

The Effect of Sensory Marketing and Audio Branding on Repurchase Intention Mediated by Brand Experience

Flavian Skolastika¹, Ilzar Daud², Nur Afifah³, Juniwati⁴

¹²³⁴Universitas Tanjungpura, Indonesia

Correspondet: B1024211019@student.untan.ac.id¹

Received : November 12, 2024

Accepted : January 20, 2025

Published : January 31, 2025

ABSTRACT: This study explores the influence of Sensory Marketing and Audio Branding on purchase intention among consumers of Diantara Kopi, a popular coffee shop in Pontianak, Kalimantan Barat. Sensory Marketing, which engages multiple consumer senses, plays a crucial role in shaping perceptions and purchasing behavior, 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 fostering customer loyalty through effective sensory and audio branding techniques.

Citation: Skolastika, F., Daud, I., Afifah, N., & Juniwati. (2025). The Effect of Job Stress and Cyberloafing on Organizational Commitment on Soe Bank Employees in The City of Surabaya. *Ijomata International Journal of Management*, 6(2), 763 – 780.

<https://doi.org/10.61194/ijm.v6i2.1524>

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



This is an open access article under the CC-BY 4.0 license

INTRODUCTION

The food and beverage industry in Indonesia is experiencing significant growth. The Food and Beverage (F&B) industry in Indonesia has demonstrated consistent growth and global competitiveness, contributing significantly to national productivity, investment ([IDR 56.60 trillion in 2018](#)), exports, and employment, with a growth rate of 7.19%, surpassing the national economic growth of 5.17% ([Endri et al., 2020](#)). According to data from the Central Statistics Agency ([BPS, 2024](#)), for the first quarter of 2024, the growth rate of the food and beverage industry reached 5.87 percent. While large companies dominate, small and micro businesses are key drivers of Indonesia's food and beverage industry, fostering growth and resilience. Coffee shops can enhance competitiveness through strategies like sensory marketing and audio branding.

Sensory marketing is a marketing strategy that involves consumer senses to influence their behavior, perceptions, and judgments ([Aljumah et al., 2022](#)). In recent studies, sensory marketing is very popular used by researchers to gain more knowledge about its effects on various aspects, including purchase intention ([Khandelwal et al., 2020](#)), revisit intention ([Chemah et al., 2019](#)),

The Effect of Sensory Marketing and Audio Branding on Repurchase Intention Mediated by Brand Experience

Skolasatika, Daud, Afifah and Juniwati

product evaluation ([Fürst et al., 2021](#)), etc. The study states that sensory marketing plays a vital role in businesses' ability to compete effectively in the market because sensory marketing aims to create a multisensory consumer experience by engaging different senses simultaneously ([Aljumah et al., 2022](#)). Supported by another research, the aspects of sensory marketing, including sight, taste, and smell, were found to affect consumer repurchase intention significantly ([Perumal et al., 2021](#)). Another previous research (Krupka, 2023) states that sensory marketing significantly impacts brand perception. This means that a company needs to pay careful attention to selecting the appropriate senses for the brand, product, and specific industry because using inappropriate senses can negatively affect brand perception ([Krupka, 2023](#)).

In addition, audio branding is the process of developing and managing a brand using sound elements for brand communication. Audio branding is closely tied to multi-sensory brand communication, where sound is crucial in enhancing brand perception, loyalty, and purchase intention ([Correia, 2017](#)), ([Pantoja & Borges, 2021](#)). In previous research conducted by ([Fraile et al., 2021](#)), it was emphasized that audio branding can provide recognition meaning for all types of organizations, both companies and institutions. The research is also supported by another study that states companies that include music in their commercial will bring the customer closer to the product and potentially earn the highest income through their sale ([Çupi & Morina, 2020](#)). Furthermore, studies also demonstrated that sound can enhance brand recognition, create emotional connections, and impact consumer preference and loyalty ([Anglada-Tort et al., 2022](#); [Vidal-Mestre et al., 2022](#); [Wong, 2018](#))

Previous research has shown that sensory marketing and audio branding can positively impact customer experience. However, limited studies have investigated their influence on repurchase intention in the food and beverage industry, particularly in coffee shops in Pontianak. Currently, young people dominate the customer base of coffee shops, indicating that coffee consumption has become an integral part of a modern lifestyle ([Munthe et al., 2023](#)). This context presents an opportunity to explore further how sensory marketing and audio branding affect repurchase intention, specifically among customers at "Toko Diantara Kopi," a popular coffee shop in Pontianak. Furthermore, this research examines whether brand experience mediates the relationship between sensory marketing, audio branding, and repurchase intention. These findings are expected to provide meaningful contributions for stakeholders, such as café owners, researchers, and the broader community while enriching the marketing field with insights into the effective use of sensory and audio branding strategies.

The novelty of this study lies in its exploration of the relationship between sensory marketing and audio branding on repurchase intention, mediated by brand experience, within the specific context of the food and beverage industry, particularly at "Toko Diantara Kopi" in Pontianak. While the effectiveness of sensory marketing has been acknowledged in business contexts, few studies have delved into its application ([Moreira et al., 2017](#)). This study bridges the gap in the literature by addressing the impact of sensory marketing and audio branding on consumer loyalty in this sector—an area that remains underexplored. Additionally, focusing on coffee shop consumers in Pontianak offers a unique perspective on consumer behavior in a region that has received limited attention in modern marketing research. By extending an understanding of experience-based branding strategies, this research provides valuable insights for industry practitioners to design

more effective and personalized marketing approaches, ultimately enhancing repurchase intention among consumers.

Hypothesis Developed

1. Sensory Marketing and Repurchase Intention

Previous research has found that sensory marketing significantly affects repurchase intention through touch and gustatory stimuli ([Perumal et al., 2021](#)). The previous research is also supported by other research that states sensory marketing, including sight, taste, and smell, significantly affects consumer repurchase intention ([Srichaichanwong, 2021](#)). Another research on McDonald's consumers also found that sensory marketing positively and significantly affects repurchase intention ([Kamil et al., 2023](#)).

