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Experiential Marketing and User-Generated Content as Predictors of Repurchase Intention in Local-Culture Restaurants

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ABSTRACT

PURPOSE - The increasingly competitive culinary industry in Indonesia has encouraged restaurants to strengthen customer retention through experience-based and digital marketing strategies. This study aims to examine the partial and simultaneous effects of experiential marketing and user-generated content on consumer repurchase intention at a local-culture-based experiential restaurant in Bandung, West Java.

METHODOLOGY - This study employed a quantitative approach with a cross-sectional explanatory survey design. Data were collected through structured questionnaires from 170 valid respondents who had visited the restaurant and had been exposed to related UGC. The data were analyzed using multiple linear regression with SPSS.

FINDING – The results show that experiential marketing has a positive and significant effect on RI ($\beta = 0.514$; $t = 14.286$; $p < 0.001$). User-generated content also has a positive and significant effect on RI ($\beta = 0.541$; $t = 15.019$; $p < 0.001$), making it the slightly stronger predictor. Simultaneously, experiential marketing and user-generated content significantly predict RI ($F = 437.589$; $p < 0.001$) with strong explanatory power (Adjusted $R^2 = 0.838$). These findings indicate that authentic in-store experiences and peer-generated digital content complement each other in encouraging consumer repurchase intention.

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INTRODUCTION

The food and beverage service industry in Indonesia has shown substantial and sustained growth. Badan Pusat Statistik Indonesia (2023), reported that the number of businesses in this sector reached 4.85 million units in 2023, representing a 21.13% increase compared with 2016. The sector also absorbed approximately 9.80 million workers and generated sales close to IDR 700 trillion. West Java was recorded as the province with the highest concentration of culinary businesses nationwide, positioning the region as one of the main centers of competition in Indonesia’s food and beverage industry. This rapid quantitative expansion has intensified market competition and broadened consumer choices (Teo et al.,

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2024). As a result, product quality and price advantages, which are relatively easy to imitate, are no longer sufficient as a sustainable basis for long-term competitive strategy (Şahinoğlu & Başar, 2023).

The increasingly competitive environment has encouraged culinary business operators to shift from product-feature-based marketing toward consumer-experience-oriented strategies. In the context of the experience economy, consumers no longer purchase food merely to satisfy functional needs; instead, they seek consumption experiences that are sensory, emotional, and socially meaningful (Youssef & Spence, 2023). Experiential marketing (EM) provides a relevant conceptual response to this shift. Schmitt (1999) defines experiential marketing as a strategy that stimulates consumers' emotions and senses through multidimensional experiences consisting of sense, feel, think, act, and relate. Recent empirical studies have confirmed that experiential marketing significantly enhances experiential value, satisfaction, and consumer behavioral intentions across various sectors, including restaurants (Na et al., 2025; Sithole et al., 2025). In the Indonesian culinary context, Madiawati (2023) found that experiential marketing plays a crucial role in enabling food businesses in West Java to create differentiation and strengthen customer loyalty.

Alongside the growing importance of experiential marketing, the digital era has also increased the strategic relevance of user-generated content (UGC). UGC, which includes reviews, photos, videos, and recommendations created by consumers on digital platforms, is often perceived as more credible and persuasive than company-generated marketing communication because it originates from actual user experiences (Abdullah et al., 2024; Roma & Aloini, 2019). In the culinary industry, Abdullah et al. (2024) demonstrated that the qualitative sentiment of consumer reviews on online platforms contributes more strongly to restaurant business performance than numerical ratings alone. Furthermore, Sang et al. (2024) showed that four dimensions of UGC quality, situational quality, source quality, emotional quality, and content quality, positively influence consumers' purchase intention. The significance of UGC has become even more relevant as younger consumers increasingly rely on peer-generated digital content as a primary reference in making consumption decisions (Turmudi & Mulyasari Agustini, 2025).

