

The Effect of Experiential Marketing, Service Quality, and Brand Trust on Repurchase Intention Through Customer Satisfaction As an Intervening Variable (Case Study on Eiger Users in Wonosobo)

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Abstract

Purpose - This study aims to analyze, understand, and explain the influence of experiential marketing, service quality, and brand trust on customer satisfaction (a case study of Eiger users in Wonosobo).

Methods - This study is quantitative. The population is Eiger users in Wonosobo. The sampling technique used is the formula used by Hair et al. (2019), with a sample size of 120 respondents. Data collection used a questionnaire that has been tested for validity and reliability. The data analysis technique used to answer the hypotheses is Structural Equation Modeling (SEM).

Results - This study shows that the variables Experiential Marketing, Service Quality, Brand Trust, and Customer Satisfaction have a positive effect on Repurchase Intention, but Customer Satisfaction cannot mediate the influence of Experiential Marketing, Service Quality, and Brand Trust on Repurchase Intention through Customer Satisfaction.

Implications - These findings provide practical implications for companies seeking to strengthen long-term relationship-based marketing strategies by optimizing social media marketing activities. Originality - This research offers a conceptual contribution by positioning social media marketing as a mediating mechanism in the relationship between relationship quality and purchase intention, thereby enriching the literature on relationship marketing in the digital era.

Keywords: experiential marketing, service quality, brand trust, repurchase intention, and customer satisfaction.

Abstrak

Tujuan - Penelitian ini bertujuan untuk menganalisis, memahami dan menjelaskan pengaruh experiential marketing, service quality, dan brand trust melalui customer satisfaction (studi kasus pada pengguna Eiger di Wonosobo).

Metode - Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini adalah pengguna Eiger di Wonosobo. Teknik pengambilan sampel pada penelitian ini menggunakan rumus Hair et.al., (2019) dengan jumlah sampel sebanyak 120 responden. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan untuk menjawab hipotesis adalah Structural Equation Modeling (SEM).

Hasil - Penelitian ini menunjukkan bahwa variabel Experiential Marketing, Service Quality, Brand Trust, dan Customer Satisfaction berpengaruh positif terhadap Repurchase Intention dan Customer Satisfaction tidak dapat memediasi pengaruh Experiential Marketing, Service Quality dan Brand Trust terhadap Repurchase Intention melalui Customer Satisfaction.

Implikasi - Temuan ini memberikan implikasi praktis bagi perusahaan untuk memperkuat strategi pemasaran berbasis hubungan jangka panjang melalui optimalisasi aktivitas pemasaran di media sosial.

Orisinalitas - Penelitian ini menawarkan kontribusi konseptual dengan menempatkan social media marketing sebagai mekanisme mediasi dalam hubungan antara relationship quality dan purchase intention, sehingga memperkaya literatur pemasaran relasional di era digital.

Kata kunci: *experiential marketing, service quality, brand trust, repurchase intention, dan customer satisfaction.*

Introduction

In the local context, Wonosobo, a mountainous region in the Dieng Plateau, has geographic and social characteristics that are highly relevant to the outdoor gear industry. Hiking, camping, and nature tourism activities make the Wonosobo community active users of outdoor gear, demanding product quality, durability, and comfort. This strategic position places EIGER in a strategic position, where direct experience using products in mountainous terrain is a crucial part of experiential marketing, shaping brand perceptions. Furthermore, service quality, such as product availability, after-sales service, and responsiveness to complaints, as well as brand trust in EIGER's reliability as a local brand that understands the characteristics of Indonesian nature, play a crucial role in creating customer satisfaction. This satisfaction then mediates the influence of experiential marketing, service quality, and brand trust on repurchase intention, thus making Wonosobo customers more likely to repurchase EIGER products.