2. Sensory Marketing and Brand Experience

Prior research showed that sensory marketing significantly affects customer brand experience (Shahid et al., 2022). Other research studies also found significant effects between sensory marketing and brand experience from consumers of J.CO Donuts & Coffee Malang (Astuti & Fazizah, 2023). In addition, the research conducted by Alhazmi & Khan (2021) also showed that sensory marketing significantly affects brand experience.

3. Audio Branding and Repurchase Intention

Previous studies found that fast music effectively evokes positive purchase intentions ([Pantoja & Borges, 2021](#)). Another research study also states that companies that include music in their commercial will bring the customer closer to the product, and potentially earn the highest income through their sale ([Çupi & Morina, 2020](#)). Additionally, other research found that consumers in interactive music will be more effectively engaged in shopping tasks ([Hwang & Oh, 2020](#)).

4. Audio Branding and Brand Experience

Prior research shows that sound is more likely to be used to build a multisensory brand experience in sports stores ([Lacalendola & Sinanagic, 2020](#)). Another previous research specifically states in the tourism business that the five senses of humans may create an experience in people that induces a positive or negative feeling ([Bagheri & Eslami, 2023](#)).

5. Brand Experience and Repurchase Intention

Previous research has shown that brand experience significantly affects repurchase intention ([Yasri et al., 2020](#)). In addition, prior studies that discuss the effects of online store brand experience on online repurchase intention also found significant effects (Khan et al., 2015). Another study found that brand experience significantly affects consumer smartphone repurchase intention ([Hussain & Ahmed, 2020](#)).

Conceptual framework

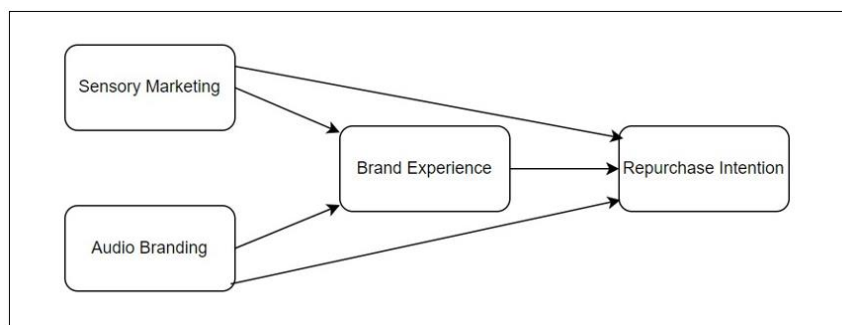


Figure 1. Research Framework

Research Hypothesis

Based on the conceptual framework above, the research hypothesis is as follows:

1. Sensory marketing has a significant effect on repurchase intention.
2. Sensory marketing has a significant effect on brand experience.
3. Audio branding has a significant effect on repurchase intention.
4. Audio branding has a significant effect on brand experience.
5. Brand experience has a significant effect on repurchase intention.
6. Brand experience mediated the significant effect of sensory marketing on repurchase intention.
7. Brand experience mediated the significant effect of audio branding on repurchase intention.

METHOD

This research utilized a quantitative survey method to examine the influence of sensory marketing and audio branding on repurchase intention. Primary data were collected via an online questionnaire distributed through Google Forms, using a Likert scale from 1 ("strongly disagree") to 5 ("strongly agree") to quantify responses systematically. The study targeted customers of Diantara Kopi in Pontianak, Kalimantan Barat, who were selected through purposive sampling. Criteria for participation required respondents to have made at least one purchase at the cafe, resulting in 236 valid responses, sufficient for structural equation modeling (SEM) analysis.

Data analysis was conducted using SmartPLS software, which was chosen for its ability to handle complex relationships among variables. This tool enabled accurate structural model testing, providing insights into how sensory marketing and audio branding influence repurchase intention. The approach ensured reliable results, offering valuable contributions to understanding branding strategies in the food and beverage sector.

The study encompasses various operational variables related to sensory marketing, audio branding, brand experience, and repurchase intention at the "Toko Diantara Kopi" Coffee Shop. Sensory

The Effect of Sensory Marketing and Audio Branding on Repurchase Intention Mediated by Brand Experience

Skolasatika, Daud, Afifah and Juniwati

marketing variables are gauged through comfort, lighting, music, aroma, and seating. Audio branding is evaluated by energizing music, genre alignment, volume appropriateness, overall experience enhancement, and atmosphere improvement. Brand experience is measured by customer trust, value perception, happiness, credibility, and environmental satisfaction. Repurchase intention indicators focus on future purchase plans, recommendations, quality and pricing satisfaction, and service level contentment. These variables are crucial in understanding and enhancing the customer experience and loyalty at Toko Diantara Kopi.

RESULT AND DISCUSSION

The researchers tested the outer model to assess the validity and reliability of the indicators of independent, intervening, and dependent variables. Validity testing was conducted through convergent and discriminant validity (Sarstedt et al., 2021). The results of the external model calculations have been obtained and can be seen in the following figure.

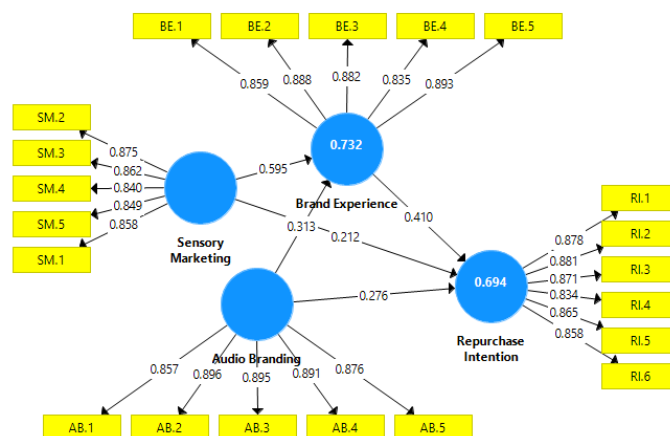


Figure 2. Model Output

Based on the evaluation of the outer model shown in Figure 1, it is evident that each indicator for every variable has a loading factor exceeding the threshold of 0.5. In empirical research, a loading factor value greater than 0.5 is acceptable. Conversely, indicators with a loading factor below 0.5 should be removed from the model (Purwanto, 2021). Thus, the model can be confirmed valid and ready for further analysis.

