The Influence of Experiential Marketing and Store Atmosphere on Repurchase Intention through Consumer Satisfaction at Tyga Per Ampat Cafe

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A R T I C L E I N F O	A B S T R A C T

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The coffee industry in Pontianak has deep cultural roots, with coffee consumption being a common social activity across all ages. One key player in this sector is Tyga Per Ampat Cafe. This study examines the impact of Experiential Marketing and Store Atmosphere on Repurchase Intention at Tyga Per Ampat Cafe, with Consumer Satisfaction as an intervening variable. Using an associative method, the research surveyed 100 customers who had previously visited the cafe. Data analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS 3.0 software. The results show that Experiential Marketing does not directly impact Consumer Satisfaction but directly influences Repurchase Intention. Store Atmosphere positively affects Consumer Satisfaction but does not impact Repurchase Intention. Consumer Satisfaction, however, has a direct positive effect on Repurchase Intention. Additionally, Consumer Satisfaction does not mediate the effect of Experiential Marketing on Repurchase Intention but does mediate the impact of Store Atmosphere on Repurchase Intention.

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A B S T R A K

Industri kopi di Pontianak telah lama menjadi bagian dari budaya lokal, dengan kebiasaan minum kopi sebagai ajang bersosialisasi di berbagai kalangan usia. Salah satu pelaku utama dalam industri ini adalah Tyga Per Ampat Cafe. Penelitian ini menganalisis pengaruh Experiential Marketing dan Store Atmosphere terhadap Niat Beli Ulang di Tyga Per Ampat Cafe, dengan Kepuasan Konsumen sebagai variabel perantara. Menggunakan metode asosiatif, penelitian ini melibatkan 100 responden yang pernah berkunjung dan melakukan pembelian di kafe tersebut. Analisis data dilakukan dengan Structural Equation Modeling (SEM) menggunakan perangkat lunak SmartPLS 3.0. Hasil penelitian menunjukkan bahwa Experiential Marketing tidak berpengaruh langsung terhadap Kepuasan Konsumen, tetapi berpengaruh langsung terhadap Niat Beli Ulang. Store Atmosphere memiliki pengaruh positif terhadap Kepuasan Konsumen, tetapi tidak berdampak pada Niat Beli Ulang. Sementara itu, Kepuasan Konsumen berpengaruh positif langsung terhadap Niat Beli Ulang. Selain itu, Kepuasan Konsumen tidak memediasi pengaruh Experiential Marketing terhadap Niat Beli Ulang, tetapi memediasi pengaruh Store Atmosphere terhadap Niat Beli Ulang.

INTRODUCTION

In the contemporary era of Indonesia's Industrial Revolution, advancements in economics, technology, and communication have profoundly influenced various aspects of society, including consumption patterns and consumerist lifestyles. These transformations have subsequently shaped consumer decision-making preferences. A concrete manifestation of this phenomenon is the rising popularity of coffee shops and cafés, which

have expanded significantly in recent years. The widespread establishment of coffee shops across the country underscores the rapid growth of the café industry.

Historically, traditional coffee stalls were a common sight. However, in addition to these conventional establishments, themed coffee shops—often referred to as coffee houses— have emerged, offering unique concepts aligned with current market trends. The evolving dynamics of modern society have also contributed to shifts in consumer purchasing behavior (Arini & Sukardi, 2021). The increasing popularity of cafés, particularly in urban centers such as Pontianak, reflects the adoption of contemporary lifestyle trends, which are evident in daily activities such as relaxation, social interactions, and workspace preferences. This trend has prompted café owners to develop distinctive concepts for their establishments, incorporating classic or modern design elements that resonate with evolving consumer preferences.

One such coffee house in Pontianak is Café Tyga Per Ampat, located at Jl. Pang Semangai No.16, Akcaya, South Pontianak District, Pontianak City. Established in 2015, the café is owned and managed by Benyamin Antariksa Lesil. Café Tyga Per Ampat offers a diverse selection of coffee and non-coffee beverages, alongside a variety of light snacks and full meals. Customers can choose from hot or cold beverages based on their preferences, with prices ranging from IDR 12,000 to IDR 47,000, catering to a broad customer base. Additionally, the café features an extensive menu and monthly acoustic entertainment. Its signature beverage, Ice Kopi Susu ¾, is a major attraction, complemented by other popular choices such as Long Black Ice, Ice Kopi Susu Caramel ¾, and Caffe Latte Ice. Among its best-selling food items are Nasi Goreng Kampung Tengah, Kwetiau Siram ¾, and Spicy Tofu Bucket. By integrating a diverse culinary selection with live musical entertainment, Café Tyga Per Ampat provides an engaging experience for both coffee enthusiasts and patrons seeking a relaxed social atmosphere.

