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**THE EFFECT OF EXPERIENTIAL MARKETING AND PRODUCT ON  
REPURCHASE INTENTION AT AZURAYA VAPOR AMPERA MEDIATED BY  
CUSTOMER SATISFACTION IN PONTIANAK**



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**Abstract**

This study aims to analyze the effect of experiential marketing and product on repurchase intention, both directly and indirectly through customer satisfaction as a mediating variable at Azuraya Vapor Store Ampera in Pontianak City. The study uses a quantitative approach with a causal associative research type. Data were collected through a Likert-scale questionnaire distributed to 100 respondents selected using purposive sampling, with criteria of consumers aged at least 21 years and having made purchases at least twice. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS software. The results show that experiential marketing and product have a positive and significant effect on customer satisfaction. Customer satisfaction is also proven to have a positive effect on repurchase intention. However, experiential marketing does not have a direct effect on repurchase intention, but rather has an indirect effect through customer satisfaction. Meanwhile, product affects repurchase intention both directly and indirectly through customer satisfaction. These findings confirm that customer satisfaction is a key factor in converting experience and product quality into repurchase intention in vape retail.

**Keywords:** Experiential Marketing, Product, Repurchase Intention, Customer Satisfaction

## INTRODUCTION

Social transformation accelerated by the penetration of digital technology has influenced ways of thinking, lifestyles, and consumption patterns in society, especially among Generation Z who intensely interact with social media and global trends. This change encourages a shift in consumption orientation from functional value toward experiential value that includes emotional, social, and symbolic aspects. This phenomenon aligns with the concept of the experience economy, which places experience as the main element in the consumption process, where young generation consumers no longer assess products solely from their utility, but from the experience attached to the consumption process (Batat, 2019).

In the electronic cigarette industry, this shift in consumption patterns is reflected in the increasing use of vape which is not only positioned as a substitute for conventional cigarettes, but also as part of the expression of a modern lifestyle. GoodStats (2025) data show that Indonesia ranks highest globally in the percentage of vape users at 25%, surpassing Switzerland (16%), the United States (15%), and the United Kingdom (13%). This high prevalence indicates a significant change in consumption behavior in Indonesian society, particularly in the young generation segment which is the dominant user.

The dominance of Generation Z in electronic cigarette consumption is reinforced by the findings of the Global Adult Tobacco Survey (GATS) Indonesia in 2021, which recorded vape use prevalence of 7.5% in the 15–24 age group, higher than in more mature age groups. This increase in the number of users also impacts the economic contribution of the vape industry, which is increasingly formal, reflected in the value of electronic cigarette excise stamp purchases reaching Rp2.8 trillion in 2024 (APVI in Bisnis.com, 2025). These data indicate that growth in vape consumption runs in parallel with national industry expansion.

At the local level, Pontianak City represents a relevant setting to examine this dynamic. Based on data from the Central Bureau of Statistics of Pontianak City (2024), Generation Z aged 15–29 years is the largest demographic group in this region. This condition is followed by the density of electronic cigarette retail businesses, where DPMPTSP Pontianak City (2025) recorded 64 electronic cigarette retail businesses officially registered, with 15 of them concentrated in Pontianak Kota District. The concentration of business actors in one area reflects a high level of competition in the vape industry in the region.

Amid this intensity of competition, Azuraya Vapor Store Ampera, as one of the electronic cigarette retailers in Pontianak Kota District, shows sales performance with revenue growth from Rp2,355,490,000 in 2022 to Rp2,736,048,428 in 2024. However, internal sales data show a slowdown in the growth rate from 10.90% in 2023 to 4.74% in 2024. This condition indicates market dynamics that potentially affect consumers' repurchase intention amid increasingly intense competition (Azuraya Vapor Ampera Sales Data, 2022–2024).

