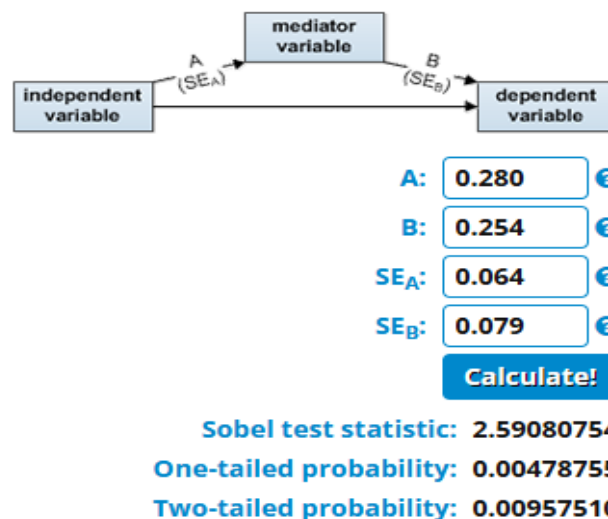


Figure 7. Result of Calculating Sobel Test Experiential Marketing Variables

Source: Output of Sobel Test Calculator for the Significance of Mediation, 2025

The statistical calculation results of the Sobel Test obtained a Z-value of 2.59. The Z-value > Z-table (2.59 > 1.96), thus proving that consumer satisfaction can significantly mediate the influence of experiential marketing on repurchase intention.

Based on the results of the partial hypothesis test and the Sobel test, it can be seen that the four (5) alternative hypotheses in this study were accepted, meaning that repurchase intention is determined by consumer satisfaction, where consumer satisfaction can be built and enhanced by experiential marketing.

DISCUSSION

Consumer Responses Related to the Studied Variables

Based on consumer responses regarding the studied variables—experiential marketing, customer satisfaction, and repurchase intention—the findings are as follows:

- a. The highest-rated dimension of experiential marketing was "sense", with a score of 3.86, categorized as good. According to Schmitt (1999), sensory experiences can strengthen emotional connections with brands. Hagtvedt and Brasel (2016) also emphasize the role of sensory stimulation in creating lasting impressions of products or services. Engaging the senses allows brands to create emotional connections and lasting impressions, ultimately fostering customer loyalty and brand attachment.
- b. The highest-rated indicator of customer satisfaction was "expectation", with a score of 3.88. According to Kotler and Keller (2016), customer expectations strongly influence perceived quality and satisfaction. Oliver (2010) states that expectations serve as a benchmark for evaluating the product or service experience. When expectations are met or exceeded, high levels of satisfaction are achieved.
- c. The highest-rated indicator of repurchase intention was "trust", also with a score of 3.88. Kotler (2016) defines trust as consumers' belief in the reliability of products or services, which influences future purchase decisions. Morgan and Hunt (1994) argue that trust forms the foundation of long-term relationships between consumers and brands, thus strengthening repurchase intention.
- d. The lowest-rated indicator of experiential marketing was "relate", with a score of 3.64. Schmitt (1999) defines relate as the brand's ability to emotionally connect with consumers in a relevant way. Pine and Gilmore (1999) also note that relate involves personalizing the experience to consumers' lives. Although rated lower, this indicates that while consumers feel a connection with the brand, emotional relevance is not yet optimal.
- e. The lowest-rated indicator of customer satisfaction was "disconfirmation", with a score of 3.66. Disconfirmation, according to Oliver (2010), refers to the gap between consumer expectations and actual experience. A smaller gap, as Kotler and Keller (2016) state, increases satisfaction, whereas larger gaps may lower it.
- f. The lowest-rated indicator of repurchase intention was "brand loyalty", also with a score of 3.66. Oliver (2010) sees brand loyalty as a key factor in consumer evaluation, while Kotler and Keller (2016) link it closely with perceived value and satisfaction. Though present, brand loyalty is not yet strong or consistent, which may affect consumers' likelihood to repurchase.

Direct Effect of Experiential Marketing on Customer Satisfaction

Based on data analysis, the result shows $t\text{-value} > t\text{-table}$ ($4.399 > 1.660$) and $p\text{-value} < 0.050$ (0.000), indicating that experiential marketing significantly and positively affects customer satisfaction in Tokopedia's e-commerce in Bogor Regency.

This positive effect implies that Tokopedia's visual interface is engaging and user-friendly. The dominance of green provides a fresh and calming atmosphere. Its layout and structured menu improve ease of use, resulting in a comfortable shopping experience that impacts consumers' daily behavior.

Supported by Muriati (2021), who found that experiential marketing significantly influences consumer satisfaction, especially when experiences are both relevant and emotional.

