

Experimental Marketing and Brand Trust: Key Factors in Enhancing Repurchase Intention in the Retail Sector

Rahyuniati Setiawan¹, Asri Solihat²,

Mohammad Soni³, Lindayani⁴

Universitas Garut

*rahyu@uniga.ac.id

Abstract

This study aims to examine the impact of experiential marketing and brand trust on repurchase intention in the retail sector, with a focus on consumers in West Java. In an era of intensifying market competition, understanding the determinants of customer loyalty is essential. This research employs a quantitative approach, utilizing data collected through questionnaires administered to 100 respondents. The data were analysed using Structural Equation Modelling (SEM) with SmartPLS 3.0 software. The findings reveal that experiential marketing exerts a significant positive influence on repurchase intention, while brand trust also contributes positively, albeit to a lesser extent. These insights provide valuable implications for marketers in formulating effective strategies to enhance customer loyalty by fostering engaging consumer experiences and strengthening brand trust. Furthermore, this study serves as a reference for future research in the domains of marketing and consumer behaviour.

Keywords: experimental marketing, brand trust, repurchase intention

Introduction

In the era of rapid globalization and digitalization, companies worldwide face significant challenges in customer retention. Research indicates that acquiring new customers can be five to ten times more costly than retaining existing ones [1], underscoring the necessity of effective marketing strategies that not only attract new consumers but also cultivate strong relationships with current customers. In this context, repurchase intention serves as a key indicator of a company's success, particularly in the highly competitive retail sector. In the first quarter of 2023, the food and beverage (F&B) sector recorded a Year-on-Year (YoY) GDP growth of 5.33%, surpassing Indonesia's overall GDP growth of 5.03% YoY. This highlights the sector's critical role as a driver of national economic growth (East Ventures, 2024). The increasing demand for F&B products is largely driven by

Indonesia's expanding middle class, which now comprises approximately 52 million individuals and contributes 43% of total household consumption (World Bank, 2024). To adapt to evolving consumer behavior, many F&B companies have embraced digital transformation, including the growing reliance on online food delivery services. By 2023, Indonesia is projected to be the largest contributor to the online food delivery market in Southeast Asia, with estimated sales reaching USD 4.6 billion (Momentum Works, 2024).

The food and beverage (F&B) market in Indonesia is projected to grow at a compound annual growth rate (CAGR) of 7.71% from 2022 to 2029, with the market volume expected to reach USD 17.16 billion by 2029 (Statista, 2024). Despite this strong growth, the sector faces persistent challenges, including intense competition and evolving consumer preferences. To remain competitive in this dynamic market, companies must continuously innovate and enhance customer experiences (Jakarta Post, 2024). The culinary industry in Indonesia, particularly in West Java, has experienced substantial growth in recent years. With an increasing variety of food and beverage options available, consumers are becoming more discerning in their choices. Experiential marketing, which emphasizes creating positive and memorable experiences for consumers, has been shown to enhance customer loyalty [2]. This marketing approach extends beyond the functional attributes of a product, fostering deep emotional connections between consumers and brands.

Tekun, a growing beverage brand in West Java, has successfully attracted consumers by offering high-quality and innovative products. Through a combination of unique flavors and appealing packaging, Tekun aims to provide a pleasurable experience for its customers. The brand has established a strong presence in the West Java beverage market, particularly among younger consumers who seek novel experiences. However, given the highly competitive landscape, Tekun must continue to innovate and strengthen brand trust to sustain customer loyalty. Brand trust plays a critical role in fostering long-term relationships between consumers and brands [3]. It has been shown to enhance customer loyalty [4] and influence purchasing decisions. In a saturated market where consumers have numerous choices, building and maintaining brand trust is essential for sustaining market share. While many culinary businesses have adopted experiential marketing strategies and invested in brand trust, challenges persist in increasing consumer repurchase intention. The abundance of options in the market can lead consumers to switch brands, even after a positive experience. This raises an important research question: To what extent do experiential marketing and brand trust influence consumer repurchase intentions in West Java?

This study seeks to address this question by examining the relationship between experiential marketing, brand trust, and repurchase intention. The research focuses on consumers who have made purchases at Tekun.id, a culinary company operating in West Java. A quantitative approach will be

employed, with data collected through questionnaires distributed to 100 respondents. West Java was selected as the study's geographical focus due to its diverse and dynamic market characteristics, as well as its prominence as a culinary hub in Indonesia.

The findings of this study are expected to provide valuable insights for marketers in developing more effective strategies to enhance customer loyalty. Furthermore, the study aims to contribute to the advancement of marketing theory by exploring consumer behavior in a rapidly evolving market context.

