THE INFLUENCE OF EXPERIENTIAL MARKETING, STORE ATMOSPHERE, AND LOCATION ON REPURCHASE INTENTION AT SARUNECOFFEE AND EATERY IN KARO REGENCY

**Kezia Karina Perangin Angin[1], Alfifto[2], Wan Rizca Amelia[3],
Indawati Lestari[4], Fitriani Tobing[4]**

[1,2,3,4]Management Study Program, Universitas Medan Area
Email : keziakarina1234@gmail.com

Abstract

This study aims to determine the effect of experiential marketing, store atmosphere and location on repurchase interest at Sarune Coffee and Eatery in Karo Regency. This study uses a descriptive research type with a quantitative approach, which uses a multiple linear regression method with the SPSS 23 program. Data collection through the distribution of questionnaires. The population of this study is everyone who has been a consumer at Sarune Coffee and Eatery in Karo Regency with a sample of 99 respondents. The sampling technique uses Nonprobability Sampling, with a purposive sampling method. Data analysis techniques are carried out using instrument tests, classical assumption tests, statistical tests and hypothesis tests. Based on the research results, it shows that (1) Experiential Marketing has a positive and significant effect on repurchase interest at Sarune Coffee and Eatery in Karo Regency, (2) Store Atmosphere has a positive and significant effect on repurchase interest at Sarune Coffee and Eatery in Karo Regency, (3) Location has a positive and significant effect on repurchase interest at Sarune Coffee and Eatery in Karo Regency, and (4) Experiential Marketing, Store Atmosphere and Location simultaneously have a positive and significant effect on repurchase interest at Sarune Coffee and Eatery in Karo Regency.

Keywords: *Experiential Marketing, Store Atmosphere, Location, Repurchase Intention*

INTRODUCTION

Rapid technological developments have brought significant changes to the trends and lifestyles of Indonesians, especially young people. This trend-following lifestyle is widespread across major regions, making it easier for people to access information and references, including when choosing food and beverage products. This has directly impacted increased competition in the food and beverage industry, which is now one of the most promising business sectors in Indonesia. According to Bank Indonesia data from 2024, the food and beverage sector showed positive year-over-year growth, particularly after the COVID-19 pandemic, which reduced the sector's GDP in 2020. Seeing this potential and trend, many businesses are competing to offer unique and differentiated services and products to attract consumers, not only in terms of core benefits but also in terms of the shopping experience.

One business model experiencing significant growth is the coffee shop. Coffee shops serve not only as places to eat and drink, but also as a means of socializing and relaxing, appealing to a wide range of people, especially in tourist destinations. Karo Regency, with its unique natural charm, is a strategic area for developing this business. Sarune Coffee and Eatery is one of the well-known coffee shops in the region. With its natural scenery at the foot of Mount Sinabung and lavender gardens as its main attractions, Sarune Coffee attracts many visitors. However, transaction data shows a decline in visitor numbers over the past five months, indicating the need for an evaluation of marketing and service strategies. Pre-survey results also support this, with the majority of consumers stating they were not motivated to purchase more after visiting Sarune Coffee. Furthermore, many felt that the layout of the premises was suboptimal and the business location was difficult to reach or invisible from a distance. This situation suggests that factors such as experiential marketing, store atmosphere, and location play a significant role in fostering consumer repurchase intention. Several previous studies also support this, stating that

memorable experiences, a comfortable store atmosphere, and a strategic location can encourage consumers to make repeat purchases. Therefore, researchers are interested in further examining the influence of experiential marketing, store atmosphere, and location on repurchase interest at Sarune Coffee and Eatery in Karo Regency as an effort to maintain and increase consumer loyalty in the long term.

From the formulation of the problem, the objectives to be achieved in this research are as follows:

1. To determine the influence of experiential marketing on repurchase interest of Sarune Coffee and Eatery.
2. To determine the influence of store atmosphere on repurchase interest at Sarune Coffee and Eatery in Karo Regency.
3. To determine the influence of location on repurchase interest of Sarune Coffee and Eatery in Karo district.
4. To determine the influence of experiential marketing, store atmosphere, and location on repeat purchase interest at Sarune Coffee and Eatery in Karo Regency.

