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SENSORY MARKETING AND EXPERIENTIAL VALUE: DRIVERS OF CUSTOMER SATISFACTION AND REVISIT INTENTION IN SLOW FOOD RESTAURANT

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Abstract
In response to the growing demand for sustainable and culturally rooted dining experiences, this study explores the role of sensory marketing and experiential value in enhancing customer satisfaction and revisit intention within the context of a slow food restaurant. Utilizing Kaum Jakarta as a case study, the study employs the Stimulus-Organism-Response (S-O-R) model to analyse the connections between sensory perception, emotional and functional experiential value, customer satisfaction, and the likelihood of revisiting. A quantitative approach was adopted, involving 300 participants, with data processed through Partial Least Squares–Structural Equation Modelling (PLS-SEM). The findings indicate that sensory perception has a substantial effect on both emotional and functional experiential value. These values, in turn, enhance customer satisfaction, which subsequently influences the intention to revisit. The research underscores the significance of multisensory experiences and perceived experiential value in cultivating customer loyalty within the slow food dining sector. The results offer valuable insights for the development of marketing strategies in sustainable culinary enterprises, especially in culturally vibrant settings such as Indonesia.
Keywords: Sensory Marketing, Experiential Value, Customer Satisfaction, Intention to Revisit, Slow Food, Kaum Restaurant, Multisensory Marketing

I. INTRODUCTION

Kaum Restaurant represents an embodiment of the slow food philosophy in Indonesia, developed under the Potato Head Family by Ronald Akili, Lisa Virgiano, and Chef Antoine Audran. As the third outlet following its success in Hong Kong and Bali, Kaum Jakarta continues to promote the richness of Indonesian cuisine through an immersive dining experience that combines authenticity, cultural storytelling, and sustainable sourcing. Beyond functioning as a culinary establishment, Kaum positions itself as a cultural platform dedicated to preserving the diverse culinary heritage of the archipelago by collaborating with local farmers, using traditional ingredients, and showcasing regional cooking techniques.

Amidst rapid urbanization and lifestyle acceleration, Indonesian consumers have shown a heavy reliance on fast food, driven by convenience and affordability. In 2023, the fast-food industry in Indonesia was valued at USD 26.3 billion, growing by 13% from the previous year (Euromonitor International & USDA Foreign Agricultural Service, 2024). A national survey conducted by Katadata Insight Center (2023) also indicated that most Indonesians consume fast food more than once per week. While this trend reflects modern consumption behavior, it has also raised concerns regarding health and environmental impact, fostering a shift toward more conscious and sustainable eating practices.

This shift has paved the way for the emergence of the slow food movement, which advocates for food that is not only delicious but also produced ethically and sustainably. Originating in Italy in 1986 by Carlo Petrini, the movement promotes the values of *good* (high-quality, flavorful food), *clean* (produced with minimal environmental impact), and *fair* (accessible pricing and fair treatment of producers) (Slow Food International, 2023).

In order to adequately address the changing preferences of consumers, slow food establishments need to implement strategic methods that focus on sensory marketing and the value of experiences. These factors are essential in influencing customer perceptions, fostering emotional bonds, and enhancing overall satisfaction (Kim, Kim, Park, & Yoo, 2021; Yuan & Wu, 2008). Consequently, this research aims to investigate the connection between sensory perception, both emotional and functional aspects of experiential value, customer satisfaction, and the intention to return, utilizing Kaum Jakarta as a case study within the framework of Indonesia's slow food movement.

II. LITERATUR REVIEW

A. S-O-R (Stimulus- Organism- Response)

The S-O-R (Stimulus-Organism-Response) theory is an approach originating from psychology and communication, describing how human behavior is influenced by stimuli from the surrounding environment (Mowen & Minor, 2001). This theory emphasizes that environmental stimuli do not directly produce responses but are mediated through internal processes within the individual (Belch & Belch, 2021). This stage includes cognitive, emotional, and motivational components (Schiffman & Wisenblit, 2019). External information or events do not always immediately trigger action; rather, they require interpretation and understanding (Solomon, 2020). During this phase, individuals process stimuli based on perception, beliefs, personal values, and psychological conditions (Kotler & Keller, 2016). After being internally processed, the stimuli then lead to responses in the form of attitudes, decisions, or certain behaviors.

