

## Enhancing Consumer Revisit Intentions: A Comprehensive Study on the Impact of Store Atmosphere, Experiential Marketing, and Brand Associations at Cafe in Bali

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#### ABSTRACT

This research aims to explore the impact of store atmosphere, experiential marketing, and brand associations on consumer revisit intention at Praya Social Hub Bali café. The study was conducted at Praya Social Hub Bali, with the population consisting of all customers who have visited and made purchases at the cafe. The sample size of 100 respondents was determined using non-probability purposive sampling. Data collected through questionnaire distribution were deemed suitable for analysis, with subsequent testing and analysis conducted using multiple linear regression. The findings indicate that store atmosphere, experiential marketing, and brand associations positively influence revisit intention at Praya Social Hub Bali. This implies that an improvement in store atmosphere, experiential marketing, and brand associations leads to higher consumer revisit intention. Brand associations emerge as the most dominant variable in influencing consumer revisit intention, attributed to its ability to create emotional connections, reinforce quality perceptions, and establish unique appeal distinguishing it from competitors. The implications of this research suggest the need to enhance store atmosphere, experiential marketing strategies, and brand associations to elevate consumer return visits to Praya Social Hub Bali.

**Keywords:** Brand Associations; Consumer Loyalty; Experiential Marketing; Revisit Intention; Store Atmosphere

## **INTRODUCTION**

According to Annur (2023), coffee production in Indonesia increased as many as 1.62% or reached 794.8 thousand tons. This indicates that the coffee industry keep continues to develop and has a great potential for Indonesian economy. Hence, coffee shop or café business growing rapidly these days. Coffee shops appear in various of flavor in urban communities to fulfil consumers' life-style which are mostly teenagers who like to gather or meet. By social media, urban citizens are easier to exchange information or sharing their life-style to each other. Those facility could influence someone's point of view and life-style to get recognition in society.

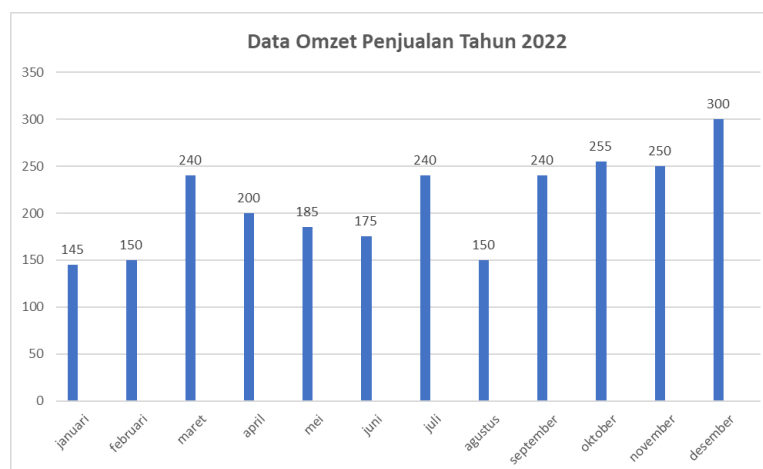
Coffee shop itself are business that sell variety of coffee and dishes accompanied with music and cozy vibes from the interiors. Nowadays, coffee shop not only selling in food and beverages but also the service and vibes. Many people from any ages visit coffee shop to do their assignment, remote-working, gathering, hangout, and chilling with the live music. It is a common place to sharing information among today's urban communities.

One of the new local coffee shop brands in Denpasar is Praya Social Hub. This coffee shop starts to operating since the middle of 2021 which is the year of recovering from Covid-19 pandemic that cause a great economic problem. However, it turns out that this does not prevent the existence of Praya Cafe. Praya owned by a group consist of three people. One of them is Berry Sanjaya. Praya located in Hayam Wuruk Street No.158, Denpasar, Bali. Praya Café provide indoor and outdoor area for their customers also present a live music every weekend.