Although experiential marketing and user-generated content have each been found to influence consumer behavior, studies that integrate both constructs into a single model to examine their simultaneous effect on repurchase intention remain limited, particularly in the context of restaurants in Indonesia. Repurchase intention refers to a post-consumption psychological tendency that reflects consumers' willingness to purchase again or revisit the same provider in the future (Tseng & Yong, 2025; Yasri et al., 2020). This construct has high strategic importance because returning customers represent a more cost-efficient source of competitive advantage than acquiring new customers (Artelt & Gregoriades, 2024; Sahranavard et al., 2024). Existing studies on experiential marketing have generally focused on its effects on satisfaction or general loyalty (Madiawati, 2023; Nurrizky et al., 2023), while studies on UGC have more frequently examined its influence on initial purchase intention rather than repurchase intention (Majeed et al., 2022; Sang et al., 2024). This research gap is further emphasized by Fu (2026), who explicitly noted that the relationship between experiential marketing and repurchase intention still requires further empirical investigation. Similarly, Sikdar et al. (2026) concluded that the global literature on experiential marketing remains fragmented and incoherent, especially in the Southeast Asian context.

This study is therefore designed to address the identified gap by examining the simultaneous influence of experiential marketing and user-generated content on consumers' repurchase intention in a local-culture-based experiential restaurant in Bandung, West Java. The novelty of this study lies in three aspects. First, it integrates experiential marketing and user-generated content into a single predictive model of repurchase intention, a relationship that has not been widely examined simultaneously in prior literature. Second, it uses an authentic local-wisdom-based restaurant as the research object, representing a type of culinary business with strong experiential characteristics but limited empirical attention. Third, it provides evidence from Indonesia's dynamic culinary market, thereby enriching the literature on experiential marketing and user-generated content, which has largely been dominated by studies conducted in Western and East Asian contexts.

Based on the background and research gap discussed above, this study aims to: (1) examine the effect of experiential marketing on consumers' repurchase intention; (2) examine the effect of user-generated content on consumers' repurchase intention; and (3) examine the simultaneous effect of experiential marketing and user-generated content on consumers' repurchase intention in an experiential restaurant in Bandung, Indonesia. The findings of this study are expected to provide theoretical contributions to the development of experiential marketing and digital content literature, as well as practical implications for culinary business operators in designing marketing strategies that encourage sustainable customer patronage.

LITERATURE REVIEW

Experiential Marketing

Experiential marketing (EM) was first conceptualized by Schmitt (1999) as a marketing approach that places consumer experience at the core of brand strategy. Unlike conventional marketing focused on product features and functional benefits, EM stimulates consumers' emotions and senses to produce memorable, multidimensional encounters. As consumer preferences have shifted toward an experience economy in which experiences are valued above product ownership, EM has become a central strategic tool for service businesses (Youssef & Spence, 2023). Despite extensive scholarly development since Schmitt's foundational work, Sikdar et al. (2026) conclude that EM research remains "incoherent and fragmented", particularly in the context of developing economies such as Indonesia, underscoring the need for further empirical contributions in this region.

Schmitt (1999) operationalized EM through five experiential dimensions: sense (sensory stimulation through sight, smell, taste, touch, and sound), feel (affective responses including joy, warmth, and nostalgia), think (creative cognitive engagement and intellectual curiosity), act (physical participation and behavioral involvement), and relate (social identity and community connection). W. Xu et al. (2022) empirically validated that these five dimensions positively influence brand trust, brand attachment, and behavioral intention among resort tourists. Na et al. (2025) confirmed that all five dimensions simultaneously enhance experiential value and purchase intention across different consumer personality profiles. In the restaurant context, Sithole et al. (2025) demonstrated that EM dimensions collectively drive customer satisfaction and revisit intention, while Shahid et al. (2022) established that sensory stimuli in retail environments effectively shape brand experience. Within the Indonesian culinary sector, Madiawati (2023) identified EM as a key innovation strategy for food businesses in West Java, highlighting sensory atmosphere elements, lighting, decor, and background music, as critical drivers of positive customer experience.

Empirical evidence consistently links EM to favorable post-purchase behavioral outcomes in restaurants. Nurrizky et al. (2023) found that EM significantly influences both consumer satisfaction and repurchase intention at Indonesian restaurants, with satisfaction as a mediator. Feng et al. (2025) established that the feel and act dimensions are particularly powerful in driving purchase intent, suggesting that emotional resonance and active participation are the most impactful experiential levers. This converging evidence supports the following hypothesis:

H1: Experiential marketing has a positive and significant effect on repurchase intention.