The results of direct observation and interviews with Azuraya Vapor Store Ampera consumers show that repurchase decisions are not only driven by product availability, but also by the shopping experience perceived by consumers. Consumers highlighted aspects such as store atmosphere, physical comfort, interaction with the vaporizer, and technical services such as coiling as part of the consumption experience that influences their satisfaction. These empirical findings show an association between the shopping experience, product attributes, and customer satisfaction in shaping repurchase intention, but this relationship has not been explained in a structured manner in vape retail in Pontianak City.

Based on the problems above, this study is positioned to examine the effect of experiential marketing and product on repurchase intention with customer satisfaction as a mediating variable at Azuraya Vapor Store Ampera in Pontianak City. The purpose of this study is to analyze the direct and indirect effects of experiential marketing and product on repurchase intention through customer satisfaction among Azuraya Vapor Store Ampera customers in Pontianak, based on empirical data during the established research period.

## **REVIEW OF LITERATURE**

### **Experiential Marketing (X1)**

Experiential Marketing is a marketing concept that integrates the meanings of experience and marketing. Experience is understood as a personal event that arises as a response to certain stimuli, including marketing stimuli before and after purchase (Schmitt, 1999), and as an event that involves individuals personally (Pine II & Gilmore, 1999). Meanwhile, marketing is defined as activities to anticipate, manage, and satisfy demand through exchange processes (Evans & Berman, 1992), as well as the task of creating, promoting, and delivering goods and services to consumers and businesses (Kotler et al., 2023). Thus, Experiential Marketing is interpreted as marketing activities that focus on creating consumers' personal experiences through certain stimuli to achieve customer satisfaction. Experiential Marketing is measured through five main dimensions, namely sense, feel, think, act, and relate (Schmitt, 1991). The results of Sulong et al. (2018) show that the dimensions of sense, feel, think, act, and relate have a positive and significant effect on customer satisfaction.

### **product (X2)**

Product in marketing is interpreted as a set of attributes that can provide benefits and value for consumers. Kotler et al. (2021) state that products can be measured through several essential dimensions representing the main characteristics of products in fulfilling consumer needs. According to Blythe (2009), products are not understood merely as physical goods, but as the overall value offering received by consumers. Products include a combination of tangible and intangible elements designed to meet consumers' needs and wants, where products are viewed as anything perceived by consumers as a solution to their problems or needs, not only physical objects sold. Thus, product value lies in the benefits perceived by consumers, not merely in its physical form.

Product indicators in this study include product variety, quality, design, packaging, and product support services. Product variety describes the variety of product types available; quality reflects the product's ability to meet needs; design relates to appearance, taste, and function; packaging includes the design of product containers; and product support services represent additional services that complement the actual product (Kotler et al., 2021). The relationship between product and customer satisfaction is shown by Sari & Ngatno (2020), who found that product quality contributes to customer satisfaction. In addition, Kamitha, et al. (2025) show that product quality has a positive effect on customer satisfaction, placing product attributes as factors related to post-consumption satisfaction evaluation.

### **Customer Satisfaction (Z)**

Customer satisfaction is defined as a feeling of pleasure or disappointment that arises from the comparison between perceived product or service performance and consumer expectations (Kotler et al., 2021). This definition positions satisfaction as the result of consumers' subjective evaluation after the consumption process. Customer satisfaction can

be understood as an emotional condition that arises after consumers compare perceived product performance with their expectations, which can generate feelings of pleasure or disappointment (Adisaputro, 2019). This satisfaction level reflects consumers' evaluation of the value provided by the product or service, where satisfied consumers have a strong tendency to maintain long-term relationships and become loyal customers (Umar, 2005).

In this study, customer satisfaction is measured through three dimensions, namely expectation conformity, emotional response, and perceived performance. Expectation conformity describes the match between performance and expectations; emotional response reflects feelings of pleasure or displeasure; and perceived performance shows how consumers perceive the results of using a product or service (Kotler et al., 2021). Empirically, customer satisfaction is positioned as a mediating variable. Kamitha et al. (2025) show that customer satisfaction acts as an intervening variable linking product quality with repurchase intention, while Sulong et al. (2018) and Sari & Ngatno (2020) place satisfaction as a consequence of experiential marketing and product attributes.