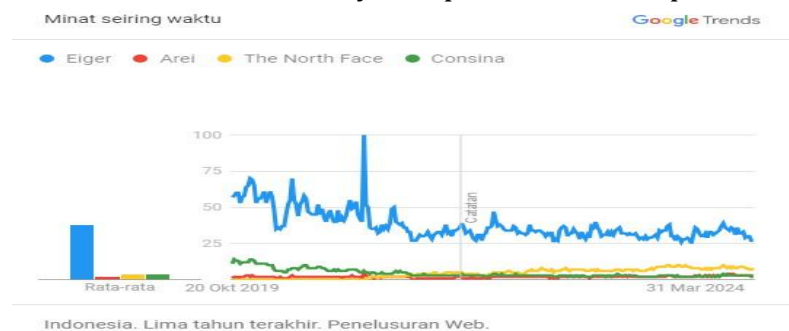


Figure 1. Average Trend Table Data for Outdoor Equipment Interest

Source: Google Trends, 2024

Based on the Google Trends graph, the Eiger brand has shown the highest search interest compared to other outdoor brands over the past five years, but experienced a decline at the end of 2024, indicating a shift in consumer attention. This phenomenon is relevant to study in Wonosobo Regency, a region with high levels of nature tourism and hiking activities, as well as a highly competitive outdoor market with the presence of various national, local, and non-branded products. These conditions make consumers increasingly critical in comparing product quality, price, service, and shopping experiences. In this context, the decline in interest in Eiger is closely related to customer satisfaction as an intervening variable that mediates the influence of experiential marketing, service quality, and brand trust on repurchase intention. If customer satisfaction decreases due to experiences, service, or quality that do not meet expectations, consumers tend to switch to other brands. Therefore, although Eiger has a strong brand image, the inability to maintain customer satisfaction has the potential to reduce repeat purchase interest and weaken Eiger's position in the competitive outdoor equipment market in Wonosobo.

The urgency of this research is based on the phenomenon of declining search interest in EIGER products by the end of 2024, indicating a potential shift in consumer attention to other brands. This situation emphasizes the importance of maintaining customer satisfaction as a key factor in maintaining EIGER's competitiveness in the

outdoor equipment market, particularly in Wonosobo, which faces high competition and increasingly selective consumers. Decreased customer satisfaction has the potential to reduce repurchase interest and loyalty, thus impacting EIGER's market position. Therefore, strengthening experiential marketing, improving service quality, and building brand trust are important strategies for maintaining consumer interest and repeat purchases in Wonosobo.

The author is interested in examining the influence of repurchase intention on Eiger users. Given the increasing competition in outdoor equipment products, there are differences in research on experiential marketing, service quality, and brand trust. Experiential Marketing has a positive effect on Repurchase Intention (Muhamad Lucky Tri Harto et al., 2024), not in line with (Mailoor et al., 2021) which shows that Experiential Marketing results have no effect on Repurchase Intention. Service Quality has a positive effect on Repurchase Intention (Olive Ryan Wibowo et al., 2022), inconsistent with (Sarapung & Tadulako, 2020) which shows results where Service Quality has no effect on Repurchase Intention. Brand Trust has a positive effect on Repurchase Intention (Shidqi et al., 2022), not in line with research (Aprilia & Sonja, 2023) which shows that Brand Trust has no effect on Repurchase Intention.

Literature review

Customer Satisfaction

According to Kotler & Keller (2009) namely the feeling of satisfaction or disappointment that arises from the assessment of a brand's performance against customer expectations. Tjiptono (2008) says that consumer satisfaction or disappointment is the customer's response to the disconfirmation assessment that arises from comparing previous expectations with other performance expectations and the actual performance of the product experienced after use. According to Kuswandi (2004) Customer satisfaction is the result of comparing customer expectations with customer perceptions of the company's performance. Customer satisfaction is the feeling of satisfaction or disappointment experienced by someone when comparing the product performance received with the customer's previous desires (Kotler, 2005).

Repurchase Intention

Repurchase Intention is defined as a customer's readiness to repurchase a product after using it (Chiang, 2016). Menurut (Wang & Yu, 2016), Repurchase intention is explained as a customer's desire to repurchase a particular product or service in the following period. Meanwhile, according to (Gómez et al., 2018), Repurchase intention is an individual's assessment of a purchase from the same company. A consumer's desire or intention to repurchase a product or service based on a satisfactory previous purchasing experience (Hasan, 2013).