Table 1. Respondent Characteristic

| Variable | | Freq. | Percent |
|----------|-------------------|-------|---------|
| Age | 17-24 Years | 139 | 58.90 |
| | 25-34 Years | 40 | 16.95 |
| | 35-44 Years | 25 | 10.59 |
| | 45 years to above | 32 | 13.56 |
| | Total | 236 | 100.00 |
| Domicile | Ambawang | 3 | 1.27 |
| | Bandung | 1 | 0.42 |
| | Bengkayang | 1 | 0.42 |
| | Jakarta | 1 | 0.42 |

The Effect of Sensory Marketing and Audio Branding on Repurchase Intention Mediated by Brand Experience

Skolasatika, Daud, Afifah and Juniwati

| | | | |
|--------------------------------------|--------------------------|-----|--------|
| | Kubu Raya | 3 | 1.27 |
| | Landak | 2 | 0.85 |
| | Pontianak | 221 | 93.64 |
| | Sanggau | 3 | 1.27 |
| | Semarang | 1 | 0.42 |
| | Total | 236 | 100.00 |
| Gender | Female | 154 | 65.53 |
| | Male | 81 | 34.47 |
| | Total | 235 | 100.00 |
| Intensity | 1-2 times a month | 128 | 54.24 |
| | 1-2 times a week | 57 | 24.15 |
| | More than 2 times a week | 51 | 21.61 |
| | Total | 236 | 100.00 |
| Long time in place | 1-2 hours | 76 | 32.20 |
| | 2-3 hours | 63 | 26.69 |
| | Less than 1 hour | 39 | 16.53 |
| | more than 3 hours | 58 | 24.58 |
| | Total | 236 | 100.00 |
| Frequently purchased products | Chocolate | 1 | 0.42 |
| | Kopi | 153 | 64.83 |
| | Lotus | 1 | 0.42 |
| | Mocktail | 43 | 18.22 |
| | Noncoffee | 1 | 0.42 |
| | Saudade | 1 | 0.42 |
| | The | 36 | 15.25 |
| | Total | 236 | 100.00 |

Table 2. Outer Loading

| Variable | Code | Item | Outer Loadings |
|--------------------------|------|--|----------------|
| Sensory Marketing | SM.1 | 1) The visual appeal of the layout at Diantara Kopi Coffee Shop | 0.858 |
| | SM.2 | 2) The combination of color tones used in Diantara Kopi creates a comfortable and pleasant ambiance | 0.875 |
| | SM.3 | 3) The taste of the coffee at Diantara Kopi meets my expectations | 0.862 |
| | SM.4 | 4) I feel comfortable with the aroma in the environment at Diantara Kopi | 0.84 |
| | SM.5 | 5) I am satisfied with the quality of the materials used in the tableware at Diantara Kopi | 0.849 |
| Audio Branding | AB.1 | 1) The music playlist at Diantara Kopi creates a comfortable and enjoyable atmosphere | 0.857 |
| | AB.2 | 2) The music playlist at Diantara Kopi makes me want to stay longer and spend more time there | 0.896 |
| | AB.3 | 3) I feel more connected to the Diantara Kopi brand when listening to the selected playlist | 0.895 |
| | AB.4 | 4) The combination of a trendy and edgy playlist at Diantara Kopi enhances my relaxation experience | 0.891 |
| | AB.5 | 5) Besides the music playlist, conversations and various sounds at Diantara Kopi enhance the quality of my experience while being there. | 0.876 |

The Effect of Sensory Marketing and Audio Branding on Repurchase Intention Mediated by Brand Experience

Skolasatika, Daud, Afifah and Juniwati

| | | | |
|-----------------------------|------|--|-------|
| Brand Experience | BE.1 | 1) Each visit to Diantara Kopi evokes positive emotions that make me want to return | 0.859 |
| | BE.2 | 2) The friendliness and helpfulness of Diantara Kopi employees make me feel valued as a customer | 0.888 |
| | BE.3 | 3) I am impressed by the texture and quality of Diantara Kopsis's product packaging | 0.882 |
| | BE.4 | 4) My experience at Diantara Kopi encourages me to think about various types of coffee and brewing methods | 0.835 |
| | BE.5 | 5) After visiting Diantara Kopi, I feel motivated to recommend this place to my friends | 0.893 |
| Repurchase Intention | RI.1 | 1) I intend to repurchase products from Diantara Kopi after my positive experience | 0.878 |
| | RI.2 | 2) I am satisfied with the products I bought at Diantara Kopi and want to place a repeat order | 0.881 |
| | RI.3 | 3) Diantara Kopi is my top choice when I want to have coffee and relax | 0.871 |
| | RI.4 | 4) Whenever I plan to buy coffee, Diantara Kopi always comes to mind | 0.834 |
| | RI.5 | 5) I tend to choose Diantara Kopi if there are many other coffee shop options | 0.865 |
| | RI.6 | 6) I am interested in trying new products at Diantara Kopi | 0.858 |

The validity test results using outer loading indicate that all indicators for the constructs of Audio Branding, Brand Experience, Repurchase Intention, and Sensory Marketing have values above 0.70, demonstrating strong validity. According to Al-Emran et al. (2019), outer loading values should be equal to or greater than 0.70 to ensure the indicators accurately measure the intended constructs. This study's outer loading values range from 0.831 to 0.896, indicating a strong correlation between the indicators and their respective constructs. This suggests that all the measurement instruments used in this research are valid and effectively capture the constructs they are intended to measure. Therefore, the data can be considered reliable for further analysis, ensuring the accuracy and robustness of the model in explaining the relationships among the studied variables.