From 2021 to 2023, Café Tyga Per Ampat demonstrated positive sales growth. In 2021, as the economy began recovering from the COVID-19 pandemic, the café generated sales of IDR 192,160,000, reflecting efforts to rebuild consumer trust. In 2022, sales increased substantially to IDR 336,280,000, marking a 75% growth. By 2023, sales rose further to IDR 446,861,600, representing a 22% increase, indicating the café's sustained market relevance and ability to meet consumer expectations. Interviews conducted by researchers revealed that customers exhibited a strong inclination to repurchase at Café Tyga Per Ampat.

This customer loyalty primarily stems from coffee enthusiasts who appreciate the café's concept and product quality. Originally conceived as a gathering place for baristas, the café has evolved into both a coffee house and a community hub for coffee aficionados who value craftsmanship and social engagement. Sales fluctuations in coffee houses such as Café Tyga Per Ampat are believed to be influenced by consumer repurchase rates, which serve as a key indicator of customer satisfaction. At Café Tyga Per Ampat, customer satisfaction is primarily driven by two factors: Experiential Marketing and Store Atmosphere. These elements enhance consumer satisfaction and repurchase intention by creating memorable experiences (Kharolina & Transistari, 2021). By blending traditional and modern influences,

Café Tyga Per Ampat fosters a unique coffee-drinking experience that evokes emotional engagement and leaves a lasting impression on patrons.

As a critical marketing component, store atmosphere significantly influences customer satisfaction and brand loyalty (Setiawan et al., 2024). Café Tyga Per Ampat integrates wooden elements into its exterior design, harmonizing traditional and modern aesthetics. The use of warm lighting, minimalist wooden seating, and a balanced combination of indoor and outdoor spaces creates a welcoming and nostalgic ambiance. This thoughtfully curated environment enhances customer comfort, reinforcing positive perceptions of the café. Given the competitive nature of the café industry, business owners strive to optimize customer experience to maximize satisfaction (Afrila et al., 2022).

A well-crafted store atmosphere, combined with effective experiential marketing, plays a pivotal role in shaping customer satisfaction and repurchase behavior. Experiential marketing actively engages consumers on an emotional level (Putri et al., 2024), while store atmosphere fosters a sense of comfort and security (Prayogo & Zaini, 2022). It is, therefore, imperative to examine the key factors influencing customer satisfaction and repeat purchase intention (Juliandi & Sukardi, 2024). Based on this context, this study hypothesizes that experiential marketing and store atmosphere positively influence repurchase intention, with customer satisfaction acting as a mediating variable. This study bridges the gap between experiential marketing, store atmosphere, and repurchase behavior in the specific context of a local café in Pontianak. By integrating post-pandemic sales performance with consumer behavioral analysis, it provides both theoretical contributions (new insights into experiential marketing and store atmosphere in SMEs) and practical implications (strategies for local café owners to sustain growth). This makes it a unique and valuable addition to the field of marketing and consumer behavior studies.

RESEARCH METHOD

The research method used in this study is an associative method. According to Siregar (2019): "Associative research is research aimed at determining the relationship between two or more variables. Through this research, a theory can be developed to explain, predict, and control a phenomenon in the study."

The population in this study consists of consumers who have visited and made purchases at Café Tyga Per Ampat. The total number of respondents in this study is 100, with responses collected through the distribution of questionnaires. The sampling technique employed in this research is Purposive Sampling. According to Sugiyono (2017): "Purposive sampling is a sampling technique with certain considerations." The sample criteria for this study are as follows:

1. Respondents must be at least 18 years old.
2. Consumers must have made at least two purchases of food and beverages at Café Tyga Per Ampat.
3. Respondents must reside in Pontianak City.

The data used in this study consist of primary data obtained through interviews and questionnaires. The measurement scale used in this research is a Likert scale, and the data analysis technique is Structural Equation Modeling (SEM) using SmartPLS 3.0 software.

