

The Influence of Experiential Marketing, Brand Image and Location on Repurchase Intention in Lapau Kapau

Dona Amelia

Haji Agus Salim Institute of Technology and Business, Bukititnggi
donarondy@gmail.com

Ayu Febriana

Haji Agus Salim Institute of Technology and Business, Bukititnggi
ayufebriyana00@gmail.com

Abstract

This research aims to analyze Experiential Marketing on Repurchase Intention at Lapau Kapau. To analyze Brand Image on Repurchase Intention at Lapau Kapau. The research uses quantitative methods. The type of data in this study is primary data by distributing questionnaires to all visitors of Lapau Kapau. The sampling technique uses Probability sampling, which is a sampling technique carried out by giving equal opportunities in the population to be selected as a sample. The analysis technique uses test tools with the help of SmartPLS software version 3. Based on the results of the hypothesis testing that have been described in the research results, it shows that: (1) experiential marketing is known to have a positive but not significant effect on repurchase intention on consumers who want to visit Lapau Kapau. (2) Brand image is known to have a positive and significant influence on repurchase intention on consumers who want to visit Lapau Kapau. (3) Location is known to have a positive and significant influence on repurchase intention on consumers who want to visit Lapau Kapau.

Keywords

Experiential Marketing, Brand Image, Location, and Repurchase Intention.

1.Introduction

Indonesia has a very diverse culinary wealth. Each region has its own distinctive and unique traditional food. Traditional Indonesian food has high cultural value, because it contains the history, identity and culture of a region. Therefore, traditional Indonesian food is not just food, but also a form of culture that must be preserved. Traditional Indonesian food is made from natural ingredients available around the surrounding environment. These ingredients are usually processed in a simple way, but produce a unique and distinctive taste (General, Inspectorate of the Ministry of Education, 2023). According to (Statistics, 2023), the gross domestic product (GDP) on the basis of constant prices (ADHK) from the food and beverage industry (F&B) amounted to IDR 209.51 trillion in the second quarter of 2023. This value increased by 4.62 % compared to the same period in the previous year (year on year/ yoy) of IDR 200.30 trillion. The growth in the performance of the food and beverage industry is the fourth largest compared to other processing industry subsectors in the second quarter of 2023. Its position is below the transportation equipment, base metals, and electronics industries, which grew 9.66% (yoy), 11.49 (yoy), and 17.32% (yoy), respectively.

Every region own variety culinary itself , which is attached to the ecosystem culture local and even own special value or meaning for the community . Like Products West Sumatra culinary delights are one of the well-known ones widespread in Indonesia and is also called by the term Minangkabau cuisine introduced by Minangkabau migrants from various area in West Sumatra. There is Lots recipes and variations Cook West Sumatra based regions , cities or districts , including Bukittinggi, Padang, Padang Panjang, Payakumbuh , Solok , Pesisir Selatan, Batusangkar , Agam

, Dharmasraya and so on . Although diverse variety Minangkabau cuisine does not only originate from the city of Padang, West Sumatra cuisine has already been established known public common name Padang food .

Culinary Traditional is one of type from diversity culture in Indonesia . Diversity type food traditional is resources that must be developed and utilized . According to (Harmayani, 2017) Culinary traditional refer to food made from materials produced in the local area after which they are processed using the method as well as technology that is understood by society local who has appearance , taste image , and aroma that are very distinctive and sought after public local . Like the Lovers culinary native to Minangkabau in West Sumatra (West Sumatra), especially Nasi Kapau , kapau rice is term for side dishes typical kapau A nagari in the Agam Regency area which is still close to Bukittinggi City. Now Kapau rice comes in the form of specially designed restaurants and restaurants Name Lapau Kapau .

Success Culinary business management is influenced by many things variable . Gunawan & Wulandari (2018) stated that *experiential marketing* plays a role important for consumers . Furthermore, Passa (2021) revealed that *experiential marketing* influential positive towards loyalty customer . Likewise , Wijaksono (2019) proves exists influence positive *experiential marketing* on satisfaction which then has an influence towards *revisits intention* .