Table 3. Validity and Reliability

| | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|-----------------------------|-------------------------|--------------|------------------------------|---|
| Audio Branding | 0.929 | 0.932 | 0.947 | 0.78 |
| Brand Experience | 0.921 | 0.925 | 0.94 | 0.76 |
| Repurchase Intention | 0.932 | 0.933 | 0.947 | 0.747 |
| Sensory Marketing | 0.909 | 0.91 | 0.932 | 0.734 |

The validity and reliability tests indicate that all constructs demonstrate strong reliability and promising validity. The Cronbach's Alpha values for the four constructs— Audio Branding (0.929), Brand Experience (0.921), Repurchase Intention (0.932), and Sensory Marketing (0.909)— are all above 0.90, signifying an excellent level of internal reliability. Supporting this, all constructs'

The Effect of Sensory Marketing and Audio Branding on Repurchase Intention Mediated by Brand Experience

Skolasatika, Daud, Afifah and Juniwati

rho_A values range from 0.91 to 0.933, far exceeding the minimum criterion of 0.6 (Zhou & Zhang, 2019).

Regarding Composite Reliability, all constructs achieve values over 0.93, indicating strong internal consistency, with the highest scores observed in Audio Branding and Repurchase Intention (both at 0.947). Furthermore, the Average Variance Extracted (AVE) for each construct exceeds 0.73, with Audio Branding showing the highest AVE (0.78) and Sensory Marketing the lowest (0.734). This implies that each construct accounts for more than 73% of the variance in its indicators, demonstrating good convergent validity. Collectively, these results confirm the robustness and validity of the measurement model used in this study.

Table 4. Discriminant Validity

| | Audio Branding | Brand Experience | Repurchase Intention | Sensory Marketing |
|-----------------------------|-----------------------|-------------------------|-----------------------------|--------------------------|
| Audio Branding | 0.883 | | | |
| Brand Experience | 0.76 | 0.872 | | |
| Repurchase Intention | 0.747 | 0.796 | 0.865 | |
| Sensory Marketing | 0.751 | 0.83 | 0.76 | 0.857 |

The discriminant validity table illustrates the relationships among four constructs: Audio Branding, Brand Experience, Repurchase Intention, and Sensory Marketing. The diagonal values (0.883 for Audio Branding, 0.872 for Brand Experience, 0.865 for Repurchase Intention, and 0.847 for Sensory Marketing) represent the square roots of the Average Variance Extracted (AVE) for each construct, which are higher than the correlation values between the constructs. This indicates that each construct can explain the variance in its own indicators more than in the variance shared with other constructs. The correlations among the constructs range from 0.747 to 0.833, suggesting that while there are relationships among these constructs, they remain distinguishable. Therefore, these results support the existence of good discriminant validity, confirming that each construct is a unique and separate entity.

Table 5. Path Coef

| | Original Sample | Sample Mean | STDEV | T Stat. | P Values |
|---|------------------------|--------------------|--------------|----------------|-----------------|
| Audio Branding -> Brand Experience | 0.313 | 0.312 | 0.069 | 4.534 | 0.000 |
| Audio Branding -> Repurchase Intention | 0.276 | 0.273 | 0.07 | 3.926 | 0.000 |
| Brand Experience -> Repurchase Intention | 0.41 | 0.416 | 0.1 | 4.108 | 0.000 |
| Sensory Marketing -> Brand Experience | 0.595 | 0.598 | 0.064 | 9.333 | 0.000 |
| Sensory Marketing -> Repurchase Intention | 0.212 | 0.214 | 0.083 | 2.566 | 0.011 |

The findings indicate a significant relationship among the tested variables, with all p-values below 0.01, reflecting a high significance level. First, Audio Branding has a positive and significant impact on Brand Experience, with a regression coefficient of 0.313 and a T-statistic of 4.534 (p-value 0.000). Audio Branding also positively influences Repurchase Intention, with a coefficient of 0.276 and a T-statistic of 3.926 (p-value 0.000). Brand Experience exhibits an even more substantial effect on Repurchase Intention, shown by a coefficient of 0.410 and a T-statistic of 4.108 (p-value 0.000). Meanwhile, Sensory Marketing demonstrates the most decisive influence on Brand Experience, with a coefficient of 0.595 and a T-statistic of 9.333 (p-value 0.000). Lastly, Sensory Marketing also positively affects Repurchase Intention, although its coefficient is lower (0.212) with a T-statistic of 2.566 (p-value 0.011). Overall, these results affirm that both Audio Branding and Sensory Marketing enhance Brand Experience and positively contribute to repurchase intentions, with Brand Experience as a potent mediator in this relationship.

Table 6. Specific indirect Effect

| | | Original Sample | Sample Mean | STDEV | T Stat. | P Values |
|-------------------|---------------------|-----------------|-------------|-------|---------|----------|
| Audio Branding | -> Brand Experience | 0.128 | 0.132 | 0.048 | 2.673 | 0.008 |
| Sensory Marketing | -> Brand Experience | 0.244 | 0.248 | 0.063 | 3.884 | 0.000 |

The indirect effects analysis reveals that both paths tested, from audio branding and sensory marketing to repurchase intention through brand experience, exhibit significant influence. For the pathway from Audio Branding to Repurchase Intention via Brand Experience, the indirect effect coefficient of 0.128 indicates a positive impact, with a T-statistic of 2.673 and a p-value of 0.008, confirming the significance of this effect. This suggests that enhancing the brand experience generated by Audio Branding can lead to an increased repurchase intention among consumers. On the other hand, the pathway from Sensory Marketing to Repurchase Intention through Brand Experience shows a more substantial indirect effect, with a coefficient of 0.244, a T-statistic of 3.884, and a p-value of 0.000, affirming its significance. This indicates that the brand experience triggered by sensory marketing elements effectively promotes repurchase intentions. These findings underscore that Brand Experience is a significant mediator in the relationship between both factors and repurchase intention, highlighting the importance of creating a positive brand experience to foster better consumer behavior.