### **Repurchase Intention (Y)**

Repurchase intention is the tendency of consumers' behavior to make repeat purchases in the future as a response to previous consumption experiences (Ferdinand in Kharolina & Transistari, 2021). This concept reflects consumers' intentions after evaluating the performance of a product or service that has been used. Repurchase intention is a form of customers' positive response to company performance, reflected in the desire to revisit or re-consume the same product (Cronin et al., 1992). Fornell (1992) adds that satisfied consumers tend to make repeat purchases in the future and recommend products or services to others. In addition, Betner and Spencer state that past behavior, particularly prior consumption experience, has a direct influence on the formation of consumers' intentions and repeat purchase behavior.

The repurchase intention variable in this study is measured through four dimensions, namely transactional intention, referential intention, preferential intention, and exploratory intention. Transactional intention indicates the desire to repurchase; referential intention reflects the tendency to recommend to others; preferential intention shows the primary choice toward a brand or store; and exploratory intention describes the desire to seek further information about products or other offerings (Ferdinand in Kharolina & Transistari, 2021).

## **RESEARCH METHOD**

This study uses a quantitative approach with a causal associative research type that aims to test cause-effect relationships among variables, namely the effect of experiential marketing and product on repurchase intention through customer satisfaction. The quantitative approach is used to test theory objectively through numerical data and statistical analysis (Creswell & Creswell, 2023). Causal associative research is chosen to determine relationships among two or more variables that are cause-effect in nature (Sugiyono, 2023). The variables studied include experiential marketing (X1) and product (X2) as independent variables, customer satisfaction (Z) as an intervening variable, and repurchase intention (Y) as a dependent variable.

Data collection was conducted through primary data and secondary data. Primary data were obtained through distributing questionnaires to respondents and supported by unstructured interviews with the store owner and several consumers to identify the research phenomenon. Secondary data were obtained from documentation in the form of Azuraya

Vapor Ampera sales turnover data for the 2022–2024 period, business profiles, and supporting literature. The research population is all Azuraya Vapor Ampera consumers with an unknown number (infinite population). The sampling technique uses non-probability sampling with the purposive sampling method, with criteria of respondents aged at least 21 years and having made purchases at least twice. The sample size was determined using the Rao Purba formula with a 10% margin of error (Sujarweni, 2015). Thus, a minimum sample of 96 respondents was obtained and rounded to 100 respondents. This study uses a five-point Likert scale to measure research variables quantitatively (Sugiyono, 2023).

Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS software. The PLS-SEM method is used because it can handle complex models, is prediction-oriented, does not require strict normality assumptions, and remains stable with limited sample sizes (Hair et al., 2017). The analysis includes evaluation of the measurement model (outer model) and the structural model (inner model). The outer model is evaluated through convergent validity tests (outer loading > 0.70 and AVE ≥ 0.50), discriminant validity (cross-loading and HTMT < 0.90), and construct reliability through composite reliability ≥ 0.70 (Hair et al., 2017). The inner model is evaluated using R-square values, testing path coefficients through bootstrapping with 5,000 subsamples, and mediation testing through indirect effects, with significance criteria of t-statistic > 1.96 or p-value < 0.05 (Hair et al., 2017).

## RESULTS AND DISCUSSION

### Test Research Instruments

#### a. Convergent Validity

Convergent validity testing is carried out by evaluating the loading factor value on each construct indicator. An indicator is declared to meet convergent validity if it has a loading factor value greater than 0.70, which indicates a strong association between the indicator and the measured construct. The convergent validity test results for all research variables are presented in Table 1.