User-Generated Content

User-generated content (UGC) refers to original content created and shared by ordinary users on digital platforms, including text, photos, videos, and reviews, outside of professional or commercial routines (Roma & Aloini, 2019). Rooted in the Web 2.0 paradigm where consumers became active media co-producers (O'Reilly, 2005, as cited in Roma & Aloini (2019)), UGC is recognized as more authentic and credible than firm-generated content because it originates from real consumer experiences without commercial intent (Abdullah et al., 2024). Theoretically, UGC exerts influence through two mechanisms: an informative effect, reducing pre-purchase uncertainty by providing peer-to-peer information, and a persuasive effect, shaping consumer attitudes through social influence (Abdullah et al., 2024). These mechanisms make UGC a powerful psychological and social driver of consumer trust, satisfaction, and perceived value (Kostić et al., 2026).

This study conceptualizes UGC quality through four dimensions (Lyu et al., 2023): (1) situational — the contextual conditions under which UGC is created or consumed, including timing, location, and occasion, which shape the valence and content of consumer evaluations (Meister & Reinholtz, 2025); (2) source — the perceived credibility, expertise, and trustworthiness of the content creator, factors that amplify UGC's persuasive power (Abdullah et al., 2024; Lim & Van Der Heide, 2015); (3) emotional — the affective tone and emotional intensity embedded in content, with positive emotional expression proven to enhance consumer engagement (Abdullah et al., 2024; Sykora et al., 2022); and (4) content — the intrinsic informational quality of the UGC itself, including completeness, readability, and objectivity, which determine its usefulness for other consumers (Zhuang et al., 2023). Sang et al. (2024) empirically confirmed that all four UGC quality dimensions positively influence purchase intention, mediated by consumer emotion. Majeed et al. (2022) found that social media engagement, a form of UGC, significantly influences repurchase intention in the hospitality industry. In the restaurant sector specifically, Abdullah et al. (2024) demonstrated that qualitative sentiment in user reviews contributes more to restaurant profitability than numerical star ratings, confirming UGC's strategic value for culinary businesses. These findings support:

H2: User-generated content has a positive and significant effect on repurchase intention.

Repurchase Intention

Repurchase intention (RI) is defined as a consumer's psychological predisposition and subjective tendency to revisit or re-transact with the same provider based on prior consumption experience (Tseng & Yong, 2025; Yasri et al., 2020). Conceptually distinct from actual repurchase behavior, RI is a cognitive-affective disposition that precedes and predicts behavioral outcomes. Three theoretical frameworks inform its understanding in this study. Theory of Planned Behavior positions attitude, perceived behavioral control, and perceived value as antecedents of

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repeat patronage intention (Kim & Lee, 2019). Expectation Disconfirmation Theory frames RI as the outcome of evaluating the gap between pre-visit expectations and actual experience (Wang et al., 2020). The Stimulus–Organism–Response (SOR) framework explains how service and information stimuli, including UGC, activate consumer engagement that crystallizes into explicit repurchase intent (Herzallah et al., 2025). Strategically, RI is a high-priority indicator for restaurant operators: returning customers represent a source of sustainable competitive advantage at significantly lower acquisition costs than new customers (Artelt & Gregoriades, 2024; Sahranavard et al., 2024).

This study operationalizes RI through two dimensions adapted from Chatzoglou et al. (2022): continuance purchase intention, the habitual, ongoing tendency to return to the same provider, shaped by accumulated positive experience and consistent with both Theory of Planned Behavior (Kim & Lee, 2019) and Expectation Disconfirmation Theory (Wang et al., 2020); and future repurchase plan, a cognitively deliberate and explicit intention to revisit, aligned with Tseng & Yong (2025) willingness to revisit construct and the SOR mechanism (Herzallah et al., 2025). In restaurant settings, Xu et al. (2023) found that food and moral authenticity directly shape revisit intention. Wijaya et al. (2025) linked EM to RI through perceived value, and Tseng & Yong (2025) demonstrated that unresolved service gaps suppress RI while effective recovery restores it.