RESEARCH METHODS

This study uses a quantitative approach that aims to measure and analyze the influence of experiential marketing, store atmosphere, and location on consumer repurchase intention at Sarune Coffee and Eatery located in Karo Regency, North Sumatra. This study was conducted from October 2024 to March 2025. The population in this study includes all consumers who visited Sarune Coffee and Eatery during the period of May to September 2024, with a total of 10,918 people. From this population, the researcher determined a sample of 99 respondents using a nonprobability sampling technique and a purposive sampling approach, namely selecting samples based on certain criteria, namely consumers who have made at least one purchase. The data types used in this study are primary and secondary. Primary data were collected directly from respondents through closed-ended questionnaires and short interviews, while secondary data were obtained from company documentation, literature such as books, scientific journals, and relevant online sources. This study used a Likert scale to measure respondents' perceptions and attitudes toward each research variable. Prior to further analysis, instrument validity and reliability testing were conducted. All items were declared valid and reliable based on the results of initial data processing on 30 trial respondents.

For data processing and analysis, this study utilized SPSS software. The analytical techniques used were descriptive statistical analysis to describe the characteristics of respondents and their answers, as well as multiple linear regression analysis to determine the extent of influence of the independent variables (experiential marketing, store atmosphere, and location) on the dependent variable (repurchase intention). Prior to conducting the regression analysis, classical assumption tests were conducted, including normality tests, multicollinearity tests, and heteroscedasticity tests to ensure that the data met the requirements for good regression. Hypothesis testing was then conducted, consisting of a t-test (partial) to examine the influence of each independent variable individually, an F-test (simultaneous) to examine the influence of all three variables collectively on repurchase intention, and a coefficient of determination (R^2) test to measure the extent of the independent variables' contribution in explaining the dependent variable. With this approach, it is hoped that the research results can provide an accurate and in-depth picture of the factors influencing consumer repurchase intention at Sarune Coffee and Eatery.
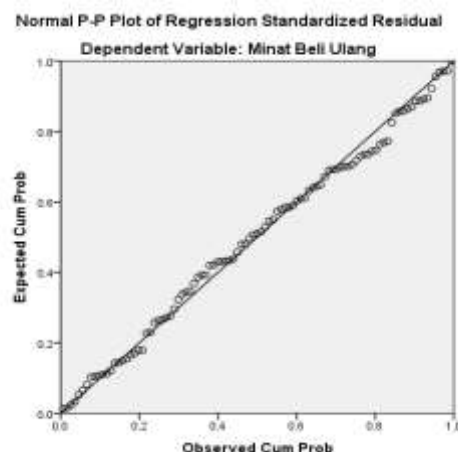
RESULTS AND DISCUSSION
CLASSICAL ASSUMPTION TEST RESULTS
NORMALITY TEST
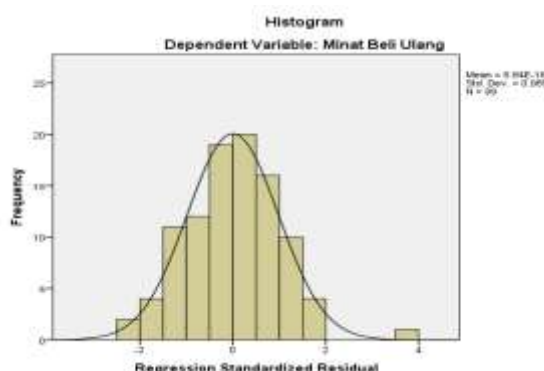
Figure 1. Histogram Normality Test

Based on Figure 1, it can be seen that the variables are normally distributed, this is indicated by the data distribution which is bell-shaped and does not deviate to the left or right.

Figure 2. P-Plot Normality Test

Figure 2 shows that the data points follow the diagonal line. This indicates that the researcher's residuals are normally distributed. However, to further confirm that the diagonal line is normally distributed, a Kolmogorov-Smirnov test was performed.