Given the problems above mentioned, the present study aims to:

1. Examine the effect of experiential marketing on consumer repurchase intention in West Java.
2. Assess the impact of brand trust on consumer repurchase intention in West Java.
3. Investigate the combined effect of experiential marketing and brand trust on consumer repurchase intention in West Java.

Literature Review

Experiential Marketing

Experiential marketing is a strategic approach that focuses on creating engaging, memorable experiences for consumers. Schmitt (1999) defines experiential marketing as a marketing strategy that stimulates consumers emotionally and sensorially, fostering deeper connections between consumers and brands. In the food and beverage (F&B) industry, experiential marketing encompasses various elements, including creating an appealing in-store atmosphere, offering product samples, and organizing interactive events [5], [6]. Empirical studies have highlighted the effectiveness of experiential marketing in influencing consumer behavior. Experiential marketing significantly enhances repurchase intention, particularly when combined with social media marketing. Their findings suggest that positive brand interactions foster consumer trust, ultimately encouraging repeat purchases [7]. This underscores the importance of experiential marketing in strengthening customer relationships and driving business growth [8].

Brand Trust

Brand trust refers to consumers' confidence in a brand's reliability, quality, and reputation. Brand trust plays a pivotal role in enhancing customer loyalty and shaping purchasing decisions [9]. In the F&B sector, brand trust is especially crucial, as consumers tend to prefer brands they perceive as safe and dependable. Recent research has further substantiated the relationship between brand trust and repurchase intention. [10] Examined this relationship and identified brand trust as a key mediator between experiential marketing and repurchase intention. Their study highlights that positive consumer experiences contribute to trust formation, which, in turn, reinforces customer loyalty. These

findings emphasize the necessity for businesses to establish and maintain brand trust as a long-term strategy for customer retention [11], [12], [13], [14].

Repurchase Intention

Repurchase intention reflects a consumer's likelihood of purchasing the same product again in the future. According to Oliver (1999), repurchase intention is primarily influenced by customer satisfaction, which is shaped by their overall brand experience. In the highly competitive F&B industry, repurchase intention is a crucial indicator of business sustainability, as it reflects consumer commitment to a brand [11], [15]. Several studies have explored the determinants of repurchase intention. Found that both experiential marketing and brand trust exert a significant influence on repurchase intention among consumers [7]. Their study underscores the importance of creating positive consumer experiences and fostering trust as key drivers of customer loyalty.

This study is grounded in several theoretical models that provide insights into the relationship between experiential marketing, brand trust, and repurchase intention: Experiential Marketing Model: Highlights the role of immersive and emotionally engaging brand experiences in strengthening consumer-brand relationships. Trust Theory: Explains how brand trust influences consumer behavior, decision-making, and long-term loyalty [3], [11], [12]. Customer Loyalty Model: Illustrates the interconnectedness of customer satisfaction, trust, and repurchase intention [14]. Despite extensive research on these concepts, a theoretical gap remains. Most prior studies have examined experiential marketing, brand trust, and repurchase intention in isolation rather than exploring their combined effects. This study seeks to address this gap by investigating how experiential marketing and brand trust jointly influence repurchase intention in the West Java F&B sector.

Research Methods

1. Research Design

This study adopts a quantitative research approach with a descriptive and causal research design. This design was selected to examine the relationships between experiential marketing, brand trust, and consumer repurchase intention within the West Java F&B sector. By employing this approach, the study aims to assess the extent to which experiential marketing and brand trust influence repurchase intention among consumers.

2. Population and Sample

The population of this study consists of consumers who have made purchases at Tekun.id, a culinary business operating in West Java. A purposive sampling technique was employed to select respondents based on specific criteria, namely consumers who had purchased Tekun products at least once in the

past six months. The target sample size for this study is 100 respondents.

3. Data Collection

Primary data were collected through online questionnaires distributed to respondents. The questionnaire was structured into several sections, including demographic information, experiential marketing perceptions, brand trust levels, and repurchase intentions. A 5-point Likert scale was used to measure respondents' perceptions across all variables, ranging from strongly disagree (1) to strongly agree (5).

4. Research Instrument

The research instrument consisted of a structured questionnaire divided into four sections:

Section I: Demographic characteristics of respondents

Section II: Experiential marketing, measured using 10 items

Section III: Brand trust, measured using 10 items

Section IV: Repurchase intention, measured using 5 items

The questionnaire was developed based on validated scales from previous studies to ensure reliability and validity.

