

# Relationship Of Experiential Marketing, Brand Image, And Perceived Price To Repurchase Intention In Islamic Business Perspective

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## Abstract

This study aims to analyze the relationship of experiential marketing, brand image, and perceived price to repurchase intention of Apple smartphone products in the city of Bandar Lampung in the perspective of Islamic Business. This study uses a quantitative approach with survey methods. The sample was determined by Slovin formula to obtain 100 respondents selected through accidental sampling technique. Data were collected using Likert scale-based questionnaires and analyzed by multiple linear regression. The general findings of this study indicate that experiential marketing, brand image, and perceived price have a positive relationship with repurchase intention, with brand image being the dominant factor. The results of the study are expected to enrich the sharia-based marketing management literature and provide practical input for companies in designing marketing strategies according to Islamic Business Principles. The conclusion of this study confirms the importance of implementing marketing strategies oriented to consumer experience, brand image, and fair price perception to encourage consumer re-purchase intentions.

**Keywords:** *Brand Image, Islamic Business, Experiential Marketing, Perceived Price, Repurchase Intention*

## 1. Introduction

Smartphones today have become an essential necessity in everyday life. The existence of smartphones is not only a communication tool, but also as a means to access information, entertainment, and support productivity. One smartphone brand that has managed to create strong customer loyalty is Apple. With a variety of technological innovations and distinctive design, Apple was able to maintain its position as the market leader in the premium segment. However, Apple's success depends not solely on the excellence of its products, but also on a marketing strategy that prioritizes consumer experience, brand image and price perception (Devindiani dan Wibowo, 2020). In the increasingly advanced digital era, smartphones have become a primary need for modern society. Apple brand smartphone products, namely the iPhone, is one of the brands that are in great demand around the world, including in Indonesia. Apple's popularity is driven by factors such as premium design, high product quality, and a well-integrated ecosystem. However, amid fierce competition with other brands such as Samsung, Xiaomi, and Oppo, Apple needs to maintain customer loyalty to ensure repurchase intention remains high.

Experiential marketing is one of the approaches used by Apple to provide a unique experience to its customers. This strategy focuses not only on the functional benefits of the product, but also on how

the product can create an emotional connection with the consumer. For example, the minimalist design of Apple stores, personal interactions with staff, to grandiose product launches, are all designed to create unforgettable experiences. This shows that consumer experience is an important factor in influencing repurchase intention (Devindiani dan Wibowo, 2020). Research related to the relationship of experiential Marketing to repurchase intention. First, a study conducted by Roy Jones Wijaya (2023) which states that Experiential Marketing (EM) has an impact on Samsung Indonesia's Repurchase Intention (RI) in Surabaya (Wijaya et al., 2023). Third, research conducted by Yesika Vivvy Indria (2020) which states that Experiential Marketing (sense, feel, think, act, and relate) shows significant positive results on purchasing intention (Indria et al., 2020).

Experiential marketing and brand image have a close relationship because both play an important role in building customer perception of a brand (Gozali et al., 2023). Experiential marketing focuses on creating immediate and emotional experiences that engage customers, thereby strengthening brand connectedness (Welsa et al., 2022). Positive, unique, and relevant experiences through this strategy can improve brand Image in the eyes of customers, because these experiences influence customers to perceive the value, quality, and personality of the brand (Nafiah & Trihudiyatmanto, 2021). In other words, Experiential Marketing can be an effective tool for creating strong and memorable associations, ultimately forming a more positive brand perception and higher customer loyalty.

Apple is known for its exclusive, innovative and high-quality brand image. Consumers who buy Apple products often feel that they are part of a community that has a modern and classy lifestyle. This strong brand image not only increases consumer confidence in the product, but also encourages them to make repeat purchases (Primadasari & Sudarwanto, 2021). Another factor that is no less important is the consumer's perception of the price (perceived price). Although Apple products are known to have relatively high prices compared to their competitors, consumers are still willing to pay because they feel that the price is worth the quality and value received. A positive price perception can be key to encouraging re-purchase intent, especially if consumers feel that the product provides greater benefits than it costs them (Obeng et al., 2020). Research related to Brand Image to repurchase intention. First, a study conducted by Shanaz Indirrahmah (2024) which states that Brand Image is positively and significantly related to the Repurchase Intention of Sosro bottled tea products in Bandung Raya (Indirrahmah, 2024). Second, research conducted by Oktaviasari (2023), which states that there is a positive and significant relationship between the Brand Image on Café Ortho Kopi Malang and Repurchase Intention.

Perceived price, that is, the customer's perception of the price of a product based on the quality, benefits and value received, plays an important role in shaping satisfaction and trust in the brand (Kristianto & Wahyudi, 2019). When customers feel that the price paid is comparable or even lower than the perceived value, they are more likely to have a positive experience of the product or service. This can increase Repurchase Intention because customers believe they are getting fair or superior value, which encourages brand loyalty. Conversely, if the customer feels that the price does not match the quality, the Repurchase Intention may decrease. Research related to Perceived Price of repurchase intention. First, a study conducted by Regina Nathania Witoelar (2024) states that there is a positive relationship between Perceived Price and repurchase intention. Second, research conducted by Lucas Kevin and Miharni Tjokrosaputro (2021) states that perceived price does not have a significant relationship with Repurchase Intention.

Repurchase intention is an important indicator in measuring customer loyalty to a product or brand (Savitri & Wardana, 2018). This intention is strongly influenced by the level of customer satisfaction, product quality, perceived value (perceived value), and trust in the brand. Customers who have had a positive experience tend to develop loyalty, which in turn reinforces their intention to re-purchase (Cahyadi & Keni, 2021). When customers are satisfied with the quality, price and service provided, they are more likely to have high confidence in the brand, which then encourages them to re-purchase (Bila et al., 2024). In this context, creating a consistent and satisfying customer experience impacts for

companies to maintain and increase repurchase intent, thus ensuring the sustainability of long-term relationships with customers.

Based on previous research, experiential marketing consisting of elements such as sense, feel, think, act, and relate has been proven to increase customer satisfaction which has a positive impact on Repurchase Intention (Maharani et al., 2020). Brand image is proven to have a significant impact on customer satisfaction, which in turn affects re-purchase intentions (Dewi & Ekawati, 2019). In addition, brand image influences brand trust, which mediates its relationship to repurchase intent. (Rahmanda & Farida, 2021) Several studies have found a positive relationship between perceived price and repurchase interest mediated by perceived value (Kevin & Tjokrosaputro, 2021). Significant positive relationship of perceived price to repurchase intention of a food product (Darma, 2020). However, a significant direct relationship of perceived price to the repurchase intention of a beverage brand (Kevin & Tjokrosaputro, 2021). Other factors that affect repurchase intention include product quality, service quality (Mahendrayanti dan Wardana, 2021).

According to a Statista report (2023), Apple controls about 23.1% of the global smartphone market share, making it one of the industry leaders. However, in Indonesia, Apple's market share is only around 7.5% (IDC, 2023), lower than other brands such as Samsung and Oppo. These Data show that although Apple products have a strong global reputation, their competitiveness in local markets such as Bandar Lampung still requires special attention. Among the people of Bandar Lampung City, Apple products also have their own charm. Students as the younger generation are often a potential target market because they tend to follow trends and have a preference for brands that can improve their social status. However, with other smartphone brands offering competitive features and pricing, it's important to understand the extent to which Experiential Marketing, brand image, and price perception influence students' repurchase intentions for Apple products.

Although a lot of research discusses the relationship of experiential marketing, brand image, and perceived price to repurchase intention, most of it does not focus on Apple brand smartphone products that have unique characteristics as premium products. In addition, there are not many studies that integrate these three variables simultaneously in one model, especially with an Islamic business perspective approach, especially in local contexts such as Bandar Lampung City. Price perceptions on premium products like Apple have also not been scrutinized in relation to Islamic business values. This study fills the gap by examining how experiential marketing, brand image, and perceived price together affect the repurchase intention of Apple products in Bandar Lampung, taking into account Islamic business values which are an important context in consumer behavior in this region.

This study has an element of novelty that distinguishes it from previous studies. Previous studies have generally only examined the influence of experiential marketing, brand image, or perceived price on repurchase intention separately without considering the integration of all three in one research model. In this study, all three variables were analyzed simultaneously to provide a more comprehensive understanding of the factors that influence consumer re-purchase intentions for Apple brand smartphone products. Another novelty lies in the use of the Islamic business perspective as a basis for analysis, which is still rarely applied in research related to consumer behavior of modern technology products. This perspective provides an ethical approach to marketing activities, emphasizing the values of fairness ('adl), honesty (shiddiq), and responsibility (amanah) in creating sustainable relationships between producers and consumers.

The object of this study focuses on premium products, namely Apple iPhone, with segmentation of student respondents in the city of Bandar Lampung. This context selection provides added value because most previous research has focused on general consumer products such as beverages, restaurants, or retail, rather than on technology products with high emotional and symbolic value. Students as young Muslim consumers are considered to have a unique consumption mindset not only oriented to the function and quality of the product, but also on the social and spiritual value they feel. Thus, this study is expected to be able to make new contributions both theoretically and practically,

especially in the development of Islamic marketing literature and the application of ethical marketing strategies in accordance with Sharia principles on high-tech products.