RESULT and DISCUSSION

Convergent Validity

Convergent validity testing can be conducted by examining the loading factor values for each construct indicator. A high loading factor value indicates that each construct indicator converges at a single point. The loading factor value reflects the strength of the relationship between an indicator and the latent variable. The loading factor is considered to meet the criteria if it has a value > 0.7. The results of the convergent validity test for this study are presented in Table 1 below:

Table 1 *Convergent Validity Result*

Research variables	Indicator	Loading Factor	Result
EXPERIENTAL MARKETING **(X1)**	EM 1	0,899	Valid
	EM 2	0,892	
	EM 3	0,907	
	EM 4	0,941	
	EM 5	0,879	
	EM 6	0,769	
	EM 7	0,810	
	EM 8	0,862	
	EM 9	0,861	
	EM 10	0,903	
	EM 11	0,882	
	EM 12	0,896	
	EM 13	0,891	
	EM 14	0,905	
	EM 15	0,838	
	EM 16	0,867	
	EM 17	0,931	
	EM 18	0,828	
	EM 19	0,883	
	EM 20	0,890	
	EM 21	0,881	
	EM 22	0,908	
	EM 23	0,894	
	EM 24	0,893	
	EM 25	0,854	
STORE ATMOSPHERE **(X2)**	SA 1	0,884	Valid
	SA 2	0,929	
	SA 3	0,903	
	SA 4	0,918	
	SA 5	0,945	
	SA 6	0,949	

	SA 7	0,931
	SA 8	0,883
	SA 9	0,940
	SA 10	0,934
	SA 11	0,915
	SA 12	0,914
	SA 13	0,941
	SA 14	0,925
	SA 15	0,930
	SA 16	0,923
Costumer Satisfaction (Y1)	KK 1	0,908	Valid
	KK 2	0,922
	KK 3	0,927
	KK 4	0,937
	KK 5	0,940
	KK 6	0,905
	KK 7	0,918
	KK 8	0,924
	KK 9	0,920
	KK 10	0,945
	KK 11	0,917
	KK 12	0,901
Repurchase Intention (Y2)	MBU 1	0,860	Valid
	MBU 2	0,910
	MBU 3	0,904
	MBU 4	0,907
	MBU 5	0,891
	MBU 6	0,927
	MBU 7	0,912
	MBU 8	0,909
	MBU 9	0,888
	MBU 10	0,912
	MBU 11	0,867
	MBU 12	0,919
	MBU 13	0,890
	MBU 14	0,904
	MBU 15	0,914
	MBU 16	0,879

Source: Processed Data, 2025

Based on Table 1 above, it can be explained that the loading factor observed in the original sampling indicates that all construct indicators for each variable, namely Experiential Marketing (X1), Store Atmosphere (X2), Consumer Satisfaction (Y1), and Repurchase Intention (Y2), have loading factors greater than 0.7. Therefore, the indicators for each variable can be considered valid as measures of their respective latent variables.

Discriminant Validity

Discriminant validity is assessed based on the Fornell-Larcker criterion, which is useful for determining whether a construct has adequate discriminant validity. The Fornell-Larcker value for the target construct must be greater than the value of other latent constructs. If the correlation of the construct with its measurement items is greater than the correlation with other constructs, it indicates that the latent construct has a better measurement block than others. The results of the discriminant validity test in this study can be seen in Table 2 below:

Table 2 *Discriminant Validity Result*

Research Variables	Experiental Marketing	Customer Satisfaction	Repurchase Intention	Store Atmosphere
Experiental Marketing	0,879			
Customer Satisfaction	0,855	0,922		
Repurchase Intention	0,803	0,818	0,900	
Store Atmosphere	0,868	0,923	0,799	0,954

Source: Processed Data, 2025

In Table 2 above, each variable has a Fornell-Larcker criterion value greater than that of other measured variable dimensions. Thus, the variable can be considered valid for measuring its corresponding dimension or variable if the Fornell-Larcker criterion value > 0.70. When the correlation value of each indicator is higher with its own construct compared to its correlation with other constructs, it can be concluded that the latent construct predicts the indicators of its respective variable better than other variables.

Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) is a method used to assess the reliability of a construct for a particular variable. A construct is considered valid if it has an AVE value > 0.5. The AVE values for this study are presented in Table 3 below:

Table 3 *Average Variance Extracted (AVE)*

CONSTRUCT	AVE
Experiental Marketing (X1)	0,773
Store Atmosphere (X2)	0,852
Customer Satisfaction (Y1)	0,809
Repurchase Intention (Y2)	0,852

Source: Processed Data, 2025

Based on Table 3 above, it can be seen that the AVE values for all variables are greater than 0.5. This indicates that all constructs have met the criteria for discriminant validity testing and can be considered to have valid indicators for each variable used in this study.

Reliability Test

Reliability testing is conducted using the Composite Reliability value. A Composite Reliability value greater than 0.7 is considered to indicate high reliability. Additionally, another criterion for determining the reliability of a construct and reinforcing the test results is the Cronbach's Alpha value, which is expected to be greater than 0.6. The results of the reliability test for this study can be seen in Table 4 below:

Table 4 *Composite Reliability & Cronbach's Alpha Result*

Variables	Composite Reliability	Cronbach's Alpha
Experiental Marketing (X1)	0,988	0,981
Store Atmosphere (X2)	0,984	0,985
Customer Satisfaction (Y1)	0,986	0,975
Repurchase intention (Y2)	0,958	0,989

Source: Processed Data, 2025

In Table 4 above, it can be observed that all constructs in the estimated model meet the reliability criteria, as the composite reliability values are > 0.7 and Cronbach's alpha values are > 0.6. Therefore, it can be concluded that the measurement items for each variable are reliable and can subsequently be used in the research.

R-Square Test

The correlation coefficient (R) is a measure used to assess the strength of the relationship between two variables in correlation analysis. On the other hand, the Coefficient of Determination (R^2) is used to determine how much of the endogenous construct is explained by the exogenous constructs. A good correlation coefficient (R) value ranges between 0 and 1. The R-Square value is considered strong when it is 0.67, moderate at 0.33, and weak at 0.19 (Chin, 1998, in Ghozali and Latan, 2015). The R-Square values from the calculations can be seen in Table 5 below:

Table 5 *R-Square Value*

Endogenous Variables	R-Square	Adjusted R-Square
Customer Satisfaction (Y1)	0,639	0,632
Repurchase Intention (Y2)	0,182	0,157

Source: Processed Data, 2025

Based on Table 5 above, the results can be interpreted as follows:
1. The Adjusted R-Square value for the Consumer Satisfaction variable (Y1) is 0.632, meaning that Consumer Satisfaction (Y1) is simultaneously influenced by Experiential Marketing (X1) and Store Atmosphere (X2) by 63.2%, while the remaining 36.8% is influenced by other variables outside this research model. It can be concluded that the influence of the exogenous constructs Experiential Marketing (X1) and Store Atmosphere (X2) on Consumer Satisfaction (Y1) is strong.
2. The Adjusted R-Square value for the Repurchase Intention variable (Y2) is 0.157, meaning that Repurchase Intention (Y2) is simultaneously influenced by Experiential

Marketing (X1), Store Atmosphere (X2), and Consumer Satisfaction (Y1) by 15.7%, while the remaining 84.3% is influenced by other variables outside this research. It can be concluded that the influence of the exogenous constructs Experiential Marketing (X1), Store Atmosphere (X2), and Consumer Satisfaction (Y1) on Repurchase Intention (Y2) is weak.

Hyphothesis Test
Direct Effect
Direct effect is a test used to assess the direct impact of an exogenous latent construct or variable on an endogenous latent variable. The Direct Effect test can be examined based on the path coefficient results from the bootstrap output. The Direct Effect test results for this study are presented in Table 6 below:

Table 6 *Direct Effect Test Result*

Hypothesis	Variables Relationship	Original Sample Estimate	T Statistic	P Value	Result
H1	Experiental Marketing —> Customer Satisfaction	0,109	1,624	0,105	Not significant
H2	Store Atmosphere —> Customer Satisfaction	0,860	13.910	0,000	significant
H3	Customer Satisfaction —> Repurchase Intention	0,502	2,308	0,021	significant
H4	Experiental Marketing —> Repurchase Intention	0,392	3,782	0,000	significant
H5	Store Atmosphere —> Repurchase Intention	-0,020	0,099	0,921	Not significant