Theoretical Synthesis and Research Hypotheses

The complementary roles of EM and UGC in shaping RI rest on the distinction between in-store experience and vicarious experience. EM operates through direct, multisensory consumer encounters, building emotional bonds, cognitive curiosity, and social identification that motivate return visits. UGC extends and legitimizes this experience in the digital sphere: authentic peer-generated content reduces pre-visit uncertainty, reinforces post-visit perceptions, and acts as social proof that sustains repurchase intent across time and social networks (Pooja & Upadhyaya, 2024; Tran & Thu Hang, 2025). Kotler et al. (2021), in Marketing 5.0, argue that contemporary marketing strategies cannot separate physical experience from digital interaction, the two are mutually reinforcing. Fu (2026) provides direct evidence that EM influences RI through customer engagement, while Sang et al. (2024) demonstrate that UGC quality amplifies purchase intent via emotional mediation. These theoretical lines converge on a joint model in which EM and UGC simultaneously drive RI:

H3: Experiential marketing and user-generated content simultaneously have a positive and significant effect on repurchase intention.

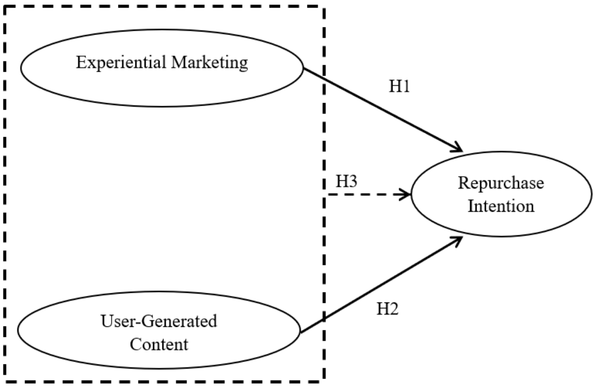

Figure 1. Research Model
Source: Developed by the author (2026)

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The research model, as presented in Figure 1, positions Experiential Marketing (EM) and User-Generated Content (UGC) as independent variables, while Repurchase Intention (RI) serves as the dependent variable. The model illustrates three hypothesized relationships. First, EM is proposed to have a direct effect on RI, as represented by H1. Second, UGC is expected to directly influence RI, as shown by H2. Third, EM and UGC are also examined simultaneously as joint predictors of RI, represented by H3 through the dashed line from the combined independent variables to the dependent variable. This structure is tested using multiple linear regression to determine both the partial and simultaneous effects of EM and UGC on RI.
The empirical foundation of this model is supported by Chatzoglou et al. (2022), Hamarat et al. (2026), and Subawa (2020), which collectively indicate that experiential and digital stimuli can influence consumers' intention to repurchase. In this study, EM represents the consumer's direct dining experience, while UGC reflects consumer-created digital content that may shape perceptions and future behavioral intentions. By integrating both constructs into a single predictive model, this study addresses a research gap in the literature, as prior studies have rarely examined EM and UGC simultaneously as predictors of repurchase intention in the context of traditional experiential restaurants in Indonesia. Therefore, the proposed model offers an empirical contribution to the marketing literature, particularly in the areas of experiential consumption, digital word-of-mouth, and customer repurchase behavior.

METHODOLOGY

Type and Sources of Data

This study employed a quantitative approach with a cross-sectional explanatory survey design to examine the effects of experiential marketing (EM) and user-generated content (UGC) on repurchase intention (RI). A quantitative approach was considered appropriate because the study focuses on measuring research variables and statistically testing the relationships among them (Chaniago et al., 2023). The data were collected at a single point in time without repeated measurement, which is suitable for investigating consumer behavior that is situational and context-dependent (Arbale & Mutisya, 2024). The data used in this study consisted of primary and secondary data. Primary data were obtained through a structured questionnaire distributed to consumers who met the research criteria. Secondary data were collected from scientific journals, reference books, and other relevant supporting documents related to the research variables. These secondary sources were used to develop theoretical foundation and support the interpretation of the empirical findings (Hair et al., 2019).

Population and Sampling Technique

The population of this study consisted of consumers of a local-culture-based experiential restaurant in Bandung who had visited the restaurant at least once within the past year and had been exposed to user-generated content related to the restaurant on social media. The sample was selected using purposive sampling based on four criteria: (1) respondents had visited and consumed the restaurant's products at least once within the past year; (2) respondents were at least 17 years old; (3) respondents had been exposed to other consumers' UGC in the form of reviews, photos, or videos; and (4) respondents were willing to complete the questionnaire. The sample size was determined based on a commonly applied rule in quantitative analysis using SPSS, namely a minimum of five respondents for each measurement item (Chaniago et al., 2023). This study used 33 measurement items, resulting in a minimum required sample size of 165 respondents. The questionnaires were distributed both online through Google Forms and offline directly to respondents who fulfilled the predetermined criteria.