A number of other studies have found influence *experiential marketing* on consumer repurchase interest (Sidyanata & Setyono 2017; Yudha , 2022; Rahman & Supriadi , 2022). These studies show dimensions *think* , *experience*, *act experience*, and *relate experience* influential positive and significant on repurchase intention , meanwhile *sense experience* and *felt experience* have an influence positive but not significant on repurchase intention . Variable *Experiential marketing* has the most dominant influence on consumer repurchase interest *konig coffee & bar* is *relate experience*

In line with the above, research by Roring et al., (2018) shows that *Experiential marketing* and *Emotional marketing* has an influence positive and significant towards *loyalty customer* . Likewise , research by Fadji (2023) and Rezeki (2020) on business culinary see you influence *experiential marketing* on repurchase interest .

So The many culinary businesses that are growing and developing in this modern era have had an impact on a variety options that consumers can choose from . It's here Culinary business entrepreneurs are required to improve products you have in order to maintain *brand image* of their (Mishael & Ir. Tumpal J.R Sitinjak, 2021)products

Factor location influence the decisions taken consumers to buy something product (Fure, 2014). Good location for a particular business makes it easy access to the shop , attracts many consumers , and can change pattern shopping consumers significantly .

Lapau Kapau official established in 2022 in Jorong Pandan Banyak, Nagari Kapau , District Tilatang Kamang , Agam . Stand aside rice field with concept building in the form of modern modified rice wrappers . Lapau kapau is one of the restaurants and restaurants built by one person businessman national which is also original son Nagari Kapau area named Andi Sharandi . From the results of a visit to Lapau Kapau , researcher got information that amount visitors to Lapau Kapau as many as 350-500 visitors per month.

Information regarding something Business in this digital era can be seen through social media . The social media used by Lapau Kapau in the form of Instagram with the name @lapaukapau2022 where his followers are amount as many as 9,366 followers , but Lapau When you don't interact enough with consumers , it can be seen from the number of likes and comments on the content .

Refers to indicators *think* (pattern think) products offered by Lapau Kapau , still there is complaint visitors related to the chili menu and the prices offered are not in line with consumer expectations . Likewise with distance between Lapau Kapau with the city Bukittinggi is around 3.6 km/hour. With the lack of transportation such as freight village (akdes), cause visitors difficult to reach and make a purchase .

Based on background behind the problem above, then there is three formulation problem as following :

1. How to influence Marketing Based on Experience on Repurchase Interest in Lapau Kapau ?
2. How to influence Brand Image on Repurchase Intention on Lapau Kapau?
3. How to influence Location of Repurchase Interest in Lapau Kapau ?

1.1 Objectives

1. To investigate the effect of Marketing Based on Experience on Repurchase Interest in Lapau Kapau
2. To investigate the effect of Brand Image on Repurchase Intention on lapau kapau
3. To investigate the effect of Location of Repurchase Interest in lapau kapau

2. Literature Review

Septianda (2020) states that *repurchase intention* is emerging behavior as response to objects. Whereas according to Juanda et al., (2019) *repurchase intention* is something commitment consumers that are formed after consumers make a purchase something product or service previously. Next Rijal (2021) state *repurchase intention* is impulse or desire that arises in oneself customers to acquire goods or services they enjoy and have purchased before based on the results of the assessment, suitability performance products or services with consumer expectations. More Ezra et al. (2022) reveal factor main influence interest someone to make a repeat purchase includes cultural factors and factors psychological, and socio-economic factors.

According to (Yani & Munir, 2021) *experiential marketing* is something way to create a user services gain experience through five senses, creating experience affective (*feel*), creating experience think creatively (think) create experience customers relate to the body physically, with behavior and style life as well as with experiences as a result of interaction with other people (*act*), also creates experiences connected to circumstances social, style life, and culture that can be reflected that brand is development from sensations, feelings, cognitions and actions (*relate*). Fitriani (2019) added that indicator from the *Experiential Marketing* variable in the form of Sense was created to provide pleasure aesthetics through stimulation of the five sense man.

