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## DIGITAL MARKETING AND CONSUMER EXPERIENCE IN BUILDING BRAND EQUITY TO IMPROVE CONSUMER REPURCHASE INTENTION IN COLD 'N BREW

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### Abstract

This examine aims to analyze the influence of digital marketing and consumer experience in building brand equity to increase repurchase intention at Cold'n Brew coffee shop. The research approach used is quantitative, with the study population including consumers at Cold'n Brew coffee shop, with a sample size of 211 respondents. The research employs a non-probability sampling approach, specifically utilizing purposive sampling to identify respondents deemed most relevant to the study's objectives. Data were gathered through a structured questionnaire designed based on the Likert scale to measure participant responses with consistency and reliability. Analytical procedures were executed using Partial Least Squares (PLS) methodology via the SMARTPLS software version 3.2. The evaluation of the structural model was conducted in two distinct phases: assessment of the measurement (outer) model and the structural (inner) model. Empirical findings demonstrate that both digital marketing strategies and consumer experience exert a statistically significant and positive influence on brand equity as well as on consumers' intention to repurchase. Moreover, brand equity itself has a significant and positive effect on repurchase intention. Notably, brand equity serves a mediating role, significantly bridging the impact of digital marketing and consumer experience on repurchase intention. This research makes a valuable contribution to the academic discourse by deepening the understanding of how digital marketing and consumer experience collectively shape brand equity and drive repurchase behavior. These findings can also be a practical reference for business actors, especially coffee shops, in designing more effective marketing strategies that are oriented towards customer loyalty.

**Keywords:** Digital Marketing, Consumer Experience, Brand Equity, Repurchase Intention

## INTRODUCTION

Over the past few years, the coffee sector in Indonesia, particularly within the urban area of Solo, has undergone significant and accelerated development. The emergence of various coffee shops with unique and interesting concepts has attracted the attention of consumers, making this market increasingly competitive. Within this framework, digital marketing emerges as a pivotal strategic approach employed by coffee shops to engage prospective customers and enhance their brand equity. The establishment of robust brand equity contributes not only to the cultivation of a favorable consumer perception but also significantly influences the propensity of customers to make repeat purchases (Siddiqui et al., 2021).

The presence of digital media has emerged as a pivotal element across various societal domains. Its advancement correlates strongly with the surge in internet penetration, particularly within the Asian region (Purbasari et al., 2021). At present, digital media is not merely a tool but has evolved into an integral aspect of daily life, embraced by diverse social strata (Klassen et al., 2018). Moreover, it significantly facilitates daily activities, notably in interpersonal and mass communication contexts (Castañeda García et al., 2018). Beyond its communicative role, digital media also serves as a strategic instrument for purposes such as branding, content dissemination, promotional activities, and marketing initiatives (Ebrahim, 2020). As internet-based digital technologies continue to evolve, corresponding advancements in marketing strategies and tools have also been observed (Grewal et al., 2020).

This has an impact on marketing strategies that have undergone a major shift from conventional methods to digital marketing (Katsikeas et al., 2019). The transition of marketing practices from physical environments to digital spaces is largely influenced by the accelerating advancement of digital technologies and the proliferation of device-dependent users (Shah & Murthi, 2021). This transformation is necessitated by the demand for media platforms that effectively disseminate information and promote products to digitally engaged audiences (Priyono et al., 2020). This demographic, often referred to as the digital society, is the focal point of digital marketing a strategy centered on engaging consumers and fostering brand interaction through digital interfaces.

In the current landscape, traditional marketing paradigms are being rapidly replaced by innovative techniques that integrate evolving digital tools, which have become indispensable in modern business operations (Dahiya, 2018; Tariq et al., 2022). The intensifying market competition has further accelerated this shift, pushing businesses toward non-conventional promotional tactics (Alwan & Alshurideh, 2022). Digital marketing platforms have emerged as transformative forces in the field, offering versatile and creative avenues for firms to enhance operational efficacy (Awadhi et al., 2021; Kurdi et al., 2022).

Moreover, the execution of marketing strategies now relies heavily on newly developed digital infrastructures that allow firms to connect with prospective clients across broad geographical boundaries. The mastery of digital media utilization extending beyond conventional tools like websites, email campaigns, and smartphones has become a critical component in reaching and engaging large customer bases effectively (Almaazmi et al., 2020; Hanaysha et al., 2020).

Contemporary digital marketing communication primarily manifests through the dissemination of information, encompassing various forms such as online advertisements, promotional emails, mobile-based outreach, and product-related content (Alkitbi et al., 2021; Alshamsi et al., 2021). Digital marketing tools and platforms are extensively utilized across both individual consumer engagement and broader organizational operations. However, there remains a notable gap in marketers' comprehension regarding the comprehensive impact of digital platforms on consumer purchasing behaviors (Shamout & Alshurideh, 2022; Ziyadin et al., 2019). Among these, social media has emerged as a pivotal medium in facilitating interactive marketing communication, wherein user feedback significantly shapes consumer perceptions and purchasing intentions. Such platforms not only inform decisions but also influence whether consumers maintain loyalty to specific brands or seek alternatives (Thaworn et al., 2021). Additionally, corporate websites serve as key repositories of consumer evaluations and comments, which are instrumental in assessing the perceived quality of goods and services (Varadarajan et al., 2022). Consequently, the strategic deployment of digital technologies becomes imperative for organizations striving to fulfill their marketing objectives.