All hypothesis testing results indicate that the independent variables, namely Audio Branding and Sensory Marketing, significantly influence Repurchase Intention, both directly and indirectly through Brand Experience. The findings suggest that audio-based branding and sensory marketing strategies effectively affect consumers' intentions to make repeat purchases, highlighting the critical role of Brand Experience in strengthening this relationship. To elaborate on the results, each hypothesis is discussed in detail to highlight the individual contributions of Audio Branding, Sensory Marketing, and Brand Experience in influencing Repurchase Intention, both directly and indirectly.

The Effect of Sensory Marketing and Audio Branding on Repurchase Intention Mediated by Brand Experience

Skolasatika, Daud, Afifah and Juniwati

The first hypothesis (H1) confirms that sensory marketing significantly impacts repurchase intention, as indicated by a p-value of less than 0.05. This finding is consistent with previous research emphasizing the importance of engaging consumers' senses to create memorable and positive experiences that encourage repeat purchases. Engaging multiple senses, such as sight, sound, touch, taste, and smell, enhances consumer experiences, making them more enjoyable and memorable. This approach is particularly practical in physical and digital shopping environments, where visual and auditory stimuli are key elements ([Aslaner, 2022; Oliveira et al., 2021](#)). By appealing to visual, auditory, olfactory, tactile, or taste-related cues, sensory marketing can evoke emotional connections and enhance the overall customer experience, ultimately fostering loyalty. Sensory marketing communicates with customers on an emotional level, making it less intrusive than traditional methods and helping to build long-term loyalty ([Sowier-Kasprzyk, 2022](#)). For coffee shops like Diantara Kopi, incorporating sensory elements such as a welcoming atmosphere, appealing aromas, and visually pleasing presentations can effectively strengthen customers' intention to return. This result highlights the strategic value of sensory marketing in building long-term consumer relationships within the food and beverage industry.

The second hypothesis (H2) reveals that sensory marketing significantly affects brand experience, as demonstrated by a p-value of less than 0.05. This emphasizes the vital role sensory marketing plays in shaping how consumers perceive and interact with a brand. By engaging multiple senses, such as sight, sound, smell, taste, and touch, sensory marketing provides an immersive and unforgettable experience that extends beyond the functional qualities of a product, building emotional connections with the brand. Multi-sensory involvement, or using several senses in the consumer-brand interaction, has positively influenced brand perception. The frequency of sensory engagement strengthens this effect, although the intensity of sensory involvement does not significantly impact brand perception ([Krupka, 2023](#)). In this context, brand experience refers to consumers' overall impression and emotional response toward a brand due to these sensory interactions. Both explicit (conscious) and implicit (subconscious) sensory perceptions play a key role in shaping brand experience, with visual and haptic (touch) perceptions having a powerful influence ([Haase et al., 2018](#)). When consumers encounter thoughtfully crafted sensory cues, such as a warm atmosphere, appealing fragrances, or visually pleasing designs, they are more likely to develop a positive and lasting perception of the brand, leading to higher loyalty and satisfaction. For coffee shops like Diantara Kopi, incorporating sensory elements, such as a comfortable interior, distinctive music, or the inviting scent of freshly brewed coffee, can significantly enhance the brand experience, deepening emotional connections with customers and encouraging repeat visits. This reinforces the importance of sensory marketing in creating a compelling brand experience that resonates with consumers and fosters long-term brand loyalty.

The third hypothesis (H3) indicates that audio branding significantly impacts repurchase intention, emphasizing the influential role sound plays in shaping consumer behavior. This finding implies that audio branding, which includes the strategic use of music, sounds, or auditory cues tied to a brand, can strengthen consumers' emotional bond with the brand and positively affect their likelihood of returning. This is supported by previous research; for instance, Li et al. (2023) found that incorporating sound into a logo can improve brand perception, trust, and the perceived quality of the brand, ultimately boosting consumer support and purchase intent. Auditory elements, such

The Effect of Sensory Marketing and Audio Branding on Repurchase Intention Mediated by Brand Experience

Skolasatika, Daud, Afifah and Juniwati

as a memorable jingle, soothing background music, or unique sound designs, can create a lasting experience that enhances brand recall and promotes a sense of comfort and familiarity. Audio branding has become a growing trend in brand development and communication strategies, with 36 studies examining four main areas: phonetics in brand names, audiovisual advertising, local and national branding, and political branding ([Vidal-Mestre et al., 2022](#)). In coffee shops like Diantara Kopi, integrating audio branding features, such as relaxing music or a signature sound aligned with the brand's identity, can significantly elevate the customer experience and encourage repeat visits. This highlights the significance of audio branding in fostering brand loyalty and increasing repurchase intentions.

The fourth hypothesis (H4) indicates that audio branding significantly impacts brand experience, as shown by a p-value below 0.05. This emphasizes the role of sound in shaping consumer perceptions and emotional connections to a brand. Audio branding creates a memorable, immersive experience that reinforces brand identity by using elements like music, jingles, and sound cues. For businesses like Diantara Kopi, integrating distinct audio cues can enhance customer engagement and encourage repeat visits. Audio branding has gained attention in areas like phonetics in brand names, audiovisual ads, and local and national branding ([Vidal-Mestre et al., 2022](#)). Furthermore, timbral qualities in audio logos (roughness or smoothness) influence brand personality perceptions, and adjusting instrumentation can alter these perceptions ([Melzner & Raghbir, 2023](#)). These findings highlight the importance of audio branding in shaping customer perceptions and fostering strong brand connections.

