SENSORY AND AFFECTIVE AS ANTECEDENTS REPURCHASE INTENTION OF PUCUK HARUM TEA CUSTOMERS IN CIMAHI

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ABSTRACT
This research examines the factors that influence the repurchase intention of Pucuk Harum Tea consumers in Cimahi. One hundred twenty respondents who had experience consuming Pucuk Harum Tea were involved as primary data sources in this research. A cross-sectional method was used to collect data. Meanwhile, the research instrument in the form of a questionnaire has been declared to have passed the convergent validity, discriminant validity, and composite reliability tests. The data analysis technique used is structural equation modelling (SEM) using the Smart-PLS version 3.0 tool. For the seven proposed research hypotheses, five are supported by empirical data. The findings of this study show that sensory has a direct effect on repurchase intention. Meanwhile, affective influence both directly and indirectly on repurchase intention. It is hoped that the results of this research will provide benefits for further study and the objects being assessed regarding designing strategies relevant to improving the quality of sensory and affective attributes. Future researchers are advised to explore other factors that can influence repurchase intention.
Keywords: *Brand Experience, Customer Satisfaction, Repurchase Intention*

INTRODUCTION

One of an individual's physiological responses is thirst, a condition in which the throat feels dry, which forces him to take action to reduce or eliminate this physiological imbalance (Husain & Silvitasari, 2020). Drinks are a type of liquid-shaped need satisfaction that restores physiological conditions so that the body becomes fresh again (Veronica & Ilmi, 2020). One drink often consumed by the public is soft drinks in ready-to-drink packages (Al-bari & Saputri, 2020). Among the beverage brands in this industry, Pucuk Harum Tea is produced by PT Mayora Indah Tbk (Dwiyanti & Hartini, 2021).

Pucuk Harum Tea was launched by Mayora Indah Tbk in 2011. This brand competes with earlier brands such as Teh Kotak, Frestea, and Teh Gelas (Dwiyanti & Hartini, 2021). Based on data obtained from the top brand index (TBI), it is known that the Pucuk Harum Tea on the top brand index experienced an average decrease of 1.15% during the 2019-2023 period. One of the dimensions of the brand index is commitment share, where the measure is the intention to repurchase, which is included in the conative response. This phenomenon could indicate a decrease in the repurchase intention of Pucuk Harum Tea consumers in the last four years. Thus, this research is intended to investigate the factors that influence the repurchase intention of Pucuk Harum Tea customers. The conceptual model developed by Han et al., (2020) Proposes propositions regarding the relationship between variables with the support of several applied theories published in 1980-2022. Based on the problem formulation and literature study, this research examines the influence of brand experience on repurchase intention through customer satisfaction of Pucuk Harum Tea, where Cimahi is the research locus.

Aaker (1996) A brand is a name or symbol that aims to differentiate and

identify goods or services from one seller or a group of sellers who are their competitors. A brand combines desirable and exclusive ideas realized in products, services, places, or experiences (Kapferer, 2008). Brand experience creates unique customer experiences to build a stronger brand (Kim & Jang, 2016). Brand experience consists of the sensations, feelings, cognitions, and behavioural responses generated by brand-related stimuli. Sensation involves touch points, scents, sounds, and visuals that serve as tangible consumer cues. Affective or feeling involves a brand's ability to evoke feelings and sentiments that convey emotion through the consumer's experience. Intellectual or cognition stimulates creative thinking and curiosity, which triggers meaning and helps avoid boredom in brand relationships. Lastly, the behavioural aspect of consumers includes how they interact with brands. This includes disruptive physical actions and behaviours, such as talking and sharing content with friends on brand websites, visiting brand websites, and more (Brakus et al., 2009).

Consumers experience products when they interact with the product, such as searching for, examining, and evaluating it (Hoch, 2002). Respondents are usually asked to reflect on this combination to find out how judgments, attitudes, preferences, purchase intentions, and memories about a product are influenced by a combination of direct and indirect product experiences (Huffman & Houston, 1993). The shopping experience and customer service consist of interactions between customers and the physical store environment, policies, and practices (Hui & Bateson, 1991). Several studies have examined how customers interact with salespeople and how these interactions impact customer feelings, brand attitudes, and satisfaction (Grace & O'Cass, 2004).

Experience also occurs when consumers consume and use products. Consumption experiences are multidimensional and include hedonic dimensions, such as feelings, fantasy, and pleasure (Holbrook & Hirschman, 1982). In most interpretive research on consumption experiences, hedonic goals that occur before and after consumption have been studied. For example, museums, white water rafting, baseball, and skydiving (Joy & Sherry, 2003). In short, experience arises in a variety of situations. Most experiences occur directly when customers purchase and consume goods. Experiences can also occur indirectly, such as when customers are exposed to advertising and marketing communications, including websites (Brakus et al., 2009).