Based on the description, This study aims to analyze the relationship between experiential marketing, brand image, and perceived price to repurchase intention of Apple brand smartphone products in Bandar Lampung city in the perspective of Islamic Business. Specifically, this study is intended to determine the extent to which the perceived experience of consumers (experiential marketing) affects their intention to re-buy, how brand image can form positive perceptions that encourage consumer loyalty, and how perceived price plays a role in determining the decision to repurchase Apple products among students. Through an Islamic business approach, the study also aims to identify the extent to which Sharia values such as Justice ('adl), honesty (shiddiq), and balance (tawazun) are reflected in consumer behavior and marketing strategies of Apple products. The results of this study are expected to provide theoretical contributions to the development of Islamic marketing concepts, as well as provide practical input for companies in designing ethical marketing strategies and based on Islamic principles in order to build sustainable customer loyalty.

Thus, this study will examine in depth how Experiential Marketing, brand image, and price perception affect the re-purchase intention of UIN Raden Intan Lampung students on Apple products. This study is expected to provide new insights for the academic world and industry, especially in understanding the dynamics of consumer behavior in the context of technology products. Based on the description of the above background, the authors decided to conduct research with the title "relationship of Experiential Marketing, Brand Image and Perceived Price to Repurchase Intention of Apple brand Smartphone products in Bandar Lampung city in Islamic Business perspectives".

## 2. Literature Review

### *Grand Theory : Theory Of Planned Behavior*

According to Azwar (2022) the theory of planned behavior is a broadening of the theory of reasoned action (TRA) developed by Icek Ajzen and Martin Fishbein in 1980. According to Ajzen and Fishbein (1980), developing the theory of planned behavior by adding constructs that do not exist in the theory of reasoned action, namely perceived behavioral control. The theory of planned behavior aims to predict and understand the impact of behavioral intentions, identify strategies to change a behavior and explain real human behavior. The theory of planned behavior assumes that a rational human being will use existing information systematically and then understand the impact of his behavior before deciding to realize the behavior.

The theory of planned behavior (TPB) recognizes the possibility that many behaviors are all under the complete control of the individual. In the theory of planned behavior, the behavior displayed by the individual arises because of the intention to behave. Intention is a sign that someone is trying to do something. The more intent a person has to do something, the more likely they are to do it. The intentions of the individual consist of subjective attitudes and norms. Attitudes are a person's beliefs about a behavior, an assessment of the results of that behavior, and subjective norms. Subjective norms are the expectations and beliefs of those around them about what is polite or disrespectful or acceptable behavior. Normative beliefs are beliefs that people have about what is or is not the best way to do something. The motivation to obey is the reason someone wants to do something, such as liking a behavior or feeling pressure to do so.

In the theory of planned behavior there are several goals and benefits including to predict and understand the impact of motivation on actions that are not controlled or carried out at the will of the individual. To recognize ways and directions to develop tactics of behavior change and also to explain each essential element of some human action. This theory provides a framework for studying attitudes toward behavior. Based on the theory, the main thing of the theory is the intention to behave. This theory of planned behavior is based on the assumption that humans are rational beings and they use the information that is possible for them systematically. This theory of planned behavior explains that



an individual's intention to behave is influenced by attitude Toward the Behavior (Attitude Toward the Behavior), subjective norms (Subjective Norm), and perceived Behavioral Control (Perceived Behavioral Control).

The Theory of consumer behavior is the basic theory contained in this study because of the linkage of roles between variables located in the study, namely Repurchase Intention. Based on existing theories explain the process of consumer behavior begins with feeling a need or desire for a product. After finding the product, the process of consumer behavior is continued by consuming the product. Finally, the process of consumer behavior ends with post-purchase actions, such as feelings of satisfaction or dissatisfaction. In this study, customer experience and customer perceived value act as post-purchase actions, namely the experience and value that customers feel after consuming the product and then the interest in buying again is an action that consumers take when they are satisfied (Bosnjak et al., 2020).

### *Experiential Marketing*

According to Schmitt, experiential Marketing comes from two words: experience and marketing. Experience is "experience is a personal events that occur due to a certain stimulus (eg given by the marketer before and after the purchase of goods or services)". Experience is also defined as a subjective part in the construction or transformation of an individual's Ftes, in that it emphasizes emotions and senses directly during immersion at the expense of cognitive dimensions. While the definition of marketing is "an activity to anticipate, manage and achieve consumer satisfaction through the exchange process"(Tantowi & Pratomo, 2020).

Experiential Marketing was first introduced by Bernd H. Schmitt published his book in 1999 entitled " Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act and Relate to your Company and Brands". This concept not only relies on features and benefits, but presents a unique difference in the form of experience (experience) impressive in the memory of consumers. Experience is an event that is personal in response to good stimulation given by the seller/manufacturer. In the Experiential Marketing strategy, consumers not only demand quality goods, but also want emotional benefits, in the form of memorable experiences, namely the existence of memorable experiences that are not forgotten, there are positive unique experiences, holistic experiences through all their senses. Experiential Marketing is an approach in marketing that has actually been done since ancient times until now by marketers (Kasakeyan et al., 2021).

With Experiential Marketing, consumers will be able to distinguish products and services from one another because consumers can feel and gain experience directly through five approaches (sense, feel, think, act, relate), both before and when consumers consume a product or service. In Experiential Marketing, Five Elements are needed which are the explanation of SEMs. SEMs is the basis of Experiential Marketing which is the types of experiences presented and includes sense (senses), feel (feelings), think (thoughts), act (actions), relate (relationships) (Rahmawati & Hidayah, 2021).

According to Rizal & Nafis (2016), indicators in Experiential Marketing are used to measure the extent to which marketing campaigns focused on customer experience succeed in creating strong emotional connections and positively impacting brands. This is an indicator of marketing experience:

- 1) Focus on the customer experience an experience occurs as meeting, living or passing through a specific situation that provides five sensory, emotional, cognitive, behavioral and behavioral values that replace functional values. With this experience, it can connect the company and its products and services with consumer lifestyles that encourage personal purchases and within the scope of its business.
- 2) Feelings when consuming based on existing experiences consumers not only want a product seen from the overall situation at the time of consuming the product but also from the experience gained when consuming the product.

- 3) Consumers as rational and emotional beings in Experiential Marketing, consumers are not only seen from the rational side but also from the emotional side. Don't treat consumers as rational decision makers, but rather as entertained, stimulated, emotionally influenced and creatively challenged.
- 4) Electic methods and devices the methods and devices used in measuring one's experience are more electic in nature. This means that it depends more on the object to be measured or refers more to each situation that occurs rather than using the same standard. In Experiential Marketing, the brand is not only as an identifier of business entities, but rather as a provider of positive experiences to consumers so that it can cause loyalty to the consumer towards the company.

Variable Experiential Marketing has a close relationship with The Theory of Planned Behavior (TPB) developed by Ajzen and Fishbein (1980), where a person's intention to behave is determined by attitudes towards behavior, subjective norms, and perceptions of behavioral control. Through the sense, feel, think, act, and relate approach, Experiential Marketing plays a role in shaping consumers' positive attitudes toward products through pleasurable emotional and sensory experiences, as well as creating positive social norms when those experiences are shared and recognized by the surrounding environment. In addition, a well-designed experience can increase perceived behavioral control, namely consumer confidence in the ease and comfort of using the product, which ultimately strengthens the intention to buy again (repurchase intention). In the perspective of Islamic business, the application of Experiential Marketing based on the values of honesty (shiddiq), responsibility (amanah), and Justice ('adl) is important so that the consumer experience is not only emotionally satisfying, but also ethical and in accordance with the principles of muamalah Islam.

### **Expreiental Marketing Relationship To Repurchase Intention Of Apple Brand Smartphone Products In Bandar Lampung**

According to Schmitt (1999), Experiential Marketing comes from two words: experience and marketing. Experience is "experience is a personal events that occur due to a particular stimulus (Tantowi & Pratomo, 2020). According to Kotler and Keller (2016) argued that repurchase intention or repurchase interest is a sense of desire and action of consumers to re-buy a product, because of the satisfaction received in accordance with what they want from a product.

The relationship between these two variables can be understood through the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which states that the intention of a person to carry out a behavior is determined by the attitude towards that behavior, subjective norms and perceptions of behavioral control. In this context, Experiential Marketing plays a role in shaping positive consumer attitudes through sensory (sense), emotional (feel), cognitive (think), behavioral (act), and relational (relate) experiences, which then increase repurchase intention.

Research related to experiential Marketing to repurchase intention. First, a study conducted by Fandi Supianto (2021) which states that research has been carried out on the relationship of experiential marketing strategies to purchase intentionthere are only 2 (two) variables of experiential marketing strategies related to purchase intention, namely: Sense (X1) and Relate (X5) because in the smartphone world, the shape or design of a smartphonethat is increasingly interesting and unique (Febriyantoro, 2021).