B. Sensory Marketing

According to Krishna (2012), sensory marketing is a strategic marketing approach that designs customer experiences through the

five senses—sight, hearing, smell, taste, and touch. Sensory marketing can create emotional connections and deeper experiences between customers and brands (Biswas, Labrecque, & Leh, 2021).

C. Experiential Value

According to Mathwick et al. (2001), experiential value refers to consumers' perceptions of the benefits gained from direct interactions with products or services, which are both emotional and functional in nature.

D. Customer Satisfaction

According to Oliver (1997), customer satisfaction is an evaluative response to a specific consumption experience, which results from the comparison between expectations and actual performance.

E. Post Purchase Intention

Post purchase intention refers to a consumer's intention to take certain actions after a purchase, such as making a repeat purchase or recommending the product to others (Hellier et al., 2003).

F. Relationship Between Variables

Sense perception plays a significant role in shaping experiential value, both emotional and functional. Sense perception can enhance experiential emotional value by creating comfort and a warm atmosphere, and also contributes to experiential functional value such as product and service quality. Furthermore, experiential emotional value plays a role in forming customer satisfaction through positive emotional experiences, while experiential functional value positively impacts customer satisfaction from a functional perspective. This customer satisfaction then drives the intention to revisit, a behavior crucial for business sustainability in the service industry.

G. Previous Research

Prior studies illustrate the connection among sensory marketing, experiential value, customer satisfaction, and the intention to return. Numerous international and national investigations, including those conducted by Gizem Haritaoglu et al. (2022), Santos et al. (2024), and additional local research, substantiate the interplay of these variables across different contexts. These previous studies provide both the theoretical framework and empirical rationale for the current research.

H. Research Hypothesis

Drawing from the theoretical analysis presented, the authors construct a conceptual framework concerning the interplay of the variables examined in this study as outlined below.

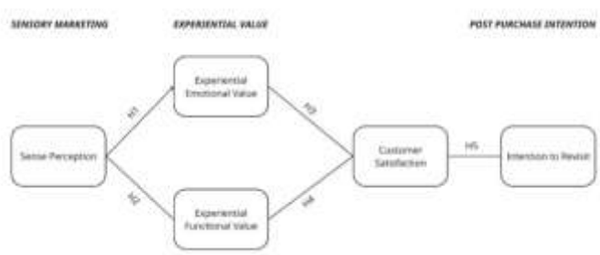

Figure 1 Research Model

Based on the above conceptual framework, the hypotheses used as temporary answers to the research questions are as follows:

H1: Sense perception has a positive and significant effect on experiential emotional value

H2: Sense perception has a positive and significant effect on experiential functional value

H3: Experiential emotional value has a positive and significant effect on customer satisfaction

H4: Experiential functional value has a positive and significant effect on customer satisfaction

H5: Customer satisfaction has a positive and significant effect on intention to revisit

III. METHODOLOGY

a. Type of Research

This research employs a quantitative methodology. This methodology is utilized to assess the strength of the relationships among the variables under investigation and to evaluate the proposed hypotheses. The aim of this research is to ascertain the influence of sensory perception on experiential value (which encompasses both experiential emotional value and experiential functional value), in addition to its effect on customer satisfaction and the intention to return to a slow food restaurant, particularly Kaum Jakarta.

b. Population and Sample

The participants in this research are individuals who have dined at Kaum Jakarta. The sample was chosen through non-probability sampling methods, particularly purposive sampling. The criteria for respondents included consumers who had visited Kaum Jakarta at least twice, were aged 18 or older, and were prepared to complete the online questionnaire. To determine the customer population of Kaum restaurant, Lemeshow's formula can be applied (Hosmer, Jr., Lemeshow, & Sturdivant, 2013).

$$n = \frac{(Z_a)^2 P\,(1 - P)}{d^2}$$

Then the sample size will be:

$$n = \frac{(Z_a)^2 P\,(1 - P)}{d^2}$$

$$n = \frac{(1.64)^2 0.5\,(1 - 0.5)}{0{,}05^2}$$

$$n = 268{,}96$$

The required sample size is 268.96, as indicated by the calculation above. However, to minimize potential errors in completing the questionnaire, the researcher will distribute the questionnaire to 300 respondents.

c. Partial Least Squares – Structural Equation Modeling (PLS-SEM)