Direct Effect of Experiential Marketing on Repurchase Intention

The result shows $t\text{-value} > t\text{-table}$ ($8.682 > 1.660$) and $p\text{-value} < 0.050$ (0.000), indicating that experiential marketing significantly and positively influences repurchase intention.

This suggests that Tokopedia creates pleasant shopping experiences through promotions like discounts, cashback, and free shipping. A simple, intuitive checkout process makes transactions smooth, even when minor service issues occur. Consumers view Tokopedia as a platform that best suits their needs, enhancing the likelihood of repurchase.

Supported by Sari and Pratama (2022), who confirmed that higher levels of experiential marketing increase repurchase intention.

Direct Effect of Customer Satisfaction on Repurchase Intention

The analysis shows $t\text{-value} > t\text{-table}$ ($3.216 > 1.660$) and $p\text{-value} < 0.050$ (0.002), confirming that customer satisfaction significantly and positively influences repurchase intention.

Consumers feel satisfied with the transaction process, feature availability, and app performance, expecting Tokopedia to run stably without interruptions. The high score of 3.86 in performance expectations reinforces that fulfillment of expectations leads to repurchase behavior.

This finding is supported by Fitriani (2023), who concluded that increased satisfaction leads to stronger repurchase intentions.

Indirect Effect of Experiential Marketing on Repurchase Intention through Customer Satisfaction

The analysis shows $Z\text{-value} > Z\text{-table}$ ($2.00 > 1.96$), indicating a significant and positive indirect effect.

Tokopedia creates enjoyable shopping experiences through appealing visuals and a smooth transaction process. These experiences increase customer satisfaction—especially with returns, refunds, and user-friendly features. Enhanced satisfaction then leads to stronger repurchase intentions.

This is supported by Hidayati (2022), who found that effective experiential marketing, when reinforced by customer satisfaction, boosts repurchase intention.

CONCLUSION

Based on analysis and hypothesis testing regarding experiential marketing, customer satisfaction, and repurchase intention on Tokopedia e-commerce in Bogor Regency, the conclusions are as follows:

1. Experiential marketing has a significant and positive direct effect on customer satisfaction.

2. Experiential marketing has a significant and positive direct effect on repurchase intention.
3. Customer satisfaction has a significant and positive direct effect on repurchase intention.
4. Experiential marketing also has an indirect positive effect on repurchase intention through customer satisfaction.

RECOMMENDATIONS

The following suggestions aim to enhance experiential marketing, customer satisfaction, and repurchase intention on Tokopedia in Bogor Regency:

1. The "relate" indicator of experiential marketing received the lowest score. Tokopedia should ensure that experiences are relevant and personalized to customer needs by fostering interactive and emotional engagement through feedback mechanisms.
2. The "disconfirmation" indicator of customer satisfaction scored lowest. Tokopedia is advised to conduct regular market research and satisfaction surveys to reduce the gap between expectation and reality.
3. The "brand loyalty" indicator of repurchase intention had the lowest score. Tokopedia should focus on building long-term relationships through loyalty programs, repeat purchase incentives, and effective communication to make customers feel valued and motivated to repurchase.

SUGGESTIONS FOR FUTURE RESEARCH

Future researchers are encouraged to:

- Increase the sample size to enhance generalizability.
- Add other influential variables such as positive experience, emotional connection, and social interaction to better understand factors affecting repurchase intention.

REFERENCES

- A., Morissan M. dkk.2017. *Metode Penelitian Survei*. Jakarta: Kencana
- Ali Hasan. 2018. *Marketing Dan Kasus-Kasus Pilihan*. Cetakan Pertama. Media Pressdindo. Yogyakarta
- Almahendra, R. (2019). *Manajemen Pemasaran*. PT Raja Grafindo Persada. Halaman 205, 210-215.
- Armstrong, G., & Kotler, P. (2017). *Principles of Marketing*. 17th red. New York 28(7), 994-1018. <https://doi.org/10.1080/10496491.2022.2054903> (Di kutip Pada Hari Minggu, 14 Januari 2024 Pukul 11.32)
- Carmo, I. S. do, Marques, S., & Dias, Á. (2022). *The Influence of Experiential Marketing on Customer Satisfaction and Loyalty*. *Journal of Promotion Management*, 28(7), 994-1018. <https://doi.org/10.1080/10496491.2022.2054903> (Di kutip Pada Hari Minggu, 14 Januari 2024 Pukul 11.32)
- Chan, A., Atikah Safira, N., Rivani, & Jamil Achmawati Novel, N. (2021). *Pengaruh Experiential Marketing Terhadap Customer Loyalty (Survei Pada*