While another study conducted by Roy Jones Wijaya (2023) states that Experiential Marketing (EM) has an impact on Samsung Indonesia's Repurchase Intention (RI) in Surabaya (Wijaya et al., 2023). Third, a study conducted by Yesika Vivy Indria (2020) which states that Experiential Marketing (sense, feel, think, act, and relate) shows significant positive results on purchasing intention. This shows that the calculated t value of each variable is greater than the table t value and the significant value of each variable is smaller than 0.05, which is 0.000(Indria et al., 2020).

Fourth, research conducted by Andi Nandita Apriyani Putri (2024) states that Experiential Marketing and brand love are simultaneously and significantly related to Repurchase intentions at H&M Manado Town Square. Experiential Marketing is partially and significantly related to Repurchase Intention at

H&M Manado Town. Brand love is partially and significantly related to Repurchase Intention at H&M Manado Town Square (Putri et al., 2024). Based on the above, it can be concluded that Experiential Marketing has a crucial role in influencing re-purchase intentions. Therefore, the hypotheses proposed in this study are as follows:

H1 : *Experiential marketing* positively related to the repurchase intention of apple brand smartphone products in Bandar Lampung City.

### Understanding Brand Image

The perception of an image differs from one culture to another. imagery is considered to be a thousand-word image that is an illustration, photograph, icon, symbol, and character that can be used in various styles, each of which creates a rich visual language and provides visual stimulation. According to Kotler and Keller (2016), Brand Image is the perception and beliefs held by consumers, as reflected associations stored and embedded in the memory or memory of customers, who are always remembered first when hearing the slogan and embedded in the minds of consumers. In buying a good or service, consumers often see the image and brand first and then the quality of the product. The image will be good, when consumers have enough experience with the new reality, the new reality is that the organization actually works more effectively and has effective performance . Advertisements in the present generally comes with a form of imaging in order to build a positive brand image in the eyes of consumers. These forms of imagery are a step up from the message strategy, which is called the brand image Strategy (Brand Image).

According to Aaker (2022), indicators used to measure a Brand Image (brand image) are as follows:

- 1) The image of the maker (Corporate Image) is a set of associations that make consumer perceptions of the company that makes a particular product or service. In improving the ability of the company and the company's network, the company must maintain the following things: 1) popularity, a company that is known and liked by many people. Innovativeness, a company that can compete with its competitors is a company that does not stop innovating over time. 3) company location, the place where a company operates and conducts its business activities.
- 2) User Image (User Image) is a set of associations that consumers perceive to users who use goods or services. The image of the user can be addressed by: 1) Age, circles such as consumers in a company. 2) social class, consumers who have a low, middle or upper social class. 3) jobs, consumers who have jobs what usually make purchases at a company.
- 3) Product image (Product Image) is a set of associations that consumers perceive a product or service. These associations are: 1) quality or quality, good or bad of a product or service produced by a company in the eyes of consumers. 2) Price, a value that must be measured by consumers to obtain the products produced by a company. 3) types of services and benefits, the diversity of services owned by the company or the models of services provided provide satisfaction.

The relationship of this research with the theory can be explained through the Theory of Planned Behavior (TPB) proposed by Ajzen (1991). According to this theory, a person's behavioral intention (behavioral intention) is formed from three main factors, namely attitude toward behavior (attitude toward behavior), subjective norm (subjective norm), and perception of behavioral control (perceived behavioral control). In the context of this study, experiential marketing and brand image play a role in shaping consumers 'positive attitudes towards products or brands, while perceived price is related to perceptions of behavioral control because it affects consumers' ability to make repeat purchases. Thus, repurchase intention can be explained as the result of a positive experience, a good brand image and a price perception that corresponds to the value received. In the Islamic business perspective, repurchase behavior based on satisfaction and transaction honesty reflects the principles of al - ' adl (justice) and al-amanah (Trust), which are the basis of Islamic Economic Ethics in building long-term relationships between producers and consumers in a fair and sustainable manner.

## **Brand Image Relationship To Repurchase Intention Of Apple Smartphone Products In Bandar Lampung**

According to Kotler and Keller (2016), Brand Image is the perception and belief held by consumers, as reflected associations stored and embedded in the memory or memory of customers, who are always remembered first when hearing the slogan and embedded in the minds of consumers (Philip Kotler, 2008). According to Kotler and Keller (2016), argued that repurchase intention or repurchase interest is a sense of wanting and consumer action to re-buy a product, because of the satisfaction received in accordance with what they want from a product.

This relationship can be understood through the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), where the intention to behave, including repurchase, is influenced by attitudes towards behavior, subjective norms, and perceptions of behavioral control. In this context, Brand Image plays a role in shaping consumers' positive attitudes towards products through beliefs, emotional associations, and perceptions of quality inherent in the Apple brand. A strong brand image increases consumer trust and loyalty, thus fostering the intention to make repeat purchases.

Research related to Brand Image to repurchase intention. First, a study conducted by Shanaz Indirrahmah (2024) which states that Brand Image is positively and significantly related to the Repurchase Intention of Sosro bottled tea products in Bandung Raya (Shanaz Indirrahmah, 2024). Second, a study conducted by Sandra Oktaviasari (2023) states that there is a positive and significant relationship between the Brand Image in the Ortho Kopi Malang cafe and the Repurchase Intention. In addition, research conducted by I Kadek Arjun Sanjaya (2024) which states that brand image, product quality and lifestyle are positively and significantly related to Repurchase Intention (Sanjaya dkk., 2024). Based on the above, it can be concluded that Brand Image has an important role in influencing consumer re-purchase intentions. Therefore, the hypotheses proposed in this study are as follows:

H2 : Brand Image is positively related to the repurchase intention of apple brand smartphone products in Bandar Lampung.

### ***Perceived Price***

Perceived Price is a consumer's assessment of the comparison between the value they provide and the benefits they receive from a product or service. Price is a component of the marketing mix that contributes directly to revenue, while other elements in the marketing mix incur costs (Philip Kotler, 2020). Price perception is the most important factor related to quality, buying value and satisfaction. In general, customers do not pay attention to the advantages possessed by a product but rather focus on price comparisons and look for significant price differences. Price is the amount of money that must be paid to obtain a product or service. With a broader scope, the price includes the total value exchanged by consumers for the benefits derived from owning or using the product or service. In the past, Price has been a significant factor in influencing buyers' decisions, and it remains relevant, especially in developing countries.

According to Kotler (2012), the indicators that mark the prices used in this study are as follows:

- 1) Price affordability companies set prices for their products to be reachable by consumers. Reasonable and affordable prices will be a consideration for consumers in purchasing products.
- 2) Conformity of the price with the quality of the product the price set by the company for its products is in line with the quality of the products produced. For example, if the price is high, then the quality of the product should also be high, so that consumers feel the value given is worth the price paid.
- 3) Price competitiveness the company must also take into account that the price offered has a high competitiveness in the market compared to its competitors. If the price is too high compared to competitors, the product may lose competitiveness.
- 4) Conformity of the price to the benefit the established price must be proportional to the benefit that the consumer obtains from the product. Ideally, the high price should be offset by the high benefits of the product.



The relationship between the Perceived Price variable and The Theory of Planned Behavior (TPB) lies in how consumers' perceptions of price affect the intention to behave (behavioral intention), in this case Repurchase Intention. In the TPB framework developed by Ajzen (1991), a person's intention to perform a behavior is influenced by three main factors, namely attitude toward behavior, subjective norm, and perceived behavioral control. Perceived Price plays a role in shaping consumer attitudes towards products, because when consumers assess the price of a product in accordance with the quality, benefits, and fairness received, they will have a positive attitude towards the product and tend to have the intention to buy again. In addition, the perception of a price considered fair also reinforces perceived behavioral control, in which consumers feel they have the ability and willingness to buy back the product because the price is considered affordable and worth it. In this context, Perceived Price is one of the important psychological factors that influence the formation of consumer behavioral intentions as described in TPB. That is, the more positive the perceived price perception of consumers, the stronger their intention to re-purchase the product.

### **Perceived Price Relation To Repurchase Intention Of Apple Smartphone Products In Bandar Lampung**

Perceived Price is a consumer's assessment of the comparison between the value they provide and the benefits they receive from a product or service. Price is a component of the marketing mix that contributes directly to revenue, while other elements in the marketing mix incur costs (Philip Kotler, 2020).

According to Philip Kotler (2020) argued that repurchase intention or repurchase interest is a sense of desire and action of consumers to re-buy a product, because of the satisfaction received in accordance with what they want from a product. In the context of The Theory of Planned Behavior (TPB) developed by Ajzen (1991), perceived price influences repurchase intention through the formation of attitude toward behavior. When consumers judge that the price of an Apple product is commensurate with the quality and benefits received, a positive attitude towards the product is formed, thereby encouraging the intention to re-purchase. In addition, the perception of prices that are considered fair and affordable can also strengthen perceived behavioral control, which is the consumer's belief that they have the ability and willingness to make repeat purchases. This shows that price perception plays a role not only as an economic factor, but also a psychological one that underlies the formation of behavioral intentions as described in TPB.