This research employs the Partial Least Squares–Structural Equation Modelling (PLS-SEM) technique for data analysis. PLS-SEM was selected due to its capability to analyze intricate models that involve numerous indicators and relatively small sample sizes, as well as its lack of requirement for multivariate normal distribution assumptions. The analysis was performed utilizing the most

recent version of the Smart-PLS software. The PLS-SEM process encompasses evaluating the measurement model (outer model) and the structural model (inner model). The outer model serves to evaluate the validity and reliability of constructs through their respective indicators, whereas the inner model is utilized to investigate the relationships among constructs and to assess the research hypotheses.
In this study, structural equation modeling (SEM) is used to comprehensively analyze the causal relationships between exogenous and endogenous variables. The measurement model (outer model) is used to evaluate validity and reliability, while the structural model (inner model) is used to examine the relationships between latent variables.
The outer model serves to evaluate the validity and reliability of the research instruments. For an instrument to be considered valid, it must satisfy the criteria for discriminant validity (AVE > R^2, main loading > cross loading) and convergent validity (AVE > 0.5, outer loading > 0.7). The reliability of the measurement instrument is confirmed through composite reliability.

This model assesses the relationships among latent variables and various key indicators. The coefficient of determination (R^2) quantifies the impact of independent variables on dependent variables, with classifications indicating strength ($R^2 \geq 0.67$ strong, 0.33–0.67 moderate, ≤ 0.19 weak) as outlined by Ghozali & Latan (2015). Additionally, predictive relevance ($Q^2 > 0$) reflects the model's forecasting ability. The effect size (F^2) evaluates the degree of influence that exogenous variables exert on endogenous variables, categorized as (≥ 0.35 large, 0.15–0.35 moderate, ≤ 0.02 small).
This SEM approach ensures the accuracy of the research model, thereby providing valid and reliable results in explaining the investigated phenomenon.

IV. RESULT

a. Data Evaluation

Table 1EvaluationofMeasurementModel

Variable	Cronbach's alpha	Average variance extracted
Sense Perception	0.948	0.681
Experiential Emotional Value	0.881	0.808
Experiential Functional Value	0.878	0.804
Customer Satisfaction	0.921	0.718
Intention to Revisit	0.887	0.815

b. Hypothesis Test

Table 2 Hypothesis Test Result

Hypothesis	Path Coefficients	P Values
H1	0.616	0.000
H2	0.623	0.000
H3	0.451	0.000
H4	0.495	0.000
H5	0.726	0.000

H1: The perception of senses has a notable and beneficial impact on the emotional value derived from experiences.
The hypothesis test results show a t-statistic value of 12.233 > 1.96 with a p-value of 0.000 < 0.05. Therefore, H_0 is rejected and H_1 is accepted. It can be concluded that sensory marketing has a significant effect on Functional Value.
H2: The perception of senses has a notable and beneficial impact on experiential functional value.
The test results obtained a t-statistic value of 12.261 > 1.96 and a p-value of 0.000 < 0.05. Hence, H_0 is rejected and H_2 is accepted. This means that sensory marketing has a significant effect on Emotional Value.
H3: The experiential emotional value positively and significantly influences customer satisfaction.
The hypothesis test shows a t-statistic value of 12.111 > 1.96 with a p-value of 0.000 < 0.05. Therefore, H_0 is rejected and H_3 is accepted. It can be concluded that Functional Value significantly affects Customer Satisfaction.
H4: The experiential functional value positively and significantly influences customer satisfaction.
The test results show a t-statistic value of 12.164 > 1.96 and a p-value of 0.000 < 0.05. Therefore, H_0 is rejected and H_4 is accepted. Emotional Value has a significant effect on Customer Satisfaction.
H5: Customer satisfaction positively and significantly influences the intention to revisit.
Based on the hypothesis test results, the t-statistic obtained is 16.015 > 1.96, and the p-value is 0.000 < 0.05. Thus, H_0 is rejected and H_5 is accepted. It can be concluded that Customer Satisfaction has a significant influence on Intention to Revisit.
Results And Discussion
a. *The perception of senses has a notable and beneficial impact on the emotional value derived from experiences.*
The results of the test indicate that sense perception exerts a positive and significant influence on experiential emotional value, evidenced by a t-statistic of 12.261 and a p-value of 0.000, which is less than 0.05, thereby leading to the acceptance of the hypothesis. This suggests that robust sensory perceptions, including appealing visual aesthetics, enticing aromas, and engaging sounds within the restaurant environment, can foster profound emotional experiences for patrons. This conclusion aligns with the

findings of Wicaksono et al. (2023), who demonstrated that the dimensions of sensory perception substantially enhance emotional value through the creation of a comfortable ambiance and the integration of multisensory elements in coffee shops. Furthermore, Bandara and Gunawardhana (2025) corroborated that experiential emotional value serves as a crucial mediator between sensory experiences and the intention to revisit, particularly in the realm of fast-food establishments.