Experiential Marketing

According to (Schmitt, 1999), Experiential marketing is a marketing approach that aims to build customer experiences by engaging sensory, emotional, cognitive, and social aspects of customer engagement with the company and brand. This strategy is designed to encourage customers to feel, experience emotions, think creatively, act, and build relationships through the use of products or services. Furthermore, this strategy also

embodies experiences with social conditions, lifestyles, and culture, reflecting the product's identity as a form of development of sensation, emotion, cognition, and action (relationship). Whereas (Kartajaya, 2004) in Almira Yusrina Idelle (2012), Experiential marketing is a marketing approach to building consumer loyalty by influencing emotions and creating positive impressions of products and services. Experiential marketing is a strategy implemented by companies and marketers to present brands in such a way that they can create emotional engagement and touch consumers' feelings, leading them to make subsequent purchases (Schmitt, 2013).

Service Quality

According to (Tjiptono & Chandra, 2005) Service quality is the extent to which customer perceptions are met before the transaction, during the service delivery stage, and in the final results obtained. Service quality is the extent of the gap between customer expectations and the reality of the service received (Zeithaml & Bitner, 2004). Service Quality or service quality is all the attributes and characteristics of a product or service that are able to meet customer needs, both explicit and implicit (Kotler & Keller, 2016). Service Quality is the degree of quality expected along with the management of that quality to meet customer expectations (Tjiptono, 2008).

Brand Trust

According to (Delgado et al., 2011), Brand trust refers to the sense of security and confidence that consumers have in relation to a product, which is formed from the perception that the brand is trustworthy and responsible in fulfilling the interests and well-being of consumers. According to (Delgado, 2015) defines Brand Trust as a sense of comfort brought to customers as a result of their involvement with a product, based on the belief that the brand is trusted and responsible for the needs and safety of customers. Another definition according to Lau and Lee in (Tjiptono, 2014) that the trust factor or belief in a product is an important factor in creating brand commitment. Brand trust is the customer's desire to believe in a brand's potential to fulfill its promises and intentions as promised (Lau & Lee, 2007).

Research Method

Based on the above description, the theoretical framework can be formulated as follows:

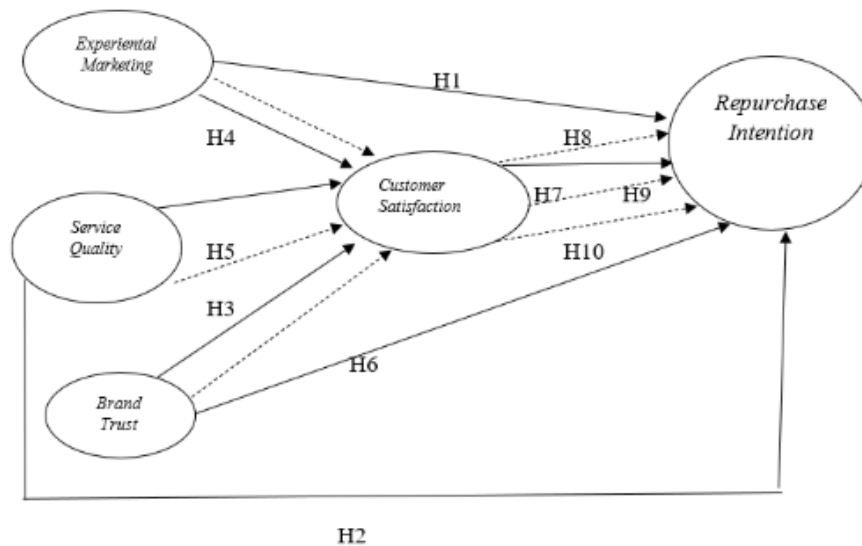


Figure 2. Research Model

Source: Concepts developed in this research.