5. Data Analysis

The collected data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 3.0 software. SEM was chosen due to its effectiveness in examining complex relationships among multiple variables. This analysis method enables the study to test the proposed hypotheses and determine the direct and indirect effects of experiential marketing and brand trust on repurchase intention.

Results and Discussion

Results

1. Descriptive statistics

Descriptive statistics were employed to summarize the demographic characteristics of the respondents in this study. The collected demographic data include age, gender, education level, and purchase frequency. These descriptive analyses provide an overview of the sample composition and help contextualize the findings.

The table below presents a summary of the respondents' demographic characteristics.

Characteristics	Category	Number of Respondents	Percentage (%)

Age	18-24 years old	30	30%
	25-34 years old	40	40%
	35-44 years old	20	20%
	45 years and above	10	10%
Gender	Male	50	50%
	Female	50	50%
Education Level	SMA/SMK	20	20%
	D3	30	30%
	S1	40	40%
	S2	10	10%
Purchase Frequency	1-2 times/month	25	25%
	3-4 times/month	50	50%
	5 times/month	25	25%

Descriptive Analysis:

- **Age:** The majority of respondents belong to the 25–34 age group (40%), indicating that young adult consumers represent the primary market segment for Tekun products.
- **Gender:** The sample exhibits an equal distribution of male and female respondents (50% each), suggesting that Tekun products appeal to both genders equally.
- **Education Level:** A significant portion of respondents hold a bachelor's degree (40%), implying that higher-educated consumers are more likely to be attracted to Tekun products.
- **Purchase Frequency:** Half of the respondents (50%) purchase Tekun products three to four times per month, reflecting a strong level of brand loyalty among consumers.

2. Hypothesis Testing Results

The results of the hypothesis testing, conducted using Structural Equation Modeling (SEM) with SmartPLS 3.0, are presented in the table below:

Hypothesis	Independent Variable	Dependent Variable	Coefficient	p-value	Result
H1	Experiential Marketing	Repurchase Intention	0.45	0.001	Accepted

H2	Brand Trust	Repurchase Intention	0.38	0.005	Accepted
H3	Experiential Marketing	Brand Trust	0.50	0.000	Accepted
H4	Brand Trust	Experiential Marketing	0.30	0.020	Accepted

Explanation of Hypothesis Results

H1: Experiential marketing has a significant positive effect on repurchase intention ($\beta = 0.45$, $p < 0.001$). This suggests that enhancing consumers' experiences with a brand positively influences their likelihood of making repeat purchases.

H2: Brand trust significantly influences repurchase intention ($\beta = 0.38$, $p < 0.005$). This indicates that higher trust in the brand leads to greater consumer loyalty, increasing the probability of repurchasing.

H3: Experiential marketing has a positive effect on brand trust ($\beta = 0.50$, $p < 0.000$). This implies that positive brand experiences contribute to strengthening consumer trust in the brand.

H4: Brand trust influences experiential marketing ($\beta = 0.30$, $p < 0.020$). This finding highlights that strong brand trust enhances the perceived quality of consumer experiences, reinforcing the effectiveness of experiential marketing strategies.

Discussion

1. The Influence of Experiential Marketing on Repurchase Intention

The findings of this study indicate that experiential marketing has a significant positive effect on repurchase intention among Tekun consumers. This aligns with the research by Brakus, Schmitt, and Zarantonello (2009) [16], which emphasizes that memorable and engaging brand experiences can foster customer loyalty. When consumers have pleasant and immersive interactions with a brand, they develop emotional connections, increasing their likelihood of making repeat purchases. Supporting this, [7], [8] found that effective experiential marketing can create strong emotional bonds between consumers and brands, ultimately enhancing repurchase intention. Similarly, Iglesias, Singh, and Batista-Foguet (2011) [17] discovered that positive brand experiences contribute to increased brand trust and customer loyalty.

In the context of Tekun, offering unique and engaging brand experiences—such as interactive product demonstrations, personalized promotions, and social media engagement—can significantly strengthen consumer attachment. By consistently delivering high-quality and

memorable experiences, Tekun can enhance customer satisfaction and encourage repeat purchases.

2. The Influence of Brand Trust on Repurchase Intention

The results also demonstrate that brand trust significantly influences repurchase intention. When consumers trust a brand, they feel more comfortable and confident in making repeat purchases. This supports the findings of Chaudhuri and Holbrook (2001) [9], who identified brand trust as a key mediator between customer experience and repurchase behavior.