**Table 1. Convergent Validity Test Results**

Variable	Indicator	Loading Factor	Description
Experiential Marketing (X1)	X1.1	0.782	Valid
	X1.2	0.768	
	X1.3	0.744	
	X1.4	0.828	
	X1.5	0.761	
	X1.6	0.821	
	X1.7	0.789	
	X1.8	0.795	
	X1.9	0.772	
	X1.10	0.716	
	X1.11	0.715	
	X1.12	0.785	
	X1.13	0.802	
	X1.14	0.781	
	X1.15	0.771	

product (X2)	X2.1	0.855	Valid
	X2.2	0.846	
	X2.3	0.809	
	X2.4	0.865	
	X2.5	0.851	
	X2.6	0.840	
	X2.7	0.824	
	X2.8	0.843	
	X2.9	0.843	
	X2.10	0.878	
	X2.11	0.806	
	X2.12	0.866	
	X2.13	0.790	
	X2.14	0.808	
	X2.15	0.844	
Customer Satisfaction (Z)	Z.1	0.809	Valid
	Z.2	0.804	
	Z.3	0.778	
	Z.4	0.819	
	Z.5	0.803	
	Z.6	0.843	
	Z.7	0.788	
	Z.8	0.773	
	Z.9	0.790	
	Z.10	0.780	
	Z.11	0.820	
	Z.12	0.786	
Repurchase Intention (Y)	Y.1	0.844	Valid
	Y.2	0.846	
	Y.3	0.759	
	Y.4	0.792	
	Y.5	0.821	
	Y.6	0.765	
	Y.7	0.782	
	Y.8	0.775	
	Y.9	0.813	

Source: Processed Data, 2026

The convergent validity test results in Table 1 show that all indicators in the Experiential Marketing (X1), Product (X2), Customer Satisfaction (Z), and Repurchase Intention (Y) variables have loading factor values above 0.70, so all indicators are declared valid in representing the research constructs.

#### b. Discriminant Validity

Discriminant validity testing is conducted using the Fornell–Larcker criterion, by comparing the construct value with its correlation with other constructs. A construct is declared to meet discriminant validity if the construct value is higher than its correlation with

other latent constructs. The discriminant validity test results in this study are presented in Table 2.

**Table 2. Discriminant Validity Test Results**

Variable	Experiential Marketing	Customer Satisfaction	Repurchase Intention	Product
Experiential Marketing	0.776			
Customer Satisfaction	0.523	0.800		
Repurchase Intention	0.492	0.781	0.800	
Product	0.492	0.727	0.816	0.838

Source: Processed Data, 2026

Based on the discriminant validity test results in Table 2, all constructs have Fornell–Larcker values greater than their correlations with other constructs, so the indicators are assessed to represent the measured constructs more strongly. Thus, all constructs are declared to meet discriminant validity because the Fornell–Larcker values exceed 0.70.

**c. Average Variance Extracted (AVE)**

Furthermore, construct validity is also tested through the Average Variance Extracted (AVE) value, where a construct is declared valid if it has an AVE value greater than 0.5. The AVE values in this study are presented in Table 3.

**Table 3. AVE Test Results**

CONSTRUCT	AVE
Experiential Marketing (X1)	0.602
Product (X2)	0.703
Customer Satisfaction (Z)	0.639
Repurchase Intention (Y)	0.640

Source: Processed Data, 2026

Based on Table 3, the Average Variance Extracted (AVE) test results show that all variables have AVE values > 0.50, so all constructs are declared to meet the validity criteria and the indicators used are valid in measuring the research variables.

**d. Reliability Test**

Reliability testing aims to assess the consistency of the research instrument through evaluation of the outer model using Composite Reliability and Cronbach’s Alpha. A construct is declared reliable if it has a Composite Reliability value > 0.70 and Cronbach’s Alpha > 0.60, indicating an adequate level of measurement reliability.