- Konsumen Grab-Car di Kota Batam). *Jurnal Sekretaris & Administrasi Bisnis (JSAB)*, 5(2), 175. <https://doi.org/10.31104/jsab.v5i2.241> (Di kutip pada Hari Minggu, 14 Januari 2024 Pukul 13.45)
- Fandy Tjiptono, (2013), *Pemasaran Jasa*, Bayumedia, Malang
- Fandy Tjiptono. 2015. *Strategi Pemasaran, Edisi 4*, Andi Offset, Yogyakarta.
- Fitriah, Maria. 2018. *Komunikasi Pemasaran melalui Desain Visual*. Yogyakarta: Penerbit Deepublish
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (9th ed.)*. Badan Penerbit Universitas Diponegoro.
- Hasan, Ali. 2018. *Marketing dan Kasus- Kasus Pilihan*. Yogyakarta: CAPS (Center For Academic Publishing Service).
- Homburg, C., Jozić, D., & Kuehnl, C. (2017). *Customer experience management: toward implementing an evolving marketing concept*. *Journal of the Academy of Marketing Science*, 45(3), 377-401. <http://link.springer.com/article/10.1007/s11747-015-0460-7> (Di kutip pada Hari Jumat 5 Juli Pukul 21:10)
- Hurriyati, R. (2018). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta.
- Johnson, M., & Smith, H. (2019). *Experiential Marketing, Customer Satisfaction, and Behavioral Intentions: A Study in Retail Services*. *International Journal of Retail & Distribution Management*, 47(3), 244-259. <https://www.emerald.com/insight/content/doi/10.1108/IJRDM-02-2018-0049/full/html> (Di kutip pada pada Hari Senin 1 Juli 2024 pukul 17.50)
- Kartajaya, H. (2004). *Hermawan Kartajaya on Marketing: Conversations with Philip Kotler*. Jakarta: Gramedia Pustaka Utama.
- Karuniatama, I. H., Barata, D. D., & Suyoto, Y. T. (2020). *Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Ritel Di Indonesia*. *Widyakayala: Journal Of Pembangunan Jaya University*, 7(1), 28. <https://doi.org/10.36262/widyakala.v7i1.277> (Di kutip pada Hari Rabu, 25 Desember 2023 Pukul 14.20)
- Kasmir. 2016. *Manajemen Sumber Daya Manusia (Teori dan Praktik)*. Depok: PTRajagrafindo Persada
- Kharolina, I., & Transistari, R. (2021). *Pengaruh Experiential Marketing terhadap Minat Beli Ulang melalui Kepuasan Konsumen Sebagai variabel intervening* (Vol. 2, Issue 2). https://ojs.upj.ac.id/index.php/journal_widya/article/view/277 (Di kutip pada Hari Rabu, 25 Desember 2023 Pukul 13.35)
- Kim, S., & Lee, Y. (2019). *Experiential Marketing in Mobile Telecommunication Services: The Impact on Customer Satisfaction and Behavioral Intentions*. *International Journal of Mobile Marketing*, 14(2), 135-150. http://buscompress.com/uploads/3/4/9/8/34980536/riber_12-2_03_k22-052_58-79.pdf (Di kutip pada pada Hari Senin 1 Juli 2024 pukul 19.21)
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed.)*. Upper Saddle River, NJ: Pearson.

- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management Sixteenth (16th ed.)*. United Kingdom: Pearson Education Limited.
- Kotler, Philip and Kevin Lane Keller, (2016): *Marketing Management*, 15th Edition New
- Kotler, Philip dan Gary Amstrong. (2019). *Prinsip-prinsip Pemasaran*. Edisi 13.
- Kotler, Phillip dan Kevin Lane Keller. (2016). *Manajemen Pemasaran* edisi 12 Jilid 1 & 2. Jakarta: PT. Indeks.
- Kristiani, M. A. (n.d.). Pengaruh Experiential Marketing dan Kualitas Layanan terhadap Loyalitas Pelanggan Melalui Kepuasan Sebagai Variabel *Intervening* (Studi Pada Pelanggan TX Travel Klampis Surabaya). <https://ejournal.unesa.ac.id/index.php/jptn/article/view/30808> (Di kutip pada Hari Sabtu, 9 Januari 2024 Pukul 20.30)
- Kustini. 2007. *Penerapan Experiential Marketing*. Jurnal Riset Ekonomi dan Bisnis Vol. 7. No. 2. UPN "Veteran" Jawa Timur
- Lee, J., & Back, K. (2018). *The Impact of Experiential Marketing on Customer Loyalty: The Mediating Role of Customer Satisfaction*. *Journal of Retailing and Consumer Services*, 41, 87-97. <https://www.sciencedirect.com/science/article/pii/S096969891830244X> (Di kutip pada pada Hari Senin 1 Juli 2024 pukul 17.34)
- Manullang dan Hutabarat. 2016. *Manajemen Pemasaran Dalam Kompetisi Global*. Yogyakarta: Indomedia Pustaka.
- Mauladdawil, T., Nugroho, R. H., Pembangunan, U., Veteran, N. ", & Timur, J. (2023). Pengaruh *Experiential Marketing* Dan Kualitas Layanan Terhadap Minat Pembelian Ulang Dengan Kepuasan Pelanggan Sebagai Variabel *Intervening* (Studi Kasus Pengguna Aplikasi Lazada di Surabaya). In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 3). <http://journal.yrpiaku.com/index.php/msej> (Di kutip Pada Hari Kamis, 6 Desember 20.45)
- Mudfarikah, R., & Dwijayanti, R. (2021). Pengaruh Kualitas Layanan dan Harga terhadap Minat Beli Ulang. *Jurnal Manajemen*, 13(4), 654-661. <https://journal.feb.unmul.ac.id/index.php/jurnalmanajemen/article/view/10161> (Di kutip Pada Hari Kamis, 6 Desember 22.45)
- Nugroho J. Setiadi. 2019 *Perilaku Konsumen: Perspektif Kontemporer Pada Motif, Tujuan, Dan Keinginan Konsumen*. Prenadamedia group.
- Park, J., & Lin, C. (2017). The Influence of Experiential Marketing on Customer Satisfaction and Loyalty in Retail Settings: A Study of Fashion Retailers. *Journal of Business Research*, 70, 5564. <https://www.sciencedirect.com/science/article/pii/S0148296316305477> (Di kutip pada pada Hari Senin 1 Juli 2024 pukul 18.35)
- Pratama 2020, *Pengantar Manajemen*, Penerbit AE Publishing, 2020
- Rais Ananda, R., & Edo Siregar, M. S. (2022). Pengaruh *Experiential Marketing* dan Kualitas Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel *Intervening* (Vol. 3, Issue 3). <https://journal.unj.ac.id/unj/index.php/jbmk/article/view/32136> (Di kutip pada Hari Sabtu 23 Maret 2024 Pukul 12.30)
- Rintho, Rante Rerung., 2018, *E-commerce Menciptakan Daya Saing Melalui Teknologi*

- Informasi*. Yogyakarta: Deepublish
- Romindo, Muttaqin, Saputra, D. H., Purba, D. W., M. Iswahyudi, Banjarnahor, A. R., . . . Simarmata, J. (2019). *E-commerce: Implementasi, Strategi Dan Inovasinya*: Yayasan Kita Menulis.
- Selnes, F., 1993. "An Examination of Effect of Pruduct Performance on Brand Reputation, Satisfacation and Loyalty", *European Journal of Marketing*, Vol. 27, No. 9, pg. 19. Jersey: Pearson Pretice Hall, Inc
- Smith, S., & Wheeler, J. (2021). *Managing the Customer Experience: Turning Customers into Advocates*. Pearson Education.
- Soewadji, 2012, *Pengantar Metodologi Penelitian*, Mitra Wacana Media, Jakarta
- Sudarsono, H. (2020). *Buku ajar: Manajemen pemasaran*. Jember: Pustaka Abadi.
- Sugiyono. (2020). *Metode Penelitian: Kuantitatif dan Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. 2018. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, penerbit Alfabeta, Bandung
- Sule, E. T., & Saefullah, K. (2018). *Pengantar Manajemen*. Jakarta: Kencana Prenada Media Group.
- Sunyoto, D. (2019). *Dasar-Dasar Manajemen Pemasaran (Konsep, Strategi, dan Kasus)*. Yogyakarta: CAPS (Center of Academic Publishing Service).
- Tjiptono Fandy, Anastasia Diana (2020) *Pemasaran*: Penerbit Andi Yogyakarta
- Tjiptono, F. (2014). *Manajemen Pemasaran: Edisi Ketujuh*. Andi Offset. Halaman 255, 260-265.
- Yusuf, J. C., Prayogo, R., Program, F. A., Perhotelan, M., Manajemen, S., Bisnis, F., & Ekonomi, D. (n.d.). Pengaruh Kepuasan Konsumen Terhadap Minat Beli Ulang di Traveloka. www.liputan6.com, <http://publication.petra.ac.id/index.php/manajemen-perhotelan/article/view/11496> (Di kutip pada Hari Sabtu 23 Maret 2024 Pukul 13.15)
- Zarantonello, L., Schmitt, B. H., & Brakus, J. J. (2014). *Brand experiences: Definitions and measures*. *International Journal of Research in Marketing*, 31(1), 43-55. <http://www.sciencedirect.com/science/article/abs/pii/S016781161300076X> (Di kutip pada Hari Jumat 5 Juli Pukul 20:36)