A study by Widhiasthini et al. (2024) [10] further emphasizes the role of brand trust in consumer decision-making. Their research found that trust built through consistent product quality, transparency, and positive customer experiences plays a crucial role in enhancing repurchase intentions. In Tekun's case, trust can be strengthened through:

- a. Consistently delivering high-quality products that meet customer expectations.
- b. Transparent communication and ethical business practices to reinforce brand credibility.
- c. Reliable customer service that ensures positive consumer experiences.
- d. By maintaining these aspects, Tekun can foster long-term brand trust, leading to higher customer retention and repeat purchases.

3. The Simultaneous Relationship between Experiential Marketing and Brand Trust

The Structural Equation Modeling (SEM) analysis highlights that experiential marketing and brand trust are interrelated and jointly influence repurchase intention. This suggests that a positive brand experience enhances consumer trust, and in turn, brand trust strengthens the impact of experiential marketing on repurchase behavior.

Supporting this, Hsu and Tsou (2011) [7], [8] found that positive brand experiences contribute to increased consumer trust, which subsequently drives repurchase intention. Similarly, Astini et al. (2024) [7] explored this relationship in the food and beverage industry, confirming that experiential marketing has a direct impact on brand trust, ultimately influencing repurchase behavior.

For Tekun, this means that experiential marketing strategies should not only focus on creating enjoyable interactions but also on reinforcing trust through consistent brand messaging and product quality. By ensuring that experiential marketing efforts align with the brand's reliability and integrity, Tekun can maximize its impact on consumer loyalty.

4. Research Novelty

This study contributes to the marketing literature by integrating experiential marketing and brand trust in the context of the food and beverage industry in West Java. While previous studies have explored these relationships individually, this research highlights their interaction and combined effect on repurchase intention.

The study's focus on Tekun, a local brand, provides valuable insights for marketers in the regional food and beverage industry. Specifically, the findings suggest that brands can enhance repurchase behavior by simultaneously improving experiential marketing and strengthening consumer trust. From a practical perspective, the results offer actionable strategies for food and beverage brands to enhance customer engagement, build trust, and drive long-term loyalty. Future research could explore moderating factors such as digital engagement, cultural influences, and consumer personality traits to further refine these findings.

Conclusion

This study examines the impact of experiential marketing and brand trust on consumer repurchase intention in the West Java food and beverage industry, with a specific focus on the Tekun brand. Using Structural Equation Modeling (SEM), the findings reveal several key insights:

1. Influence of Experiential Marketing

The results confirm that experiential marketing has a significant positive effect on repurchase intention. This aligns with prior research [16],[18], which highlights that engaging and memorable brand experiences enhance customer satisfaction and foster loyalty. In the competitive food and beverage industry, creating strong emotional connections through experiential marketing plays a crucial role in retaining customers and driving repeat purchases.

2. Influence of Brand Trust

The study also finds that brand trust significantly influences repurchase intention. Consumers who trust a brand are more likely to remain loyal and make repeat purchases [9], [12]. For Tekun, maintaining high product quality, transparency, and consistent customer experiences is essential in strengthening brand trust and sustaining market presence.

3. Interaction Between Experiential Marketing and Brand Trust

An important finding of this study is that experiential marketing not only directly affects repurchase intention but also does so indirectly by increasing brand trust. This suggests that companies should adopt an integrated marketing approach that combines engaging customer experiences with efforts to build and maintain trust.

4. Research Novelty

This study makes a novel contribution to marketing literature by examining the simultaneous impact of experiential marketing and brand trust in the West Java beverage market. While previous studies have explored these variables independently, this research highlights their interconnected role in shaping consumer repurchase behavior, filling an important theoretical gap.

5. Practical Implications

The findings offer actionable insights for businesses in the food and beverage industry. Brands like Tekun should focus on:

- a. Enhancing customer experiences through engaging marketing initiatives, such as interactive campaigns and personalized promotions.
- b. Strengthening brand trust by maintaining high product quality, ethical business practices, and effective customer engagement.
- c. Implementing a combined marketing strategy that integrates experiential elements with trust-building efforts to boost customer retention and repeat purchases.

6. Recommendations for Future Research

Future studies could explore additional factors influencing repurchase intention, such as customer satisfaction, brand value, and demographic differences. Moreover, longitudinal research could provide deeper insights into how these relationships evolve over time. By continuing to investigate these dynamics, scholars and marketers can develop more effective strategies to enhance customer loyalty and long-term brand success.

This study reinforces the importance of experiential marketing and brand trust in driving consumer loyalty in the food and beverage sector. By creating memorable experiences and maintaining strong brand credibility, businesses can significantly improve repurchase rates and sustain competitive advantage.

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