

Original Article

Determinants of Repurchase Intention (Case Study of Self-Service Restaurant in Denpasar City)

¹Made Chandra Nirmala Buana, ²Putu Yudy Wijaya, ³I Made Astrama

^{1,2,3}Faculty of Economics, Business, and Tourism, Hindu Indonesia University, Bali, Indonesia.

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Abstract: The desire of a client to make additional purchases in the future is known as repurchase intention. Following an alternative evaluation process, in which a person makes a number of decisions about the goods they wish to purchase, the desire to repurchase a product emerges. The purpose of this study is to ascertain the impact and examine the factors that influence repurchase intention in Denpasar City restaurants that use a self-service approach. This research uses quantitative methods. The population in this study were customers from BBQ restaurants with a self-service concept in Denpasar City. The customer referred to in this population is over 17 years old and has made purchases at least twice in the last year at BBQ restaurants in Denpasar City. There were 13 indicators observed in this research, so by using a ratio of 1:10, the number of samples used was 130 respondents. Data collection was carried out using observation, interviews, documentation, literature and questionnaires. Data processing in this research used smart PLS 3.0 SEM (Partial Least Square - Structural Equation Modeling) software and Importance Performance Matrix Analysis (IPMA). The research results show that Experiential marketing has a positive and significant effect on repurchase intention and perceived value; perceived value has a positive and significant effect on repurchase intention; and perceived value can positively mediate the influence of experiential marketing on repurchase intention at BBQ restaurants with a self-service concept in Denpasar City.

Keywords: Experiential Marketing, Repurchase Intention, Perceived Value.

I. INTRODUCTION

Culinary is not only a consumption product but has become a lifestyle for society (Sukwadi and Agustin, 2016). According to Hartari (2016), choosing a place to eat is also an influences on a person's spending, in this case, related to the urban lifestyle. People in urban areas tend to have a practical lifestyle. The culinary business is still a promising business to develop. The development of the culinary business in Indonesia has resulted in the continued emergence of new restaurants with different types and uniqueness (Sukwadi, 2019). According to data from the Central Statistics Agency (BPS), in 2023, the number of restaurants and eateries in Bali Province will be 4,429 restaurants and eateries. There are 1,447 restaurants or eateries in Denpasar City.

There are typically several different restaurants available to customers. Numerous food and service options are available at thousands of establishments. The industry has grown more competitive as a result of the explosion of restaurant openings. Meeting the fundamental demands of customers helps guarantee business continuity. To be successful and extraordinary, restaurants must be able to exceed consumer expectations by understanding customers' reasons for fulfilling consumers' "dining experience" (Akbar and Alauddin, 2012).

According to Hiedarto (2017), with the increasingly rapid development of the times, new restaurants are starting to appear, making competition in the food sector also increasingly high. Currently, in Indonesia, many restaurants are starting to implement a self-service system. One of the restaurants that is busy using a self-service system is a BBQ restaurant, the aim of which is to involve consumers directly so that they can feel a special sensation when visiting the restaurant. The self-service concept makes it easier for companies to meet consumer expectations because consumers are freer to serve themselves so that their desires are fulfilled. Apart from the quality of the food served, the experience they get is greatly influenced by the facilities and environment around the restaurant. The atmosphere created is also to meet market needs and targets and, at the same time, create an attraction for consumers to make transactions at the BBQ restaurant.

One thing that needs to be considered in developing a business is recognizing consumers when purchasing goods or services. Before purchasing a good or service, a consumer sometimes searches for the goods or services that the consumer will use (Kusumawardhani, 2013). According to Jalali (2013), according to global developments occurring in all industrial sectors, each company has to design company activities that can increase repeat purchases at the company. Companies must take an



environmental approach to socialize the products they sell. Consumer behavior is sometimes influenced by the surrounding environment and oneself (Shareef et al., 2008).

