

## **The Influence of Experiential Marketing and Site Quality Influence Repurchase Intention: The Mediating Role of Customer Satisfaction**

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**Abstract:** This research examines the impact of experiential marketing and site quality on repurchase intention, with customer satisfaction serving as a mediating variable, among *GrabFood* users at the International Student Dormitory Edelweis, State University of Malang. In today's digital era, online food ordering services have become essential to daily life, especially for students. This research employs a quantitative methodology utilizing a purposive sample procedure, including 111 respondents who are foreign students residing in the Edelweis Dormitory of the State University of Malang and users of the *GrabFood* application. The research conducted using SmartPLS 4 indicates that experiential marketing and site quality significantly enhance the satisfaction of customers. Neither experiential marketing nor site quality has a direct significant effect on repurchase intention. Customer satisfaction has a direct and significant impact on repurchase intention and serves as a strong mediator in the relationship among experiential marketing, site quality, and repurchase intention. The findings have significant implications for developing digital marketing strategies and enhancing the quality and services of food ordering applications.

**Keywords:** Customer's Satisfaction, Experiential Marketing, Repurchase Intention, Site Quality

### **A. Introduction**

In the modern era, there have been notable shifts in consumer behavior, especially within the food and beverage industry. Technological advancements and digitalization have had a major impact on how consumers order food and beverages. Online food ordering apps such as *GrabFood* have become an inseparable part of everyday life in many cities in Indonesia, including Malang. The presence of these platforms provides consumers with the convenience of ordering food from various restaurants and eateries, as well as offering a unique shopping experience.

Grab is a popular online motorbike taxi application that provides essential services such as transportation, food delivery, and digital wallet payments. It operates across Southeast Asia, including various cities in Indonesia, aiming to expand access to digital services and improve quality of life in the region.

Grab operates in 125 cities throughout Indonesia, ranging from Banda Aceh to Jayapura. The variety of services provides consumers with many options. Their decisions in selecting an online transportation or food delivery service are influenced by several factors, including their perception of the app's usability and satisfaction. If the app's quality makes users feel comfortable and safe, they are more likely to continue using it.

Specifically in Malang City, *GrabFood* has been widely used by students, including international students residing at the Edelweis International Dormitory of universitas Negeri Malang. Amidst the increasingly competitive digital industry, consumers now consider not only functional aspects such as price and delivery speed but also comfort and emotional experience while using the application.

This concept is closely tied to experiential marketing, which focuses on crafting meaningful and lasting positive experiences for consumers during their engagement with products and services. Hence, it is essential to investigate the relationship between experiential marketing, the satisfaction of customer, and the intention to repurchase on the GrabFood platform. Marketing activities today are increasingly focused on customer satisfaction. Understanding the factors that lead to customer satisfaction can generate the intention to repurchase. This study examines how experiential marketing can be used by marketers as a strategy to enhance customer satisfaction and boost repurchase intention. (Ellitan et.al., 2022).

Furthermore, this study is also related to site quality, which plays a key role in shaping consumer perceptions. Features such as ease navigation, an attractive design, and reliable information contribute to user satisfaction. The combination of experiential marketing and site quality is believed to strengthen consumers' desire to reuse the platform.

The study conducted by Maharani, Rahadhini & Susanti (2020), dan Febrini, Widowati & Anwar (2019) presents diverse results. Additionally, other studies show that experiential marketing has a significant and positive effect to the satisfaction of customer, and they are more likely have a repurchase intention. However, there are also other studies that present conflicting results. This data reveals a research gap that requires more investigation. This study brings novelty by focusing on international students from Edelweis Dormitory at the State University of Malang as the population, a group that has been relatively under-researched in this context. Therefore, this research intends to explore how experiential marketing and site quality have effects on repurchasing

intention of the customers, with customer satisfaction as a mediator, focusing on GrabFood users. Consumers who have had a positive experience ordering food via GrabFood are more inclined to use the platform again for future purchases. Consequently, exploring the correlation of experiential marketing, site quality, consumer satisfaction, and repurchase intention on the GrabFood platform in Malang would yield significant insights for the formulation of more effective marketing strategies. Enhancing the experience marketing, both in terms of product quality and interaction with the platform, could be key to building stronger consumer satisfaction and a greater desire to reuse the platform, thus driving business growth amidst the increasingly competitive online food ordering industry.