In the realm of business-to-business (B2B) marketing, promotional efforts have historically been anchored in tangible differentiators such as pricing strategies, technological capabilities, and delivery efficiency (Wright et al., 2019). Nevertheless, the increasing relevance of intangible brand attributes has compelled marketing professionals to innovate in how they position and distinguish offerings, thus fostering enhanced brand equity. This pursuit becomes particularly complex in markets saturated with homogeneous or commoditized products (Vadana et al., 2019). Furthermore, within the services sector, relational dynamics between customers and service providers are recognized as critical determinants in shaping brand perception and loyalty (Kujur & Singh, 2019). Current strategic approaches emphasize crafting meaningful and memorable customer experiences as a core mechanism for differentiation and long-term value creation.

Owing to the inherent nature of service-based offerings, the dynamic engagement between service personnel and consumers emerges as a pivotal determinant in shaping customer experiences—an element that substantially contributes to the fortification of brand equity. Despite its importance, scholarly investigations exploring the experiential dimension in relation to diverse branding outcomes remain relatively scarce, thereby underscoring the experiential component's critical role in brand equity formation (Theurer et al., 2018). Prior empirical research within the domain of branding affirms that consumer experiences—cultivated through their interactions with the brand—exert a direct influence on brand-related attitudes (Nayeem et al., 2019; Wang et al., 2019), shape future brand selection behaviors, and indirectly influence the broader construct of brand equity by altering the perceived meaning associated with the brand (Kumar et al., 2018; Mathew & Thomas, 2018).

Brand equity is a brand advantage, either in the form of services or products. To remain competitive and maintain market share, each product must make continuous improvements and have a primary focus on brand equity, because by developing the market and identifying when making decisions when deciding which brand meets the ideal product criteria. Meanwhile, according to Stankevich (2017), the act of purchasing by consumers originates from their recognition of a specific need or problem, which subsequently leads them to engage in a deliberate and logical decision-making process aimed at resolving that issue. This process culminates in a selection among various brand options, reflecting the

consumer's individual preferences and their intention to choose the brand they find most favorable. In this context, brand preference and purchase intention are central components of consumer decision-making behavior. As highlighted by Mudambi (2022), contemporary businesses increasingly recognize the strategic significance of branding, not only as a competitive differentiator but also as an essential intangible asset. A key element within this strategic framework is brand equity, which refers to the value embedded in a brand's reputation and consumer perception. Musa (2017) further asserts that the higher the brand equity a company possesses, the more effective it becomes in attracting consumer interest and influencing purchasing behavior toward its offerings.

This study is considered theoretically and empirically significant because its findings are beneficial to the coffee shop industry sector in Soloraya, considering that digital marketing plays a vital role in every industry today and is one of the most important managerial tools. The high demand for the coffee shop business sector to build great brand equity justifies the need for more effective marketing techniques and tools (Adeleke, 2020). In addition, digital marketing and social media increase the urge to conduct more research and pilot plans to achieve the best results in building hospital brand equity (Ruangkanjanases et al., 2022). This will highlight the power of content generated on digital platforms, either from users or marketers online through websites, social media, and word-of-mouth promotions by users electronically, as well as the experiences felt by customers that influence brand equity and purchasing decisions.

The importance of this study is closely related to the competitive and dynamic coffee shop sector in Soloraya, Indonesia, where industry players strive to differentiate themselves through the power of customer influence. Coffee shops that adopt the recommended strategies from this study are more likely to enhance their brand equity, which in turn influences consumers' repurchase intentions. Marketers will gain insights into how to optimize digital marketing activities and strengthen their business presence. Coffee shops play a crucial role in the service system by offering not only quality products but also a comfortable and appealing environment for customers. As competition intensifies, it becomes essential for coffee shops to stand out through effective branding, marketing efforts, and the overall experience they provide to customers. Understanding how digital marketing

and perceived consumer experience impact brand equity allows coffee shops to build stronger, more recognizable brands and develop more effective strategies that drive financial performance through consumer purchasing decisions. Furthermore, digital marketing enables coffee shops to reach previously untapped communities in Soloraya by promoting awareness of their location and services, ultimately increasing customer reach and service accessibility.

## **REVIEW OF LITERATURE**

### **Theory of Planned Behavior (TPB)**

Ajzen (1985) introduced the Theory of Planned Behavior (TPB) as a framework for understanding the psychological determinants of human action. Within this theoretical model, three principal constructs, attitude toward the behavior, subjective norms, and perceived behavioral control, are identified as central predictors that collectively shape an individual's behavioral intention, which subsequently guides actual behavior (Yusuf et al., 2024). Attitudinal orientation, in this context, reflects the individual's evaluative judgment regarding the desirability or undesirability of engaging in a specific behavior (Ajzen, 1991). According to TPB, the likelihood that a person will adopt or replicate a particular behavior increases proportionally with the positivity of their attitude toward it (Yadav & Pathak, 2016). When individuals appraise the consequences of a behavior as beneficial, they are more inclined to develop favorable attitudes, which, in turn, enhance their propensity to act in accordance with such evaluations.

### **Stimulus-Organism-Response (SOR)**

The Stimulus-Organism-Response (SOR) framework, originally formulated by Mehrabian and Russell (1974), conceptualizes the environment as a stimulus capable of eliciting behavioral responses, with these responses being mediated by the individual's internal emotional state, or organism. Within this theoretical model, environmental stimuli provoke either approach or avoidance tendencies, highlighting the significant role of affective states in shaping behavioral outcomes. The model posits that environmental cues, functioning as stimulus variables, can significantly influence consumer affect, thereby driving subsequent behavioral intentions.