Table 1. Kolmogorov-Smirnov Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		99
Normal Parametersa,b	Mean	.0000000
	Standard Deviation	3.49265663
Most Extreme Differences	Absolute	.062
	Positive	.062
	Negative	-.045
Test Statistics		.062
Asymp. Sig. (2-tailed)		.200c,d

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Table 1 shows that the Asymp. Sig. (2-tailed) value is 0.200 and above the significant value (0.05) or 5%, so it can be concluded that the residual variable is normally distributed.

Multicollinearity Test

Table 2. Multicollinearity Test

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4,284	1,934		2,215	.029		
Experiential Marketing	.234	.079	.312	2,947	.004	.345	2,897
Store Atmosphere	.256	.110	.261	2,330	.022	.310	3,230
Location	.235	.102	.286	2,294	.024	.249	4,011

a. Dependent Variable: Repurchase Interest

Table 2 shows that all independent variables have VIF values less than 10, thus concluding that there is no multicollinearity problem (no significant linear relationship between the independent variables). Furthermore, the tolerance column shows that all tolerance values are greater than 0.1, which also indicates the absence of multicollinearity symptoms.

Heteroscedasticity Test

Scatterplot
Dependent Variable: Minat Beli Ulang
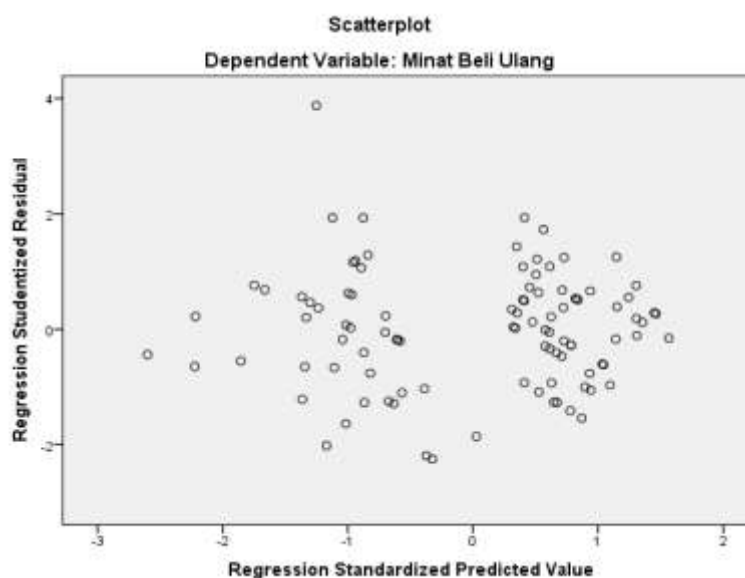
Figure 3 Heteroscedasticity Test

Based on the results, it is known that there is no clear pattern and the points are spread above and below the number 0 on the Y axis, so based on the graphical method, there is no heteroscedasticity in the regression model which is suitable for use in predicting repurchase interest based on the input of independent variables.

Table 3. Glejser Test

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	4,520	1,210		3,736	.000
Experiential Marketing	-.009	.050	-.032	-.187	.852
Store Atmosphere	-.016	.069	-.043	-.236	.814
Location	-.029	.064	-.091	-.450	.654

a. Dependent Variable: Abs_RES

Table 3 shows that none of the independent variables statistically significantly influence the dependent variable. This is indicated by the Sig. values of the independent variables, which are greater than the 0.05 significance level. Therefore, it can be concluded that this regression model does not experience heteroscedasticity.