Methodology

Type of Research

This research uses a quantitative approach that focuses on collecting and analyzing numerical data (numbers) to measure variables, test hypotheses, discover patterns, and make objectively measurable generalizations. It uses statistical techniques to draw structured and retestable conclusions. It is often used in the social, economic, and natural sciences. It is categorized as quantitative because the data used is presented in numerical form and analyzed using statistical techniques (Sugiyono, 2017).

Population and Sampling Technique

The population in this study was all Eiger product users in Wonosobo, whose exact number is unknown. The sample consisted of Eiger users in Wonosobo. This study applied the formula (Hair et al., 2019) with the Probability Sampling method, as the exact population size was unknown. There were 5 indicators x 15 to 20 observations, so the sample size was:

$$\begin{aligned} \text{Number of samples: } N &= n \text{ (number of independent variables)} \times 15 \text{ to } 20 \text{ observations} \\ &= 6 \times 20 \\ &= 120 \end{aligned}$$

The sample in this study consisted of 120 Eiger users in Wonosobo.

Results and Discussion

Structural Equations Modeling (SEM) Analysis

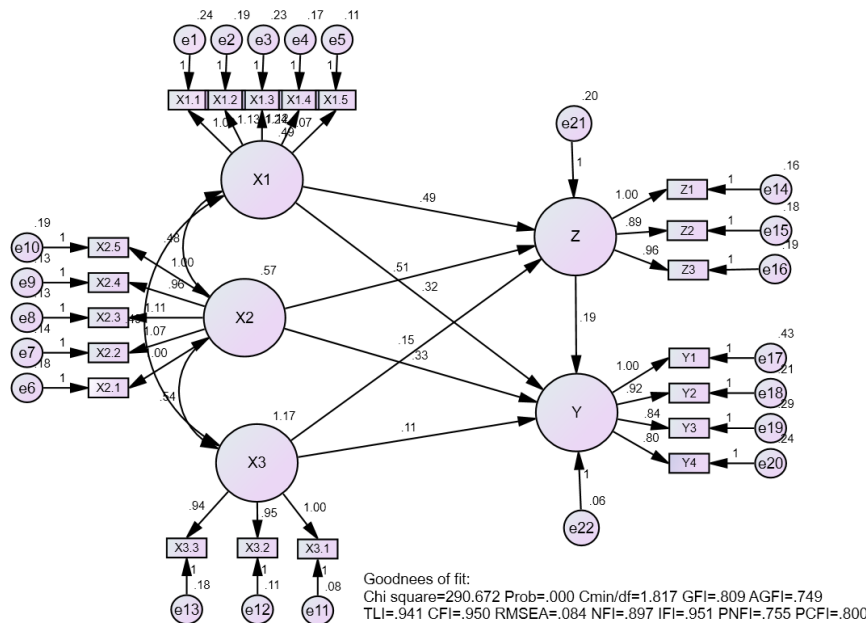


Figure 3. Structural Equations Modeling (SEM) Test Results

Source: Primary Data, processed 2025

Structural Equations Modeling (SEM) Test Results

Table 1. Goodness of Fit

Criteria	Cut-off value	Data Analysis Results	Information	Index
Chi-square	< 2275 (df x 5) (Hooper et.al., 2008)	df x 5 = 160 x 5 = 800	Fit	Absolute fit indices
RMSEA (root mean square error of approximation)	≤ 0,09 (Hair et al, 2014)	0,084	Fit	Absolute fit indices
GFI (goodness of fit indices)	> 0.9 (Tabachnick and Fidell, 2007)	0.809	Poor Fit	Absolute fit indices
CMIN/DF (the minimum sample discrepancy function/degree of freedom)	≤ 5 (Hair et al, 2014)	1.814	Fit	Basic goodness of fit
TLI	≥ 0,80 (Garson, 2006)	0.941	Fit	Incremental fit Indices
NFI	≥ 0,80 (Garson, 2006)	0.897	Fit	Incremental fit Indices

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Criteria	Cut-off value	Data Analysis Results	Information	Index
PNFI (<i>Parsimonious Normal fit index</i>)	The higher the better Modified NFI, useful for comparing models with different DFs with a 0-1 limit	0.755	Fit	Parsimonious fit indices.
PCFI (<i>Comparative Fit Index</i>)	The higher the better/parsimony. Modification of the CFI based on the parsimony estimated model. (0-1)	0.800	Fit	Parsimonious fit indices.