Brand image according to Kotler et al. (2017) should deliver benefits and positioning typical product. According to Sari Dewi et al. (2020), *brand image* is method field consumer towards something brand as A description from what's there in mind or thoughts consumer towards something brand. Firmansyah (2019) state terms in election brands to pay attention to are easy remember.

According to Kotler & Keller in Juliet (2020), measurement image branding can be done based on aspect A brand namely: Strength (Strengthness), Uniqueness (Uniqueness), Likeability (Favorable). Hartanto (2019) also stated that *brand image* is bunch associations perceived by consumers towards a brand certain. Then Rahayu (2017) give argument related benefit from *brand image* as potential to have innovation, credibility and legitimacy.

Heizer & Render (2015) states that location is drivers of costs and revenues. Therefore location often own the power to create the company's business strategy. Strategic location aims to maximize profit from location bari company. Furthermore Fauji et al., (2019) stated that the election location physique need consideration kkses, visibility, then traffic, spacious parking area, comfortable and safe as well as expansive..

3. Methods (12 fonts)

Type the researcher will done is Analysis quantitatif. **Research sites** This research was carried out in Lapau Kapau whose address is in Jorong Pandan Banyak, Nagari Kapau, District Tilatang Kamang, Agam. Data sources used by researchers in this research are primary data and secondary data. Primary data used in this research is a questionnaire. Secondary Data obtained from various source written including documents from Lapau Kapau.

4. Data Collection (12 fonts)

From the results of the visit researcher get information about visitors visiting Lapau Kapau as many as 350-500 visitors / month. Determination amount sample determined using Hair et al., (2018) formula where the sample can be calculated based on amount indicator times 5 to 10. Based on these guidelines, then amount The sample for this research is : $7 \times 18 = 126$ respondents

5. Results and Discussion

5.1 Numerical Results

Loading values are presented in the table it is seen that all the indicators have loading factor is greater of 0.5. These results show that all indicators have validity good convergence . Thus, the indicator is valid in measure each variable latent .

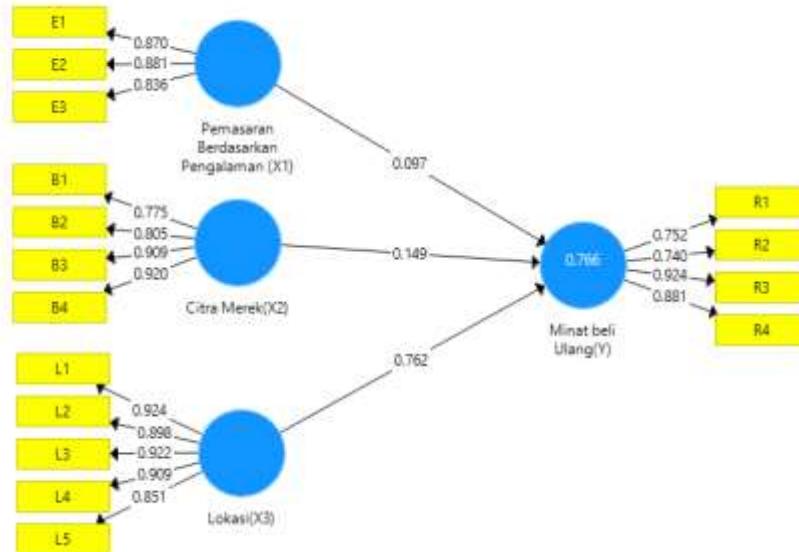
Table 1. Loading Factor

	Experience Marketing (X1)	Brand Image (X2)	Location (X3)	Repurchase Intention (Y)
E1	0.870			
E2	0.881			
E3	0.836			
B1		0.775		
B2		0.805		
B3		0.909		
B4		0.920		
L1			0.924	
L2			0.898	
L3			0.922	
L4			0.909	
L5			0.851	
R1				0.752
R2				0.740
R3				0.924
R4				0.881