Building on this foundation, Rosenbaum and Montoya (2007) emphasize the variability of consumer reactions, noting that individuals may respond differently to similar environmental exposures. In the context of this study, the term "stimulus" refers to digital or virtual environmental features employed within marketing strategies to construct a favorable brand image and influence consumers' emotional states (Rahmawati & Kuswati, 2022). The organism component pertains to the internal cognitive and emotional mechanisms that act as mediating variables between external stimuli and resultant behaviors. According to Bagozzi (1986), these responses encompass a complex interplay of perceptual, emotional, physiological, and cognitive processes that ultimately inform the individual's behavioral output.

### **Repurchase Intention**

The notion of repurchase intention was initially introduced by scholars in the fields of social psychology and marketing, with various researchers interpreting its significance through diverse analytical lenses (Jalil et al., 2021). Conceptually, repurchase intention serves as a more dependable psychological indicator of subsequent purchasing behavior, reflecting the consumer's inclination to repurchase a product or service as shaped by their emotional and experiential responses during prior usage. Zeithaml et al. (1996) and Shi et al. (2005) characterize this intention as the consumer's continued preference to acquire the same product or service in the future, contingent upon their evaluation of present circumstances and other influential factors.

### **Brand Equity**

Brand equity is measured by comparing the current market price of a product with the price of an unbranded product (Farquhar, 1989; Keller, 1993). Consumer loyalty and high quality perceptions are examples of brand equity, as explained by (Aaker, 1991; Kotler & Keller, 2012). Brand equity also consists of the strong positive connotations that people have towards a particular brand (Dewi & Kuswati, 2024). The term "brand equity" describes how much a company and its customers are willing to pay for a particular product (Hidayatulloh & Susila, 2024). Brand equity occurs when key stakeholders react positively to an organization's marketing initiatives, such as advertising, communications, and solutions.

Brand equity is the value gained from stakeholders through an organization's branding efforts (Akbar Prakosa & Kuswati, 2025).

### **Digital Marketing**

The concept of digital marketing emerged in the era of digitalization supported by advances in communication channels, capable of delivering promotional messages to a wide audience in a very short time (Malakiano & Susila, 2025; Pawar, 2014). Digital marketing strategies have become an important component for various global brands in recent times (Dwivedi et al., 2021). Managers are shown, through the implementation of digital marketing strategies, how to best utilize organizational resources to realize their innovative goals, thereby contributing to value creation and the development of solid brand equity. Nkatha, (2017) shows that digital marketing provides significant results on brand visibility and competitiveness.

### **Customer Experience**

In contemporary marketing discourse, the concept of customer experience has gained prominence as a pivotal strategic element. Its primary objective is to design interactions that are not only distinct and engaging but also leave a lasting positive impression on the consumer (Jain et al., 2017). According to Schmitt (1999), there has been a paradigmatic shift wherein companies are transitioning from conventional approaches that emphasize product attributes and functional advantages toward frameworks that prioritize the orchestration of holistic customer experiences. Moreover, Richardson (2010) emphasizes the multifaceted nature of customer experience, noting that its definition often varies. He highlights that one perspective conceptualizes it as the perceived quality of user interactions, particularly within digital environments such as websites.

## **RESEARCH METHOD**

This research employs a quantitative approach, characterized by its structured, premeditated, and systematically organized procedures from the initial stages through to the formulation of the research design (Sekaran & Bougie, 2016). According to Kothari (2010), the term population denotes a defined set of elements that possess the necessary information relevant to the research objectives and are capable of responding to measurement-related

inquiries. In this study, the population comprises patrons of coffee shops located within the Soloraya region, encompassing approximately 64 establishments. However, the actual sampling focus is directed toward unidentified customers, necessitating the application of the Cochran formula as outlined by Sugiyono (2019) and supported by Ferdinand (2014) to determine an appropriate sample size. The sampling strategy adopted is non-probability sampling, specifically employing the purposive sampling technique, which is guided by predetermined research considerations and specific selection criteria. These objectives use the following criteria:

- 1) Coffee Shop Criteria
  - a) Coffee Shop Age Operating for at least 3 – 5 years
  - b) Number of Coffee Shop Outlets more than 1
- 2) Respondent Criteria
  - a) Minimum Age 17 Years and Above
  - b) Frequency of visits Minimum 2 times a month

Stratified random sampling refers to a technique wherein the overall population is segmented into distinct subgroups, commonly referred to as strata. In the context of this research, the strata comprised coffee shops located across the Soloraya region, specifically encompassing the areas of Surakarta, Karanganyar, Sukoharjo, Wonogiri, Boyolali, and Klaten. From these strata, a total of 96 respondents were selected as the representative sample. The data utilized in this study are primarily derived from original (primary) sources. As articulated by Kothari (2010), primary data represents information gathered directly for the first time, whereas secondary data pertains to information that has been previously collected and subjected to statistical evaluation. The primary data in this study were collected through a semi-structured questionnaire, predominantly composed of closed-ended questions to ensure consistency and clarity in responses.