Source: Processed Data, 2025

Based on Table 6 above, the results of the direct effect can be explained as follows:
1. Experiential Marketing (X1) has a direct effect on Consumer Satisfaction (Y1) with a T-Statistic of 1.624, which is below the significance threshold of 1.96, and a P-Value of 0.105, which exceeds the significance level of 0.05. Therefore, it can be concluded that the direct effect of Experiential Marketing on Consumer Satisfaction is not significant.
2. Store Atmosphere (X2) has a direct effect on Consumer Satisfaction (Y1) with a T-Statistic of 13.910, which is above the significance threshold of 1.96, and a P-Value of 0.000, which is below the significance level of 0.05. Therefore, it can be concluded that the direct effect of Store Atmosphere on Consumer Satisfaction is significant.
3. Consumer Satisfaction (Y1) has a direct effect on Repurchase Intention (Y2) with a T-Statistic of 2.308, which is above the significance threshold of 1.96, and a P-Value of

0.021, which is below the significance level of 0.05. Therefore, it can be concluded that the direct effect of Consumer Satisfaction on Repurchase Intention is significant.

4. Experiential Marketing (X1) has a direct effect on Repurchase Intention (Y2) with a T-Statistic of 3.782, which is above the significance threshold of 1.96, and a P-Value of 0.000, which is below the significance level of 0.05. Therefore, it can be concluded that the direct effect of Experiential Marketing on Repurchase Intention is significant.

5. Store Atmosphere (X2) has a direct effect on Repurchase Intention (Y2) with a T-Statistic of 0.099, which is below the significance threshold of 1.96, and a P-Value of 0.921, which exceeds the significance level of 0.05. Therefore, it can be concluded that the direct effect of Store Atmosphere on Repurchase Intention is not significant.

Indirect Effect

Indirect effect is a test used to assess the indirect impact of an exogenous latent construct or variable on an endogenous latent variable through a mediating variable. The Indirect Effect test can be examined based on the specific indirect effect results from the bootstrap output. The results of the Indirect Effect test for this study are presented in Table 7 below:

Table 7 *Indirect Effect Test Result*

Hypothesis	Variables Relationship	Original Sample Estimate	T Statistic	P Value	Result
H6	Experiential Marketing—Customer Satisfaction —> Repurchase Intention	0,055	1,403	0,161	Not significant
H7	Store Atmosphere —> Customer Satisfaction —> Repurchase Intention	0,431	2.213	0,027	significant

Source: Processed Data, 2025

Based on Table 7 above, the results of the indirect effect can be explained as follows:

1. Experiential Marketing (X1) has an indirect effect on Repurchase Intention (Y2), mediated by Customer Satisfaction (Y1), with a T-Statistic of 1.403, significance level < 1.96, and P.Value of 0.161, significance level > 0.05. Therefore, it can be concluded that the indirect effect of Experiential Marketing on Repurchase Intention through Customer Satisfaction is not significant.

2. Store Atmosphere (X2) has an indirect effect on Repurchase Intention (Y2), mediated by Customer Satisfaction (Y1), with a T-Statistic of 2.213, significance level > 1.96, and P.Value of 0.027, significance level < 0.05. Therefore, it can be concluded that the indirect effect of Store Atmosphere on Repurchase Intention through Customer Satisfaction is significant

DISCUSSION

Results of the Effect of Experiential Marketing on Customer Satisfaction

Based on the data analysis, there is no direct effect of Experiential Marketing on Customer Satisfaction. The t-value also shows a positive but insignificant relationship between the two variables. Therefore, H1, which states that Experiential Marketing has a positive and significant effect on Customer Satisfaction, is rejected. This result aligns with studies conducted by Maskun et al. (2018) and Kurnia & Khasanah (2022), which indicate that Experiential Marketing does not have a positive and significant effect on Customer Satisfaction. Since experiential marketing alone does not significantly impact customer satisfaction, businesses should not over-rely on experiential strategies as their primary means of enhancing customer loyalty. Instead, these strategies should be integrated with other key drivers, such as product quality, pricing strategies, and personalized customer service. Not all customer segments respond equally to experiential marketing. Café businesses should conduct customer segmentation analysis to determine whether certain demographics (e.g., Gen Z, millennials) respond more positively to experiential marketing than others. Customizing experiences based on customer preferences may enhance their effectiveness.