5.2 Graphic Results

In this research validity convergent proven through achievement criteria . In SEM/PLS approach, a measurements have been met validity convergent if it is fulfilled condition that is has a minimum factor loading of 0.5. Factor loading results served as following :

Figure1. Path Model



5.3 Proposed Improvements

The initial sample value is 0.097 then Marketing Based on Experience influential positive towards repurchase interest in Lapau Kapau . Statistical T value equal to 1.558 < T table 1.96 and p-value 0.120 < alpha 0.05, then H1 is rejected . That means marketing based on experience does not have a significant effect on repurchase intention .

Furthermore, the initial sample value is 0.149 Brand Image influential positive towards repurchase interest in Lapau Kapau . Statistical T value equal to 2.243 > T table 1.96 and p-value 0.025 < alpha 0.05, then H2 is accepted . That means image brand has a significant effect on repurchase intention .

Then The initial sample value is 0.762 then Location influential positive towards repurchase interest in Lapau Kapau . Statistical T value amounting to 11.057 > T table 1.96 and p-value 0.000 < alpha 0.05, then H3 is accepted . That means location has a significant effect on repurchase intention .

5.4 Validation

The Influence of Experiential Marketing on Repurchase Intention. In the experiential marketing variable , it is known that from the average score of the answers obtained is at in good category , this can be seen from experiential marketing statement where Lapau Kapua can attract consumers with the visual aesthetics of its attractive interior and exterior . However, from several statements on the experiential marketing variable , the answer The lowest level of respondents was in the statement related level trust consumers for quality food ingredients height provided in Lapau Kapau . Visitors The assessment for this indicator is not very good important So the results of the analysis test in SEM-PLS state that experiential marketing is positive but not significant on consumer repurchase interest . Lapau Kapau .

The results of this research are in line with the research conducted though (Hutajulu et al., 2022) entitled "The Influence of Experiential Marketing, Quality Food , and Trust in Repurchase Interest in Chicken Smash Bensu Manado". The results of this research show that experiential marketing has influence positive is not significant on repurchase intention .

The influence of brand image on repurchase intention. On variables product it is known that from the average score of the answers obtained is at in good category , this means that consumers feel that the restaurant Lapau Kapau for brand image has met needs and desires consumers where they can be seen From the Outer Model Test, Inner Model Test and Hypothesis Test , the results were positive and significant .

The results of this research are in line with research conducted by (Suardyana & Tiarawati , 2022) entitled "The Influence of Brand Image, Location and Store Atmosphere on Customer Repurchase Intentions Indomaret in the Surabaya Region". From the results of this research shows that brand image has an influence positive towards repurchase intentions .

The influence of location on repurchase intention. On variables product it is known that from the average score of the answers obtained is at in good category , this means that consumers feel that the restaurant Lapau Kapau for the location is sufficient needs and desires consumers where they can be seen From the Outer Model Test, Inner Model Test and Hypothesis Test , the results were positive and significant .

The results of this research are in line with research conducted by (Faradiba & Rahayu Tri Astuti , 2013) entitled " Analysis of the Influence of Quality Product , Price , Location and Quality Services on Consumer Repurchase Intentions (Study at Stalls Eat “ Duck Fat "Semarang". From the results of this research, it shows that the location influential positive towards repurchase interest .

6. Conclusion

The analysis that has been carried out can be concluded that experiential marketing is known have positive but less significant influence on repurchase intention among consumers who want to visit Lapau Kapau . Next are the results The analysis that has been carried out can be concluded that the brand image is known have positive and significant influence on repurchase intention among consumers who want to visit Lapau Kapau. Next , the results of the analysis that has been carried out can be concluded that the location is known have positive and significant influence on repurchase intention among consumers who want to visit Lapau Kapau .

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