As one of the owners, Berry Sanjaya said that in early opening of Praya, the area near the cafe was quiet and rarely known by people. Since Praya opens and a lot of customers come, the area around become more known and one by one another café start to open. Obviously, this can bring more competitors for Praya. Due to these rapid competitors, it requires more strategies in order to operating the business. Praya are charged to be able to keep their existence and royal customers.

Figure 1 presents that Praya Social Hub got sales fluctuations. It caused by the decrease of revisit intention of the customers. The similar business competitors also causing the sales are not optimal in Praya Social Hub Cafe Bali.

Figure 1. Praya Social Hub Sales Report in 2022



Source: Praya Social Hub Cafe Bali (2023).

Praya Social Hub has carried out various marketing strategies, for example creating a comfortable and pleasant store atmosphere in order to attract the customers. They use Japanese Industrial with a sloping architectural design viewed from the entrance which will take the potential customer's attention to visit Praya.

According to Tjiptono and Diana (2022), every seller should understand their consumer not only as a group (family, community, etc.) but also as an individual. In other word, seller need to align perspective with consumer's point of view. Benefit that company would get from understanding the wants and needs of the consumers is able to increase the customers satisfaction and loyalties which goes to the revisit intention of the customers.

As mentioned previously, store atmosphere plays important role these days because customers tend to shopping activity not only for buy something but also as a entertain and releasing stress. This case goes along with previous studies by Wardani et. al. (2021), Gunawan & Syahputra (2020), and Putri et. al. (2023) stated that store atmosphere gives significance of positive impact in revisit intention. Meanwhile, research that done by Pratami, (2022) argued that partial result of store atmosphere does not have a significant influence on revisit intention.

Besides store atmosphere, the appropriate marketing strategy also plays a great role in attract customer's interest. One of the marketing strategies that cam implied by a company is experiential marketing. It is a strategy that give customer a good experience relating to certain brands product so as it gets a plus value in customer's heart. Moreover, if a company can give a sense experience with suitable product as the equality of product benefit and prices, the customer will satisfy.

The crew of Praya Social Hub always taking chance to greeting and welcoming the customer in order to get any feedback or response from Praya's services. Through experiential marketing, customers are expected to see the brand not as a brand that usually come from advertisement but as a brand that give them a special experience so they have the revisit intention to the brand.

This case is supported by some previous research by Jamu et al. (2020) and Yogiswari et al. (2021) which stated that experiential marketing creates positive impact to revisit intention. In other hand, Siahaan (2018) argued that the sub variable of experiential marketing: sense and feel give positive and significant impact to revisit intention, but the other sub which are think, act, and relate give a small and less significant impact to revisit intension.

Andriani and Fatimah (2018) explained that for most of company which provide service should maintaining the customers. Besides to save the promotion budget, this also will grow emotional bonding which will make it easier for the company to sell their new products. Brand image not only important for the company but also for the customer. A good brand image could convince them to get a better and consistent quality every they purchase the product. The definition of brand including some component, they are name, symbol, design, attribute, benefit, value, culture, personality, and the user. Brand association is all the impressions that arise in someone's mind about a product.

The strength of Praya is in their brand. The name of Praya has been successfully remembered by the customers. Praya's image were known as a place to release stress. Praya Social Hub wants to provide their customer with an experience as place that cozy and comfort for meeting and sharing. There are many local cafe and coffee shop competitors with more affordable prices as an alternative for consumers to enjoy coffee with much better prices and service as mentioned in previous study done by Saijunus & Herawati (2022), Andriani & Fatimah (2018), and Siahaan (2018) that brand associations give positive impact to revisit intention.

Based on the research gap and the happening phenomenon, the researchers interested to do more research about store atmosphere, experiential marketing, brand association, and revisit intention of consumers through the research entitled "Enhancing Consumer Revisit Intentions: A Comprehensive Study on the Impact of Store Atmosphere, Experiential Marketing, and Brand Associations at Cafe in Bali".

