THE EFFECT OF SENSORY MARKETING AND AUDIO BRANDING ON REPURCHASE INTENTION MEDIATED BY BRAND EXPERIENCE

FINAL PROJECT

To Fulfill the Requirements to Obtain a Bachelor's Degree

FLAVIAN SKOLASTIKA

B1024211019

MANAGEMENT STUDY PROGRAM

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS TANJUNGPURA

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THE EFFECT OF SENSORY MARKETING AND AUDIO BRANDING ON REPURCHASE INTENTION MEDIATED BY BRAND EXPERIENCE

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ABSTRAK

Penelitian ini mengeksplorasi pengaruh *Sensory Marketing* dan *Audio Branding* terhadap niat pembelian di kalangan konsumen Diantara Kopi, sebuah kedai kopi populer di Pontianak, Kalimantan Barat. Pemasaran Sensorial, yang melibatkan berbagai indra konsumen, memainkan peran penting dalam membentuk persepsi dan perilaku pembelian, sementara Audio Branding memanfaatkan suara untuk menciptakan identitas merek yang unik. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan melalui survei terhadap 236 pelanggan Diantara Kopi dan dianalisis menggunakan metode Structural Equation Modeling (SEM). Hasil penelitian ini menyoroti pentingnya strategi branding berbasis sensor, menunjukkan bahwa pengalaman sensorik dan audio yang dirancang dengan baik dapat secara signifikan meningkatkan kepuasan konsumen dan mendorong kunjungan ulang. Penelitian ini memberikan wawasan berharga bagi bisnis dalam membangun loyalitas pelanggan melalui teknik pemasaran sensorial dan audio branding yang efektif.

Kata Kunci: Audio Branding, Niat Pembelian Ulang, Pemasaran Sensorial, Pengalaman Merek

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ABSTRACT

This study explores the influence of Sensory Marketing and Audio Branding on Repurchase Intention among consumers of Diantara Kopi, a popular coffee shop in Pontianak, Kalimantan Barat. Sensory Marketing, which engages multiple consumers senses, plays a crucial role in shaping perceptions and purchasing behaviour, while Audio Branding leverages sound to create a distinct brand identity. Using a quantitative approach, data were collected through surveys from 236 Diantara Kopi customers and analyzed using structural equation modeling (SEM). The results highlight the importance of sensory-driven branding strategies, demonstrating that a well-crafted sensory and audio experience can significantly boost consumer satisfaction and encourage repeat visits. The study provides valuable insights for businesses looking to foster customer loyalty through effective sensory and audio branding techniques.

Keywords: *Audio Branding, Brand Experience, Repurchase Intention, Sensory Marketing*

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RINGKASAN

1. Latar Belakang

Industri makanan dan minuman di Indonesia menunjukkan pertumbuhan yang signifikan dalam beberapa tahun terakhir. Menurut data dari Badan Pusat Statistik (BPS), sektor ini mencatatkan pertumbuhan sebesar 5,87% pada kuartal pertama tahun 2024, yang melebihi pertumbuhan ekonomi nasional. Selain perusahaan besar, usaha kecil dan mikro menjadi pendorong utama daya saing industri ini, menciptakan inovasi dan daya tahan ekonomi yang kuat. Dalam konteks ini, kedai kopi telah menjadi salah satu segmen yang paling berkembang, didorong oleh perubahan gaya hidup masyarakat, terutama generasi muda yang menjadikan kopi sebagai bagian dari rutinitas mereka. Untuk tetap kompetitif di tengah meningkatnya persaingan, kedai kopi dituntut untuk mengadopsi strategi pemasaran yang inovatif, salah satunya melalui pemasaran sensorial dan audio branding. Pemasaran sensorial adalah pendekatan pemasaran yang melibatkan berbagai indra konsumen, seperti penglihatan, penciuman, pendengaran, peraba, dan pengecap, untuk menciptakan pengalaman yang lebih mendalam dan berkesan. Studi sebelumnya menunjukkan bahwa aspek-aspek ini dapat memengaruhi niat pembelian ulang secara signifikan, terutama melalui interaksi emosional yang terjalin antara konsumen dan merek.