Results of the Effect of Store Atmosphere on Customer Satisfaction
Based on the data analysis, store Atmosphere has a direct effect on Customer Satisfaction. The t-value also shows a positive relationship between the two variables. Therefore, H2, which states that Store Atmosphere has a positive and significant effect on Customer Satisfaction, is accepted. This result is consistent with studies by Alfin & Nurdin (2017), Sambara et al. (2021), and Nurjaya et al. (2022), which show that Store Atmosphere has a positive and significant effect on Customer Satisfaction. reinforcing the idea that ambiance, aesthetics, and environmental factors significantly influence customer experiences. Elements such as lighting, seating arrangements, music, cleanliness, and décor contribute to a positive emotional response, leading to higher satisfaction levels. Customers are likely to enjoy their time at the café more when the environment is comfortable, aesthetically pleasing, and aligned with their expectations. Store Atmosphere is a critical determinant of customer satisfaction in the café industry. Café owners should strategically design and maintain their store environment to enhance comfort, emotional engagement, and brand appeal. By investing in ambiance, seating, lighting, and overall aesthetics, businesses can significantly improve customer experiences, leading to higher satisfaction and long-term loyalty.

Results of the Effect of Customer Satisfaction on Repurchase Intention
Based on the data analysis, customer Satisfaction has a direct effect on Repurchase Intention. The t-value also shows a positive relationship between the two variables. Therefore, H3, which states that Customer Satisfaction has a positive and significant effect on Repurchase Intention, is accepted. This result aligns with studies by Febrini et al. (2019), Ramdhani &

Widyasari (2022), and Alamudi & Utomo (2022), which indicate that Customer Satisfaction has a positive and significant effect on Repurchase Intention, reinforcing the well-established marketing principle that customer satisfaction is a key driver of customer loyalty and repeat purchases. Satisfied customers are more likely to return, recommend the business to others, and develop emotional attachment to the brand. Customer Satisfaction is a key determinant of repurchase intention, meaning that businesses must prioritize customer experience, service quality, and value perception to encourage repeat visits. By implementing customer retention programs, leveraging word-of-mouth marketing, and continuously improving customer satisfaction levels, businesses can strengthen customer loyalty and sustain long-term success.

Results of the Effect of Experiential Marketing on Repurchase Intention
Based on the data analysis, experiential Marketing has a direct effect on Repurchase Intention. The t-value also shows a positive and significant relationship between the two variables. Therefore, H4, which states that Experiential Marketing has a positive and significant effect on Repurchase Intention, is accepted. This result is consistent with studies by Amelia (2017), Lamongi et al. (2018), and Nirmalasari et al. (2022), which show that Experiential Marketing has a positive and significant effect on Repurchase Intention, highlighting that positive brand experiences create emotional connections with customers, increasing their likelihood to return. While Experiential Marketing may not directly enhance customer satisfaction, it plays a critical role in influencing repeat purchases by fostering brand attachment and differentiation in a competitive market. Experiential Marketing plays a pivotal role in increasing repurchase intention by creating memorable, emotionally engaging brand interactions. Café businesses should focus on sensory experiences, interactive events, and digital engagement to strengthen customer relationships and encourage repeat visits. By consistently refining experiential strategies, businesses can drive customer loyalty and maintain a competitive edge in the market.

Results of the Effect of Store Atmosphere on Repurchase Intention
Based on the data analysis, there is no direct effect of Store Atmosphere on Repurchase Intention. The t-value also shows a positive but insignificant relationship between the two variables. Therefore, H5, which states that Store Atmosphere has a positive and significant effect on Repurchase Intention, is rejected. This result is not consistent with studies by Sari & Sudrajat (2022), Leindarita & Andriansa (2022), and Badriawan & Nona (2023), which show that Store Atmosphere has an effect on Repurchase Intention. which suggested that a well-designed store atmosphere encourages repeat visits. Although the t-value indicates a positive but insignificant relationship, this suggests that while store atmosphere contributes to the overall customer experience, it alone may not be a primary factor in driving repurchase behavior. Other elements, such as product quality, pricing, service

experience, or brand attachment, might play a more dominant role in influencing repeat purchase decisions. Store Atmosphere, while important for customer satisfaction, does not directly impact repurchase intention. Café owners should view it as a complementary factor, rather than a primary driver, and focus on integrating it with experiential marketing and customer retention strategies to maximize its impact on repeat purchase behavior. This result also aligns with the earlier finding that store atmosphere significantly affects customer satisfaction but does not directly impact repurchase intention. This implies that store atmosphere may act as an indirect influencer by enhancing satisfaction, which in turn leads to repurchase intention.