Research related to Perceived Price of repurchase intention. First, a study conducted by Witoelar (2024) states that there is a positive relationship between Perceived Price and repurchase intention. Second, research conducted by Kevin and Tjokrosaputro (2021) states that perceived price does not have a significant effect on Repurchase Intention.

Meanwhile, according to Rizki Saepani, (2024) who stated that Price has a positive and significant relationship with the Repurchase Intention of using Garuda Indonesia airline tickets. Then, a study conducted by Trias Wibisono (2022) which states that Perceived Price is positively related to Repurchase Intention at olala restaurant jalan glagahsari yogyakarta, namely with a significant value of  $0.00 < 0.05$ . Based on the description above, it can be concluded that Perceived Price has an important role in influencing consumer re-purchase intentions. Therefore, the hypotheses proposed in this study are as follows:

H3: Perceived price is positively related to the repurchase intention of apple smartphone products in Bandar Lampung.

### **Repurchase Intention**

According to Cronin (1992), repurchase intention is a consumer action in which they respond positively to the quality of the service provided by the company and have the intention to make a repeat visit or want to order back products from the company. While Kotler and Keller (2016), argued that the repurchase interest is a sense of wanting and action consumers to re-buy a product, because of the

satisfaction received in accordance with what they want from a product. Other researchers also argue that consumers or customers who feel satisfied will visit again at a later time and indirectly promote to others the name of the product, the quality of the product or service that has been felt.

Buying interest is the stage where customers tend to act before a purchase decision is actually made. There is a difference in the real purchase with the intention to repurchase. If the actual purchase is the actual purchase made by the customer, then Repurchase Intention is the intention to buy back a product that he once felt at a future opportunity. According to Ferdinand (2002), repurchase interest can be identified through the following dimensions:

- 1) Transactional interest includes a person's desire to buy back a product they have used before. This shows that consumers have an interest in buying a particular product that they like.
- 2) Referential interest includes a person's desire to recommend a product they have purchased to others, based on their personal experience as a consumer. For example, a consumer who already has an interest in buying will suggest people closest to him to also purchase the same product.
- 3) Preferential interest is an interest that reflects a person's tendency to always choose a particular product that he has consumed. This trend can only change if there is a change in the product of choice.
- 4) Explorative interest is an interest that defines a person's behavior by always looking for confirmation about the commodity he likes and then looking for resources to support the positive aspects of the product to which he subscribes.

The link between Repurchase Intention and Theory of Planned Behavior (TPB) lies in the role of repurchase intention as a real form of behavioral intention described in the theory. According to Ajzen (1991), behavioral intention is the main determinant of a person's actual behavior, where the intention is influenced by three main components, namely attitude toward the behavior (attitude toward the behavior), subjective norm (subjective norm), and perceived behavioral control (perceived behavioral control). In this context, repurchase intention reflects the extent to which consumers have the desire and readiness to make a re-purchase of the products they have consumed.

### **Relationship of Experiential Marketing, Brand Image, and price perception to simultaneous repurchase intention**

Repurchase intention is an important indicator that reflects the level of consumer loyalty to a brand. In the context of Apple smartphone products, consumers' decision to make a re-purchase is not only driven by product quality alone, but also by the emotional experience felt when using the product (experiential marketing), a positive image formed in the minds of consumers (brand image), and the perception of conformity between price and benefits received (perceived price).

The relationship between experiential marketing, brand image, and perceived price to repurchase intention can be explained through the Theory of Planned Behavior (TPB) proposed by Ajzen (1991). In this theory, a person's intention to perform an action (such as a repurchase) is determined by three main factors, namely attitude toward behavior (attitude toward behavior), subjective norm (subjective norm), and perceived behavioral control (perceived behavioral control). Experiential marketing influences consumer attitudes through positive experiences that form feelings of pleasure, comfort, and satisfaction with the product.

Brand image plays a role in building subjective norms, where the positive image of a brand creates social pressure or environmental influences so that consumers continue to use the product. Meanwhile, perceived price is related to perceived behavioral control, since consumers' perception of the appropriateness of price to the benefits received affects their confidence in the ability of the economy to make repeat purchases. Thus, when these three variables simultaneously form a strong positive attitude, social support, and perception of control, the consumer's repurchase intention for the product will be higher according to the behavioral mechanism described in TPB.

All three variables simultaneously play an important role in forming repurchase intentions. Experiential marketing creates sensory, affective, and cognitive experiences that enhance consumers' emotional attachment to the product. Brand image reinforces a positive perception of a brand's reputation and credibility, while perceived price provides confidence that the price paid is in line with the quality and value received.

The results of previous studies also support this relationship. Rachmawati (2023) found that experiential marketing, brand image, and perceived price are simultaneously positively and significantly related to repurchase intention in premium product consumers. Fitriani and Pratama's research (2022) also states that these three variables together are able to strengthen consumer loyalty, especially when business practices are carried out ethically and according to fairness values. Based on the description of the theory and the findings of previous research, the hypothesis proposed is:

Experiential Marketing, Brand Image, and Perceived Price are simultaneously positively and significantly related to Repurchase Intention.

### **3. Research Methods**

#### **Time and place of research**

I will carry out this research as long as the researcher takes the thesis course until he finishes collecting the data obtained from the research site and the questionnaire. This study was conducted in the city of Bandar Lampung.

#### **Research approaches and methods**

The approach used in this study is a quantitative approach in which researchers aimed to obtain significance between the variables studied (Darwin, 2021). According to Sugiyono (2017), quantitative research is a research method based on the philosophy of positivism, used to research on a particular population or sample, data collection using research instruments, data analysis is quantitative/statistical in order to test hypotheses that have been established. Quantitative approach was chosen because the data used to analyze the relationship between variables expressed by numbers with data collection using research instruments with the aim to test the hypothesis that has been proposed (Kurniawan, 2016). Thus, based on the understanding that has been described above, this study is to determine how much the relationship of experiential marketing, Brand Image and perceived price to repurchase intention of apple brand smartphone products (study on the people of bandar lampung). Methods are the right way to do things using the mind. The research method is basically a scientific way to obtain data with specific objectives and activities. Based on the problems that have been described about the relationship of experiential marketing, Brand Image and perceived price to repurchase intention of apple brand smartphone products (study on the people of bandar lampung) where researchers used descriptive research methods and surveys.

#### **a. Descriptive Research Methods**

Descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make generally applicable conclusions or generalizations.

#### **b. Survey Research Methods**

Survey research is research that takes a sample from one population and uses a questionnaire as a principal data collection tool (Fauzi et al., 2019). Survey methods that focus on collecting data respondents who have certain information so as to enable researchers to solve problems. The method used in the completion of this study, the questionnaire.

#### **c. Population, sample and Data collection techniques**

##### **1. Population**

Population is a generalization area consisting of objects/subjects that have certain quantities and characteristics set by the researcher to be studied and then drawn conclusions (Sugiyono, 2017). So

the population is not only people, but also other natural objects. population is also not just the number of objects / subjects studied, but includes all the characteristics / properties owned by the object or subject (Umar, 2013). The total population in this study amounted to 1,073,451 people.

## 2. Sample

A sample is a portion of the population taken in a certain way, clearly, completely, and can be considered representative of the population. According to Suharsimi Arikunto in determining the size of the sample, if the subjects are less than 100, it is better to take all of them, so that the research is a population study. Furthermore, if the number of large subjects can be taken between 10%-15% or 20% - 25% it is for sampling if the population is above 100 (Umar, 2013). So if the population is too large the researcher is not possible to reach all populations due to safety conditions, time and effort. Then the researchers can menggunakan samples taken from that population. The sampling technique used in this study is the method of accidental sampling technique is a sampling method based on one that is suitable, which means that the sample obtained by a researcher by chance without any prior planning and the researcher believes that the person deserves to be used as a source of information in his research (Sugiyono, 2017). Calculation of the number of samples using the Slovin formula. Here is the formula and calculation of the number of research samples:

$$n = \frac{N}{1 + N(e)^2}$$

Description :

n = number of samples

N = number of population

e = margin of error

(Sugiyono, 2014)

$$\begin{aligned} n &= \frac{N}{1 + N(e)^2} \\ n &= \frac{1073451}{1 + 1073451 (01)^2} \\ n &= \frac{1073451}{1 + 1073451 (001)} \\ n &= \frac{1073451}{63} \\ n &= 100 \\ n &\approx 100 \text{ sampel} \end{aligned}$$

Based on the above calculations obtain the results of the sample used in this study of 100 samples or respondents.