Customers base their decisions to return to a restaurant on specific factors that align with their wants and preferences. The desire of a client to make additional purchases in the future is known as repurchase intention. Consumer buying interest, according to Kotler and Keller (2009), is a behaviour in which customers wish to select, utilise, and consume a product that is being presented. When it comes to purchasing interest, it emerges following an alternate evaluation procedure, during which a person will select a number of products based on interest or brand (Kotler et al., 2014).

The findings of studies by Joseph et al. (2012), Awi and Chaipoopirutana (2014), and Pupuani and Sulistyawati (2013) indicate that repurchase intention is influenced by seven determinants: price, perceived value, brand preference, physical setting, satisfaction with service, and the quality of the product. According to Nigam (in Sebopa, 2016), experiential marketing can be a major influence on repurchase intention because it allows customers to become attached to a product or service, which can then lead to customer loyalty. At the post-purchase stage, satisfied customers will make repeat purchases and give good statements about a brand to other people, which is the result of feelings of pleasure or disappointment in the customer resulting from comparing a service or product, which is then linked to their expectations (Kotler, 2016). Perceived value is based on customer evaluation of a product, whether services or goods. According to Kotler (2016), customer value perception is "the difference between the prospective customer's evaluation of all benefits and all the costs of an offering and the perceived alternatives".

Research by Febrini et al. (2019) shows that experiential marketing results have a positive and significant effect on repurchase intention. However, research from Octaviana and Nugrahaningsih (2018) shows results where experiential marketing does not have a positive and significant effect on repurchase intention. Then research from Kharolina and Transistari (2021) showed that experiential marketing had no effect on repurchase intention. According to research from Selim and Kohardinata (2020), it shows that perceived value and packaging have a positive and significant effect on repurchase intention. In Justika's (2021) research on the influence of electronic word of mouth and perceived value on repurchase intention through consumer satisfaction as an intervening variable, it was found that perceived value significantly influences the repurchase intention variable.

The aim of this research is to determine and analyze (1) the influence of experiential marketing on repurchase intention in restaurants with a self-service concept in Denpasar City; (2) the influence of experiential marketing on perceived value in restaurants with a self-service concept in Denpasar City; (3) the influence of perceived value on repurchase intention at restaurants with a self-service concept in Denpasar City; and (4) the influence of experiential marketing on repurchase intention through perceived value in restaurants with a self-service concept in Denpasar City.

II. LITERATURE REVIEW AND METHODE

A) *Consumer Behavior*

The study of consumer behaviour examines how people, communities, and organisations choose, pay for, and use goods, services, concepts, or experiences to meet their needs (Kotler and Keller, 2009). The study of purchasing units and exchange processes involving the acquisition, use, and disposal of goods, services, experiences, and ideas is another way to define consumer behaviour (Sofuwan & Nurrahmi, 2015). The study of purchasing units, which might be people, groups, or organisations, is known as consumer behaviour. Individual or consumer markets, group purchasing units, and organisational business markets will all develop as a result of these units forming a market (Syafirah et al., 2017). According to Kotler and Armstrong (2001: 195), The term "consumer buying behaviour" describes the purchasing habits of ultimate consumers, or people and families who purchase products and services for their own use. A market is made up of all of these end users and customers (market for consumers). Cultural, social, personal, and psychological aspects are the four elements that affect consumer behaviour (Kotler and Keller, 2012).

B) *Repurchase Intention*

Faradisa et al. (2016) stated that interest in repurchasing is part of purchasing behavior, which will then form loyalty in consumers. According to Simamora (2002), interest in repurchasing a product arises because of basic trust in the product being marketed and a wide range of other factors; companies that can achieve and maintain differentiation will be companies that perform above average. Repurchase intention is basically a subjective purchase within each individual of something that is directly related to economic transactions (Priansa, 2017: 170). Repurchase intention is consumer behavior after shopping for a product (Marhaeni et al., 2024), which creates satisfaction in the consumer, thereby giving rise to the intention to shop again. The main factors that influence repeat purchases include psychological factors, personal factors and social factors.