Results of the Effect of Experiential Marketing on Repurchase Intention Through Customer Satisfaction

Based on the data analysis, there is no indirect effect of Experiential Marketing on Repurchase Intention mediated by Customer Satisfaction. The t-value also shows a positive but insignificant relationship between Experiential Marketing and Repurchase Intention through Customer Satisfaction. Therefore, H6, which states that Experiential Marketing has a positive and significant effect on Repurchase Intention through Customer Satisfaction, is rejected. This result is not consistent with studies by Ayatullah et al. (2023) and Mauladdawil & Nugroho (2023), which show that Experiential Marketing has a positive and significant effect on Repurchase Intention through Customer Satisfaction. This contradicts previous research (Ayatullah et al., 2023; Mauladdawil & Nugroho, 2023), which suggested that Experiential Marketing enhances Customer Satisfaction, which in turn leads to higher Repurchase Intention. The insignificant mediation effect suggests that customers may repurchase due to direct experiential engagement rather than because of overall satisfaction with the brand or service. This finding aligns with the earlier result that Experiential Marketing does not significantly impact Customer Satisfaction, reinforcing the idea that memorable experiences alone do not always translate into higher satisfaction but can directly drive repurchase behavior through emotional or sensory appeal. Customer Satisfaction does not mediate the relationship between Experiential Marketing and Repurchase Intention, suggesting that experiences influence repeat purchases independently of overall satisfaction. Businesses should focus on direct experiential strategies, emotional branding, and sensory engagement to drive customer loyalty and repurchase behavior effectively.

Results of the Effect of Store Atmosphere on Repurchase Intention Through Customer Satisfaction

Based on the data analysis, Store Atmosphere has an indirect effect on Repurchase Intention mediated by Customer Satisfaction. The t-value also shows a positive and significant relationship between Store Atmosphere and Repurchase Intention through Customer

Satisfaction. Therefore, H7, which states that Store Atmosphere has a positive and significant effect on Repurchase Intention through Customer Satisfaction, is accepted. This result is consistent with studies by Putri et al. (2023) and Rizaldi & Hutasuhut (2024), which show that Store Atmosphere has a positive and significant effect on Repurchase Intention through Customer Satisfaction. and suggests that a well-designed store atmosphere enhances customer comfort and emotional engagement, increasing satisfaction, which then strengthens repurchase intention.Additionally, this result helps explain why Store Atmosphere did not have a direct effect on Repurchase Intention in the earlier analysis. Customers may not return solely because of the ambiance but rather due to the overall satisfaction it contributes to, reinforcing its role as an indirect influencer. Store Atmosphere plays a crucial role in enhancing Customer Satisfaction, which subsequently leads to higher Repurchase Intention. Businesses should focus on creating a well-curated ambiance that maximizes comfort and emotional appeal, integrating it with service quality and marketing strategies to sustain long-term customer loyalty.

CONCLUSIONS

Based on the research findings, it can be concluded that Experiential Marketing does not have a direct effect on Customer Satisfaction but has a direct effect on Repurchase Intention. Conversely, Store Atmosphere has a direct effect on Customer Satisfaction but does not affect Repurchase Intention. Additionally, Customer Satisfaction has an effect on Repurchase Intention. Customer Satisfaction, as an intervening variable, fails to mediate the relationship between Experiential Marketing and Repurchase Intention. However, Customer Satisfaction successfully mediates the relationship between Store Atmosphere and Repurchase Intention.

The uniformity of Experiential Marketing experienced by customers when visiting various cafés does not foster satisfaction, as external factors beyond Experiential Marketing play a role. A good and appealing Store Atmosphere in a café creates comfort for customers, thereby influencing their Repurchase Intention. For the management of Café Tyga Per Ampat, it is recommended to maintain and improve the Store Atmosphere and offer more engaging Experiential Marketing to foster customer satisfaction and Repurchase Intention.

Limitation of this study lies because it is only conducted in Pontianak, which might limit the generalizability of the findings to other regions or countries with different cultural, economic, and market dynamics. Consumer behavior may vary significantly in different regions, and local preferences could affect the role of store atmosphere and experiential marketing on customer satisfaction and repurchase intention. The sample of customers may not be fully representative of the general population, as certain customer segments (e.g., regular café-goers or coffee enthusiasts) might have been overrepresented in the survey. This could affect the generalizability of the findings to all potential customers. Future research could employ more random sampling techniques to ensure a broader, more representative sample.

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