Selain itu, audio branding, yang memanfaatkan elemen suara untuk memperkuat identitas merek, juga berperan penting dalam membangun hubungan emosional dengan konsumen. Elemen audio seperti musik latar, jingle, atau suara khas dapat meningkatkan daya ingat merek dan menciptakan suasana yang nyaman sehingga mendorong pelanggan untuk kembali. Penelitian ini berfokus pada pengaruh pemasaran sensorial dan audio branding terhadap niat pembelian ulang di "Diantara Kopi," sebuah kedai kopi populer di Pontianak, Kalimantan Barat. Dengan menggunakan pengalaman merek sebagai mediator, penelitian ini bertujuan untuk menjelaskan bagaimana pengalaman multisensorial dapat mendorong loyalitas pelanggan. Temuan dari penelitian ini diharapkan dapat memberikan kontribusi berarti bagi pemilik bisnis, peneliti, serta pemangku kepentingan lainnya dalam merancang strategi pemasaran yang lebih efektif dan relevan.

2. Tujuan Penelitian

a. Untuk menguji dan menganalisis pengaruh antara *sensory marketing* terhadap *repurchase intention* pada pelanggan Diantara Kopi.

b. Untuk menguji dan menganalisis pengaruh antara *sensory marketing* terhadap *brand experience* pada pelanggan Diantara Kopi.
c. Untuk menguji dan menganalisis pengaruh antara *audio branding* terhadap *repurchase intention* pada pelanggan Diantara Kopi.
d. Untuk menguji dan menganalisis pengaruh antara *audio branding* terhadap *brand experience* pada pelanggan Diantara Kopi.
e. Untuk menguji dan menganalisis pengaruh antara *brand experience* terhadap *audio branding* pada pelanggan Diantara Kopi.
f. Untuk menguji dan menganalisis pengaruh antara *sensory marketing* terhadap *repurchase intention* melalui *brand experience* sebagai variabel mediasi.
g. Untuk menguji dan menganalisis pengaruh antara *audio branding* terhadap *repurchase intention* melalui *brand experience* sebagai variabel mediasi.

3. Metode Penelitian

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei untuk mengevaluasi pengaruh pemasaran sensorial dan audio branding terhadap niat pembelian ulang, yang dimediasi oleh pengalaman merek. Data primer dikumpulkan melalui kuesioner daring menggunakan skala Likert 5 poin, mulai dari "sangat tidak setuju" hingga "sangat setuju," yang dirancang untuk mengukur persepsi responden terhadap berbagai variabel. Responden dipilih secara purposif, dengan kriteria utama adalah pelanggan kedai kopi "Diantara Kopi" di Pontianak yang telah melakukan setidaknya satu kali pembelian. Total 236 tanggapan yang valid berhasil dikumpulkan, memastikan ukuran sampel yang memadai untuk analisis. Data kemudian dianalisis menggunakan metode Structural Equation Modeling (SEM) dengan perangkat lunak SmartPLS. SEM dipilih karena kemampuannya dalam menangani hubungan kompleks antar variabel, memberikan hasil yang mendalam dan valid dalam mengidentifikasi pengaruh langsung dan tidak langsung dari pemasaran sensorial dan audio branding terhadap niat pembelian ulang.

4. Hasil Penelitian

Hasil penelitian menunjukkan bahwa *sensory marketing* memiliki pengaruh signifikan terhadap *brand experience*. Hal ini menegaskan bahwa elemen-elemen seperti aroma, visual, dan suasana di Diantara Kopi secara efektif meningkatkan interaksi emosional pelanggan dengan *brand*. *Audio branding* juga terbukti memiliki pengaruh signifikan terhadap *brand experience* dan *repurchase intention*, di mana elemen musik dan suara menciptakan suasana yang nyaman dan meningkatkan keterikatan emosional pelanggan. Selain itu, *brand experience* secara signifikan memediasi hubungan antara *sensory marketing* dan *audio branding* dengan *repurchase intention*, menunjukkan bahwa pengalaman yang positif dan mendalam memainkan peran kunci dalam mendorong loyalitas pelanggan.

Secara keseluruhan, hasil ini menekankan pentingnya pengalaman multisensorial sebagai strategi untuk meningkatkan niat pembelian ulang, yang menjadi elemen krusial dalam mempertahankan daya saing bisnis.