Operationalization of Variables and Research Instrument

This study involved three main variables: experiential marketing (X_1) as the first independent variable, user-generated content (X_2) as the second independent variable, and repurchase intention (Y) as the dependent variable. Each variable was measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The questionnaire consisted of 33 statement items in total. The operationalization of the research variables is presented in Table 1.

Table 1. Operationalization of Research Variables

No.	Variable	Code	Dimensions / Indicators	Source
1–15	Experiential Marketing (X_1)	EM.01–EM.15	Sense (EM.01–03), Feel (EM.04–06), Think (EM.07–09), Act (EM.10–12), Relate (EM.13–15)	Lin & Lan (2009); Çavuşgil Köse & Akyol (2019) in Nogueira et al. (2024)
16–27	User-Generated Content (X_2)	UGC.01–UGC.12	Situational (UGC.01–03), Content (UGC.04–06), Source (UGC.07–09), Emotional (UGC.10–12)	Lyu et al. (2023)
28–33	Repurchase Intention (Y)	RI.01–RI.06	Continuance Purchase Intention (RI.01–03), Future Repurchase Plan (RI.04–06)	Teo et al. (2024); Kotler & Keller (2009) in Kalimatulah & Danurwindo (2025)

Source: Processed by the author (2026)

Experiential marketing was measured using the five dimensions proposed by Schmitt (1999), namely sense, feel, think, act, and relate. These dimensions represent sensory, emotional, cognitive, behavioral, and relational experiences, respectively, referring to Lin & Lan (2009) and Çavuşgil Köse & Akyol (2019) in Nogueira et al. (2024). User-generated content was measured through four dimensions of content quality, namely situational quality, content quality, source quality, and emotional quality, based on Lyu et al. (2023). Repurchase intention was measured using two dimensions, namely continuance purchase intention and future repurchase plan, referring to Teo et al. (2024) and Kalimatulah & Danurwindo (2025).

Prior to the main analysis, the research instrument was tested for validity and reliability. The validity test was conducted using the item-total correlation criterion, with a minimum acceptable value of 0.30 (Hair et al., 2019). Reliability was assessed using Cronbach's Alpha, with a minimum threshold of 0.70 (Hair et al., 2019). In addition, an outlier test was performed using the Explore procedure in SPSS to identify and remove extreme observations that could potentially distort the analysis results (IBM SPSS Statistics, 2026).

Data Analysis Method

The data were analyzed in several stages using SPSS. The first stage involved descriptive analysis to describe the respondents' characteristics and the tendency of responses

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for each research variable. The second stage consisted of classical assumption tests, including the normality test using Kolmogorov-Smirnov, the multicollinearity test using variance inflation factor (VIF < 10) and tolerance values (> 0.10), and the heteroscedasticity test using White's test (White, 1980). The model was considered to meet the heteroscedasticity assumption if the significance value was greater than 0.05.

The third stage involved multiple linear regression analysis to examine the effects of experiential marketing and user-generated content on repurchase intention. The regression model is formulated as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where Y represents repurchase intention, X_1 represents experiential marketing, X_2 represents user-generated content, β_0 represents the constant, β_1 and β_2 represent the regression coefficients, and ε represents the error term.

The fourth stage involved hypothesis testing. The t-test was used to examine the partial effect of each independent variable on repurchase intention, with the hypothesis accepted if the p-value was less than 0.05. The F-test was used to examine the simultaneous effect of experiential marketing and user-generated content on repurchase intention, with the model considered significant if the p-value was less than 0.05. Finally, the coefficient of determination was assessed using Adjusted R^2 to determine the proportion of variance in repurchase intention explained by the research model. Adjusted R^2 was used because the model includes more than one predictor variable (Karch, 2020).

RESULTS AND DISCUSSION

Respondent Profile

A total of 174 questionnaires were collected and all respondents met the predetermined inclusion criteria. Therefore, no response was excluded during the initial screening process. However, four observations were identified as outliers through the Explore procedure in SPSS and were subsequently excluded from the main statistical analysis. As a result, the final sample used for hypothesis testing consisted of 170 respondents. The demographic profile of the respondents and their exposure to user-generated content (UGC) are presented in Table 2.