C) Experiential Marketing

Experience marketing is a marketing strategy that has been used by marketers since ancient times. This strategy is thought to be highly successful as, in keeping with current trends and technological advancements, marketers are focussing more on product differentiation to set their goods apart from those of their rivals. Because experiential marketing allows consumers to actively encounter a product or service through five different approaches—sense, feel, think, act, and relate—both prior to and following the use of the item, they are going to be able to distinguish one from other (Christian and Dharmayanti, 2013). Kartajaya (2004) said that in a more emotional and interactive world, products and services must provide an experience (product and service should be an experience), such as physical experience, emotional experience, intellectual experience and spiritual experience. In the era of information, technology, change and choice, every company needs to be more attuned to its customers and the experience their products or services provide (Rini, 2009).

D) Perceived Value

The simple marketing concept, according to Peter and Olson (2010), is that an organization must meet consumer needs and want to generate profits. To implement this marketing concept, an organization must understand and maintain close relationships with customers in providing products and services that consumers will purchase and use appropriately. Craven and Piercy (2010) define value as the difference between the customer's perception of the benefits of a product or service and the total cost to obtain it. Rivière and Mencarelli (2014) define value as the value felt during and/or after the use of a product. According to Kotler and Keller (2012), perceived value is the difference between how prospective buyers weigh all of an offering's costs and benefits in comparison to its alternatives. Added by Ranguti (2006) as a comprehensive assessment of the benefits of a product/service, which is based on customer perceptions of what the customer has received and what the product has provided.

E) Restaurant

A restaurant is a place that provides food and drink services (Tangian, 2019). According to Webstaurant Store (2018), there are 11 types of restaurants, namely: fine dining, casual dining, Contemporary Casual, Family Style, Fast Casual, Fast Food, Café, Buffet, Food Truck and Concession Stand, Pop-Up Restaurant, Ghost Restaurant.

F) Conceptual Framework

The Conceptual Framework looks at the connection or relationship between each variable used in the research, namely Marketing Experience (X), Perceived Value (Z), and Repurchase Intention (Y). Experiential marketing requires a mediation variable because previous research stated that experiential marketing does not have a significant effect on repurchase intention. Meanwhile, perceived value is used as a mediating variable, considering that the results of previous research state that perceived value has a significant effect on repurchase intention.

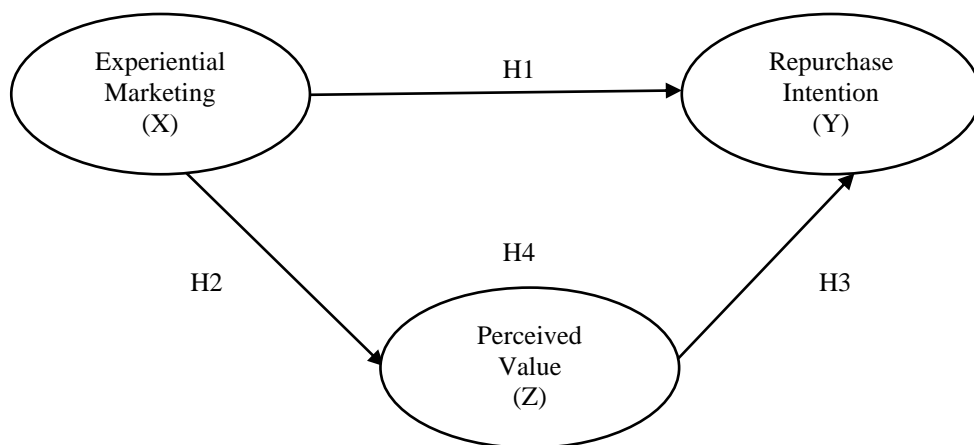


Fig. 1 Research Concept Framework

G) Research Hypothesis

H1: It is suspected that experiential marketing has an influence on repurchase intention.

H2: It is suspected that experiential marketing has an influence on perceived value.

H3: It is suspected that perceived value influences repurchase intention.

H4: It is suspected that experiential marketing influences repurchase intention through perceived value.