5. Kesimpulan

Strategi *sensory marketing* dan *audio branding* efektif dalam menciptakan *brand experience* yang berkesan, mendorong loyalitas pelanggan, dan meningkatkan *repurchase intention*. *Brand experience* berfungsi sebagai mediator utama yang memperkuat hubungan antara kedua strategi ini dengan *repurchase intention*.

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SUMMARY

1. Introduction

The food and beverage industry in Indonesia has shown significant growth in recent years. According to data from the Central Statistics Agency (BPS), this sector recorded a growth rate of 5.87% in the first quarter of 2024, surpassing the national economic growth rate. In addition to large companies, small and micro enterprises have become the primary drivers of the industry's competitiveness, fostering innovation and economic resilience. In this context, coffee shops have emerged as one of the most rapidly growing segments, driven by changing lifestyles, particularly among the younger generation, who have made coffee an integral part of their daily routines. To remain competitive amidst increasing competition, coffee shops are required to adopt innovative marketing strategies, one of which is sensory marketing and audio branding. Sensory marketing is a marketing approach that involves various consumer senses, such as sight, smell, hearing, touch, and taste, to create deeper and more memorable experiences. Previous studies have shown that these aspects can significantly influence repurchase intentions, primarily through emotional interactions between consumers and the brand. In addition, audio branding, which utilizes sound elements to strengthen brand identity, also plays a crucial role in building emotional connections with consumers. Audio elements such as background music, jingles, or distinctive sounds can enhance brand recall and create a comfortable atmosphere, thereby encouraging repeat patronage. This study focuses on the impact of sensory marketing and audio branding on repurchase intentions at "Diantara Kopi," a popular coffee shop in Pontianak, West Kalimantan. Using brand experience as a mediator, this research aims to explain how multisensory experiences can foster customer loyalty. The findings of this study are expected to provide meaningful contributions to business owners, researchers, and other stakeholders in designing more effective and relevant marketing strategies.

2. Research Objective

a. To test and analyze the effect of sensory marketing on repurchase intention among customers of Diantara Kopi.
b. To test and analyze the effect of sensory marketing on brand experience among customers of Diantara Kopi.
c. To test and analyze the effect of audio branding on repurchase intention among customers of Diantara Kopi.
d. To test and analyze the effect of audio branding on brand experience among customers of Diantara Kopi.

e. To test and analyze the effect of brand experience on audio branding among customers of Diantara Kopi.
f. To test and analyze the effect of sensory marketing on repurchase intention through brand experience as a mediating variable.
g. To test and analyze the effect of audio branding on repurchase intention through brand experience as a mediating variable.

3. Research Method

This study employed a quantitative approach using a survey method to evaluate the influence of sensory marketing and audio branding on repurchase intention, mediated by brand experience. Primary data were collected through an online questionnaire using a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree," designed to measure respondents' perceptions of various variables. Respondents were purposively selected based on the main criterion of being customers of "Diantara Kopi" in Pontianak who had made at least one purchase. A total of 236 valid responses were obtained, ensuring an adequate sample size for analysis. The data were then analyzed using the Structural Equation Modeling (SEM) method with SmartPLS software. SEM was chosen for its capability to handle complex relationships between variables, providing in-depth and valid results in identifying the direct and indirect effects of sensory marketing and audio branding on repurchase intention.

4. Result and Discussions

The study results indicate that sensory marketing has a significant influence on brand experience. This highlights that elements such as aroma, visuals, and ambiance at Diantara Kopi effectively enhance customers' emotional interactions with the brand. Audio branding was also found to have a significant impact on both brand experience and repurchase intention, with musical and auditory elements creating a comfortable atmosphere and strengthening customers' emotional bonds with the brand. Furthermore, brand experience significantly mediates the relationship between sensory marketing and audio branding with repurchase intention, demonstrating that a positive and immersive experience plays a key role in fostering customer loyalty. Overall, these findings emphasize the importance of multisensory experiences as a strategy to enhance repurchase intention, which is a crucial element in maintaining business competitiveness.

5. Conclusion

Sensory marketing and audio branding strategies are effective in creating memorable brand experiences, fostering customer loyalty, and increasing repurchase intention. Brand experience serves as the primary mediator that strengthens the relationship between these two strategies and repurchase intention.

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