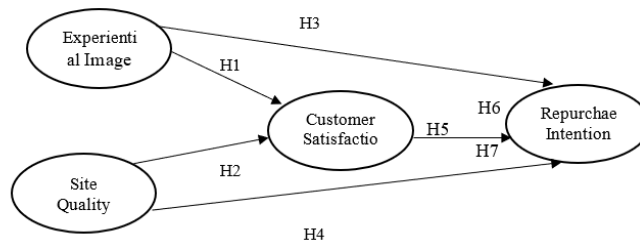
The aforementioned phenomenon has led to the growing adoption of online food ordering services like *GrabFood* in Indonesian society, particularly among international students residing at the Edelweis Dormitory of Universitas Negeri Malang in Malang City. In the increasingly competitive digital industry, consumers not only consider functional aspects such as price and delivery speed but also the emotional experience and ease of using the application. Although *GrabFood* provides fast and practical services, there has not been much research revealing how user experience and application quality empirically affect consumer satisfaction and encourage repurchase intentions, especially among international students who have different expectations and consumption habits compared to local students.

Although many studies have examined the relationship between experiential marketing, site quality, and customer satisfaction, the result remain varied and sometimes contradictory (Maharahi et al., 2020; Febrini et al., 2019). Moreover, most previous research has not specifically focused on the experiences of international students as a unique consumer segment, even though they have different expectations and consumption behaviors compared to local students.

This study offers a new contribution by focusing on international students at the Edelweis Dormitory of Universitas negeri Malang as a relatively under-researched population. The research aims to examine the influence of experiential marketing and site quality on repurchase intention, with customer satisfaction as a mediating variable. The findings of this study are expected to provide strategic insights for designing more effective digital marketing and improving the quality of GrabFood's services and efforts to enhance customer loyalty.

## B. Methods

This study examines three variables: independent, dependent, and mediating. The independent variables are experiential marketing ( $X_1$ ) with site quality ( $X_2$ ); the dependent variable of this study is repurchasing intention ( $Y$ ); and the mediating variable is customer satisfaction ( $Z$ ). The subsequent chart below delineates the correlation among these factors:



**Figure 1. Research Plan**

The approach used by the researcher in this study is non-probability, so the selection of research participants uses purposive sampling. The selection of respondents to determine the population estimate requires the following criteria: 1. The respondents are all students of the Edelweis International Dormitory at UM. 2. The respondents are students of the Edelweis International Dormitory at UM who use the GrabFood application. 3. The respondents have experience ordering food through the Grab Food application. The considerable of the samples in this research was determined using sample size calculator via calculator.net and get 111 for sample respondents. The data collected by distributing the questionnaire with Google form format via students from Edelweiss International Dormitory at UM. Technique which used for this analysis is descriptive statistical analysis utilizing SPSS and PLS-SEM using Smart PLS 4.0 version. PLS-SEM analysis utilize to test and analyze whether there is a direct and indirect effect on the independent variable and dependent variable through mediating variable.

**Sample Size Calculator**

**Find Out The Sample Size**  
 This calculator computes the minimum number of necessary samples to meet the desired statistical constraints.

**Result**

Sample size: **111**

This means 111 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within  $\pm 5\%$  of the measured/surveyed value.

Confidence Level:	95%
Margin of Error:	5 %
Population Proportion:	50 % Use 50% if not sure
Population Size:	154 Leave blank if unlimited population size.

Calculate Clear

**Figure 2. Sample size of the study**

## C. Results and Discussion

### Descriptive Statistics

This study's respondents consist of 111 international students residing in the Edelweis Dormitory of the State University of Malang (UM) who use the *GrabFood* application.

**Table 1. Descriptive Statistics**

Respondent		Frequency	Percentage
Gender	Male	47	42,3%
	Female	64	57,6%
Age	19-22	81	72,9%
	23-25	19	17,1%
	26-29	6	5,4%
	Over 30	5	4,5%
Educational Level	S1 (Bachelor)	93	83,7%
	S2 (Master)	12	10,8%
	S3 (Doctorate)	6	5,4%
Monthly Expenditure	Less than Rp2.000.000	8	7,2%
	Rp3.000.000-Rp5.000.000	85	76,5%
	Rp6.000.000-Rp8.000.000	13	11,7%
	More than Rp9.000.000	5	4,5%
Food Orders	Main Menu	96	86,4%
	Appetizers	8	7,2%
	Desserts	13	11,7%
	Beverages	61	54,9%
Time of food orders	9:00 AM-12:00 PM	21	18,9%
	12:01 PM-3:00 PM	48	43,2%
	3:01 PM-6:00 PM	26	20,7%
	After 6:00 PM	16	14,4%
Orders through <i>GrabFood</i> per week	Less than 1 time/week	48	43,2%
	2-4 times/week	52	46,8%
	5-7 times/week	7	6,3%
	7 Times or more	4	3,6%
Payment Methods	Cash on Delivery (COD)	34	30,6%
	Bank Transfer	47	42,3%
	E-wallet (OVO)	30	27,0%