Multiple Linear Regression

Table 4. Results of Multiple Linear Regression Test

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	4,284	1,934		2,215	.029		
Experiential Marketing	.234	.079	.312	2,947	.004	.345	2,897
Store Atmosphere	.256	.110	.261	2,330	.022	.310	3,230
Location	.235	.102	.286	2,294	.024	.249	4,011

a. Dependent Variable: Repurchase Interest

Based on Table 4, the multiple linear regression equation model obtained in this study is:

$$Y = 4.284 + (0.234)$$

Interpretation:
1. The constant ($\beta 0$) obtained a value of 4.284, which shows that if experiential marketing, store atmosphere, and location are considered constant, the repurchase intention variable has a value of 4.284.
2. The coefficient ($\beta 1$) of the experiential marketing variable (X1) obtained a value of 0.234, this indicates a positive influence that every change in the experiential marketing variable by one unit, then the repurchase interest increases by 0.234 and vice versa with the assumption that other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent and dependent variables.
3. The coefficient ($\beta 2$) of the store atmosphere variable (X2) obtained a value of 0.256, this indicates that there is a positive influence which shows that every change in the store atmosphere variable by one unit will increase repurchase interest (Y) by 0.256 assuming that other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent and dependent variables.
4. The coefficient ($\beta 3$) of the location variable (X3) obtained a value of 0.235, this indicates a positive influence that every change in the location variable by one unit will affect repurchase

interest (Y) by 0.373 and vice versa. A positive sign means that it shows a unidirectional influence between the independent and dependent variables.

Hypothesis Testing

Hypothesis testing is a statistical method used to test the truth of a statement or hypothesis about a population based on sample data. This process helps in making a decision to accept or reject the statement.

Partial Test (t)

Table 5. Partial Test (t)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,284	1,934		2,215	.029		
	Experiential Marketing	.234	.079	.312	2,947	.004	.345	2,897
	Store Atmosphere	.256	.110	.261	2,330	.022	.310	3,230
	Location	.235	.102	.286	2,294	.024	.249	4,011

a. Dependent Variable: Repurchase Interest

Table 5 shows that:

1. The experiential marketing variable (X1) has a positive and significant effect on repurchase intention (Y). This can be seen from the significant value (0.004) <0.05 and t count (2.947) > compared to t table (1.665). It is concluded that H0 is rejected and Ha is accepted.
2. The store atmosphere variable (X2) has a positive and significant effect on repurchase intention (Y). This can be seen from the significant value (0.022) <0.05 and t count (2.330) > compared to t table (1.665). It is concluded that H0 is rejected and Ha is accepted.
3. The location variable (X3) has a significant effect on repurchase intention (Y). This can be seen from the significant value (0.024) <0.05 and t count (2.294) > compared to t table (1.665). It is concluded that H0 is rejected and Ha is accepted.

Simultaneous Test (F)

The F test is a statistical method used to determine how much influence one or more independent variables have on the variation of the dependent variable in a regression model.

Table 6. Simultaneous Test Results (F)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2049.946	3	683,315	54,301	.000b
	Residual	1195,468	95	12,584		
	Total	3245.414	98			

a. Dependent Variable: Repurchase Interest
b. Predictors: (Constant), Location, Experiential Marketing, Store Atmosphere

Table 6 shows a significance value (Sig.) of 0.000, which is less than 5% (0.05). This indicates that experiential marketing, store atmosphere, and location variables have a positive and significant influence on repurchase intention at Sarune Coffee and Eatery in Karo Regency. Thus, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. This means there is strong evidence that these three variables contribute significantly to influencing repurchase intention.

Coefficient of Determination

Table 7. Results of the Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.795a	.632	.620	3.54738

a. Predictors: (Constant), Location, Experiential Marketing, Store Atmosphere

b. Dependent Variable: Repurchase Interest

Based on the table, the R² value of 0.632 indicates a strong correlation between experiential marketing, store atmosphere, and location on repurchase intention. This indicates that these variables contribute significantly to influencing consumer behavior. Furthermore, the adjusted R² value obtained is 0.620 or 62%. This means that the variables of experiential marketing, store atmosphere, and location on repurchase intention are 62%. Meanwhile, the remaining 38% is influenced by other factors not examined in this study which may also play an important role in the decision of repurchase intention. The factors that may influence repurchase intention are loyalty, customer satisfaction, service, social media marketing, product quality, product variety, or price, this is in line with research conducted by(Leindarita & Andriansa, 2022)which states that there is a positive and significant influence of price on repurchase interest.