To date, most research on experiences has centred on the experiences provided by brands rather than the experiences provided by utilitarian products, such as when consumers shop for, search for, and consume brands. They are exposed to the characteristics of utilitarian products; however, they are also exposed to various stimuli associated with a particular brand, such as colours that identify the brand (Bellizi & Hite, 1998). Brand-related stimuli are the primary source of subjective internal consumer responses, referred to as brand experience. Therefore, brand experience is subjective: internal consumer responses (sensations, feelings, and cognitions) and behavioural responses that arise regarding the brand, stimuli that are part of the brand design and identity, packaging, communication, and environment (Brakus et al., 2009).

Brand experience is one of the advantages of a company in offering products that attract consumers' attention to buy the product (Gultom & Hasibuan, 2021). According to Alloza (2008) In simpler terms, brand experience can be defined as how customers see a brand every time they interact. Priliandani & Tjahjaningsih (2022) States that brand experience positively affects customer satisfaction. According to Oliver (1980)Customer satisfaction is evaluating a person's experience and reaction to a particular product transaction, episode, or

service encounter based on the perception of a discrepancy between actual product performance and previous expectations. According to Ekaputri et al. (2016) Customer satisfaction is one aspect that determines whether a product's marketing activities are successful; an increase in consumers will lead to sales growth in the long term due to consumers' repurchase interest. The indicator for measuring customer satisfaction is the consumer's feelings of pleasure towards a product and service (Pee & Klein, 2018). Andrian & Fadillah (2021) and Priliandani & Tjahjaningsih (2022) State that brand experience positively affects customer satisfaction. So, it can be concluded that sensory and affective positively affect customer satisfaction. Based on these findings, the first and second hypotheses can be put forward, namely:

H1: Sensory has a positive effect on customer satisfaction.
H2: Affective has a positive effect on customer satisfaction.

Repurchase intention is the actual behaviour of consumers that causes them to purchase products or services more than twice from the same product or company (Indriasari & Sirajuddin, 2021). According to Nurdiansah (2022), repurchase intention is the desire or interest of consumers to buy and reuse a product from the same company. Repurchase intention is the behaviour of consumers willing to repurchase the same goods or brands because they had a good experience or met their expectations (Nathalia & Indriyanti, 2022). Brand experience positively affects repurchase intention (Suchrisna & Setianingsih, 2019). Utami (2022) States that brand experience positively affects repurchase intention. Research by Rahayu & Astuti (2021) States that customer satisfaction positively affects repurchase intention. Kusuma & Suryani (2017) State that customer satisfaction positively affects repurchase intention. So, it can be concluded that sensory, affective, and customer satisfaction positively affect

repurchase intention. Based on these findings, the third, fourth, and fifth hypotheses can be put forward, namely:

H3: Sensory has a positive effect on repurchase intention.
H4: Affective has a positive effect on repurchase intention.
H5: Customer satisfaction has a positive effect on repurchase intention.

Customer satisfaction is a consumer's assessment when interacting with a service or product provider to date as a basis for consumers for the experience they will have in the future (Bernarto & Patricia, 2017). Customer satisfaction is a feeling that arises from consumers, such as pleasure or dislike, which is obtained from a product by assessing the product's performance by considering what consumers expect from the product (Dzulkifli & Airlangga, 2021). Customer satisfaction plays a role in mediating brand experience on repurchase intention (Ekaputri et al., 2016). This is also reinforced by research conducted by Firman (2021), which found that customer satisfaction mediates brand experience on repurchase intention. So, it can be concluded that sensory and affective positively affect repurchase intention, which is mediated by customer satisfaction. Based on these findings, the sixth and seventh hypotheses can be put forward, namely:

H6: Sensory has a positive effect on repurchase intention, mediated by customer satisfaction.
H7: Affective has a positive effect on repurchase intention, mediated by customer satisfaction.

RESEARCH METHODS

The method used in this research is a survey, which takes data from samples using a questionnaire that aims to test hypotheses and explain causal relationships. This research instrument has passed validity and reliability tests through outer model measurements consisting of convergent validity, discriminant validity, and composite reliability. The software used in these three stages is Smart-PLS

version 3.0. All loading factor values are ≥ 0.70, which means that all measures of each variable can be used to measure what should be measured. Furthermore, based on the discriminant validity test shows that the cross-loading value, namely the correlation value of the manifest variable with the correlation of each latent variable, is higher than the other correlation values.