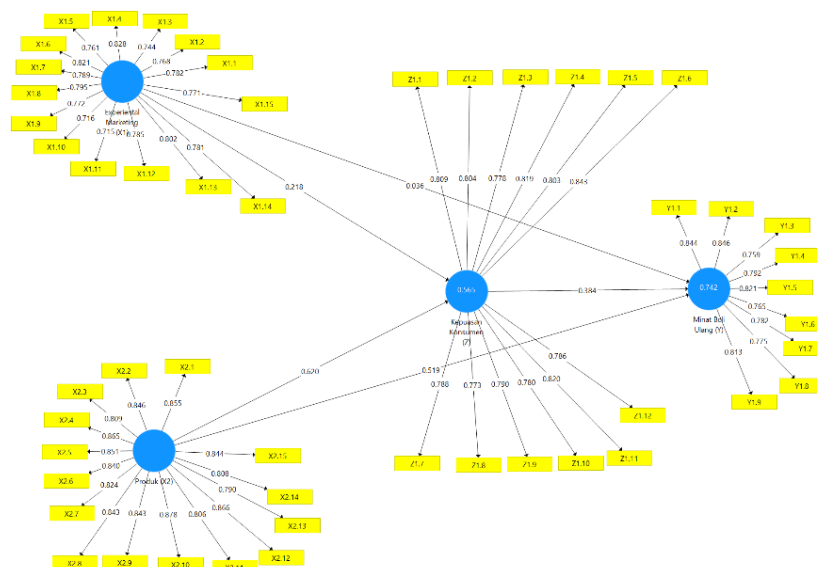
**Table 4. Reliability Test Results**

Variable	Cronbach's Alpha	Composite Reliability
Experiential Marketing (X1)	0.953	0.958
Product (X2)	0.970	0.973
Customer Satisfaction (Z)	0.949	0.955
Repurchase Intention (Y)	0.930	0.941

Source: Processed Data, 2026

Based on the reliability test results in Table 4, all constructs have Composite Reliability values > 0.70 and Cronbach’s Alpha values > 0.60, so all indicators are declared reliable and feasible to be used as research measurement instruments. The outer model test results are presented in Figure 1.

**Figure 1. Outer Model Test Results**



Source: SmartPLS Output, 2026

**Inner Model Measurement**

**a. Coefficient of Determination (R-Square Test)**

The R-square ( $R^2$ ) value is used to assess the ability of independent variables to explain the variation of dependent variables in the SEM-PLS model. The higher the  $R^2$  value, the better the explanatory power of the model.  $R^2$  values range from 0–1, with criteria of 0.75 (strong), 0.50 (moderate), and 0.25 (weak). The  $R^2$  calculation results are presented in Table 5.

**Table 5. R-Square Test Results**

Endogen Variable	R-Square	R-Square Adjusted
Customer Satisfaction (Z)	0.565	0.556
Repurchase Intention (Y)	0.742	0.734

Source: Processed Data, 2026

- Based on the R-Square test results in Table 5, several findings are obtained as follows.
- 1) Nilai The Adjusted R-Square value for Customer Satisfaction (Z) of 0.556 indicates that Customer Satisfaction is simultaneously influenced by Experiential Marketing (X1) and Product (X2) by 55.6%, while the remaining 44.4% is influenced by other factors outside the scope of this research model. In addition, the R-Square value of 0.565 indicates that the influence of the exogenous constructs Experiential Marketing and Product on Customer Satisfaction is in the moderate category.
  - 2) The Adjusted R-Square value for Repurchase Intention (Y) of 0.734 indicates that Repurchase Intention is simultaneously influenced by Experiential Marketing (X1), Product (X2), and Customer Satisfaction (Z) by 73.4%, while the remaining 26.6% is influenced by other factors outside the scope of this research model. In addition, the R-Square value of 0.742 indicates that the influence of the exogenous constructs Experiential Marketing, Product, and Customer Satisfaction on Repurchase Intention is in the strong category.

**b. Direct Effect**

Direct effect is used to see the direct influence of an exogenous latent construct or variable on an endogenous latent variable. The Direct Effect test can be observed based on

the path coefficient output from bootstrapping. The Direct Effect test in this study can be seen in Table 6.