b. *The perception of senses has a notable and beneficial impact on experiential functional value.*

The second hypothesis suggests that sensory perception plays a crucial role in shaping experiential functional value, evidenced by a t-statistic of 12.233 and a p-value of 0.000, which is less than 0.05. This indicates that sensory factors not only elicit emotional responses but also improve customers' functional assessment of food quality, comfort, and service efficiency. Wicaksono et al. (2023) corroborate this conclusion by demonstrating that sensory strategies can generate functional value through the creation of comfortable environments and effective interior design.

c. *The experiential emotional value positively and significantly influences customer satisfaction.*

The results of the analysis indicate that experiential emotional value exerts a positive and significant influence on customer satisfaction, evidenced by a t-statistic of 12.164 and a p-value of 0.000, which is less than 0.05. This conclusion is consistent with the research conducted by Santos, Parada, and Cabanelas (2025) as well as Tran (2020), both of which propose that favorable emotional experiences, including comfort, personal attention, and a welcoming atmosphere, can improve customer satisfaction in dining establishments. Consequently, emotional value emerges as a crucial element in determining customers assessments of the services rendered.

d. *The experiential functional value positively and significantly influences customer satisfaction.*

In the examination of the fourth hypothesis, experiential functional value demonstrates a positive and statistically significant impact on customer satisfaction, evidenced by a t-statistic of 12.111 and a p-value of 0.000, which is less than 0.05. This suggests that functional elements, including food quality, service efficiency, and cleanliness, play a crucial role in influencing customer satisfaction. Widodo (2020) and Tran (2020) have previously asserted that functional value is a key determinant in both repurchase intentions and customer satisfaction regarding restaurant services.

e. *Customer satisfaction positively and significantly influences the intention to revisit.*

The fifth hypothesis presents the most notable outcome, featuring a t-statistic of 16.015 and a p-value of 0.000, which is less than 0.05. This suggests that customer satisfaction has a substantial effect on the intention to return. Elevated levels of customer satisfaction foster a greater inclination to revisit the restaurant. This assertion is corroborated by studies conducted by Mujiono & Wibawanto (2020) and Syachadi & Widyastuti (2021), who indicated that customers who are pleased with the service and overall experience at a restaurant are more likely to express a strong intention to return in the future. Furthermore, research by Antón, Camarero, & García (2018) also demonstrated that satisfaction following consumption directly influences the decision to revisit.

V. CONCLUSION

This research seeks to examine the role of sense perception in shaping experiential value, encompassing both emotional and functional dimensions, and its subsequent effects on customer satisfaction and the likelihood of returning to the slow food establishment Kaum Jakarta. The findings from the PLS-SEM analysis indicate that sense perception exerts a positive and significant influence on experiential emotional value, suggesting that heightened sensory stimuli correlate with an enhanced emotional experience for customers. Furthermore, sense perception plays a crucial role in affecting experiential functional value, which encompasses aspects such as service efficiency, comfort, and perceived product quality. Both experiential emotional value and experiential functional value contribute positively to customer satisfaction. Customers place a high value on emotional elements like comfort and cultural pride, alongside functional factors such as ingredient quality and service speed. Notably, customer satisfaction exerts the most substantial influence on the intention to revisit, underscoring the importance of satisfaction in fostering customer loyalty. In summary, the effectiveness of a slow food restaurant in cultivating customer loyalty hinges on its capacity to deliver a multisensory, authentic, and meaningful dining experience. Within the context of Indonesia's collectivist culture, dining transcends mere consumption; it serves as a vehicle for relationship building and the creation of emotional memories. These insights provide a critical foundation for the formulation of experience-driven marketing strategies within the sustainable culinary industry.

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