Table 2. Respondent Profile and UGC Exposure

Characteristic	Category	n	%
Gender	Male	88	50.57%
	Female	86	49.43%
Age	18–25 years	43	24.71%
	26–35 years	57	32.76%
	36–45 years	41	23.56%
	46–60 years	29	16.67%
	> 60 years	4	2.30%
Education	Senior High School	41	23.56%
	Diploma	25	14.37%
	Bachelor's Degree	86	49.43%
	Postgraduate Degree	22	12.64%

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Characteristic	Category	n	%
Occupation	Student	31	17.82%
	Private Employee	71	40.80%
	Civil Servant	43	24.71%
	Entrepreneur/Others	29	16.67%
Monthly Income	< IDR 3 million	32	18.39%
	IDR 3–6 million	50	28.74%
	IDR 6–9 million	48	27.59%
	> IDR 9 million	44	25.29%
UGC Platform	TikTok	89	51.15%
	Instagram	81	46.55%
	Google Reviews	70	40.23%

Source: Author's processed data (2026)

The gender distribution was relatively balanced, with male respondents representing 50.57% and female respondents representing 49.43% of the total sample. This composition suggests that local-culture-based experiential restaurants are able to attract consumers across gender groups. In terms of age, the largest proportion of respondents was between 26 and 35 years old (32.76%), followed by those aged 18–25 years (24.71%) and 36–45 years (23.56%). This indicates that the restaurant mainly appeals to productive-age consumers who are likely to have both purchasing power and familiarity with digitally mediated consumption experiences.

From the educational background, most respondents held a bachelor's degree (49.43%), followed by senior high school or vocational school graduates (23.56%). In terms of occupation, private employees accounted for the largest share of respondents (40.80%), followed by civil servants (24.71%). The income distribution also shows that most respondents belonged to the middle-income and upper-income groups, as 81.61% reported monthly income above IDR 3 million. This profile reflects a consumer segment with sufficient economic capacity to engage in repeat restaurant visits and experiential dining consumption.

Regarding UGC exposure, TikTok was the most frequently accessed platform (51.15%), followed by Instagram (46.55%) and Google Reviews (40.23%). This finding indicates that visual and short-form digital content plays an important role in shaping consumers' information exposure regarding the restaurant. In addition, food photos and dining-experience videos were reported as the most frequently consumed types of content, suggesting that visual storytelling has become a dominant element in the restaurant's digital information ecosystem. This profile is relevant to the present study because consumers' exposure to UGC may influence how they evaluate prior dining experiences and form intentions to revisit the restaurant.

Instrument Quality and Classical Assumption Tests

Before testing the hypotheses, the quality of the research instrument was assessed through validity and reliability tests. The validity test showed that all items measuring the three variables exceeded the minimum item-total correlation threshold of 0.30 recommended by Hair et al. (2019). The Pearson correlation values for experiential marketing ranged from 0.789 to 0.868, those for user-generated content ranged from 0.835 to 0.868, and those for repurchase intention ranged from 0.895 to 0.939. All items were significant at $p < 0.001$, indicating that each measurement item was valid and suitable for further analysis.

The reliability results, along with descriptive statistics for each variable, are presented

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in Table 3.

Table 3. Reliability and Descriptive Statistics of Research Variables

Variable	Cronbach's Alpha	Mean	Category	Standard Deviation per Item
Experiential Marketing (X_1)	0.966	3.77	High	0.85–0.98
User-Generated Content (X_2)	0.965	3.64	High	1.03–1.17
Repurchase Intention (Y)	0.962	3.71	High	1.03–1.10

Source: SPSS output (2026)

The Cronbach's Alpha values for all variables were above 0.96, exceeding the minimum reliability threshold of 0.70 (Hair et al., 2019). These results indicate that the measurement items had very strong internal consistency. Descriptively, the mean scores of experiential marketing (3.77), user-generated content (3.64), and repurchase intention (3.71) were all categorized as high. This suggests that respondents generally perceived the restaurant's experiential elements positively, considered consumer-generated digital content to be relevant, and demonstrated a relatively strong intention to revisit the restaurant.