H) Research Methods

This research is a quantitative study which aims to analyze the influence between the independent variable, namely Experiential Marketing (X), the mediating variable, namely Perceived Value (Z) and the dependent variable, namely Repurchase Intention (Y). The population in this study were customers from BBQ restaurants with a self-service concept in Denpasar City. The customer referred to in this population is over 17 years old and has made purchases at least twice in the last year at BBQ restaurants in Denpasar City. This research uses a probability sampling technique. In this research, the researcher used simple random sampling as the sample determination technique (Sugiyono, 2017). Data processing in this research uses smart PLS 3.0 SEM (Partial Least Square - Structural Equation Modeling) software and the IPMA (Importance Performance Matrix Analysis) analysis technique, an analysis technique first developed by Martilla and James (1977). The aim of IPMA is to identify the level of importance of each independent variable and its performance against the dependent variable (Abalo et al., 2007; Minta and Stephen, 2017).

III. RESULTS AND DISCUSSION

A) Results

a. Hypothesis Testing

The probability value and t-statistic value demonstrate hypothesis testing (Husein, 2015:21). Using statistical measures to test the hypothesis, the t-statistic result for alpha 5% is 1.96. Therefore, when the t-statistic is greater than 1.96, the hypothesis is considered accepted (H_a) and rejected (H_0). Using probability, a hypothesis is accepted or rejected if the p-value is less than 0.05.

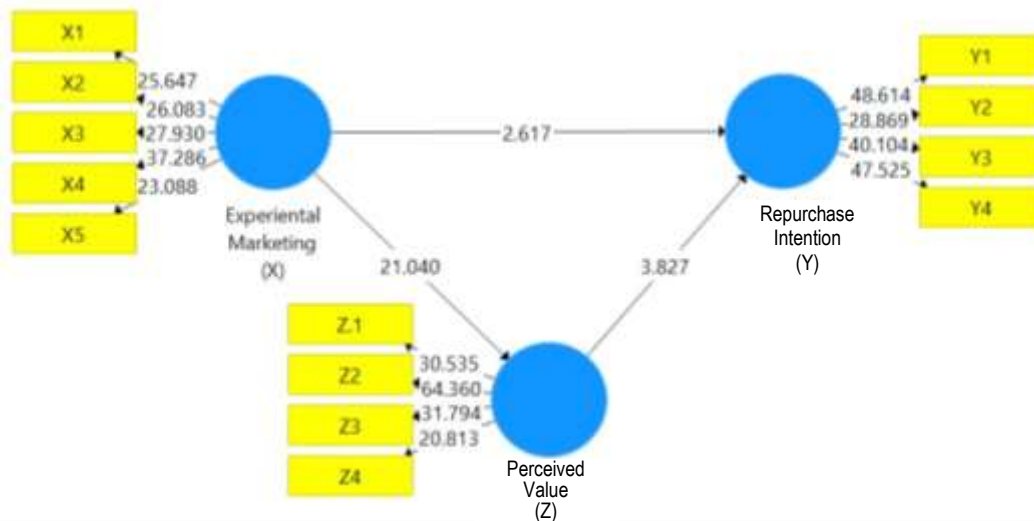


Fig. 1 Path Diagram of the Relationship Between Experiential Marketing, Perceived Value and Repurchase Intention

Based on the results of data analysis carried out with the Smart PLS 3.0 program. As shown in Figure 1, the relationship between variables can be stated in Table 1.

Table 1: Path Coefficient and Statistical Testing

Construct	Sample Mean (M)	T Statistics	P Values
Experiential Marketing (X) -> Repurchase Intention (Y)	0,353	2,617	0,009
Experiential Marketing (X) -> Perceived Value (Z)	0,765	21,040	0,000
Perceived Value (Z) -> Repurchase Intention (Y)	0,475	3,827	0,000

Source: Processed data, 2024

1. The Effect of Experiential Marketing Testing on Repurchase Intention

The test between experiential marketing and repurchase intention is 0.353 with a t-statistic value of 2.617 > t-table 1.96 and a significance value of 0.009 < 0.05, indicating that experiential marketing has a positive and significant influence on repurchase intention. The results of this test prove the first hypothesis (H_1), which states that experiential marketing has a positive and significant effect on repurchase intention in restaurants with a self-service concept in Denpasar City, which is acceptable.