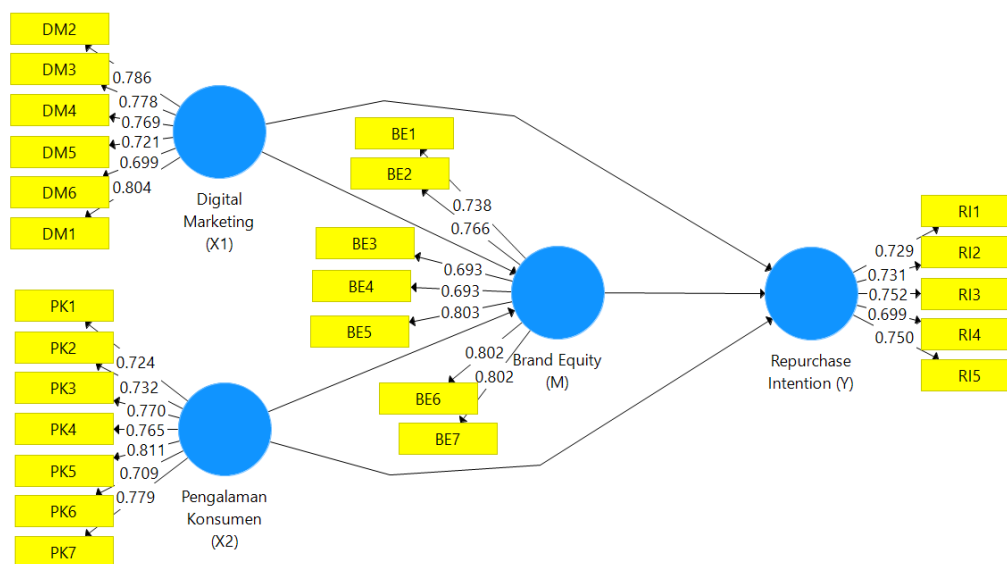
To analyze the collected data, the study employs Partial Least Squares Structural Equation Modeling (PLS-SEM), a method deemed suitable for exploring complex models while accommodating less rigorous assumptions regarding data distribution (Achmad & Kuswati, 2021). The analytical process is conducted using the SMARTPLS software. PLS-SEM encompasses two main components: the measurement model (outer model), which

assesses the reliability and validity of indicators, and the structural model (inner model), which evaluates the relationships among latent constructs.

## RESULTS AND DISCUSSION

### Outer Model Analysis Results

The results of this analysis are to explain the measurement indicators and variable instruments tested in validity, reliability, and multicollinearity tests. These results are the initial step of testing to obtain the questionnaire used; both indicators and variables can be said to be valid, reliable, or the measurements are in accordance with the criteria or not.



**Figure 1.**  
**Outer Model**

Source: from various research sources developed in this study

From this outer model analysis, the first step in this test is to conduct a validity test. Where the validity test is specifically designed to explain whether each indicator can be declared valid or not for each indicator used.

**Table 1. Outer Loading**

Variable	Indicator	Outer Loading
Digital Marketing	DM1	0,804
	DM2	0,786
	DM3	0,778
	DM4	0,769

	DM5	0,721
	DM6	0,699
Consumer Experience	PK1	0,724
	PK2	0,732
	PK3	0,770
	PK4	0,765
	PK5	0,811
	PK6	0,709
	PK7	0,779
Brand Equity	BE1	0,738
	BE2	0,766
	BE3	0,693
	BE4	0,693
	BE5	0,803
	BE6	0,802
	BE7	0,802
Repurchase Intention	RI1	0,729
	RI2	0,731
	RI3	0,752
	RI4	0,699
	RI5	0,750

**Source: Processed Primary Data (2025)**

The analytical findings presented above indicate that all indicators associated with the variables of digital marketing, consumer experience, brand equity, and repurchase intention exhibit loading factor values exceeding 0.6. This suggests that each respective indicator demonstrates a satisfactory level of validity. Furthermore, the second measure of convergent validity is assessed through the Average Variance Extracted (AVE) test, which is as follows:

**Table 2. Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)
Digital Marketing	0,578
Consumer Experience	0,572
Brand Equity	0,575
Repurchase Intention	0,537

**Source: Processed Primary Data (2025)**

From the foregoing analytical findings, it is evident that the obtained Average Variance Extracted (AVE) values exceed the threshold of 0.5. This indicates that the constructs under investigation, namely digital marketing, consumer experience, brand equity, and repurchase intention, demonstrate acceptable levels of convergent validity. Subsequently, the assessment of discriminant validity is conducted through a cross-loading analysis, the outcomes of which are detailed in the following section.

**Table 3.**  
**Test Results Reliability**

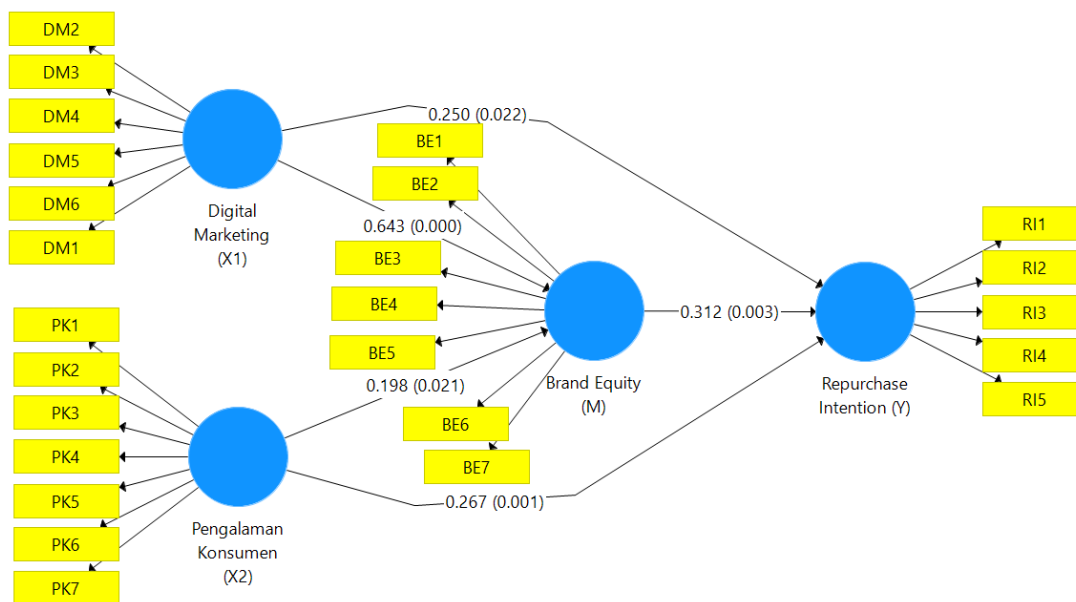
<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
Digital Marketing	0,854	0,891
Consumer Experience	0,875	0,903
Brand Equity	0,876	0,904
Repurchase Intention	0,784	0,853