## **LITERATURE REVIEW**

### **Self-Congruence Theory**

According to Kotler and Keller (2009), the decision-making process by consumers will be influenced by consumer characteristics, one of which is personality. Consumers choose products according to their tastes or preferences. Consumers are sometimes faced with a choice of several brands that have products of equally strong quality and authenticity. Even though the quality and authenticity of the products are equal, consumers will be reluctant to buy and subscribe to a brand if it does not suit their own image or self-concept.

The theoretical basis of Self-Congruence Theory (SCT) is the self-concept. Self-concept is an arrangement of self-forms as a form of self-articulation in memory that has been developed within us, which contains self-elements that are relatively fixed in nature as well as self-elements that are soft in nature and can be directed anywhere according to the life we experience or face (Sirgy et al., 1997). Self-Congruence Theory (SCT) suggests that consumers will use products that have attributes that are appropriate or can support their self-concept (Solomon et al., 2014). From this explanation, this theory illustrates that consumer attachment to products, services, or places, can be determined by the resulting self-conformity with the conformity of expectations obtained.

### **Revisit Intention**

Zeithaml et al. (2018) stated that revisit intention is a form of customer behavior or desire to come back, provide positive word of mouth, stay longer and visit more often. When a consumer makes a return visit for the second time or more, with the reason for returning because of the consumer's experience with the product or service owned by the company, revisit intention will occur. A consumer's loyalty to a brand or product is very difficult to measure, but the attachment between consumers and the brand in returning to a place can be an appropriate indicator for measuring loyalty. There are several indicators adapted by Putri et al. (2023), namely consumer's willingness to visit again, consumer's willingness to invite other people to visit, someone's willingness to tell about the product or service, and consumer's willingness to place the purpose of the visit as a priority.

### **Store Atmosphere**

Sutisna (2022) states that the physical facilities of a shop form the image of the shop. According to Levy et al. (2013) store atmosphere is a combination of store characteristics such as color, architecture, layout, lighting, temperature and displays which simultaneously create an image that can influence consumers when making a purchase and can give an impression attractive to consumers. Owners or managers of business entities always hope to create a feeling in the hearts of consumers so that they feel comfortable when they are in a place so that consumers want to return to visit that place. Sutisna (2022) states that the shop atmosphere has several factors that shape the overall shop atmosphere. However, the choice of store to make a purchase will vary for each consumer, depending on their individual characteristics. There are store atmosphere indicators such as cleanliness, music, smells, temperature, lighting, color, and display/layout.

### **Experiential Marketing**

According to Smilansky (2017), experiential marketing allows customers to differentiate products and services from touch, taste, smell, sound and sight, because customers experience the experience directly. Smith and Hanover (2016) state that experiential marketing is a marketing approach that involves consumers' emotions and feelings by creating positive experiences so that consumers make purchasing decisions and are fanatical about a product. In short, experiential marketing is a customer's real experience of certain products and brands which involves feelings and emotions that have an impact on marketing, especially purchasing decisions. Sutisna (2022) states that past experiences influence consumers' attitudes towards brands and can be used as material for evaluating the brand. There are several indicators to measure experiential marketing. According to Bataat (2019), experiential marketing consists of 5 elements called Strategic Experiential Modules (SEMs). The meaning of these five elements are sense, feel, think, act, and relate.

### **Brand Associations**

Branding is the process of giving brand strength to products and services which creates all the differences between products (Kotler & Keller, 2009). Sutisna (2022) and Arif & Syahputri (2021) state that brand image represents the consumer's overall perspective on the brand and the form of information and past experiences with the brand. A positive brand image implies that customers have confidence in the brand and its products, experiencing a sense of satisfaction and pride in their purchases of goods and services from that brand (Bhasin in Aryani et al., 2021).