The table above shows that there are 47 males and 64 females in the sample. there is a total of 47 males and 64 females. A total of 72.9% of the sample is aged between 19 and 22 years, 83.7% have a bachelor's degree, 76.5% earn between Rp. 3,000,000 and Rp. %,000,000, and 86.4% order the main menu, 43.2% order food between 12:01 PM and 3:00 PM, 46.8% order through *GrabFood* 2-4 times per week, and 42.3% use bank transfer as the payment method.

### Evaluation of the Measurement Model (Outer Model)

In this chapter, the outer model test is presented to determine or assess the relationship between latent variables and their corresponding indicators. The outer model is assessed through validity and reliability tests.

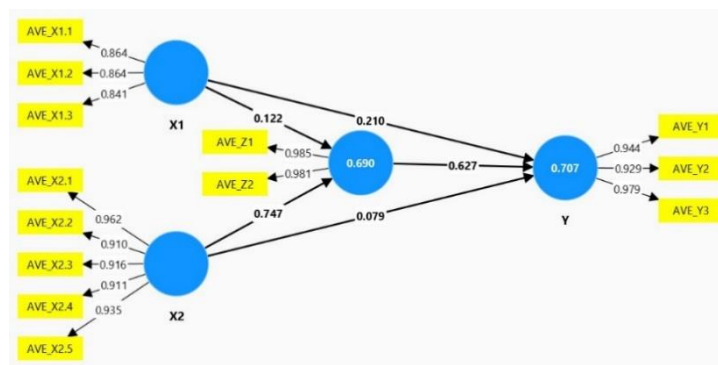
#### Convergent Validity

##### Loading Factor

**Table 2. Loading Factor**

	Experiential Marketing	Site Quality	Repurchase Intention	Customer Satisfaction	Description
AVE_X1.1	0.864				Valid
AVE_X1.2	0.864				Valid
AVE_X1.3	0.841				Valid
AVE_X2.1		0.962			Valid
AVE_X2.2		0.910			Valid
AVE_X2.3		0.916			Valid
AVE_X2.4		0.911			Valid
AVE_X2.5		0.935			Valid
AVE_Y1			0.944		Valid
AVE_Y2			0.929		Valid
AVE_Y3			0.979		Valid
AVE_Z1				0.985	Valid
AVE_Z2				0.981	Valid

Table 2 shows that the value of the loading factor exceeds 0.70, indicating that the loading factor test is valid and can be used for the next testing stage. Below is the output of the validity test:



**Figure 3. Output of Validity & Reliability Test**

*Average Variance Extracted (AVE)*

**Table 3. Average Variance Extracted**

	<i>Average Variance Extracted (AVE)</i>
<i>Experiential marketing(X1)</i>	0.734
<i>Site Quality (X2)</i>	0.859
<i>Repurchase Intention(Y)</i>	0.904
<i>Consumer Satisfaction(Z)</i>	0.966

As shown in Table 3 above, all the AVE values exceed 0.05, suggesting that the statements for all variables are valid.

*Discriminant Validity*

**Table 4. Fornell-Larcker Criterion**

	<i>Experiential marketing</i>	<i>Site Quality</i>	<i>Repurchase Intention</i>	<i>Consumer Satisfaction</i>
<i>Experiential marketing</i>	0.857			
<i>Site Quality</i>	0.648	0.927		
<i>Repurchase Intention</i>	0.641	0.733	0.951	
<i>Consumer Satisfaction</i>	0.606	0.826	0.820	0.983

According to Table 4, the Fornell-Larcker Criterion values are greater than the other items, indicating that the criterion can be considered valid.

*Reliability Test*

*Composite Reliability*

**Table 5. Composite Reliability**

<i>Variable</i>	<i>Composite Reliability (rho_c)</i>
<i>Experiential marketing(X1)</i>	0.892
<i>Site Quality (X2)</i>	0.968
<i>Repurchase Intention(Y)</i>	0.966
<i>Consumer Satisfaction(Z)</i>	0.983

Table 5 presents the composite reliability results for all variables. The results conclude that all variables are greater than 0.06 and are reliable.