**Source: Processed Primary Data (2025)**

The outcomes of the preceding reliability assessment indicate that the values for both Cronbach's alpha and composite reliability exceed the threshold of 0.7. This finding confirms that the constructs under investigation, namely digital marketing, consumer experience, brand equity, and repurchase intention, demonstrate satisfactory levels of internal consistency and can thus be deemed reliable measures.

### **Inner Model Analysis Results**

After the outer model testing meets the requirements, an inner model test is carried out, which looks at the digital marketing model, consumer experience of repurchase intention, and brand equity as intervening variables. This model is designed to evaluate the presence or absence of a statistical association between the exogenous constructs and the endogenous constructs.



**Figure 2.**  
**Inner Model**

Source: from various research sources developed in this study

Judging from the resulting Inner model, the first stage with goodness of fit and indirect and direct testing. The results are as follows:

**Goodness of Fit**

This test is to see whether the model built can be said to be feasible as a model used to prove the relationship between exogenous and endogenous variables.

**Table 4.**  
**Goodness Fit Test Results**

Model	Brand Equity	Purchase Intention
R square	0,617	0,541
Q square	0,347	0,283
NFI		0,806
F square		
Brand Equity		0,081
Digital Marketing	0,624	0,049
Consumer Experience	0,059	0,085

**Source: Processed Primary Data (2025)**

Based on the preceding analysis, it is evident that the coefficient of determination (R<sup>2</sup>) derived from two distinct models yields significant insights. In the first model, where brand equity serves as the endogenous variable, the R<sup>2</sup> value is calculated at 0.617, indicating that approximately 61.7% of the variance in brand equity can be attributed to the influence

of digital marketing and consumer experience. The remaining 38.3% of the variation is presumed to stem from factors beyond the scope of the current model. Meanwhile, in the second model, which designates repurchase intention as the endogenous variable, the  $R^2$  value stands at 0.541. This suggests that digital marketing, consumer experience, and brand equity collectively explain 54.1% of the variation in repurchase intention, while the residual 45.9% is likely explained by exogenous variables not incorporated into this analytical framework.

In the Q square Model also uses 2 models, namely the first model of the endogenous brand equity variable, the q square value is 0.347, meaning the Q square value  $> 0$ , it can be said that the digital marketing model and consumer experience are able to predict relevantly the brand equity variable. The second model of the endogenous repurchase intention variable, the q square value is 0.283, meaning the Q square value  $> 0$ , it can be said that the digital marketing model, consumer experience, brand equity are able to predict relevantly the repurchase intention variable.

The NFI result of 0.806 means that the NFI value  $> 0.1$ , indicating that the consumer experience model, and digital marketing on repurchase intention and brand equity is a feasible model to prove the relationship between the models. In F square to explain the relationship between digital marketing and consumer experience on repurchase intention and brand equity, namely weak, moderate and strong. The findings are:

- a. The relationship between digital marketing and brand equity has an F square value of 0.624 and is located at more than 0.35, so it can be said that the relationship is strong
- b. The relationship between consumer experience and brand equity has an F square value of 0.059 and is located below 0.15, so it can be said that the relationship is weak.
- c. The relationship between digital marketing and repurchase intention has an F square value of 0.081 and is located below 0.15, so it can be said that the relationship is weak

- d. The relationship between consumer experience and repurchase intention has an F square value of 0.049 and is located below 0.15, so it can be said that the relationship is weak.
- e. The relationship between brand equity and repurchase intention has an F square value of 0.085 and is located below 0.15, so it can be said that the relationship is weak

### Indirect and Direct Effect

This test is to explain the relationship between exogenous and endogenous has a significant relationship or not. In this study the findings obtained are:

**Table 5. Estimation Analysis Results**

<b>Model</b>	<b>Original Sample (O)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>Direct Effect</b>			
Digital Marketing -> Brand Equity	0,543	8,294	0,000
Consumer Experience -> Brand Equity	0,198	2,323	0,021
Digital Marketing -> Repurchase Intention	0,250	2,301	0,022
Consumer Experience -> Repurchase Intention	0,267	3,275	0,001
Brand Equity -> Repurchase Intention	0,312	2,996	0,003
<b>Indirect Effect</b>			
Digital Marketing -> Brand Equity -> Repurchase Intention	0,200	2,613	0,009
Consumer Experience -> Brand Equity -> Repurchase Intention	0,062	2,015	0,044