2. The Effect of Experiential Marketing Testing on Perceived Value

The test between experiential marketing towards perceived value is 0.765 with a t-statistic value of 21.040 > t-table 1.96 and a significance value of 0.000 < 0.05, indicating that experiential marketing has a positive and significant influence on perceived value. The results of this test prove the second hypothesis (H2), which states that experiential marketing has a positive and significant effect on perceived value in restaurants with a self-service concept in Denpasar City that is acceptable.

3. The Effect of Perceived Value Testing on Repurchase Intention

The test between perceived value and repurchase intention is 0.475 with a t-statistic value of 3.827 > t-table 1.96 and a significance value of 0.000 < 0.05, indicating that perceived value has a positive and significant influence on repurchase intention. The results of this test prove the third hypothesis (H3), which states that perceived value has a positive and significant effect on repurchase intention in restaurants with a self-service concept in Denpasar City.

4. The Effect of Experiential Marketing Testing on Repurchase Intentions Through Perceived Value

Testing the influence of experiential marketing on repurchase intention through perceived value in restaurants with a self-service concept in Denpasar City, as shown in Table 2.

Table 2: Path Coefficient and Statistical Testing

Construct	Sample Mean M)	T Statistics	P Values
Experiential Marketing (X) -> Perceived Value (Z) -> Repurchase Intention (Y)	0,363	3,737	0,000

Source: Processed data, 2024

The test between experiential marketing and repurchase intention through perceived value is 0.363 with a t-statistic value of 3.737 > t-table 1.96 and a significance value of 0.000 < 0.05, indicating that experiential marketing has a positive and significant influence on repurchase intention through perceived value. The results of this test prove the fourth hypothesis (H4), which states that experiential marketing has a positive and significant effect on repurchase intention through perceived value in restaurants with a self-service concept in Denpasar City that is acceptable.

b. Importance Performance Matrix Analysis (IPMA) Analysis

The aim of Importance Performance Matrix Analysis (IPMA) is to identify the level of importance of each independent variable and its performance on the dependent variable (Abalo et al., 2007; Minta and Stephen, 2017). Importance Performance Matrix Analysis (IPMA) is divided into 4 quadrants where Quadrant I is defined as concentrate here, which shows a variable has a high level of importance but low performance, so variables that fall into this quadrant must receive special attention and be given improvisation or improvement. Quadrant II is defined as keeping up the good work, which shows variables that have a high level of importance and high performance, so their performance must be maintained. Quadrant III is low priority, namely the section for variables with a low level of importance and low performance, so the indicators included in this quadrant are not a priority for improvement. Meanwhile, Quadrant IV is possibly overkill, which shows variables with a low level of importance. However, it has high performance, so it is variable in Quadrant IV and requires performance improvement. (Minta and Stephen, 2017; Shieh and Wu, 2009).

Table 3: Importance Performance Matrix Analysis (IPMA) Analysis

Variable	Important	Performance	Quadrant	Information
Sense Experience (X.1)	0,864	4,5	4	Possible Overkill
Feel Experience (X.2)	0,867	4,58	4	Possible Overkill
Think Experience (X.3)	0,867	4,52	4	Possible Overkill
Act Experience (X.4)	0,883	4,38	4	Possible Overkill
Relate Experience (X.5)	0,835	4,21	3	Low Priority
Transactional Interest (Y.1)	0,929	4,25	1	Concentrate here
Interest Reference (Y.2)	0,902	4,28	1	Concentrate here
Preferential Interest (Y.3)	0,925	4,29	1	Concentrate here
Exploratory Interest (Y.4)	0,931	4,16	1	Concentrate here
Emotional Value (Z.1)	0,884	4,35	4	Possible Overkill
Social Value (Z.2)	0,922	4,34	1	Concentrate here
Quality/Performance Value (Z.3)	0,885	4,31	1	Concentrate here
Price (Z.4)	0,808	4,36	4	Possible Overkill
Average	0,884	4,348		