## 3. Data collection techniques

### a) Questionnaire

According to Syahrur dan Salim (2012), questionnaires or questionnaires are data collection techniques through a number of written questions to obtain information / data from data sources (respondents). In the questionnaire or questionnaire data collection techniques, the scale used is the likert scale. Likert scale is a scale that assigns a value to each alternative answer. Likert scale has two forms of statements, namely positive and negative statements.

**Table 2. Likert Scale**

No.	Skor	Description
1.	5	Strongly Agree
2.	4	Agree
3.	3	Neutral
4.	2	Disagree
5.	1	Strongly Disagree



In this case the researchers spread a questionnaire addressed to the people of Bandar Lampung as a sample or respondents as many as 100 people.

b) Documentation

According to Sugiyono (2017), documentation is a means used to obtain data and information in the form of books, archives, documents, writing numbers and images in the form of reports and information that can support research. Documentation is to collect data on information about the people of Bandar Lampung city that became a place in research such as reports of activities related to research, photos, documents related to research.

#### 4. Operational Definition Of Variables

Variable is something that is the object of research observation, often also referred to as factors that play a role in research or symptoms to be studied (Sugiyono, 2017). Identification of variables helps in determining the measuring instruments to be used to collect data and data analysis techniques to be used in the study. The variables studied in this study are as follows:

**Table. 3. Operational Definition Of Variables**

No	Variable	Conceptual Definition	Indicators	Measurement Scale
1.	<i>Experiential marketing</i> (X1)	Experiential marketing is a marketing concept that refers to the real experience gained by customers of a brand/product or service company through emotional customers such as sense, feel, think, act and relate which aims to provide and improve customer satisfaction so as to form loyal customers. Experiential Marketing not only provides information about the products or services of a company but also provides opportunities for customers to gain experience as a benefit obtained from the product or service itself and try to evoke emotions and feelings that will have a positive impact on marketing. (Yanti Febrini et al., 2019)	1. Focus on customer experience 2. Feelings at the time of consuming 3. Consumers as rational and emotional beings 4. Electic methods and tools (Rizal & Nafis, 2016)	Likert Scale
2	<i>Brand Image</i> (X2)	Brand Image is the perception of a brand that is associated with brand associations inherent in the memory of consumers. Some of the marketing tools that can be used to create a Brand Image are the product itself, packaging/labels, brand name, logo, colors used, promotional point of purchase,	1. Corporate Image 2. User Image 3. Product Image (Putri et al., 2021)	Likert Scale

No	Variable	Conceptual Definition	Indicators	Measurement Scale
		retailers, advertising and all other types of promotions, price, brand owner, country of origin, even the target market and users of the product. Brand image is one of the important things in marketing strategies, understanding price is one of the factors behind consumer behavior (Rangkuti, 2023).		
3	<i>Perceived Price (X3)</i>	Perceived Price is the value contained in a price related to the benefits provided by a product or service, as well as owning or using the product or service. In the context of describing a brand, a high price is often considered an indication of good quality for some products, and it is often stated that consumers experience a positive relationship between price and quality (Anggraeni and Soliha, 2020)	<ol style="list-style-type: none"> <li>1. Price affordability companies set the price of their products so that they can be reached by consumers. Reasonable and affordable prices will be a consideration for consumers in purchasing products.</li> <li>2. Conformity of price to product quality the price set by the company for its products is in line with the quality of the products produced. For example, if the price is high, then the quality of the product should also be high, so that consumers feel the value given is worth the price paid.</li> <li>3. Price competitiveness the company must also pay</li> </ol>	Likert Scale

No	Variable	Conceptual Definition	Indicators	Measurement Scale
			<p>attention that the price offered has a high competitiveness in the market compared to its competitors. If the price is too high compared to competitors, the product may lose competitiveness.</p> <p>4. The conformity of the price to the benefit of the established price must be proportional to the benefit that the consumer obtains from the product. Ideally, high prices should be balanced with high product benefits (Kotler and Keller, 2012).</p>	
4.	<i>Repurchase Intention (Y)</i>	Repurchase Intention according to Peter & Olson is a purchase activity that is carried out more than once or several times. Experiential Marketing is a marketing approach or strategy in which a company or marketer focuses on touching the emotions and feelings of consumers to obtain a positive impression or experience of a product or service so that consumers become loyal customers of the product or service provided (Ilyas et al., 2020).	<p>1. Transactional interests include a person's desire to buy back a product they have used before. This shows that consumers have an interest in buying a particular product that they like.</p> <p>2. Referential interest includes a person's desire to recommend a product they have purchased to others, based on</p>	Likert Scale

No	Variable	Conceptual Definition	Indicators	Measurement Scale
			<p>their personal experience as a consumer. For example, a consumer who already has an interest in buying will suggest people closest to him to also purchase the same product.</p> <p>3. Preferential interest is an interest that reflects a person's tendency to always choose a particular product that he has consumed. This trend can only change if there is a change in the product of choice.</p> <p>4. Explorative interest is an interest that defines a person's behavior by always looking for confirmation about the commodity he likes and then looking for resources to support the positive aspects of the product to which he subscribes (Rachmawati, 2009).</p>	

In this study using likert scale is a method to measure the attitudes, opinions, and perceptions of people or groups of people about social phenomena. The reason researchers chose to use the likert scale in this study because by using the likert scale respondents or data sources will be able to more quickly understand the use of scale values in the process of filling out questionnaires or



questionnaires. Answer each item of the likert scale used for very positive statements and very negative statements (Syahrur dan Salim, 2012).

**Table. 4 Setting The Answer Score Lift Likert Scale**

Answers	Positive Answer Score	Negative Answer Score
Strongly Agree (ST)	5	1
Agree (S)	4	2
Hesitating (RR)	3	3
Disagree (TS)	2	4
Strongly Disagree (STS)	1	5

## 5. Research Instruments

In research instrument research is the tools used in collecting research data. The function of research instruments is to obtain data that is a problem in research. The research instruments in this study are as follows:

### a. Questionnaire Guidelines

Questionnaire guidelines are a tool used to fill out statements related to research in the form of questions in which there are already alternative answers answered by respondents to measure a relationship to the variables studied.

### b. Documentation

Documentation guidelines are used to obtain data and information in the form of books, archives, documents, writing numbers and images in the form of reports and information that can support research. Documentation is to collect data on information about the people of Bandar Lampung city that became a place in research such as reports of activities related to research, photos, documents related to research.

## 6. Teknik Analisis Data

Data analysis in this study was conducted using multiple linear regression analysis with the help of SPSS software. This method is used to determine the extent to which the relationship of Experiential Marketing ( $X_1$ ), Brand Image ( $X_2$ ), and Perceived Price ( $x_2$ ) to Repurchase Intention ( $Y$ ) in the perspective of Islamic Business. According to (Sugiyono, 2018), multiple linear regression analysis aims to measure the relationship between several independent variables with one dependent variable.

### a. Test Data Quality

#### Validity Test

Validity test is done to measure the extent to which the research instrument (questionnaire) is able to measure the variables to be studied. This test aims to ensure that each item of the statement is really relevant and able to accurately describe the variables of the study. The determination criterion is that if the value of  $R$  count  $>$   $R$  table, then the question item is declared valid, and vice versa if  $r$  count  $<$   $r$  table, then the question item is invalid (Sugiyono, 2018).

#### Reliability Test

Reliability test is used to determine the level of consistency of the instrument in producing stable and reliable data. An instrument is declared reliable if the Cronbach's Alpha value is  $>$  0.60, which indicates that the questionnaire has good internal reliability for use in research (Sugiyono, 2018).

### b. Classical Assumption Test

#### Normality Test

This test aims to determine whether the data used in the study have a normal distribution or not. A good regression Model is one that has normally distributed residual values. Testing is done through the graph normal probability plot and Kolmogorov-Smirnov test.

**Multicollinearity Test**

Multicollinearity test is used to ensure that there is no high correlation between independent variables. The regression Model is declared free from multicollinearity if the Tolerance value > 0.10 and Variance Inflation Factor (VIF) < 10.

**Heteroscedasticity Test**

Heteroscedasticity test aims to test whether there is inequality in the regression model variance of the residual between one observation and another. A good Model is one that does not show symptoms of heteroscedasticity, which is characterized by the absence of certain patterns on the scatterplot graph.

**c. Multiple Linear Regression Analysis**

Multiple linear regression analysis is used to determine how much the relationship of Experiential Marketing ( $X_1$ ), Brand Image ( $X_2$ ), and Perceived Price ( $x_2$ ) to Repurchase Intention ( $Y$ ). Multiple linear regression equation used in this study is as follows:

$$Y=a+b_1X_1+b_2X_2+b_3X_3+e$$

Description:

Y = Repurchase Intent

a = constant

b, b, b = regression coefficient of each independent variable

X = experience-based marketing

$X_2$  = Brand Image

$X_2$  = perceived price

e = error term

A positive coefficient value indicates that an increase in the independent variable will increase the dependent variable, while a negative value indicates the opposite direction of the relationship.