Based on Table 1, it can be seen that the research model can meet the criteria (goodness of fit). Of the seven criteria that are good fit are chi-square, RMSEA, GFI, CMIN/DF, TLI, NFI, PNFI, and PCFI. Meanwhile, the poor fit criterion is GFI. Referring to the opinion of Hair et.al., (2010) who stated that a model can be said to have goodness of fit if the criteria are met incremental, absolute, and parsimony. The overall results of the model can be said to fit, meaning the model proposed in this study is accepted.

SEM Assumption Test

Data Normality

The multivariate normality assumption can be observed by observing the CR value in the normality assessment results generated by the AMOS program. Data are considered non-normally distributed if the CR falls outside the range of $-1.96 \leq CR \leq 1.96$, or with a looser limit of $-2.58 \leq CR \leq 2.58$. The multivariate normality test showed a c.r value of 14,650, which falls outside the range of ± 2.58 , indicating that the research data is not multivariately normally distributed. The bootstrap method, an alternative SEM method, is used to address multivariate data issues (Ghozali, 2017). In this study, the bootstrap test was conducted using a bootstrap distribution with a histogram display and the Bollen–Stine procedure with a value >0.05 . This study model produced a p-value of 0.076 exceeding 0.05. so that there are no deviations in the observation data with the theoretical model, so that the model can be accepted.

Hypothesis Testing

Direct Testing

Table 2. Reggression Weight Structural Equations Model

			Estimate	S.E.	C.R	P	Kesimpulan
Y	<---	X1	.319	.161	1.977	.048	Positive Influence
Y	<---	X2	.331	.153	2.166	.030	Positive Influence
Y	<---	X3	.109	.050	2.190	.029	Positive Influence
Z	<---	X1	.486	.209	2.323	.020	Positive Influence
Z	<---	X3	.145	.065	2.238	.025	Positive Influence
Z	<---	X2	.505	.197	2.567	.010	Positive Influence
Y	<---	Z	.193	.098	1.970	.049	Positive Influence

- H1: Experiential Marketing has a positive and significant effect on Repurchase Intention (CR = 1.977; $p < 0.05$), therefore H1 is accepted.
- H2: Service Quality has a positive and significant effect on Repurchase Intention (CR = 2.166; $p < 0.05$), therefore H2 is accepted.
- H3: Brand Trust has a positive and significant effect on Repurchase Intention (CR = 2.190; $p < 0.05$), therefore H3 is accepted.
- H4: Experiential Marketing has a positive and significant effect on Customer Satisfaction (CR = 2.323; $p < 0.05$), therefore H4 is accepted.
- H5: Service Quality has a positive and significant effect on Customer Satisfaction (CR = 2.238; $p < 0.05$), therefore H5 is accepted.
- H6: Brand Trust has a positive and significant effect on Customer Satisfaction (CR = 2.567; $p < 0.05$), therefore H6 is accepted.
- H7: Customer Satisfaction has a positive and significant effect on Repurchase Intention (CR = 1.970; $p < 0.05$), therefore H7 is accepted.

Mediation Testing

Table 3. Standardized Direct Effect

	X2	X3	X1	Z	Y
Z	.409	.168	.363	.000	.000
Y	.334	.157	.298	.241	.000

Source: Processed primary data, 2025

Table 4. Standardized Indirect Effect

	X2	X3	X1	Z	Y
Z	.000	.000	.000	.000	.000
Y	.098	.040	.087	.000	.000

Source: Processed primary data, 2025

This table is used to assess whether the Customer Satisfaction variable is able to act as a mediator in the relationship between Experiential Marketing, Service Quality, and Brand Trust on Repurchase Intention, namely by comparing the standardized direct effect and standardized indirect effect values. Referring to the explanation (Haryono 2016 dalam Norma Astiana, 2024), mediation is considered to occur if the value of the indirect influence is greater than the direct influence. Meanwhile, (Trihudyatmanto 2019 dalam Norma Astiana, 2024) emphasizes that if the direct influence is higher than the indirect influence, then mediation is declared not to have occurred.