*Cronbach's Alpha*

**Table 6. Cronbach's Alpha**

	Cronbach's Alpha
<i>Experiential marketing(X1)</i>	0.819
<i>Site Quality (X2)</i>	0.959
<i>Repurchase Intention(Y)</i>	0.947
<i>Consumer Satisfaction(Z)</i>	0.965

Table 6 indicates that all values exceed 0.60, demonstrating that all the instrument statements are reliable.

**Structural Model Evaluation (Inner Model)**

In this chapter, the internal model is explained, which can be used to analyze the relationships between variables by assessing the extent of variance that can be explained and evaluating the significance of the P-value.

*Structural Coefficient Test*

The test used in this study is R-Square, which is necessary to measure the strength of the prediction of the structural model on endogenous latent variables.

**Table 7. R-Square Test**

Endogenous Variable	<i>R-square</i>	<i>Adjusted R-square</i>	Description
Customer Satisfaction(Y)	0.674	0.669	Strong
Repurchase Intention(Z)	0.689	0.681	Strong

As shown in Table 7, the value of R-Square exceeds 0.50, suggesting a strong relationship between the variables.

*Predictive Relevance Test*

**Table 8. Q-Square**

Endogenous Variable	Q <sup>2</sup> predict	Description
Customer Satisfaction(Y)	0.663	<b>Strong Model</b>
Repurchase Intention(Z)	0.460	<b>Strong Model</b>

Table 8 shows that the Q-Square values between variables demonstrate strong predictive relevance.

*Goodness of Fit Index Test (GoF)*

**Table 9. GoF Test**

AVE Mean	<i>R- Square</i>	GoF Index	Description
<b>0.8657</b>	0.6815	0.7680	Strong

According to Table 9, the GoF calculation results in a value of 0.768, which exceeds 0.1, categorizing it is large.

*F-Square Test*

The F-Square test in this study is used to show the value required to determine how exogenous variables influence endogenous variables.

**Table 10. F-Square Test**

Variable	<i>F-Square</i>
Experiential Marketing -> Customer Satisfaction	0.169
Site Quality -> Customer Satisfaction	1.045
Experiential Marketing -> Repurchase Intention	0.019
Site Quality -> Repurchase Intention	0.017
Customer Satisfaction ->Repurchase Intention	0.644

The effect size test, conducted using SmartPLS 4 and shown in Table 10, reveals as following results: The effect size of the experiential marketing (X1) variable on customer satisfaction (Z) is 0.169, which surpasses the 0.15 threshold, indicating a medium effect. The effect size of the site quality (X2) variable on customer satisfaction (Z) is 1.045, exceeding 0.35, signifying a large effect. The effect size of experiential marketing (X1) on repurchase intention (Y) is 0.019, exceeding 0.02, suggesting a small effect. Similarly, the effect size of site quality (X2) on repurchase intention (Y) is 0.017, which also exceeds 0.02, indicating a small effect. Finally, the effect size of customer satisfaction (Z) on repurchase intention (Y) is 0.644, surpassing 0.35, demonstrating a large effect.

**Table 11. Indirect Effect F-Square**

	Specific indirect effects
Experiential Marketing -> Customer Satisfaction -> Repurchase Intention	0.209
Site Quality -> Customer Satisfaction -> Repurchase Intention	0.519

According to the effect size results from SmartPLS 4 in Table 18, the effect size of the experiential marketing (X) variable on customer satisfaction (Z) through repurchase intention (Y) is 0.209, which exceeds 0.15, indicating a medium-sized effect. Conversely, the effect size of the site quality (X) variable on customer satisfaction (Z) through repurchase intention (Y) is 0.519, surpassing 0.35, which indicates a large effect.

*Hypothesis Testing*

There is a hypothesis that needs to be tested to determine the influence that exogenous factors have on endogenous variables. During the course of this investigation, hypothesis testing is carried out in order to ascertain whether or not certain exogenous factors have

direct or indirect impacts on endogenous variables. According to the criteria for testing, the value of the path coefficient should be between 1 and -1 in order for the hypothesis to be accepted. The strength of the association increases in proportion to the degree to which the value in question is closer to either extreme. Also taken into consideration is the P-value.