Table 1 Loading Factor Value

Manifest Variables	Loading Factor	Composite Reliability
Sensory (SE)		0,853
In my opinion, Pucuk Harum Tea has a distinctive fragrance	0,827	
In my opinion, Pucuk Harum Tea has a fresh taste	0,837	
In my opinion, Pucuk Harum Tea has attractive packaging	0,769	
Affective (AE)		0,881
I feel happy when I have the opportunity to drink Pucuk Harum Tea	0,771	
I feel happy when I had the opportunity to drink Pucuk Harum Tea	0,787	
I feel happy when I have the opportunity to drink Pucuk Harum Tea	0,813	
I felt excited when I had the opportunity to drink Pucuk Harum Tea	0,852	
Customer Satisfaction (CS)		0,898
My thirst was fulfilled by drinking Pucuk Harum Tea	0,899	
Consuming Pucuk Harum Tea is the right choice	0,907	
Repurchase Intention (RI)		0,834
I want to consume Pucuk Harum Tea again	0,860	
I am willing to recommend Pucuk Harum Tea to friends and family	0,646	
Pucuk Harum Tea is the main choice for me when I want to make a purchase	0,855	

Source: SEM-PLS version 3.0 output (Primary Data, 2024).

Table 2 Cross-Loading Value

Symbol	Sensory	Affective	Customer Satisfaction	Repurchase Intention
SE1	0,827	0,657	0,534	0,597
SE2	0,837	0,568	0,415	0,599
SE3	0,769	0,669	0,568	0,616
AE1	0,651	0,771	0,557	0,661
AE2	0,673	0,787	0,580	0,614
AE3	0,635	0,813	0,688	0,700
AE4	0,579	0,852	0,698	0,715
CS1	0,567	0,713	0,899	0,742
CS2	0,570	0,708	0,907	0,803
RI1	0,496	0,729	0,742	0,860
RI2	0,800	0,636	0,433	0,646
RI3	0,524	0,628	0,823	0,855

Source: SEM-PLS version 3.0 output (Primary Data, 2024).

This research involved samples from the consumer population who had consumed Pucuk Harum Tea in Cimahi at least twice and were 17 years old. This was determined based on empirical data, which shows that most Pucuk Harum Tea consumers are of all ages, and these age levels are considered to have sufficient cognitive ability to answer all the statements in the questionnaire. The number of participants in this study was set at 120 respondents, as shown in Table 3.

Meanwhile, convenience sampling was used to collect data from respondents regarding the characteristics of Pucuk Harum Tea consumers.

Table 3 Respondent Profile

Information	Amount	
	Person	Percentage
Gender		
Man	63	52,1%
Woman	57	47,9%
Age		
17-21	15	12,4%
22-25	81	66,9%
26-35	24	20,7%
Work		
Student	15	12,5%
Student S1	72	60%
Private sector employee	13	10,8%
Self-employed	12	10%
Government employees	8	6,7%

Source: SEM-PLS version 3.0 output (Primary Data, 2024).

The data type in this research is included in primary data sourced from consumers who have consumed or purchased Pucuk Harum Tea more than twice in Cimahi. Based on the time horizon in the data collection process, this research is classified as a cross-sectional study where data is collected only once in one period, namely one month. The data collection process was done by distributing questionnaires directly using Google Forms. Partial least squares (PLS) variance-based structural equation modelling (SEM) version 3.0 was used to build and test the statistical model. Based on the results of the model fit test using the model fit menu in SEM-PLS, it is known that the standardized root mean square residual (SRMR) is 0.083 < 0.10. The standard fit index (NFI) is 0.772, which is between 0.00 – and 1.00, which means the model is declared fit for further analysis.

RESULTS AND DISCUSSION

Previous information shows that the proposed model can be used to test statistical hypotheses. The bootstrapping procedure is used to determine the status of the hypothesis by comparing the t-statistic with the t-table of 1.65 and the p-value with the α value of 0.05 in a one-way test. The results of testing the thirteen statistical hypotheses are displayed in Table 4 as follows:

Table 4 Recapitulation of Statistical Hypothesis Test Results

Hypoth esis	Descrip tion	Path Coefficient	T-STAT	P-VALUE	Information
H1	SE → CS	0,035	0,346	0,730	Not supported
H2	AE → CS	0,760	8,337	0,000	Supported
H3	SE → RI	0,220	2,781	0,006	Supported
H4	AE → RI	0,260	2,350	0,002	Supported
H5	CS → RI	0,513	4,668	0,000	Supported
H6	SE → CS → RI	0,018	0,349	0,728	Not supported
H7	AE → CS → RI	0,390	4,083	0,000	Supported

Source: SEM-PLS version 3.0 output (Primary Data, 2024).