**Source: Processed Primary Data (2025)**

The analytical results underscore that every variable examined within the scope of this research exerts a statistically significant and positive impact. Specifically, digital marketing was found to contribute positively and significantly to brand equity, as evidenced by a p-value of 0.000 and a regression coefficient of 8.294. Moreover, it also positively influences repurchase intention, supported by a p-value of 0.022 and a coefficient of 2.301. Similarly, consumer experience demonstrates a substantial positive relationship with brand equity (p = 0.021; coefficient = 2.323), as well as with repurchase intention (p = 0.001; coefficient = 3.275). Furthermore, brand equity itself acts as a significant determinant of

repurchase intention, with statistical support indicated by a p-value of 0.003 and a coefficient of 2.996. Beyond these direct effects, the study also identifies an indirect pathway wherein digital marketing and consumer experience positively influence repurchase intention through the mediating role of brand equity, with p-values of 0.009 and 0.044, and corresponding coefficients of 2.613 and 2.015. Collectively, these empirical insights highlight the pivotal function of both digital marketing strategies and consumer experience in reinforcing brand equity and fostering consumer repurchase behavior.

### **The Influence of Digital Marketing on Brand Equity**

Drawing upon the analytical outcomes derived from this study, it can be concluded that digital marketing exerts a substantial and positive influence on consumers' intention to repurchase. In essence, enhanced implementation and interactivity of digital marketing strategies by Cold & Brew are directly correlated with the strengthening of brand equity. This conclusion resonates with the findings of previous studies, such as those by P. et al. (2023), who demonstrated that various digital marketing instruments namely social media campaigns, online advertising, and mobile-based promotions exert a notable positive effect on consumer purchasing behavior. In a similar vein, Putra (2023) identified a significant relationship between digital marketing and increased brand awareness and brand image within the Muslim fashion sector during the Covid-19 pandemic. Moreover, Sukaini (2022) affirmed the pivotal role of digital marketing in shaping consumer purchasing decisions, particularly through the use of social media and mobile platforms. Supporting this perspective, Valentina et al. (2023) found that digital marketing substantially enhances components of brand equity such as brand awareness, brand associations, perceived product quality, and consumer loyalty. Correspondingly, Subash and Ramprathap (2022) underscored the significant impact of digital marketing activities on organizational brand equity. Furthermore, Mahajan (2022) emphasized that digital marketing encompassing digital platforms and content functions as a vital mechanism for articulating brand positioning within integrated multi-channel branding frameworks, often referred to as digital branding or digital communication.

Digital marketing relationships allow companies to reach a wider audience at a relatively efficient cost through online advertising (Google Ads, Facebook Ads), viral

content on social media, and search engine optimization (SEO). With this increasing awareness, consumers find it easier to recognize brands and the opportunity to become the main choice when buying products increases. With this, it will build a strong brand image with digital content such as high-quality promotional videos, customer testimonials on social media or blogs can build a positive brand image. Direct interaction through digital platforms also helps to convey brand values consistently and form positive perceptions about the quality and uniqueness of products/services. Digital marketing provides real-time data on consumer behavior so that companies can quickly adjust strategies to strengthen brand equity optimally. Based on market research also according to Malesev & Cherry,(2021) Companies that actively carry out digital marketing show a significant increase in brand recognition of up to 40% -60%. So that digital marketing can be a booster for brand equity because it can increase brand awareness, strengthen brand image through quality content and direct interaction with consumers and build long-term loyalty through real-time data-based personalized communication.

### **The Influence of Consumer Experience on Brand Equity**

Drawing from the results of the conducted analysis, it is evident that consumer experience exerts a significantly positive influence on brand equity. In essence, the more engaging and effectively implemented the digital marketing strategies of Cold & Brew are, the more robust the perceived brand equity becomes. This conclusion aligns with previous scholarly works underscoring the necessity of developing customer-based brand equity by integrating sensory, emotional, cognitive, and behavioral dimensions, particularly to foster brand loyalty within the wholesale domain (Jeon & Yoo, 2021). Trivedi (2019) emphasizes that this framework offers strategic guidance for banking institutions to reinforce consumer-brand interactions through chatbot services tailored to meet user expectations. In a related vein, Beig and Nika (2022) argue that a distinct and pleasurable brand experience enhances consumer perception in online retail environments, thereby contributing to the advancement of brand equity. Similarly, Yu and Yuan (2019) found that brand experience serves as a direct antecedent to brand attachment, trust, and drivers of customer equity. Furthermore, Pina and Dias (2021b) affirm the positive correlation between brand experience and consumer-based

brand equity. Lastly, Ferreira et al. (2022) highlight the critical role of brand experience in eliciting affective responses such as brand love, which in turn reinforces overall brand equity.

Customer Experience is the overall perception and interaction felt by consumers during the process of interacting with a brand, starting from the information search stage, purchasing, using products/services, to after-sales service. Good consumer experiences such as fast and friendly service, quality products according to expectations make customers feel satisfied. This satisfaction will strengthen the positive image of the brand and form a strong emotional association with the brand. In a competitive market, unique and enjoyable experiences can be a major differentiating factor compared to competitors. This increases the perception of added value to the brand in the eyes of consumers. According to Mishra et al., (2014) Positive associations with brands increase along with the quality of the user experience. According to Beig & Nika, (2019) the value of brand equity increases because customers are willing to pay more for products/services from brands that provide the best experience. So that the consumer experience that is felt has a good impression of brand equity because it is able to strengthen the image and differentiation of the brand in the market through meaningful direct interactions between consumers and companies.