**Table 12. Hypothesis Test**

Variable	Mediating Variable	Endogenous Variable	Path Coefficient	P Value	Description
Experiential Marketing		Consumer Satisfaction	0.276	0.001	Accepted
Site Quality		Consumer Satisfaction	0.665	0.000	Accepted
Experiential Marketing		Repurchase Intention	-0.118	0.399	Rejected
Site Quality		Repurchase Intention	0.110	0.413	Rejected
Consumer Satisfaction		Repurchase Intention	0.836	0.000	Accepted
Experiential Marketing	Customer Satisfaction	Repurchase Intention	0.209	0.000	Accepted
Site Quality	Customer Satisfaction	Repurchase Intention	0.519	0.005	Accepted

Table 12 showed that the path coefficients and p-values for H3 (0.399) and H4 (0.413) are greater than 0.05, indicating that hypotheses H3 and H4 are rejected. Meanwhile, the p-values for H2, H5, and H6 are 0.000 ( $< 0.05$ ), and for H1 and H7 are 0.001 and 0.005 respectively ( $< 0.05$ ), which means accepted these hypotheses.

The findings demonstrate that hypotheses H6 and H7 represent a full mediation model, indicating that the effect of the independent variable on the dependent variable is significantly positive when mediated by customer satisfaction. Without the mediating variable, between the independent and dependent variables, the relationship from both of them rendered either insignificant or negative.

### **The Effect of Experiential Marketing on Customer Satisfaction**

Experiential marketing has a substantial positive influence on customer satisfaction among students of Asrama Edelweis Universitas Negeri Malang (UM) who use the GrabFood application. This illustrates that the results accepted.

The results are similar to previous research which told that findings of Maharani, Rahadhini, & Susanti (2020), Febrini, Widowati, & Anwar (2019), and Taqa & Widyastutu (2023), experiential marketing appears to have a significant and favorable influence on the level of customer satisfaction among GrabFood recipients. Based on these data, it appears that the amount of customer satisfaction is directly proportional to the quality of the marketing experience that is delivered by the GrabFood app. Improved customer

satisfaction may be attributed to the positive experiences that customers have while utilizing GrabFood services. These experiences include ease of access, comfort in ordering, and emotional advantages offered to customers.

### **The Effect of Site Quality on Consumer Satisfaction**

According to the results of the study, site quality plays a significant and positive role in determining customer satisfaction among foreign students of Asrama Edelweis Universitas Negeri Malang (UM) who use the GrabFood application. This illustrates that the results accepted.

This finding by Iqbal, M., & Tantra, T. (2023) shows that service quality positively and significantly affects customer satisfaction when the website is well-designed to help consumers easily find relevant information, reduce uncertainty, and enhance post-purchase customer satisfaction. This study also shows that the positive influence of site quality leads to a significant level of customer satisfaction among GrabFood customers. Respondents gave high ratings to the functionality aspects of the GrabFood app, including the completeness of menu information, prices, and reviews, as well as ease of communication with food delivery personnel. The consistency of the application and the rate at which it delivers order information are two additional aspects that contribute to the overall satisfaction of the consumer.

### **The Effect of Experiential Marketing on Repurchase Intention**

The research findings show that experiential marketing does not significantly improve repurchase intention among international students of Asrama Edelweis Universitas Negeri Malang (UM) who use the GrabFood application. This fact indicates that the results of this test are rejected. The research findings show that experiential marketing does not significantly improve repurchase intention among international students of Asrama Edelweis Universitas Negeri Malang (UM) who use the GrabFood application. This fact indicates that the results of this test are rejected. The results are similar to previous research which told that findings of Kharolina & Transistari (2022), This study shows that the shopping experience on the GrabFood app does not directly influence customers' intention to repurchase.

Previous research explains that customer satisfaction arises when actual experiences exceed initial expectations. If experiential marketing does not meet or exceed consumer expectations, satisfaction will not be achieved, and ultimately, this does not form the intention to repurchase.

### **The Effect of Site Quality on Repurchase Intention**

This study found that site quality does not positively and significantly affect the intention to repurchase among international students Asrama Edelweis Universitas Negeri Malang (UM) who use the *GrabFood* application. This finding indicates that the test results are rejected. These outcomes correspond with the research by Mavilinda and Nazaruddin (2022), which shows that site quality does not influence customers repurchase intention.

This study demonstrates that site quality has no significant influence on the repurchase intention of foreign students at the Edelweis Dormitory of UM concerning the *GrabFood* app. Although *GrabFood* has met various technical and functional aspects of a food delivery service app, such as providing accurate information, services that are available anytime, ease of app navigation, payment security, and protecting user privacy, these factors are still not enough to encourage students to make repeat purchases. This could be due to competition from similar apps that offer comparable site quality. As a result, consumers may switch if the factors mentioned above, are the only considerations.