**d. Hypothesis Test****T test (partial)**

T test was conducted to determine the relationship of each independent variable partially to the dependent variable. Decision-making criteria is if the value of t count > t table and significance < 0.05, then the independent variable is significantly related to the dependent variable (Furadantin, 2018)..

**F Test (Simultaneous)**

F test is used to determine the effect of all independent variables simultaneously on the dependent variable. If F count > F table and significance < 0.05, then together the independent variable is significantly related to the dependent variable (Furadantin, 2018)..

**Coefficient Of Determination (R<sup>2</sup>)**

This test is used to determine how much the independent variable can explain the variation of the dependent variable. The value of R<sup>2</sup> ranges from 0 to 1, where a value close to 1 indicates that the model has a high ability to explain the relationship between variables (Furadantin, 2018).

**4. Result and Discussion****Research Results**

Instrument testing with validity and reliability test is conducted to ensure that the data used in this study are feasible and reliable before hypothesis testing. The validity test aims to determine the extent

to which the items in the questionnaire are able to measure the variables in question, while the reliability test is used to ensure the consistency of the respondents' answers to the statements given. The results of the validity test of the variable Experiential Marketing (X1) can be seen in the following table:

**Table 5 The Validity Of Experiential Marketing**

Statement	r count	rtable	Description
My experience of using Apple smartphones is very	0,371	0,3061	Valid
My personal experience with Apple products makes me feel special as a customer	0,327	0,3061	Valid
I feel happy and proud when I use Apple smartphone products	0,445	0,3061	Valid
Apple products provide a pleasant emotional experience when used	0,408	0,3061	Valid
I use Apple products because it suits my needs	0,872	0,3061	Valid
My decision to buy an Apple smartphone using logical considerations and feelings	0,879	0,3061	Valid
Apple has a variety of features that impress me when using its products	0,862	0,3061	Valid
Features in Apple products provide an exciting experience	0,849	0,3061	Valid

*Source: olah data questionnaire, 2025*

Experiential Marketing variable (X1) is measured through eight items of statements that describe the consumer experience in using Apple smartphone products, including aspects of satisfaction, emotions, rational needs, and impressions of product features. Based on the results of the validity test using SPSS version 26, all items have a calculated R value greater than the R table with a significance value below 0.05, so they are declared valid. This shows that each statement in the questionnaire is able to measure Experiential Marketing variables well and consistently. Overall, these instruments can be used to accurately identify consumer experiences of Apple products in the context of this study.

**Table 6  
Brand Image Validity Test Results**

Statement	rcount	rtable	Description
Apple products are known as an innovative and high-quality technology company	0,911	0,3061	Valid
I believe that Apple has always maintained the quality and credibility of its products	0,878	0,3061	Valid
Users of Apple products are usually considered to be modern and classy users	0,835	0,3061	Valid
I feel proud to use Apple because of its positive user image	0,845	0,3061	Valid
Apple smartphone products have design and quality that reflect the advantages	0,867	0,3061	Valid
Apple smartphones are known as premium products with reliable performance	0,872	0,3061	Valid

*Source: olah data questionnaire, 2025*

The Brand Image variable (X2) was measured through six statement items that described respondents' perceptions of company image, user image, and Apple smartphone product image. Based on the results of the validity test using SPSS version 26, All statement items showed the value of R count greater than R table (0.3061) with a significance level below 0.05. Thus, all items on this variable are declared valid. These results indicate that each statement in the research instrument can accurately reflect the respondent's perception of the Apple brand image, both in terms of the company's reputation, user characteristics, and the quality of the products produced. Overall, this instrument is feasible to measure Brand Image variables in this study.

**Table 7**  
**Perceived Price Validity Test Results**

Statement	rcount	rtable	Description
I feel that the price of Apple smartphones is affordable and within my capabilities	0,882	0,3061	Valid
The price of Apple smartphones does not burden me financially	0,857	0,3061	Valid
The price of Apple smartphones is comparable to the quality of the products offered	0,847	0,3061	Valid
I feel the quality of Apple products is worth the price I pay	0,902	0,3061	Valid
Compared to other brands, the price of Apple smartphones remains competitive in terms of value and features	0,912	0,3061	Valid
The price of Apple is equivalent to the advantages offered over other brands	0,902	0,3061	Valid
The benefits I get from an Apple smartphone are worth the price	0,900	0,3061	Valid
I feel the price of an Apple smartphone matches the usability and satisfaction I feel	0,894	0,3061	Valid

*Source: olah data questionnaire, 2025*

The Perceived Price variable (X3) consists of eight statements that measure respondents' perceptions of the affordability, suitability, and price competitiveness of Apple products. Based on the results of the validity test, All statement items have a calculated R value greater than the table r (0.3061) with a significance value below 0.05. This shows that all indicators are valid and can be used to measure the perception of the price of Apple products in this study.

**Table 8**  
**Perceived Price Validity Test Results**

Statement	rcount	rtable	Keterangan
I intend to buy back Apple smartphones in the future	0,823	0,3061	Valid
I will make a re-purchase if Apple releases the latest model	0,827	0,3061	Valid
I would recommend Apple smartphones to others	0,818	0,3061	Valid
I often share my positive experiences using Apple with others	0,825	0,3061	Valid
I prefer Apple smartphones over other brands	0,832	0,3061	Valid
If you have to buy a smartphone, Apple is the main brand that I prioritize	0,817	0,3061	Valid
I am interested to know more features and new technologies from Apple	0,847	0,3061	Valid
I am actively looking for information on Apple products that will be released in the future	0,841	0,3061	Valid



Source: olah data questionnaire, 2025

The Repurchase Intention (Y) variable consists of eight indicators that measure consumer interest in repurchasing, providing recommendations, and interest in future Apple products. Based on the results of the validity test, All statement items have a calculated R value greater than the table r (0.3061) with a significance level below 0.05. Thus, all items are considered valid and feasible to be used to measure consumer Repurchase Intention towards Apple products. After all the statements on the variables of the study conducted reliability testing described in Table 8.

**Table 9**  
**The Results Of The Reliability Test**

Variable	Number Of Items	Cronbach's Alpha	Limit Values	Description
<i>Experiential Marketing (X1)</i>	8	0,813	0,60	Reliabel
<i>Brand Image (X2)</i>	6	0,934	0,60	Reliabel
<i>Perceived Price (X3)</i>	8	0,961	0,60	Reliabel
<i>Repurchase Intention (Y)</i>	8	0,978	0,60	Reliabel

Source: olah data questionnaire, 2025

Based on the results of reliability testing using Cronbach's Alpha value, all variables in this study have a value greater than the minimum limit of 0.60. This shows that all questionnaire instruments are reliable, meaning that they are consistent and reliable to measure each research variable, namely Experiential Marketing, Brand Image, Perceived Price, and Repurchase Intention.

Therefore, it can be continued by testing classical assumptions to qualify regression. The results of these tests are presented in the following table:

**Table 10**  
**Normality Test Results Of One Sample Kolmogorov-Smirnov Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	8.08281732
Most Extreme Differences	Absolute	.043
	Positive	.043
	Negative	-.033
Test Statistic		.043
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: olah data questionnaire, 2025

Based on the results of the Kolmogorov-Smirnov test, an Asymp value was obtained. Sig. (2-tailed) equal to 0.200, which is greater than the significance value of  $\alpha = 0.05$ . This shows that the residual data is normally distributed. In addition, the Test Statistic value of 0.043 and the residual Mean value of 0.0000000 also reinforce that the spread of data is around the average with a reasonable standard deviation of 8.0828. Thus, it can be concluded that the regression model meets the assumption of normality, so that the data is feasible to be used for further regression analysis. The next classical assumption test is the multicollinearity test as shown in the following table:

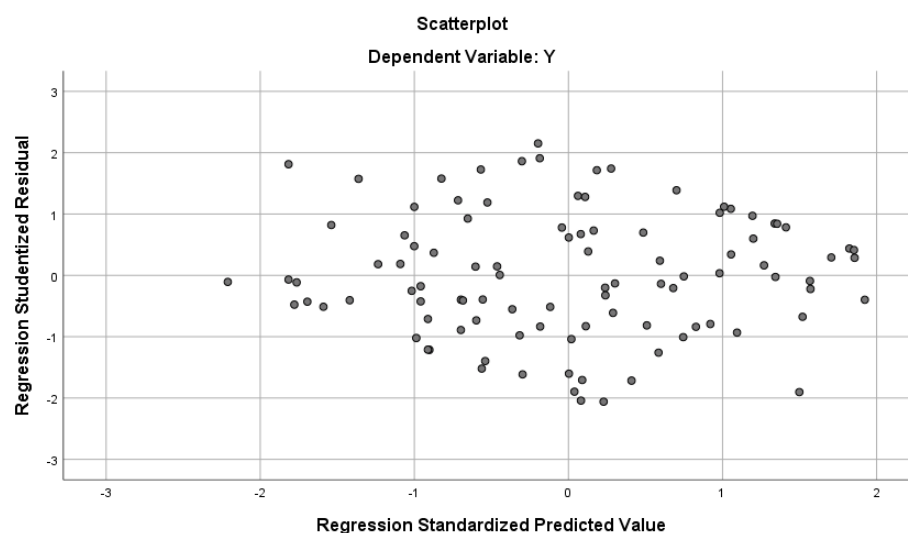
**Table 11 Multicollinearity Test Results**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.974	1.027
	X2	.999	1.001

Source: olah data questionnaire, 2025

Based on the test results shown in the Coefficients table, the Tolerance value for Experiential Marketing variables (X1) is 0.974, Brand Image (X2) is 0.999, and Perceived Price (X3) is 0.974, while the VIF values are 1.027, 1.001, and 1.026, respectively. All independent variables have Tolerance values above 0.10 and VIF values below 10. Thus, it can be concluded that there is no symptom of multicollinearity among independent variables in this regression model. That is, the variables of Experiential Marketing, Brand Image, and Perceived Price are not strongly correlated with each other, so that the regression model used is feasible to proceed to the next stage of analysis.