### **The Influence of Digital Marketing on Repurchase Intention**

The research results indicate a statistically significant and positive correlation between digital marketing and consumers' intention to repurchase. In other words, enhanced quality and effectiveness of digital marketing strategies tend to elevate the likelihood of repeat purchases. This conclusion aligns with prior empirical studies, which assert that the five core dimensions of Social Media Marketing Activities (SMMA) demonstrate a favorable association with purchase intention (PI) (Choedon & Lee, 2020). Digital marketing has a positive and significant effect on repurchase intention (Abriandi & Ananda Puspa, 2023; Ardisa et al., 2022; Diansyah & Andri, 2023; Lufiati & Suparna, 2023; Nanda Nabilah, Nurhapipah, 2024; Syahirah & Kusumawati, 2024; Widjajanta et al., 2024). Viral marketing significantly influences repurchase intention (Maribeth Adela & Meylani Tuti, 2024). Digital marketing promotional activities have a significant and positive influence on purchasing interest (Arindaputri & Santoso, 2023).

The impact of digital marketing on consumers' repurchase intentions is considerable, primarily due to its capacity to foster personalized and interactive engagement between brands and their audiences. By employing approaches such as data-driven strategies, tailored content dissemination, and the utilization of social media alongside various digital platforms, digital marketing enhances consumers' access to pertinent information while simultaneously delivering a more engaging and satisfying user experience. This increases consumer satisfaction and trust in the brand, which in turn strengthens loyalty and drives repurchase intention. In addition, digital marketing allows effective two-way communication, so brands can respond to consumer needs and feedback quickly, significantly strengthening the emotional and cognitive bonds that underlie repurchase intention. Thus, digital marketing not only plays a role in attracting new consumers, but is also very important in retaining old customers by increasing repurchase intention.

### **The Influence of Consumer Experience on Repurchase Intention**

The results of the study indicate a statistically significant and positive relationship between consumer experience and the intention to repurchase. In other words, a more impactful and favorable experience perceived by consumers tends to enhance their likelihood of engaging in future purchasing behavior. This conclusion aligns with prior empirical evidence, which also confirms that customer experience plays a crucial role in reinforcing repurchase intentions (Abrian & Adrian, 2021; Amanda et al., 2024; Aripin et al., 2023; Hasniati et al., 2021; Intani & Rojuaniah, 2024; Made et al., 2021; Maribeth Adela & Meylani Tuti, 2024; Nasution & Adnans, 2024; Nirmala Dewi & Giantari, 2022; Rahmadani & Alim, 2024; Sudirjo et al., 2023; Tojiri & Sugiat, 2024; Tresna et al., 2021). Has a positive influence. Sensory experience, emotional experience, and social experience influence repurchase intention both directly (Irsyadi & Putra, 2024).

Positive consumer experiences have a very important influence on repurchase intentions because these experiences shape consumer perceptions and satisfaction with the products or services received. When consumers experience good service, consistent product quality, and personal and responsive interactions, this increases their trust and loyalty to the brand. The satisfaction that arises from these positive experiences creates a strong emotional

and cognitive bond, so that consumers feel confident and motivated to make repeat purchases in the future.

### **The Influence of Brand Equity on Repurchase Intention**

Drawing upon the analytical results, this study concludes that brand equity exerts a statistically significant and positive influence on consumers' intentions to repurchase. In other words, the more effectively Cold & Brew cultivates its brand equity, the greater the likelihood that consumers will exhibit a strong intention to repurchase. These findings corroborate prior research demonstrating a consistent positive and significant relationship between brand equity and repurchase intention (Kusumayani & Warmika, 2022; Pitaloka & Gumanti, 2019) According to Aquinia & Soliha (2020) and Karunaratna (2021) brand equity has an effect on repurchase intentions. According to Cristina Otero Gómez & Giraldo Pérez (2018) brand equity and that consumers perceive the general impression of the brand positively, which increases the likelihood of repurchase.

Brand Equity is the added value of a brand based on consumer perceptions of the quality, trust, image, and loyalty of the brand. Strong brand equity creates the perception that the product/service has high quality and consistency, so that consumers feel confident to make repeat purchases without hesitation. With positive brand equity, the risk of dissatisfaction or disappointment is reduced because consumers believe that previous experiences will be repeated well. This increases the likelihood of them making repeat purchases. Brand equity is not only about physical quality but also emotional value and unique image because consumers also feel emotionally attached to the brand. This strengthens the motivation to remain loyal and repurchase products/services from the brand. According to Magids et al. (2015), companies with strong brand equity show an increase in repurchase intention of up to 40% -70%. According to Ho et al. (2006), consumers are more likely to ignore competitors' offers if consumers have a strong bond with a brand. So strong brand equity against repurchase intention is due to building trust and emotional attachment to consumers that encourages consumers to continue to repurchase products or services from the brand in the future.