The fifth hypothesis (H5) confirms that brand experience significantly impacts repurchase intention ($p < 0.05$), emphasizing the importance of consumers' perceptions and emotional responses in driving repeat purchases. A positive and memorable brand experience, shaped by sensory interactions, emotional engagement, and satisfaction, fosters strong connections and loyalty. In coffee shops like Diantara Kopi, factors such as ambiance, service, product quality, and sensory elements (e.g., the aroma and taste of coffee) play a vital role. Coffeehouse brand experiences significantly influence customer satisfaction and perceived value, positively impacting repurchase intention, especially when switching costs are higher ([H. Han et al., 2019](#)). Furthermore, brand experience dimensions enhance perceived brand authenticity, a significant predictor of consumer loyalty in authentic global brands ([Safeer et al., 2021](#)). Similarly, brand loyalty and experience notably influence the intention to repurchase Covid-19 antigen test kits, while switching costs show no significant effect ([Kim et al., 2023](#)). These findings underline the importance of delivering exceptional brand experiences to foster customer attachment and long-term loyalty.

The sixth hypothesis (H6) demonstrates that brand experience mediates the significant effect of sensory marketing on repurchase intention, emphasizing the role of memorable sensory interactions in fostering consumer loyalty ($p < 0.05$). Sensory marketing, which engages multiple senses such as sight, sound, smell, taste, and touch, shapes a positive and immersive brand experience that strengthens emotional attachment and encourages repeat purchases. Effective strategies like inviting atmospheres, appealing scents, and engaging visuals enhance how consumers perceive and interact with the brand, building trust and satisfaction that drive loyalty. Brand experience dimensions positively influence perceived brand authenticity, which significantly predicts consumer loyalty in the context of authentic global brands ([Safeer et al., 2021](#)).

Furthermore, brand love mediates the relationship between brand attachment and loyalty, increasing repurchase intention among new e-commerce users during COVID-19 ([Ding et al., 2022](#)). In coffee shops like Diantara Kopi, incorporating elements such as the aroma of coffee, cozy interiors, and soothing music elevates the brand experience, highlighting that sensory marketing's impact on repurchase intention is most successful when mediated through an enriched brand experience.

The seventh hypothesis (H7) reveals that brand experience mediates the significant effect of audio branding on repurchase intention ($p < 0.05$), underscoring the importance of auditory elements in cultivating consumer loyalty. Audio branding, including music, jingles, and distinctive sound cues, creates memorable associations that enhance brand experiences by evoking emotions and reinforcing brand identity. When integrated strategically, such as through curated playlists or signature soundscapes, audio branding fosters a cohesive atmosphere that strengthens trust and attachment. For instance, in coffee shops like Diantara Kopi, these elements can enhance emotional connections, boosting the likelihood of repeat visits. Gen Y's repurchase intention for SMEs' snack products is influenced by price perception and appearance, with consumer brand experience and preference playing significant mediating roles ([Yasri et al., 2020](#)). Likewise, emotional branding, experience, and brand love positively impact repurchase intention among millennial consumers of Kopi Kenangan at Sun Plaza, Medan City, with electronic word of mouth as a mediator ([Sianturi et al., 2022](#)). This highlights that audio branding's influence on repurchase intention is most effective when mediated through an enriched brand experience. Additionally, airline service quality positively influences passengers' repurchase intentions by fostering a positive link between brand awareness and perceived value, with brand attractiveness and memorable experiences strengthening this effect ([Chen et al., 2019](#)).

CONCLUSION

The findings of this study indicate that both independent variables, audio branding, and sensory marketing, significantly influence consumers' intention to repurchase. This suggests that audio-based branding and sensory marketing enhance brand perception and create a more profound consumer experience, thereby strengthening the intention to repurchase. Brand Experience plays a crucial role as a mediator, amplifying the impact of these two variables on repurchase intention. The experiences generated through sensory branding strategies, including audio elements, foster a stronger emotional connection with consumers. This aligns with consumer experience theory, which posits that positive experiences reinforce emotional ties and consumer loyalty.

Therefore, companies prioritizing creating unique and memorable brand experiences through sensory elements are likelier to build loyalty and increase consumer repurchases. The practical implications of this research underscore the importance of leveraging Audio Branding and Sensory Marketing as tools for building intense and emotional brand experiences. Businesses should not focus solely on the functional aspects of their products but also on sensory elements that foster positive and personalized consumer experiences. By employing these strategies, companies can cultivate deep emotional bonds, drive loyalty, and ensure consumers continue to choose their brands in the future. Overall, this study significantly contributes to understanding the role of Audio

Branding and Sensory Marketing in shaping repurchase intentions through brand experiences, offering valuable insights for companies in designing more effective consumer experience-oriented marketing strategies.

REFERENCE

- Al-Emran, M., Mezhuyev, V., & Kamaludin, A. (2019). PLS-SEM in information systems research: a comprehensive methodological reference. *Proceedings of the International Conference on Advanced Intelligent Systems and Informatics 2018 4*, 644–653.
- Alhazmi, A., & Khan, S. (2021). The Role of Sensory Marketing in Influencing the Consumers' Purchase Patterns-Palarch's. *Journal of Archaeology of Egypt/Egyptology*, 18(16).
- Ali, M. E.-H., & Ahmed, O. M. (2019). Sensory Marketing and its Effect on Hotel Market-Share: Perception of Hotel Customers. *Journal of Tourism and Hospitality Management*, 7(1). <https://doi.org/10.15640/jthm.v7n1a12>
- Aljumah, A. I., Nuseir, M. T., & El Refae, G. A. (2022). The effect of sensory marketing factors on customer loyalty during Covid-19: Exploring the mediating role of customer satisfaction. *International Journal of Data and Network Science*, 6(4), 1359–1368. <https://doi.org/10.5267/j.ijdns.2022.5.015>
- Anglada-Tort, M., Schofield, K., Trahan, T., & Müllensiefen, D. (2022). I've heard that brand before: the role of music recognition on consumer choice. *International Journal of Advertising*, 41(8), 1567–1587. <https://doi.org/10.1080/02650487.2022.2060568>
- Astuti, O. P., & Fazizah, A. (2023). Membangun Brand Love Melalui Digital Sensory Marketing: Dimediasi Oleh Brand Experience (Studi Pada Konsumen J. CO Donuts \& Coffe Malang). *Mufakat: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 2(4).
- Bagheri, R., & Eslami, G. (2023). The effect of the multisensory marketing model on word of mouth with a brand sensory experience and brand love. *Journal of Strategic Management Studies*, 14(53), 313–332. <https://doi.org/10.22034/smsj.202>
- BPS. (2024). *(Seri 2010) Laju Pertumbuhan PDB Seri 2010 (Persen), 2024*.
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Chemah, N. K., Chik, T., Bachok, S., & Sulaiman, S. (2019). How sensory marketing elements attract customers to return to theme restaurants—*Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*, 12(1).
- Commer Soc Sci, P. J., & Iqbal, J. (2016). Employing Sensory Marketing as a Promotional Advantage for Creating Brand Differentiation and Brand Loyalty. *Pakistan Journal of Commerce and Social Sciences*, 10(3).