**Table 6. Result of Direct Effect**

Hypothesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Experiential Marketing → Customer Satisfaction	0.335	2.610	0.009	Accepted
H2	Product → Customer Satisfaction	0.512	3.645	0.000	Accepted
H3	Customer Satisfaction → Repurchase Intention	0.285	2.761	0.006	Accepted
H4	Experiential Marketing → Repurchase Intention	0.117	0.826	0.409	Rejected
H5	Product → Repurchase Intention	0.563	4.105	0.000	Accepted

Source: Processed Data, 2026

Based on the results of direct hypothesis testing shown in Table 6, the direct effect results can be explained as follows:

- 1) Referring to the direct test results of Experiential Marketing (X1) on Customer Satisfaction (Z), a T-Statistic value of 2.610 is obtained which exceeds 1.96, and a P-Value of 0.009 which is lower than 0.05. Thus, it can be concluded that there is a positive and significant direct effect of Experiential Marketing on Customer Satisfaction.
- 2) Referring to the direct test results of Product (X2) on Customer Satisfaction (Z), a T-Statistic value of 3.645 is obtained which exceeds 1.96, and a P-Value of 0.000 which is lower than 0.05. Thus, it can be concluded that there is a positive and significant direct effect of Product on Customer Satisfaction.
- 3) Referring to the direct test results of Customer Satisfaction (Z) on Repurchase Intention (Y), a T-Statistic value of 2.761 is obtained which exceeds 1.96, and a P-Value of 0.006 which is lower than 0.05. Thus, it can be concluded that there is a positive and significant direct effect of Customer Satisfaction on Repurchase Intention.
- 4) Referring to the direct test results of Experiential Marketing (X1) on Repurchase Intention (Y), a T-Statistic value of 0.826 is obtained which is lower than 1.96, and a P-Value of 0.409 which exceeds 0.05. Thus, it can be concluded that there is no direct effect between Experiential Marketing and Repurchase Intention.
- 5) Referring to the direct test results of Product (X2) on Repurchase Intention (Y), a T-Statistic value of 4.105 is obtained which exceeds 1.96, and a P-Value of 0.000 which is lower than 0.05. Thus, it can be concluded that there is a positive and significant direct effect of Product on Repurchase Intention.

**e. indirect Effect**

Indirect effect is used to see the indirect influence of an exogenous latent construct or variable on an endogenous latent variable through a variable that acts as a mediator. The Indirect Effect test can be observed based on the specific indirect effect output from bootstrapping. The Indirect Effect test in this study can be seen in Table 7.

**Table 7. Result of indirect Effect**

Hypothesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H6	Experiential Marketing → Customer Satisfaction → Repurchase Intention	0.095	2.070	0.039	Accepted
H7	Product → Customer Satisfaction → Repurchase Intention	0.146	2.162	0.031	Accepted