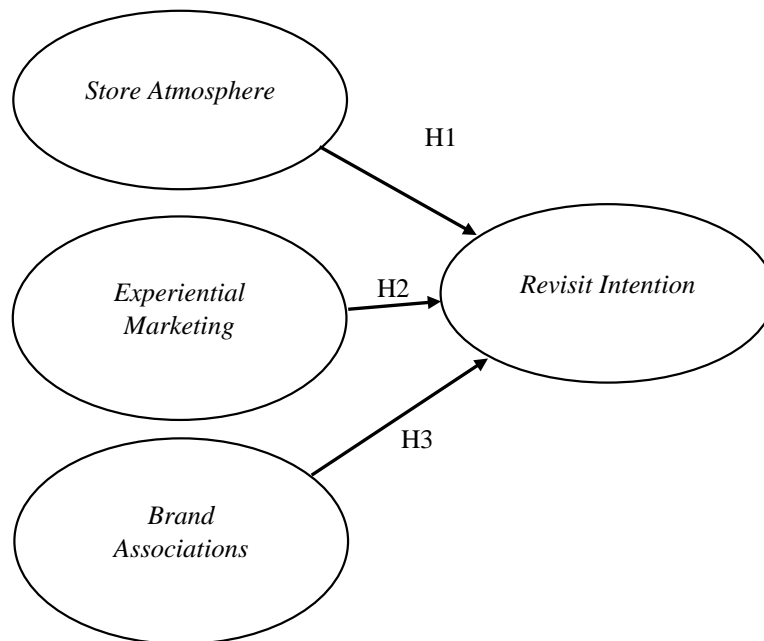
Sangadji and Sopiah (2013) stated that one of the characteristics of a brand is its brand association, and it will be stronger if consumers have had a lot of experience related to the brand. According to Aaker (2013) brand associations are anything that is directly or indirectly related to consumers' memories of a brand.

From the definitions above regarding brand associations, it can be concluded that brand associations are all things or consumer impressions related to a particular brand that stick in the consumer's memory. There are several indicators adapted by Aaker (2013), there are has a well-known brand, has its own characteristics, has an affordable price, and has the impression of good quality.

### Conceptual Framework

Based on the research objectives, a literature review on store atmosphere, experiential marketing, and brand association towards revisit intention, the framework of this research is as shown below.

**Figure 2. Conceptual Framework**



### Hypotheses

- H1 : Store atmosphere has a positive and significant effect on revisit intention consumer in Praya Social Hub Bali Cafe.
- H2 : Experiential marketing has a positive and significant effect on revisit intention consumer in Praya Social Hub Bali Cafe.
- H3 : Brand association has a positive and significant effect on revisit intention consumer in Praya Social Hub Bali Cafe.

## RESEARCH METHOD

### Research Location

This research was conducted at the Praya Social Hub Cafe located in Bali, which is located on Jalan Hayam Wuruk No. 158, Denpasar, Bali. Praya Social Hub Bali has a strategic location for tourists because it is located in the center of Denpasar city which is easily accessible to the public.

### Research Object

The object of this research is revisit intention which are influenced by store atmosphere, experiential marketing, and brand associations at the Praya Social Hub Bali cafe.

### Variable Identification

The independent variable in this research are store atmosphere (X1), experiential marketing (X2), and brand associations (X3). The dependent variable in this research is revisit intention (Y).

### Population and Sample

The population in this research is all customers who have visited and made purchases at the Praya Social Hub Bali Cafe, the number of which is not known for certain (infinite population).

In determining the sample, one type of non-probability sampling method used in this research is purposive sampling, with a sample size of 100 respondents.

### Method of Data Collection

Observation, interviews, and questionnaires using a Likert scale was used to collect the data in this research. Data processing is done with the SPSS 26 software.

### Data Analysis Technique

The data analysis technique used to solve the problems in this research are instrument test, classical assumption, analysis multiple linear regression, multiple correlation analysis, coefficient of determination test (Adjusted R Square), F-test and hypotheses t-test.

## RESULTS

### Validity Test

The results of the validity test show that all correlation coefficients of the store atmosphere (X1), experiential marketing (X2), brand associations (X3), and revisit intention (Y) indicators for Praya Social Hub Bali cafe consumers have a value greater than 0.30. These results show that the indicators mentioned above are proven to be valid.

### Reliability Test

The reliability test results show that each of the Cronbach's Alpha values for each instrument is greater than 0.70. The Cronbach's Alpha value for the store atmosphere variable (X1) is 0.951, experiential marketing (X2) is 0.930, brand associations (X3) is 0.955 and revisit intention (Y) is 0.925. From this it can be seen that all the instruments mentioned above are declared reliable so they can be used to conduct research.