The Effect of Sensory Marketing and Audio Branding on Repurchase Intention Mediated by Brand Experience

Skolasatika, Daud, Afifah and Juniwati

- Correia, F. P. (2017). *Audio branding empowerment: a dissertation proposal about the interactive process between brands and consumer behaviour*.
- Das, S., Sandhu, K., & Mondal, S. R. (2023). Music logos drive digital brands: an empirical analysis of consumers' perspective. *Journal of Strategic Marketing*, 31(8), 1397–1412. <https://doi.org/10.1080/0965254X.2022.2098526>
- Eglite, Z. (2022). The Role of Senses, Emotions and the Principles of the Experience Economy in the Creative Industries The Role of Senses and Emotions in the Creative Industries. *Culture Crossroads*. <https://doi.org/10.55877/cc.vol19.25>
- Fernandes, T., & Moreira, M. A. (2019). Consumer brand engagement, satisfaction and loyalty: a comparative study between functional and emotional brand relationships. *Journal of Product & Brand Management*. <https://doi.org/10.1108/JPBM-08-2017-1545>
- Firdaus, A., Malini, H., Afifah, N., Azazi, A., & Fitriana, A. (2023). The influence of service quality and perceived risk on repurchase intention with customer satisfaction as mediation. *Enrichment: Journal of Management*, 13(5), 3082–3096.
- Fraille, E. B., Jiménez, A. M. E., Veloso, M. L. B., & Payet, A. F. (2021). Sonic identity and audio branding elements in Spanish radio advertising. *Analisi*, 65, 103–119. <https://doi.org/10.5565/REV/ANALISI.3330>
- Fürst, A., Pečornik, N., & Binder, C. (2021). All or Nothing in Sensory Marketing: Must All or Only Some Sensory Attributes Be Congruent With a Product's Primary Function? *Journal of Retailing*, 97(3), 439–458. <https://doi.org/10.1016/j.jretai.2020.09.006>
- Guriță, D. (2021). Brand Identity. The Echo of Mental Associations. *Anuarul Universitatii "Petre Andrei" Din Iasi - Fascicula: Drept, Stiinte Economice, Stiinte Politice*. <https://doi.org/10.18662/upalaw/74>
- Han, S. L., & Kim, K. (2020). Role of consumption values in the luxury brand experience: Moderating category effects and the generation gap. *Journal of Retailing and Consumer Services*, 57. <https://doi.org/10.1016/j.jretconser.2020.102249>
- Husain, R., Paul, J., & Koles, B. (2022). The role of brand experience, brand resonance and trust in luxury consumption. *Journal of Retailing and Consumer Services*, 66. <https://doi.org/10.1016/j.jretconser.2021.102895>
- Hussain, S. (2020). *The impact of sensory branding (five senses) on consumer: A case study on KFC (Kentucky fried chicken)*. 10, 420. <https://doi.org/10.5958/2249-7137.2020.00586.8>
- Hwang, A. H. C., & Oh, J. (2020). Interacting with background music engages E-Customers more: The impact of interactive music on consumer perception and behavioral intention. *Journal of Retailing and Consumer Services*, 54. <https://doi.org/10.1016/j.jretconser.2019.101928>
- Jang, H. W., & Lee, S. B. (2019). Applying effective sensory marketing to sustainable coffee shop business management. *Sustainability (Switzerland)*, 11(22). <https://doi.org/10.3390/su11226430>

The Effect of Sensory Marketing and Audio Branding on Repurchase Intention Mediated by Brand Experience