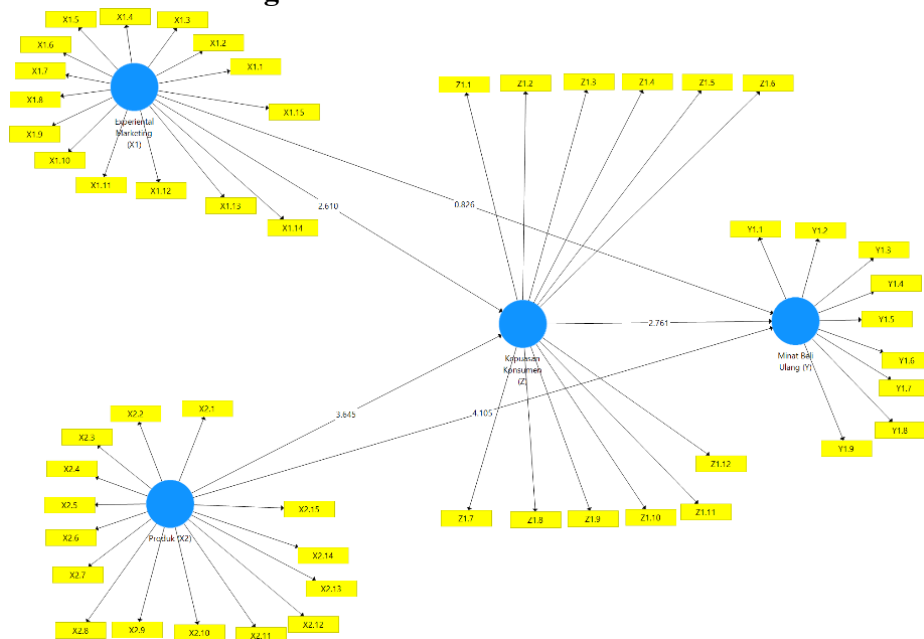
Source: Processed Data, 2026

Based on the indirect effect test results in Table 7, several findings are obtained as follows.

- 1) Referring to the Indirect Effect test results, it is known that Experiential Marketing (X1) has a positive and significant indirect effect on Repurchase Intention (Y) through Customer Satisfaction (Z). This is proven by the T-Statistic value obtained of 2.070 which exceeds 1.96, and the P-Value obtained of 0.039 which is lower than 0.05. Thus, it can be concluded that Experiential Marketing significantly affects Repurchase Intention through the mediating role of Customer Satisfaction.
- 2) Merujuk Referring to the Indirect Effect test results, it is known that Product (X2) has a positive and significant indirect effect on Repurchase Intention (Y) through Customer Satisfaction (Z). This is proven by the T-Statistic value obtained of 2.162 which exceeds 1.96, and the P-Value obtained of 0.031 which is lower than 0.05. Thus, it can be concluded that Product significantly affects Repurchase Intention through the mediating role of Customer Satisfaction.

The Inner Model test results in this study can be seen in Figure 2.

Figure 2. Inner Model Test Results



Source: SmartPLS Output, 2026

## DISCUSSION

### **The Effect of Experiential Marketing (X1) on Customer Satisfaction (Z)**

The test results show that Experiential Marketing has a positive and significant effect on Customer Satisfaction. This finding indicates that the experience perceived by Azuraya Vapor Ampera consumers, whether through sensory, emotional, cognitive, or relational aspects, can increase their satisfaction level. This result shows that consumers do not only assess products from utilitarian functions, but also from the overall experience they feel during the consumption process. The more positive the experience provided by Azuraya Vapor Ampera, the higher the level of customer satisfaction formed. The results of this study are in line with Febrini et al. (2019) and Kharolina & Transistari (2022), which state that experiential marketing has a positive and significant effect on customer satisfaction. At Azuraya Vapor Ampera, experiential marketing is proven to remain relevant in shaping customer satisfaction.

### **The Effect of Product (X2) on Customer Satisfaction (Z)**

The results show that Product has a positive and significant effect on Customer Satisfaction. The coefficient of the Product variable is the largest in the model toward Customer Satisfaction, indicating that product quality has a dominant role in shaping the customer satisfaction of Azuraya Vapor Ampera. This finding indicates that product characteristics such as quality, variety, durability, and suitability with consumer needs are the main factors determining satisfaction levels. Consumers tend to feel satisfied when the products consumed are able to meet functional expectations and personal preferences. This result is in line with Nugraha & Wiguna (2021), which state that product quality has a significant effect on customer satisfaction. Thus, this study confirms that in the vapor industry, product remains a key element in creating customer satisfaction.

### **The Effect of Customer Satisfaction (Z) on Repurchase Intention (Y)**

The test results show that Customer Satisfaction has a positive and significant effect on Repurchase Intention. This finding indicates that consumers who are satisfied with Azuraya Vapor Ampera's experience and products tend to have a higher desire to make repeat purchases. Customer satisfaction functions as a post-consumption evaluation that affects future behavioral intentions. When satisfaction levels are high, consumers become more loyal and show a tendency to repurchase the same products. This result is consistent with Kharolina & Transistari (2021), who found that customer satisfaction affects repurchase intention. This means satisfaction as a post-consumption evaluation triggers repurchase intention. Thus, customer satisfaction is proven to be a key variable in maintaining purchase sustainability at Azuraya Vapor Ampera.