### Normality Test

The Normality Test using the one-sample Kolmogorov-Smirnov Test, shows that the Kolmogorov-Smirnov value is 0.136, which is a value greater than 0.05, which indicates that the data used is normally distributed.

### Multicollinearity Test

The results of the Multicollinearity Test show that there are no independent variables that have a tolerance value of less than 0.10 and there are no independent variables that have a VIF value of more than 10. So it can be concluded that there are no symptoms of multicollinearity between the independent variables and the regression model.

### Heteroscedasticity Test

The results of the heteroscedasticity test show that all independent variables (Store Atmosphere (X1), Experiential Marketing (X2) and Brand Associations (X3) have significance values, namely 0.723; 0.670 and 0.460 indicate that the significance value is greater than 0.05, so it can be concluded that in the regression model there are no symptoms of heteroscedasticity.

### Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Analysis Result

| Variable                    | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig    |
|-----------------------------|-----------------------------|------------|---------------------------|--------|--------|
|                             | B                           | Std. Error | Beta                      |        |        |
| (Constant)                  | -0.146                      | 1.046      |                           | -0.140 | 0.889  |
| Store Atmosphere (X1)       | 0.209                       | 0.043      | 0.362                     | 4.909  | 0.000  |
| Experiential Marketing (X2) | 0.183                       | 0.064      | 0.217                     | 2.840  | 0.006  |
| Brand Associations (X3)     | 0.400                       | 0.080      | 0.389                     | 4.986  | 0.000  |
| R                           |                             |            |                           |        | 0.805  |
| R Square                    |                             |            |                           |        | 0.648  |
| Adjusted R Square           |                             |            |                           |        | 0.637  |
| F Statistic                 |                             |            |                           |        | 58.878 |
| F Test Significance         |                             |            |                           |        | 0.000  |

Based on multiple linear regression analysis the results are as follows:

- a = -0,146 this means that if the Store Atmosphere (X1), Experiential Marketing (X2) and Brand Associations (X3) the value is 0, then the Revisit Intention (Y) is -0,146.
- b<sub>1</sub> = 0,209, this means that Store Atmosphere (X1) has positive effect on Revisit Intention (Y). This means that if the Store Atmosphere (X1) get better, the consumer Revisit Intention will be higher (Y).
- b<sub>2</sub> = 0,183, this means that Experiential Marketing (X2) has positive effect on Revisit Intention (Y). This means that if the Experiential Marketing (X2) get better, the consumer Revisit Intention will be higher (Y).
- b<sub>3</sub> = 0,400, this means that Brand Associations (X3) has positive effect on *Revisit Intention* (Y). This means that if the Brand Associations (X3) get better, the consumer Revisit Intention will be higher (Y).

### Analysis of the Coefficient of Determination (Adjusted R Square)

The value of Adjusted R Square is 0,637 shows the magnitude of the role or contribution of variables (Store Atmosphere (X1), Experiential Marketing (X2) and Brand Associations (X3) towards the intention of consumer's revisit of 63,7% and the remaining 36,3% percent is influenced by other variables not examined in this research.



### **F-test**

The F test significance value of 0.000 is smaller than 0.05, this means that simultaneously Store Atmosphere (X1), Experiential Marketing (X2) and Brand Associations (X3) have a significant effect on Revisit Intention (Y) at the Praya Social Hub Bali Cafe which this means that the model with independent variables is acceptable.

### **Hypothesis Testing (t-test)**

Store Atmosphere (X1) has t-value of  $4.909 > \alpha 0.05$  with a significant value of  $0.000 < \alpha 0.05$ , so it can be concluded that H1 is accepted. Experiential Marketing (X2) has t-value of  $2,840 > \alpha 0,05$  with a significant value of  $0,006 < \alpha 0,05$ , so it can be concluded that H2 is accepted. Brand Associations (X3) has t-value of  $4,986 > \alpha 0,05$  with a significant value of  $0,000 < \alpha 0,05$ , so it can be concluded that H3 is accepted.