### **The Influence of Digital Marketing on Repurchase Intention Mediated by Brand Equity**

Drawing upon the analytical results obtained, the comprehensive outcomes of this research demonstrate that brand equity functions as a significant and positive mediating variable in the relationship between digital marketing and consumers' repurchase intentions. In essence, the more effective and engaging the digital marketing strategies employed by Cold & Brew are, the more robust the resulting brand equity, which in turn reinforces the likelihood of repeat purchasing behavior. These conclusions stem from the formulation of a novel conceptual framework, one that has yet to be extensively investigated in prior empirical literature. Although no previous studies have empirically tested this exact mediation pathway, the mediation mechanism can be understood in light of relevant existing research. For instance, Subash and Ramprathap (2022) affirm that digital marketing exerts a substantial influence on a company's brand equity. Similarly, Lufiati and Suparna (2023) highlight the significant and positive effect of digital marketing on consumers' intention to repurchase. Additionally, Abriandi and Ananda Puspa (2023), Widjajanta et al. (2024), Diansyah and Andri (2023), Syahirah and Kusumawati (2024), Ardisa et al. (2022), and Nanda Nabilah and Nurhapipah (2024) collectively emphasize that both digital marketing and consumer lifestyle have a statistically significant and positive relationship with repurchase intention. Furthermore, Arindaputri and Santoso (2023) note that digital marketing positively shapes consumer purchase interest. From this collective body of evidence, it may be inferred that robust digital marketing practices not only fortify brand equity but also yield a lasting and positive influence on consumers' intention to repurchase.

Digital marketing includes various strategies such as social media, content marketing, online advertising, email marketing, and other digital interactions aimed at building brand awareness, brand image, and emotional relationships with customers. Through digital marketing, companies can reach a wider audience by personalizing messages and two-way interactions. Quality content and user experience on digital platforms strengthen positive brand perceptions. Strong brand equity makes consumers feel confident and satisfied with a brand's products or services, so that they tend to make repeat purchases. Because consumers with high quality perceptions of a brand will have a greater intention to repurchase the product. also creates an emotional bond, reducing the possibility of switching to competitors. When a digital campaign succeeds in building or strengthening brand equity, its impact on

repurchase decisions becomes stronger and more significant. So that brand equity functions as an important bridge in the process of how digital marketing efforts can effectively increase repurchase intention. Without strengthening brand equity through targeted digital marketing strategies, the potential to gain loyal customers through repeat purchases will be difficult to achieve.

### **The Influence of Consumer Experience on Repurchase Intention Mediated by Brand Equity**

Based on the results of the analysis obtained, the overall findings of this study indicate that brand equity mediates positively and significantly between consumer experience and repurchase intentions. This means that the better and more interactive the digital marketing carried out by Cold & Brew, the stronger the brand equity that is built, which implies that the stronger the repurchase intention. These findings are the results of developing a model that is a new novelty and no research has been conducted so that empirical studies have not been conducted, but to see the mediation relationship carried out by looking at research that is considered relevant according to Beig & Nika (2022) a unique and enjoyable brand experience will increase perceptions among online shopping consumers and thus, affect brand equity. According to Ferreira et al. (2022) brand experience plays a different role in eliciting emotional reactions, such as brand love, which helps strengthen brand equity. Meanwhile, according to Made et al. (2021), Abrian & Adrian (2021), Hasniati et al. (2021), Irsyadi & Putra (2024), Nasution & Adnans (2024), Tojiri & Sugiat (2024), Amanda et al.(2024), Rahmadani & Alim (2024), Intani & Rojuaniah (2024) dan Anshu et al. (2022) that customer experience has a positive and significant effect on repurchase intention. According to Tresna et al. (2021) customer experience is one of the variables that can influence repurchase interest. So it can be concluded that from several previous studies that state that positive consumer experiences will provide strong brand positioning in the minds of consumers so that the long-term effect will provide stronger consumer repurchase intention.

Consumer experience encompasses all customer interactions and perceptions while using a brand's product or service, from the purchasing process to after-sales service. Positive experiences such as fast service, product quality as expected, easy access to information, and

personal interaction will strengthen the brand image. This increases the main dimensions of brand equity such as brand loyalty, perceived quality, brand associations, and brand awareness. Consumers who have a good experience tend to form a positive perception of the brand so that the brand equity value increases. Strong brand equity makes consumers feel confident and satisfied with a brand's product or service, so that consumers tend to make repeat purchases. Emotional bonds with the brand also reduce the possibility of switching to competitors, even though there are attractive offers from outside. When customer experience succeeds in strengthening brand equity, its impact on repurchase decisions becomes stronger and more significant. So that Brand equity functions as an important bridge in the process of how consumer experience can effectively increase repurchase intention. Without strengthening brand equity through a quality customer experience, the potential to gain loyalty through repeat purchases will be difficult to achieve.

## **CONCLUSION**

The results obtained from this research substantiate the acceptance of all initially formulated hypotheses. Digital marketing is proven to have a positive and significant influence on brand equity, as well as consumer experience, which also has a significant positive influence on brand equity. In addition, digital marketing and consumer experience both have a significant positive influence on repurchase intentions. Brand equity also shows a significant positive influence on repurchase intentions, so its role is very important in building consumer loyalty. Furthermore, brand equity is proven to be able to positively and significantly mediate the influence of digital marketing and consumer experience on repurchase intentions. Thus, brand equity is a key variable that connects digital marketing strategies and consumer experience in increasing customer repurchase intentions.

Some practical suggestions that can be given for further study include three main things. First, companies are advised to focus more on developing digital marketing strategies that not only increase awareness but are also able to build personal interactions and emotional connections with consumers, considering the significant role of digital marketing in strengthening brand equity and driving repurchase intentions. Second, improving the quality of consumer experience at various touchpoints, both online and offline, needs to be

continuously done to create a positive experience that can strengthen brand perception and drive customer loyalty sustainably. Third, for further research development, it is recommended to add other moderating or mediating variables, such as customer satisfaction, brand trust, or demographic factors, in order to gain a more comprehensive understanding of the relationship between digital marketing, consumer experience, brand equity, and repurchase intentions.

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