DISCUSSION

1. **The Influence of Experiential Marketing on Repurchase Intention**

    The results of the study indicate that experiential marketing has a significant effect on repeat purchase intention among Sarune Coffee and Eatery consumers in Karo Regency. This is evidenced by a t-test with a significance value of 0.004, which is smaller than 0.05, and a calculated t-value of 2.947, which is greater than the t-table of 1.665. Thus, the experiential marketing implemented by Sarune Coffee and Eatery is able to create memorable experiences for customers, both emotionally and sensorily. This experience encompasses aspects of sense, feel, think, act, and relate, as stated by Didik and Iqbal (2021), who explained that direct experience is the main differentiator between one product and another. This is also in line with the findings of Ramadhani and Ikhsan (2022) who stated that experiential marketing can increase consumer desire to make repeat purchases. Therefore, Sarune Coffee and Eatery needs to continue to improve the quality of the customer experience as part of a strategy to retain and attract customers.

2. **The Influence of Store Atmosphere on Repurchase Intention**

    In addition to experiential marketing, the store atmosphere variable has also been shown to have a significant influence on repurchase intention. Based on the t-test results, the significance value obtained was 0.022 and the calculated t-value was 2.330, higher than the t-table of 1.665. These findings indicate that the atmosphere created inside and outside the cafe, such as interior design, room layout, lighting, and other decorative elements, also influences customer comfort and satisfaction. This study reinforces the view of Peter and Olson (2000), who stated that store atmosphere can evoke positive emotions in customers and increase the tendency to return. Support also comes from Leindarita and Andriansa (2022), who stated that store atmosphere is a crucial factor in shaping consumer behavior, including repeat purchase decisions. Therefore, it is important for Sarune Coffee and Eatery to maintain and regularly update store atmosphere elements to remain in line with consumer preferences.

3. **The Influence of Location on Repurchase Intention**

    This study also found that location has a significant influence on consumer repurchase intention. The analysis results show that the significance value of 0.024 is below the tolerance limit of 0.05 and the calculated t-value of 2.294 exceeds the t-table value of 1.665. These findings indicate that a strategic location, easy to reach, and supported by supporting facilities such as adequate parking and a comfortable environment, are the main factors in consumers' decisions to return to Sarune Coffee and Eatery. Mahadika et al. (2024) also stated that a good location can make a positive contribution to the formation of repurchase intention. Therefore, business owners must pay serious attention to location aspects, including

accessibility, security, and comfort of the surrounding environment, to create a comprehensive consumer experience.

4. **The Influence of Simultaneous Experiential Marketing, Store Atmosphere, and Location on Repurchase Intention**

When these three variables were tested simultaneously using an F-test, the results showed that experiential marketing, store atmosphere, and location together had a significant influence on repurchase intention, with an F-count of 54.301, significantly greater than the F-table of 3.09, and a significance value of 0.000, less than 0.05. This finding indicates that the combination of customer experience, a pleasant atmosphere, and a strategic location can have a strong effect on building customer loyalty and increasing the frequency of repeat visits. This supports the opinion of Rizky Nuzulul Kurnain and Novi Marlena (2021) that currently, cafe consumers not only consider product quality but also pursue comfort, an attractive atmosphere, and an emotional experience. Therefore, Sarune Coffee and Eatery in Karo Regency needs to implement an integrated marketing strategy that combines experiential marketing, store atmosphere, and location to strengthen their business position amidst intense competition.

CONCLUSION

Based on the results of the analysis and discussion carried out in this research, the researcher draws the following conclusions:

1. Experiential Marketing has a positive and significant influence on Repurchase Interest at Sarune Coffee and Eatery in Karo Regency.
2. Store Atmosphere has a positive and significant effect on Repurchase Interest at Sarune Coffee and Eatery in Karo Regency.
3. Location has a positive and significant effect on Repurchase Interest at Sarune Coffee and Eatery in Karo Regency.
4. Experiential Marketing, Store Atmosphere and location simultaneously have a positive and significant influence on Repurchase Interest at Sarune Coffee and Eatery in Karo Regency.

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