The next classical assumption test is the heteroscedasticity test as seen in Figure 1 below:



**Figure 1 Heteroscedasticity Test Results**

Source: olah data questionnaire, 2025

Based on the scatterplot image above, the data points spread randomly above and below the zero axis, and do not form a specific pattern (such as waves, funnels, or specific sets). This random point spread shows that there is no heteroscedasticity symptom in the regression model used. Thus, it can be concluded that the regression model in this study has met the classical assumption of heteroscedasticity, so that the model is feasible to be used for further regression analysis.

After a series of tests carried out, the next is to analyze the data with multiple linear regression analysis with the following processing results

**Table 12**  
**Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-21.384	7.191		-2.974	.004
	X1	1.077	.148	.576	7.297	.000
	X2	.533	.260	.159	2.045	.044
	X3	.195	.083	.185	2.351	.021
a. Dependent Variable: Y						

*Source: olah data questionnaire, 2025*

Multiple linear regression analysis was conducted to determine how much the relationship between the independent variables Experiential Marketing (X1), Brand Image (X2), and Perceived Price (X3) to the dependent variable Repurchase Intention (Y).

Based on the results of data processing using SPSS program, obtained the following regression equation:

$$Y = -21,384 + 1,077X_1 + 0,533X_2 + 0,195X_3$$

The interpretation of the regression equation is as follows:

1. Constant (a) of -21.384 indicates that if all independent variables (Experiential Marketing, Brand Image, and Perceived Price) are considered constant or zero, then the value of Repurchase Intention (Y) is -21.384. This means that, in the absence of a relationship between the three variables, repurchase interest in Apple products is at a very low level.
2. Experiential Marketing regression coefficient (X1) of 1.077 with a significance value of 0.000 indicates that this variable is positively and significantly related to Repurchase Intention. This means that every one unit increase in Experiential Marketing will increase Repurchase Intention by 1,077 units. In other words, the more positive the consumer's experience with an Apple product, the more likely they are to buy the product again.
3. Brand Image regression coefficient (X2) of 0.533 with a significance value of 0.044 indicates that this variable is positively and significantly related to Repurchase Intention. This means that the stronger the Apple brand image in the minds of consumers, the higher their interest in making repeat purchases.
4. Perceived Price regression coefficient (X3) of 0.195 with a significance value of 0.021 also showed a positive and significant relationship to Repurchase Intention. This means that consumers' perception of prices that match product quality will encourage them to re-buy Apple products.

## Hypothesis Testing

The hypothesis testing in this study is described as follows:

### **The relationship of Experiential Marketing to Repurchase intent**

As shown in the table of regression test results, the significance value for the variable Experiential Marketing (X1) is  $0.000 < 0.05$ , so H1 is accepted. This shows that Experiential Marketing is positively and significantly related to Repurchase Intention. This means that the better the experience consumers feel in using Apple smartphone products, the higher their intention to make a re-purchase. Positive emotional, rational, and sensory experiences strengthen consumer loyalty to the Apple brand.

### **The relationship between Brand Image and Repurchase intent**

As shown in the table of regression test results, the significance value for the Brand Image variable (X2) is  $0.044 < 0.05$ , so that H2 is accepted. Thus, Brand Image has a positive and significant relationship to Repurchase Intention. This means that the stronger the Apple brand image in the minds of consumers both corporate image, user image, and product image, the greater the tendency of consumers to make repeat purchases. A superior brand image fosters a sense of trust and pride in consumers.

### **Perceived Price versus Repurchase Intention**

As shown in the table of regression test results, the significance value for the Perceived Price variable (X3) is  $0.021 < 0.05$ , so that H3 is accepted. This shows that Perceived Price is positively and significantly related to Repurchase Intention. That is, consumers' perception of prices that match the quality, benefits, and competitiveness of Apple products drives their desire to buy back. When consumers feel the price paid is worth the value obtained, loyalty and repurchase interest will increase.

### **Relationship of Experiential Marketing, Brand Image, and Perceived Price simultaneously to Repurchase Intention**

Based on the data processing obtained tests described in Table 13 as follows :

**Table 13**  
**Simultaneous Test Results (F Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4650.138	3	1550.046	23.007	.000 <sup>b</sup>
	Residual	6467.862	96	67.374		
	Total	11118.000	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X2, X1						

*Source: olah data questionnaire, 2025*

Based on the results of the F test in the Anova table, the calculated F value is 23.007 with a significance value of  $0.000 < 0.05$ , so that H4 is accepted. Thus, it can be concluded that the variables Experiential Marketing (X1), Brand Image (X2), and Perceived Price (X3) together are positively and significantly related to Repurchase Intention. This indicates that the combination of a pleasant customer experience, a strong brand image, and the perception of appropriate prices is able to form consumer intentions to re-buy Apple smartphone products in Bandar Lampung city in an Islamic business perspective. Then to determine the closeness of the relationship and the amount of influence on the variables studied described in Table 13.



**Table 13**  
**Coefficient Of Determination (R Square)**

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647 <sup>a</sup>	.418	.400	8.20814
a. Predictors: (Constant), X3, X2, X1				
b. Dependent Variable: Y				

*Source: olah data questionnaire, 2025*

Based on the test results of the coefficient of determination in the model Summary table, obtained R Square value of 0.418 or equivalent to 41.8%. This shows that the variables Experiential Marketing (X1), Brand Image (X2), and Perceived Price (X3) together are able to explain the variation in changes in the variable Repurchase Intention (Y) by 41.8%. Meanwhile, the remaining 58.2% is explained by other factors that are not included in this research model, such as customer satisfaction, brand loyalty, promotion, product quality, and other external factors.

The Adjusted R Square value of 0.400 also reinforces these results, which means that after adjusting for the number of variables and sample size, the contribution of the three independent variables to repurchase intentions remains stable and significant. Thus, this regression model can be said to have a fairly good explanation ability, where the combination of experiential marketing, brand image, and perceived price plays an important role in shaping the repurchase intention of Apple smartphone consumers in Bandar Lampung city in the perspective of Islamic Business.

## Discussion

### Relationship of Experiential Marketing to Repurchase Intention of Apple Smartphone products in Bandar Lampung

Based on the results of multiple linear regression analysis, the variable Experiential Marketing (X1) has a significance value of  $0.000 < 0.05$  and a positive coefficient of 1.077. This shows that Experiential Marketing is positively and significantly related to consumer repurchase intention. That is, the better the experience consumers feel in using Apple products, the higher their intention to make repeat purchases.

These results indicate that the direct experience of consumers when interacting with Apple products in terms of design, ease of use, feature innovation, and emotional value can lead to satisfaction and a strong emotional bond with the brand. In the perspective of Islamic Business, good Experiential Marketing is in line with the principles of *ihsan* (best quality) and *amanah* (honesty) in providing a valuable experience for customers. This positive experience creates trust and loyalty based on Islamic service ethics.

In the context of The Theory of Planned Behavior (TPB), experiential marketing can be related to the component of attitude toward behavior, namely the positive attitude of consumers towards repeat purchase behavior. Pleasant experiences when using Apple products form a positive attitude and confidence that making a re-purchase will bring similar satisfaction. When consumers have a deep emotional experience and a positive memory of the product, attitudes toward repurchase behavior become stronger and tend to encourage intention.

In addition, experiential marketing can also increase subjective norms, because the positive experiences that a person has are often shared with others through recommendations or testimonials. When the social environment appreciates or supports the same brand, consumers are increasingly encouraged to remain loyal and re-buy the product. In this case, positive experiences not only create personal satisfaction but also reinforce the social influence that favors repetitive consumerist behaviors towards the Apple brand.

The results of this study are in line with the findings of Schmitt (1999) and are reinforced by the research of Maimunah and Putra (2021) which states that experiential marketing has a significant relationship with re-purchase intentions because positive experiences shape consumers' perceptions of value and long-term satisfaction. Thus, companies need to continue to strengthen aspects of the consumer experience, both through emotional interaction, service, and product innovation in accordance with Islamic values such as honesty and responsibility to customers.