Source: Processed data, 2024

From the results of the analysis in Table 3 above, it can be seen that transactional interest (Y.1), referential interest (Y.2), preferential interest (Y.3), exploratory interest (Y.4), social value (Z.2) and the quality/performance value (Z.3) is in quadrant I (concentrate here) which has a high level of importance but low performance so it must receive special attention and make improvements. The related experience variable (X.5) is included in quadrant III (low priority), which has a low level of importance and performance. Meanwhile, for the variables sense experience (X.1), feel experience (X.2), think experience (X.3), act experience (X.4), emotional value (Z.1), and price (Z.4) are in quadrant IV (possible overkill) which has a low level of importance but has high performance.

B) Discussion

a. The Influence of Experiential Marketing on Repurchase Intention

The results of statistical testing showed a t-statistic value of $2.617 > t\text{-table } 1.96$ and a significance value of $0.009 < 0.05$, indicating that experiential marketing has a positive and significant influence on repurchase intention. The results of this test prove that experiential marketing has a positive and significant effect on repurchase intention in restaurants with a self-service concept in Denpasar City.

Based on the results of an interview with one of the respondents, who is a customer of the Raa Cha Suki and BBQ restaurant, on July 21 2024, it was stated that the experience gained was one of the factors that caused the respondent to make purchases more than twice, where the experience in question was being able to mix their own food according to taste. This is in line with the results of research from Febrini et al. (2019) in the Journal of the Influence of Experiential Marketing on Consumer Satisfaction and Repurchase Intention at Warung Kopi Klotok, Kaliurang, Yogyakarta shows that experiential marketing has a positive and significant effect on repurchase intention.

b. The Influence of Experiential Marketing on Perceived Value

The results of statistical testing showed a t-statistical value of $21.040 > t\text{-table } 1.96$ and a significance value of $0.000 < 0.05$, indicating that experiential marketing has a positive and significant influence on perceived value. The results of this test prove that experiential marketing has a positive and significant effect on the perception of value in restaurants with a self-service concept in Denpasar City.

The results of an interview on July 22, 2024, with one of the respondents who was a Hanamasa restaurant customer, stated that Hanamasa was one of the first BBQ restaurants in Denpasar City to adopt a self-service concept, which gives customers the freedom to take food according to their tastes without restrictions. This is the added value and image of the Hanamasa restaurant. So, if respondents want to go to a BBQ restaurant, Hanamasa is their first choice. This is in line with the results of research from Chandra and Subagio (2013), namely the analysis of the influence of experiential marketing on customer satisfaction with perceived value as an intervening variable for consumers of The Premiere Grand City Surabaya showing the results that experiential marketing has a significant effect on perceived value.

c. The Influence of Perceived Value on Repurchase Intention

The results of statistical testing obtained a t-statistic value of $3.827 > t\text{-table } 1.96$ and a significance value of $0.000 < 0.05$, indicating that perceived value has a positive and significant influence on repurchase intention. The results of this test prove that perceived value has a positive and significant effect on repurchase intention in restaurants with a self-service concept in Denpasar City. Customers of BBQ restaurants with a self-service concept in Denpasar City also make repeat purchases due to their perception of the restaurant. Based on the respondents' answers, the highest value perception is the quality/performance value indicator, which means that the restaurant provides good quality in terms of service, food, etc., to customers. This is very important because it will influence a customer's repurchase intention.