### **The Effect of Experiential Marketing (X1) on Repurchase Intention (Y)**

In contrast to the previous relationships, the results show that Experiential Marketing does not have a significant direct effect on Repurchase Intention. This finding indicates that the experience perceived by consumers is not strong enough to directly drive repurchase intention without satisfaction as a linking variable. This result shows that although experiential marketing can create a positive experience, that experience does not automatically become repurchase intention if it is not followed by adequate customer satisfaction. This finding is not in line with Maulidya et al. (2021) which shows that experiential marketing has a significant effect on consumers' repurchase intention. However, it is in line with studies that place customer satisfaction as the main intervening variable. At Azuraya Vapor Ampera, experiential marketing functions indirectly through customer satisfaction.

### **The Effect of Product (X2) on Repurchase Intention (Y)**

The test results show that Product has a positive and significant effect on Repurchase Intention. This finding indicates that product quality directly becomes the main driving factor for consumers to make repeat purchases. Consumers tend to repurchase products that are considered high-quality, consistent, and in accordance with their expectations. At Azuraya Vapor Ampera, product quality is proven to be a strong determinant in shaping repurchase intention, even without an intermediary variable. This result is in line with Manurung & Hadian (2022), that assured product quality has an effect on consumers' repurchase intention in shopping.

### **The Role of Customer Satisfaction (Z) in Mediating the Effect of Experiential Marketing (X1) on Repurchase Intention (Y)**

The indirect effect test results show that Experiential Marketing has a positive and significant effect on Repurchase Intention through Customer Satisfaction as an intervening variable. This means experiential marketing can indirectly affect repurchase intention, but it must first form customer satisfaction. After consumers feel satisfied, the experience they perceive will be translated into an intention to repurchase. This result is in line with Aditama & Haryono (2022) which state that customer satisfaction mediates the effect of experiential marketing on repurchase intention.

### **The Role of Customer Satisfaction (Z) in Mediating the Effect of Product (X2) on Repurchase Intention (Y)**

The indirect effect test results show that Product has a positive and significant effect on Repurchase Intention through Customer Satisfaction as an intervening variable. This finding indicates that Customer Satisfaction acts as a bridge between the product variable and repurchase intention. This means that product not only affects repurchase intention directly, but also indirectly through the formation of customer satisfaction. In other words, the better and higher quality the product, the higher the customer satisfaction, which ultimately strengthens repurchase intention. This result is in line with Nugraha & Wiguna (2021) which state that customer satisfaction mediates the effect of product quality on repurchase intention.

## **CONCLUSION**

This study examines the effect of Experiential Marketing (X1) and Product (X2) on Repurchase Intention (Y) with Customer Satisfaction (Z) as a mediating variable among Azuraya Vapor Ampera customers in Pontianak. The causal relationship test results confirm that Experiential Marketing and Product have a positive and significant effect on Customer Satisfaction, and Customer Satisfaction has a positive and significant effect on Repurchase Intention. However, Experiential Marketing does not have a significant direct effect on Repurchase Intention, while Product is proven to have a strong and significant direct effect on that intention. The mediation test shows that Customer Satisfaction successfully mediates the relationship between Experiential Marketing and Repurchase Intention, as well as the relationship between Product and Repurchase Intention. The research results imply that Azuraya Vapor Ampera management needs to develop experiential marketing strategies sustainably through the creation of a comfortable, aesthetic store atmosphere with high experiential value, while maintaining product excellence through consistent quality, variety, and supporting services. For vapor industry players in Pontianak, collaboration to improve industry standards and compliance with regulations is important to build consumer trust and

business sustainability. Meanwhile, for academic development, this study opens opportunities for further studies related to experience-based retail consumer behavior by expanding variables and research contexts, and strengthening the integration of experiential marketing concepts in marketing education and research based on the local economy.

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