Skolasatika, Daud, Afifah and Juniwati

- Kamil, H. A., Sari, A., & Ambarwati, D. A. S. (2023). The Effect of Sensoric Marketing on McDonald's Consumer Repurchase Intention in Bandar Lampung City with Customer Satisfaction as Mediation Variable. *International Journal of Scientific Multidisciplinary Research*, 1(6), 547–562. <https://doi.org/10.55927/ijsmr.v1i6.5259>
- Khan, M. A., Panditharathna, R., & Bamber, D. (2015). European Journal of Management and Marketing Studies Online Store Brand Experience Impacting on Online Brand Trust and Online Repurchase Intention: The Moderating Role of Online Brand Attachment. *European Journal of Management and Marketing Studies*, 5. <https://doi.org/10.5281/zenodo.3668792>
- Khandelwal, M., Sharma, A., Department, M., & Jain, V. (2020). Sensory marketing: an innovative marketing strategy to sustain itself in emerging markets, such as Vikas Indoria. *Int. J. Public Sector Performance Management*, 6(2).
- Kim, Y.-K., & Sullivan, P. (2019). Emotional branding speaks to consumers' heart: the case of fashion brands. *Fashion and Textiles*, 6, 1–16. <https://doi.org/10.1186/s40691-018-0164-y>
- Kodžoman, D., Čuden, A. P., & Čok, V. (2023). Emotions and fashion: how garments induce feelings to the sensory system. *Industria Textila*. <https://doi.org/10.35530/it.074.03.202253>
- Krupka, Z. (2023). Exploring the Influence of Sensory Marketing on Brand Perception. *Naše Gospodarstvo/Our Economy*, 69(3), 45–55. <https://doi.org/10.2478/ngoe-2023-0017>
- Lacalendola, C., & Sinanagic, D. (2020). *The Power of the Five Senses: A Multisensory Brand Experience in Sport stores*.
- Li, H., Xu, J., Fang, M., Tang, L., & Pan, Y. (2023). A Study and Analysis of the Relationship between Visual—Auditory Logos and Consumer Behavior. *Behavioral Sciences*, 13. <https://doi.org/10.3390/bs13070613>
- Melzner, J., & Raghurir, P. (2023). The Sound of Music: The Effect of Timbral Sound Quality in Audio Logos on Brand Personality Perception. *Journal of Marketing Research*, 60, 932–949. <https://doi.org/10.1177/00222437221135188>
- Mostafa, R., & Kasamani, T. (2020). Brand experience and brand loyalty: is it a matter of emotions? *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/apjml-11-2019-0669>
- Munthe, P. T. S., Malini, H., Afifah, N., Bagus Purmono, B., Setiawan, H., Tanjungpura, U., ProfDrHHadari Nawawi, J., Ahmad Yani, J., & Barat, K. (2023). Product quality and cafe atmosphere perspectives on fore coffee customer satisfaction. *International Journal on Social Sciences, Economics and Arts*, 13(3), 152–162.
- Nadeem, W., Tan, T. M., Tajvidi, M., & Hajli, N. (2021). How do experiences enhance brand relationship performance and value co-creation in social commerce? The role of consumer engagement and self brand-connection. *Technological Forecasting and Social Change*, 171, 120952. <https://doi.org/10.1016/J.TECHFORE.2021.120952>
- Oktavianto, A., Afifah, N., Purmono, B. B., Heriyadi, H., & Fitriana, A. (2024). Lifestyle, product diversity, and product quality on repurchase intention: Empirical research on western

- skincare. *Journal of Enterprise and Development (JED)*, 6(1), 145–159.
- Pantoja, F., & Borges, A. (2021). Background music tempo effects on food evaluations and purchase intentions. *Journal of Marketing*.
- Perumal, S., Ali, J., & Shaarih, H. (2021). Exploring nexus among sensory marketing and repurchase intention: Application of S-O-R Model. *Management Science Letters*, 1527–1536. <https://doi.org/10.5267/j.msl.2020.12.020>
- Purwanto, A. (2021). Partial least squares structural equation modeling (PLS-SEM) analysis for social and management research: a literature review. *Journal of Industrial Engineering & Management Research*.
- Safeer, A., He, Y., & Abrar, M. (2020). The influence of brand experience on brand authenticity and brand love: an empirical study from Asian consumers' perspective. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/apjml-02-2020-0123>
- Sari, A. N. (2022). *Kondisi Industri Makanan dan Minuman di Indonesia*.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial least squares structural equation modeling. In *Handbook of market research* (pp. 587–632). Springer.
- Satar, M. S., Rather, R., Parrey, S. H., Khan, H., & Rasul, T. (2023). Eliciting consumer-engagement and experience to foster consumer-based-brand-equity: moderation of perceived-health-beliefs. *The Service Industries Journal*. <https://doi.org/10.1080/02642069.2023.2191953>
- Satti, Z. W., Babar, S. F., & Ahmad, H. M. (2021). Exploring mediating role of service quality in the association between sensory marketing and customer satisfaction. *Total Quality Management and Business Excellence*, 32(7--8), 719–736. <https://doi.org/10.1080/14783363.2019.1632185>
- Shahid, S., Paul, J., Gilal, F. G., & Ansari, S. (2022). The role of sensory marketing and brand experience in building emotional attachment and brand loyalty in luxury retail stores. *Psychology and Marketing*, 39(7), 1398–1412. <https://doi.org/10.1002/mar.21661>
- Srichaichanwong, T. (2021). The influence of sensory marketing on customer satisfaction and repurchase intention for plant-based proteins (No. 190897). *Journal of Marketing*.
- Techawachirakul, M., Pathak, A., Motoki, K., & Calvert, G. A. (2023). Sonic branding of meat- and plant-based foods: The role of timbre. *Journal of Business Research*, 165. <https://doi.org/10.1016/j.jbusres.2023.114032>
- Valkeinen, S. (2020). *Influence of music in advertising on consumer attitude and purchase intention The effect of an international and local music on the Finnish audience*.
- Vernuccio, M., Patrizi, M., & Pastore, A. (2023). Delving into brand anthropomorphisation strategies in the experiential context of name-brand voice assistants. *Journal of Consumer Behaviour*, 22(5), 1074–1083. <https://doi.org/10.1002/cb.1984>
- Vidal-Mestre, M., Freire-Sánchez, A., Calderón-Garrido, D., Faure-Carvalho, A., & Gustems-Carnicer, J. (2022). Audio identity in branding and brand communication strategy: a

systematic review of the literature on audio branding. *El Profesional de La Informacion*, 31(5). <https://doi.org/10.3145/epi.2022.sep.04>

Wong, A. C. (2018). *Sound branding: The role of music in consumer perceptions, behaviours, and practitioner beliefs*.

Yasri, Y., Susanto, P., Hoque, M. E., & Gusti, M. A. (2020). Price perception and price appearance on repurchase intention of Gen Y: do brand experience and brand preference mediate? *Heliyon*, 6(11). <https://doi.org/10.1016/j.heliyon.2020.e05532>

Zhou, Z., & Zhang, Z. (2019). Customer satisfaction of bicycle sharing: studying perceived service quality with SEM model. *International Journal of Logistics Research and Applications*, 22(5), 437–448.

Çupi, B., & Morina, S. (2020). The influential power and the importance of music in advertising and marketing. *Journal of Life Economics*, 7(1), 17–28. <https://doi.org/10.15637/jlecon.7.002>