### **The Effect of Customer Satisfaction on Repurchase Intention**

The satisfaction of customers has a large and positive effect on the intention to repurchase among foreign students Asrama Edelweis Universitas Negeri Malang (UM) who use the *GrabFood* application. This is according to the findings of the research which was conducted. Consequently, the findings of this test are considered to be acceptable.

The study found that customer satisfaction strongly influences repurchase intention. According to Huei, Hsin, Ming (2015) and Zeithaml (2000), pleased consumers are more inclined to buy again. Therefore, customer satisfaction techniques are crucial for boosting repurchase intention, especially in app-based businesses like *GrabFood*. The findings of the study conducted by Rahmania, M. A., & Wahyono, W. (2022), indicate that customer satisfaction plays a key role in the willingness to buy more products. Research carried out by Oktaviani, R. (2024) and Zeithaml (2000), which concluded that happy consumers are more likely to make additional purchases, lends support and reinforcement to the findings of this study. When it comes to the *GrabFood* service, consumers who have had great experiences with it, such as being satisfied with the convenience of ordering, the speed of service, and the quality of the meal, are more likely to continue to use the service in the future. Increasing the level of pleasure experienced by customers is, therefore, the key method that should be utilized to motivate repurchase intention.

### **The Indirect Effect of Experiential Marketing on Repurchase Intention through Customer Satisfaction**

This study found results indicating the significant impact of experiential marketing on customers' intention to repurchase through satisfied customers. Furthermore, these findings also show that the test results were accepted. Additionally, these findings are consistent with previous investigations, which revealed that satisfied customers indeed mediate the relationship between experiential marketing and the intention to repurchase by customers.

This study has also been conducted by previous researchers, namely Tuqa & Widyastuti (2023), who found similar results that positive experiences from experiential marketing can increase customer satisfaction and ultimately encourage customers to repurchase the product. Moreover, this study also highlights customer satisfaction as a significant mediating factor, as shown by the fact that repurchase by customers occurs because they are satisfied with using the *GrabFood* app. Therefore, companies need to optimize aspects of experiential marketing, such as the ease of using the app, service comfort, and the emotional benefits gained by customers, in order to increase their satisfaction and encourage *GrabFood* app users to make repeat purchases through the app.

Based on this study, it was discovered that without customer satisfaction, the connection between experiential marketing and repurchase intention becomes negative. This indicates that the customer satisfaction value as a mediator increases respondents' desire to repurchase using the *GrabFood* app. This result indicates perfect mediation because the positive effect must go through the mediating variable, customer satisfaction.

### **The Indirect Effect of Site Quality on Repurchase Intention through Customer Satisfaction**

This study also shows that the quality of the site significantly increases customers' intention to repurchase, provided that customer satisfaction serves as the mediator. In addition, the study also indicates that satisfied customers play a mediating role in the relationship between site quality and customers' intention to repurchase a product.

The findings of this study are also consistent with studies performed by Bai et al. (2008), who found that strong site quality makes it easier for users to discover information, reduces uncertainty, and boosts customer satisfaction, eventually increasing repurchase intention. Customer satisfaction was found to be a major mediating variable in this study, suggesting that consumers who are satisfied with *GrabFood*'s service quality are more inclined to repurchase. To increase customer satisfaction and repurchase intention, must

improve areas of site quality such as accessibility, app reliability, information completeness, and ease of navigation.

This study shows that there is a negative outcome in the relationship between quality of the site and the customer's intention to repurchase if it is not accompanied by customer satisfaction. This indicates that the value of customer satisfaction as a mediator increases respondents' desire to repurchase using the GrabFood app. This result indicates perfect mediation because the positive effect must pass through the mediating variable, customer satisfaction.

#### **D. Conclusion**

This study reveals customer satisfaction fully mediates how experiential marketing has a significant positive effect on customer satisfaction. and site quality has a significant positive effect on customer satisfaction influence repurchase intention among GrabFood users. Contrary to expectations, neither factor had direct effects Experiential marketing does not have a direct significant effect on repurchase intention and Site quality does not have a direct significant effect on repurchase intention, suggesting satisfaction is the critical pathway. For practitioners, our findings highlight the need to optimize both experiential elements (e.g., app interactivity) and technical quality (e.g., loading speed). Future research should examine these relationships across different cultural contexts and competitor platforms

#### **E. Acknowledgment**

We deeply appreciate the contributions of those who helped bring this research to fruition. We believe the findings will be useful for future researchers.

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