## **DISCUSSION**

### **The Effect of Store Atmosphere on Consumer Revisit Intention at Praya Social Hub Bali Cafe**

The results of the research have shown that the Store Atmosphere (X1) variable has a positive and significant effect on Revisit Intention (Y) at the Praya Social Hub Bali Cafe, which means that the better the Store Atmosphere (X1), the consumer's Revisit Intention (Y) at the Praya Social Hub Bali Cafe will get higher. Store atmosphere (X1) is a physical characteristic that is very important for every business, such as always looking clean, the music being played is pleasant to listen, having a distinctive aroma according to consumer preferences, cool room temperature, appropriate lighting settings, furniture colors that are harmony with building interior design, and items that have aesthetics according to the theme are important parts to review which can increase Revisit Intention (Y). This is in accordance with research revealed by Wardani et al. (2021), Gunawan & Syahputra (2020), and Pratami (2022), states that Store Atmosphere (X1) has a positive effect on Revisit Intention (Y).

### **The Effect of Experiential Marketing on Consumer Revisit Intention at Praya Social Hub Bali Cafe**

Based on the research results, it was found that the Experiential Marketing (X2) variable had a positive and significant effect on Revisit Intention (Y) at the Praya Social Hub Bali Cafe, meaning that the better the Experiential Marketing (X2), the Revisit Intention (Y) of consumers at the Praya Social Hub Bali Cafe would be higher. Experiential marketing is marketing through experiences that consumers feel, such as experiences through the five senses of taste, experiences with employee service, new experiences that can broaden consumer insight, interaction experiences that are difficult to forget, and related experiences that increasingly make consumers feel memorable and have a personal connection to the experience. given, the greater the opportunity for consumers to return to the cafe. This is in accordance with research revealed by Jamu et al. (2020) and Yogiswari et al. (2021) states that Experiential marketing (X2) has a positive effect on Revisit Intention (Y).

### **The Effect of Brand Associations on Consumer Revisit Intention at Praya Social Hub Bali Cafe**

Based on the research results, it was found that the Brand Associations (X3) variable had a positive and significant effect on Revisit Intention (Y) at the Praya Social Hub Bali Cafe, meaning that the better the Brand Associations (X3), the Revisit Intention (Y) of consumers at the Praya Social Hub Bali Cafe would be higher. This research has also proven that the Brand Associations (X3) variable plays a high role or has the most dominant influence on the Revisit Intention (Y) variable, which means that Brand Associations (X3) must be given great attention. The things that must be paid attention

to are branding, company characteristics, affordable product prices, and the impression of good quality. This is in accordance with research revealed by Saijunus & Herawati (2022) and Andriani & Fatimah (2018) states that Brand Associations (X3) has a positive effect on Revisit Intention (Y).

## **CONCLUSION**

According to the research conducted by the researchers on the effect of store atmosphere, experiential marketing, and brand associations on consumer revisit intention at Praya Social Hub Bali café. The conclusion is as follows: (1) Store Atmosphere (X1) has a positive and significant effect on consumer Revisit Intention at Praya Social Hub Bali Cafe, This means that if the Store Atmosphere (X1) get better, the consumer Revisit Intention in Praya Social Hub Bali Cafe will be higher (Y); (2) Experiential Marketing (X2) has a positive and significant effect on consumer Revisit Intention at Praya Social Hub Bali Cafe, This means that if the Experiential Marketing (X2) get better, the consumer Revisit Intention in Praya Social Hub Bali Cafe will be higher (Y); and (3) Brand Associations (X3) has a positive and significant effect on consumer Revisit Intention at Praya Social Hub Bali Cafe, This means that if the Brand Associations (X3) get better, the consumer Revisit Intention in Praya Social Hub Bali Cafe will be higher (Y).

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N/A

## **DECLARATION OF CONFLICTING INTERESTS**

The authors declared no potential conflicts of interest.

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