Based on the results of hypothesis testing, it is known that empirical data support H2, H3, H4, H5, and H7. Affective contributes to customer satisfaction with a path coefficient of 0.760. These findings show that the feelings of happiness, joy, pleasure, and enthusiasm generated by the experience of consuming drinks impact the feeling of fulfilling customer expectations and the accuracy of decisions that customers make after consuming Pucuk Harum Tea. The logical inference from the results of the second hypothesis test illustrates that the results of this research support the findings (Han et al., 2020; Andrian & Fadillah, 2021; Priliandani & Tjahjaningsih, 2022).

Furthermore, affective factors contributed most to the emergence of repurchase intention, with a path coefficient of 0.260. These findings show that the feelings of happiness, joy, pleasure, and enthusiasm that are generated by the experience of consuming drinks have an impact on the desire to buy the product in the future, recommend the product to others, and make Pucuk Harum Tea the main choice compared to other products. Then, sensory factors contribute to the emergence of repurchase intention in second place, with a path coefficient of 0.220. This finding means that perceptions about the aroma, taste, and attractiveness of the packaging give rise to the desire to buy the product in the future, recommend the

product to others, and make Pucuk Harum Tea the leading choice compared to other products. Customer satisfaction contributes to the emergence of repurchase intention with a path coefficient of 0.513, which means that the feeling of fulfilling customer expectations and the accuracy of decisions felt by customers after consuming Pucuk Harum Tea has an impact on the emergence of the desire to buy the product in the future, recommend the product to others, and makes Pucuk Harum Tea the leading choice compared to other products. This logical inference illustrates that the results of this research support the findings (Han et al., 2020; Rahayu & Astuti, 2021; Kusuma & Suryani, 2017).

The results of this research also found that the desire to buy the product in the future, recommend the product to others, and make the product the leading choice compared to other products is caused by feelings of happiness, joy, excitement, and enthusiasm that are generated by the experience of consuming the Pucuk Harum Tea drink. Another finding is that there is a desire to buy the product in the future, recommend the product to others, and make the product the leading choice compared to other products due to perceptions about the aroma, taste, and attractiveness of the Pucuk Harum Tea packaging. Thus, the results of this research support the findings (Han et al., 2020; Suchrisna & Setianingsih, 2019; Utami, 2022).

CONCLUSIONS AND SUGGESTIONS

The results of this study found that sensory has a direct effect on repurchase intention. Meanwhile, affective influence both directly and indirectly on repurchase intention. On the other hand, customer satisfaction mediates the affective influence on repurchase intention. The limitations of this research are the characteristics of the respondent population, which focuses only on people aged 17-35. Thus, future researchers can conduct research by expanding the age range of respondents because the target market for Pucuk Harum Tea also targets the age range beyond the

age of 17-35 years. The second limitation is based on the number of respondents, which only involved 120 samples. Thus, future researchers can involve more respondents for better generalization purposes. This research also found that sensory did not affect customer satisfaction. Thus, future researchers are advised to explore other factors that can influence repurchase intention; apart from that, further researchers can explore intervening variables between brand experience variables and customer satisfaction. Kusdianto (2018) Found that brand trust mediates the influence of brand experience on customer satisfaction. Therefore, brand trust can be hypothesized to mediate the influence of brand experience on customer satisfaction in future research.

In connection with the aim of this research, which is to provide a solution to the decreasing repurchase intention of Pucuk Harum Tea, brand managers need to understand the factors that can increase repurchase intention. This research shows that sensory and affective factors, directly and indirectly, influence repurchase intention through customer satisfaction. First, Pucuk Harum Tea managers can design experiential marketing programs that are sensory relevant. Sensory measures consist of customer perceptions about the aroma, taste, and packaging of Pucuk Harum Tea. To improve the aroma, managers can increase the selection of quality green tea, such as green tea varieties famous for their rich aroma, such as Camellia Sinensis, to create a fresh tea aroma. And more distinctive. Apart from that, shoot tea managers can create easy packaging, such as adding a grip element to the side of the bottle, like a grip on a glass. Second, Pucuk Harum Tea managers can design effective experiential marketing programs. The affective measure consists of feelings of happiness, joy, excitement, and enthusiasm generated by the experience of consuming Pucuk Harum Tea. Consuming sugar and carbohydrates at appropriate levels and doses can lead to a better mood.

Therefore, the advice for managers of fragrant shoot tea is to adjust the amount of sugar and carbohydrates in serving fragrant shoot tea to create feelings of happiness, joy, excitement, and enthusiasm after consuming the drink.

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