- H8: Experiential Marketing has a positive effect on Repurchase Intention through Customer Satisfaction, indicated by a greater direct effect than the indirect effect. Therefore, H8 is rejected.
- H9: Service Quality has a positive effect on Repurchase Intention through Customer Satisfaction, indicated by a greater direct effect than the indirect effect. Therefore, H999 is rejected.

H10: Brand Trust has a positive effect on Repurchase Intention through Customer Satisfaction, indicated by a greater direct effect than the indirect effect. Therefore, H10 is rejected.

Conclusion

Based on testing both direct and indirect relationships, the study concludes as follows:

1. Experiential Marketing has a positive and significant effect on Repurchase Intention among Eiger Users in Wonosobo.
2. Service Quality has a positive and significant effect on Repurchase Intention among Eiger Users in Wonosobo.
3. Brand Trust has a positive and significant effect on Repurchase Intention among Eiger Users in Wonosobo.
4. Experiential Marketing has a positive and significant effect on Customer Satisfaction among Eiger Users in Wonosobo.
5. Service Quality has a positive and significant effect on Customer Satisfaction among Eiger Users in Wonosobo.
6. Brand Trust has a significant effect on Customer Satisfaction among Eiger Users in Wonosobo.
7. Customer Satisfaction has a significant effect on Repurchase Intention among Eiger Users in Wonosobo.
8. Customer Satisfaction does not mediate the effect of Experiential Marketing on Repurchase Intention among Eiger Users in Wonosobo.
9. Customer satisfaction does not mediate service quality on repurchase intention among Eiger users in Wonosobo.
10. Customer satisfaction does not mediate brand trust on repurchase intention among Eiger users in Wonosobo.

Recommendations

Based on the research results, the following recommendations are proposed:

1. Eiger in Wonosobo is expected to increase repurchase intention by enhancing experiential marketing through enhancing sense, feel, think, act, and relate.
2. Eiger in Wonosobo is expected to increase repurchase intention by enhancing service quality through increasing reliability, tangibles, responsiveness, assurance, and empathy.
3. Eiger in Wonosobo is expected to increase repurchase intention by enhancing brand trust through enhancing brand characteristics, company characteristics, and consumer brand characteristics.
4. Eiger in Wonosobo is expected to increase customer satisfaction by enhancing experiential marketing through enhancing sense, feel, think, act, and relate.
5. Eiger in Wonosobo is expected to increase customer satisfaction by enhancing service quality through methods such as reliability, tangibles, responsiveness, assurance, and empathy.

6. Eiger in Wonosobo is expected to increase customer satisfaction by enhancing brand trust by enhancing brand characteristics, company characteristics, and consumer brand characteristics.
7. Eiger in Wonosobo is expected to increase repurchase intention by enhancing experiential marketing through methods such as a customer complaint and suggestion handling system, a company reputation survey system, and a consumer analysis system.

Limitations

This study used secondary data from Google Trends to analyze consumer search interest in EIGER products. This data has limitations, including its aggregate and anonymous nature, which means it cannot provide specific information about individual user characteristics or the reasons behind search behavior. Furthermore, Google Trends only reflects online search trends, so it does not fully represent actual purchasing interest or consumer satisfaction in the field, especially in local areas like Wonosobo. This data is also influenced by external factors such as seasonality, promotions, or media coverage, so the trends displayed may not fully reflect actual consumer behavior. Therefore, while Google Trends data is useful for identifying general patterns of consumer interest, the analysis still needs to be supplemented with primary data for greater accuracy and context.

Future Research Agenda

Future research could include other variables that could potentially influence repurchase intention, such as customer engagement, brand loyalty, or perceived value, to create a more comprehensive research model.

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