### **Brand Image relationship to Repurchase Intention of Apple Smartphone products in Bandar Lampung**

Regression test results showed that the variable Brand Image (X2) has a significance value of  $0.044 < 0.05$  with a positive coefficient of 0.533, which means that the Brand Image is positively and significantly related to repurchase intention. This shows that the better Apple's brand image in the eyes of consumers, the greater their intention to re-purchase the product. Apple's strong and consistent brand image, like its reputation as an innovative, modern and high-quality company, manages to build a positive perception in the minds of consumers. In the context of Islamic business, this is in line with the values of itqan (professionalism and perfection in work) and shiddiq (honesty), where companies are required to maintain integrity and product quality on an ongoing basis in order to provide benefits to consumers.

From the point of view of The Theory of Planned Behavior (TPB), the brand image (brand image) is closely related to the subjective norm. Consumers tend to shape purchasing behavior that is influenced by social perceptions and other people's views of a brand. Apple as a global brand with a strong reputation generates positive social pressure that encourages individuals to keep using and repurchasing those products in order to remain socially relevant. This subjective norm reinforces the intention to act according to the expectations of the group or environment.

In addition, brand image also plays a role in shaping attitude towards behavior, because a positive perception of the brand fosters confidence and belief that repurchasing is the right and satisfying action. When consumers view Apple as a reliable brand, they will have a positive attitude towards repeat buying behavior. In the Islamic context, maintaining brand reputation with amanah and itqan is a form of corporate moral responsibility that ultimately strengthens the spiritual relationship between producers and consumers.

This study is supported by the findings of Kotler & Keller (2016) and research Fadhila dan Lubis (2021) which states that a positive brand image can increase loyalty and the desire to repurchase because consumers tend to trust reputable brands. Thus, it can be concluded that Apple's strong brand image is one of the main factors driving re-purchase intentions in an Islamic business perspective, as it reflects the value of reliability, consistency and quality.

### **Perceived Price relationship to Repurchase Intention of Apple Smartphone products in Bandar Lampung**

Based on the results of regression analysis, the variable Perceived Price (X3) has a significance value of  $0.021 < 0.05$  and a positive coefficient of 0.195, so it can be concluded that the perceived price is positively and significantly related to repurchase intention. That is, the better the consumer's perception of the suitability of the price and quality of Apple products, the greater their intention to re-purchase the product. These results show that consumers not only consider prices nominally, but also assess the extent to which they correspond to the benefits and qualities received. In the perspective of Islamic business, this is in accordance with the principle of 'adl (justice) and honesty in transactions, where the price set should reflect fair value, not deceive, and provide benefits for both parties.

In the theory of Planned Behavior (TPB) perspective, perceived price is related to perceived behavioral control, namely the extent to which consumers feel financially and psychologically able to buy the product again. If consumers judge that the price of Apple corresponds to the benefits received,

they will feel more capable and encouraged to make a repurchase without any economic impediment or doubt of value. This perception of control reinforces the intention to repurchase because of the belief that the action is within their control capacity.

In addition, the perception of a fair price can also affect the attitude towards behavior, since the price considered worth it creates a feeling of satisfaction and confidence that repurchasing Apple products is a rational and profitable decision. In the context of Islamic business, this is in line with the values of 'adl and amanah, where the balance between price and benefit is a form of applying Ethics in transactions that bring worldly satisfaction as well as spiritual value.

This study is in line with the findings of Kotler (2018) and reinforced by Febriana & Lestari (2024), which states that the perception of price in accordance with the value of the product is able to increase satisfaction and interest in repurchase. Thus, in the context of Islamic business, companies must ensure that the pricing policy applied is not exploitative, but rather reflects the value of justice and social responsibility towards consumers.

### **Relationship of Experiential Marketing, Brand Image, and Perceived Price simultaneously to Repurchase Intention**

Based on the results of the F test, a significance value of  $0.000 < 0.05$  is obtained, which means that the variables of Experiential Marketing, Brand Image, and Perceived Price are simultaneously significantly related to Repurchase Intention. This shows that the three variables complement each other in shaping consumer decision and intention to re-purchase Apple products. The combination of a positive experience, a strong brand image and a corresponding price perception creates sustainable consumer trust and loyalty. In the perspective of Islamic business, these results show that the success of a company is not only measured from economic value, but also from the ability to create ethical and emotional value that provides benefits to customers (maslahah).

Associated with The Theory of Planned Behavior (TPB), this simultaneous relationship illustrates that experiential marketing forms attitude toward behavior, brand image strengthens subjective norms, and perceived price increases perceived behavioral control. When these three aspects work together, repurchase intentions increase significantly because consumers have a positive attitude, social support, and confidence to repurchase.

Thus, the combination of the three explains the whole mechanism of behavior in TPB: consumers who have a positive experience, good social perception of the brand, and the belief that the price is within the ability will be more likely to form a strong intention to re-buy. In the Islamic perspective, this reflects the principle of balance (tawazun) between rational, social, and spiritual aspects in economic decision-making.

Thus, companies that are able to provide the best experience, maintain brand reputation with trust, and set fair prices will more easily build re-purchase intentions among modern muslim consumers.

### **Experiential Marketing, Brand Image, and Perceived Price towards Repurchase Intention in Islamic Business Perspective**

Based on the results of the study, it can be concluded that Experiential Marketing, Brand Image, and Perceived Price are positively related to the Repurchase Intention of Apple products in Bandar Lampung City. In the perspective of Islamic business, this shows that marketing strategies that focus on customer experience, good brand image, and prices that match the value of benefits are a form of applying the principles of honesty (âidq), Justice ('adl), and responsibility in bermuamalah.

Business in Islam is not only the pursuit of worldly gains, but also emphasizes the value of blessing (barakah) and benefit (maïlaïah) for all parties. By providing a satisfying experience, maintaining product quality, and setting reasonable prices, the company not only attracts customer loyalty, but also gets the pleasure of Allah SWT for having transacted in a halal and fair way. This is in line with the word of Allah SWT in QS. Al-Mutaffifin [83]: 1-3:

يُخْسِرُونَ وَزَنُوهُمْ أَوْ كَالُوهُمْ وَإِذَا يَسْتَوْفُونَ، النَّاسِ عَلَى أَكْتَالُوا إِذَا الَّذِينَ لِلْمُطَفِّينَ، وَيَلْ

*“Woe to the evildoers, who, when they take a measure from others, ask for it, and when they measure or weigh for others, they reduce.”*

This verse affirms the importance of honesty and fairness in every transaction.

Thus, the application of Experiential Marketing, Brand Image, and Perceived Price in accordance with Islamic principles is not only able to increase consumer re-purchase interest, but also a form of practicing the values of barakah, justice, and moral responsibility in modern business practices that are in line with Islamic teachings.

If associated with The Theory of Planned Behavior (TPB), these findings suggest that Muslim consumer behavior is influenced not only by rational considerations, but also by moral and spiritual values on which decision-making is based. Experiential marketing forms a positive attitude towards the brand through a pleasant experience and in accordance with the values of honesty. Brand image contributes to subjective norms because Muslims tend to pay attention to social and ethical views in choosing products that are considered “good” and Islamic value. While perceived price affects perceived behavioral control, because consumers assess whether the price is fair and can be reached without violating Islamic financial principles such as not excessive (israf).

This linkage between TPB and Islamic values reinforces the view that repurchase intention in the context of Muslim consumers is not only a reaction to worldly satisfaction, but also a form of spiritual awareness to choose products that provide benefits and blessings. When attitudes, social norms, and control of consumer behavior are directed by Islamic principles, the intention to make repeat purchases becomes more solid because it is based on the conformity between moral values and emotional satisfaction.

Therefore, in the context of Islamic marketing, companies like Apple can learn an important lesson: marketing strategies that not only highlight product quality, but also instill ethical values, transparency and social responsibility will create deeper and more sustainable loyalty. This kind of loyalty is not merely the result of consumptive satisfaction, but a reflection of consumer confidence that is formed through a balance between functional, emotional, social, and spiritual values as outlined in Islamic teachings and the principles of planned behavior theory (TPB).

## 5. Conclusion

Based on the results of the analysis that has been done, it can be concluded that Experiential Marketing, Brand Image, and Perceived Price are simultaneously significantly related to the Repurchase Intention of Apple brand smartphone products in Bandar Lampung City. This shows that a positive customer experience, a strong brand image, and a perception of price that matches the quality of the product are able to increase consumer repurchase interest. In an Islamic business perspective, these results reflect that marketing practices based on honesty, fairness, and blessings can create long-term relationships between producers and consumers. Businesses that are run in a trustworthy manner and provide value benefits according to sharia principles not only increase customer loyalty but also bring the pleasure of Allah SWT.

This study only focuses on consumers of Apple products in the city of Bandar Lampung with variables Experiential Marketing, Brand Image, and Perceived Price. Therefore, further research is recommended to add other variables such as Customer Satisfaction, Trust, or Product Quality, as well as expand the object of research in different brands or regions so that the results are more comprehensive.



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