Based on the results of an interview on July 22, 2024, with one of the customers of the Shaburi & Kintan Buffet Bali restaurant at Trans Studio Mall Denpasar, it was stated that the service they received was very good and optimal so that the respondent felt comfortable when visiting the restaurant and the respondent also stated that this was the third time they had visited. Shaburi & Kintan Buffet Bali restaurant at Trans Studio Mall Denpasar. The results of this research are also in line with research by Dhaniswari and Sukaatmadja (2021), namely that trust mediates the influence of perceived value on repurchase intention at Heaven Flow Decoration Denpasar, showing that perceived value has a significant positive influence on repurchase intention.

d. The Influence of Experiential Marketing on Repurchase Intention Through Perceived Value

The results of statistical testing obtained a t-statistic value of $3.737 > t\text{-table } 1.96$ and a significance value of $0.000 < 0.05$, indicating that experiential marketing has a positive and significant influence on repurchase intention through perceived value. The results of this test prove that experiential marketing has a positive and significant effect on repurchase intention through acceptable value perceptions at BBQ restaurants with a self-service concept in Denpasar City.

Perceived value in mediating experiential marketing on repurchase intention is partial mediation because experiential marketing has a positive and significant effect on value perception, and value perception also has a significant effect on repurchase intention. This is in line with the results of research conducted by Chandra and Subagio (2013), which states that experiential marketing has a significant influence on perceived value, and Dhaniswari and Sukaatmadja (2021) state that perceived value has a significant positive influence on repurchase intention.

e. Importance Performance Matrix Analysis (IPMA) Analysis

1. Experiential Marketing

The results of the IPMA analysis on the independent variable, namely experiential marketing with the five indicators used, state that sense experience (X.1), feel experience (X.2), think experience (X.3), act experience (X.4) are in the quadrant IV which has a low level of importance but high performance so that it requires performance improvement on this indicator. Meanwhile, related experience (X.5) is in quadrant III, which has a low level of importance and performance, so indicators included in this quadrant are a priority for improvement.

2. Repurchase Intention

The results of IPMA analysis on the dependent variable, namely repurchase intention with the four indicators used, state that transactional interest (Y.1), referential interest (Y.2), preferential interest (Y.3), and exploratory interest (Y.4) are in quadrant I, namely having a high level of importance but low performance. So, variable indicators that fall into this quadrant must receive special attention for improvement.

3. Perceived Value

The results of the IPMA analysis on the mediating variable, namely perceived value with the four indicators used, state that emotional value (Z.1) and price (Z.4) are in quadrant IV, where they have a low level of importance but high performance, thus requiring performance improvements in these indicators. Meanwhile, social value (Z.2) and quality/performance value (Z.3) are in quadrant I, which has a high level of importance but low performance. So, variable indicators that fall into this quadrant must receive special attention for improvement.

IV. CONCLUSION

Based on the description and research results, several conclusions can be conveyed, as follows: (1) Experiential marketing has a positive and significant effect on repurchase intention in BBQ restaurants with a self-service concept in Denpasar City; (2) Experiential marketing has a positive and significant effect on the perceived value of BBQ restaurants with a self-service concept in Denpasar City; (3) Perceived value has a positive and significant effect on repurchase intention at BBQ restaurants with a self-service concept in Denpasar City; (4) Positive value perception is able to mediate the influence of experiential marketing on repurchase intention at BBQ restaurants with a self-service concept in Denpasar City.

Several suggestions that can be conveyed include: (1) Experiential marketing as a whole is in the good category, but based on the lowest respondent's answer, it is recommended that restaurants can maximize several points, such as the sense experience, namely restaurant design, then the think experience, which is something more than other restaurants, act experience, namely the feeling of pride that arises after visiting a restaurant, and relate experience, namely the restaurant's way of maintaining relationships with customers; (2) The perceived value applied overall is in the good category, but based on the lowest respondent's answer, it is recommended that restaurants can maximize several points such as emotional value, namely giving customers a feeling of pleasure after visiting the restaurant, social value, namely the image or reputation of the restaurant, and in terms of price, namely providing affordable prices to customers but while maintaining the quality and taste of the food; and (3) Future researchers are advised to use or conduct research on other similar restaurants and in other districts/cities so that the research results can provide a clearer picture regarding repeat purchase intention.

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