The classical assumption tests also confirmed that the regression model met the required statistical assumptions. First, the Kolmogorov-Smirnov normality test produced an Asymp. Sig. value of 0.200, which is greater than 0.05. This indicates that the residuals were normally distributed. Second, the multicollinearity test showed a tolerance value of 0.741 and a variance inflation factor (VIF) value of 1.350 for both independent variables. These values indicate that multicollinearity was not present in the model, as the tolerance value was greater than 0.10 and the VIF value was far below the commonly accepted threshold of 10. Third, the heteroscedasticity test using White's test showed that the calculated Chi-Square value was 11.05, which was lower than the Chi-Square table value of 11.0705 at df = 5 and α = 0.05. In addition, all predictor significance values were above 0.05. Therefore, the regression model was considered free from heteroscedasticity (White, 1980).

Multiple Linear Regression and Hypothesis Testing

Multiple linear regression analysis was conducted to examine the effects of experiential marketing and user-generated content on repurchase intention. The results of the regression analysis, t-test, F-test, and coefficient of determination are summarized in Table 4.

Table 4. Results of Multiple Linear Regression, t-Test, and F-Test

Variabel	B	Std. Error	Beta (β)	t-value	Sig.	Description
(Constant)	-5.074	0.964	-	-5.265	0.000	-
Experiential Marketing (X_1)	0.264	0.018	0.514	14.286	0.000	Significant
User-Generated Content (X_2)	0.284	0.019	0.541	15.019	0.000	Significant
F-value	437.589	**Sig. F**	0.000			
Adjusted R^2	0.838	**VIF (X_1 & X_2)**	1.350			

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Source: SPSS output (2026); n = 170; t-table = 1.974; F-table = 3.05

Based on the regression results, the estimated regression equation is formulated as follows:

$$\hat{Y} = -5.074 + 0.264X_1 + 0.284X_2$$

In this equation, $\hat{Y}$ represents repurchase intention, X_1 represents experiential marketing, and X_2 represents user-generated content. The constant value of −5.074 is not interpreted substantively because a value of zero for both independent variables is not possible in a Likert-scale measurement context. The regression coefficient for experiential marketing was 0.264, meaning that an increase of one unit in experiential marketing would increase repurchase intention by 0.264 units, assuming other variables remain constant. Meanwhile, the regression coefficient for user-generated content was 0.284, indicating that an increase of one unit in UGC would increase repurchase intention by 0.284 units, ceteris paribus.

The Adjusted R^2 value of 0.838 indicates that experiential marketing and user-generated content jointly explain 83.8% of the variance in repurchase intention. This represents a strong explanatory power, suggesting that the two independent variables are highly relevant in predicting consumers' intention to revisit the restaurant. The remaining 16.2% of the variance may be explained by other factors outside the model, such as price perception, service quality, food quality, accessibility, consumer mood, or personal dining preferences.

The Effect of Experiential Marketing on Repurchase Intention

The first hypothesis proposed that experiential marketing has a positive and significant effect on repurchase intention. The t-test result showed that experiential marketing significantly influenced repurchase intention, with $\beta = 0.514$, $t = 14.286$, and $p < 0.001$. Since the t-value was greater than the t-table value of 1.974 and the significance value was below 0.05, H1 was accepted. This result confirms that a stronger experiential marketing perception leads to a higher intention among consumers to revisit the restaurant.

The descriptive results provide further insight into which elements of experiential marketing were most influential. The highest-rated experiential marketing item was associated with the think dimension, particularly consumers' curiosity to learn more about Sundanese culinary culture, with a mean score of 4.03. This was followed by an item related to the act dimension, namely consumers' interest in revisiting the restaurant because of the activities or experiences offered, with a mean score of 3.91. These findings indicate that cognitive and behavioral experiential dimensions are especially important in shaping repurchase intention in the context of a local-culture-based experiential restaurant.

This finding is consistent with previous studies that highlight the importance of experiential marketing in influencing post-consumption behavioral intention. Nurrizky et al. (2023) found a positive and significant relationship between experiential marketing and repurchase intention in Indonesian restaurants, with satisfaction acting as a mediating variable. Sithole et al. (2025) also demonstrated that consumer experience supports revisit intention in the restaurant sector. Similarly, Wijaya et al. (2025) showed that experiential marketing strengthens perceived value, which subsequently increases repurchase intention in healthy self-service restaurants.

Theoretically, the result supports Schmitt's (1999) experiential marketing framework, which argues that consumer experiences are formed through sensory, emotional, cognitive,

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behavioral, and relational stimulation. It also aligns with Pine & Gilmore (2013) view that well-designed experiences can create differentiated value that is difficult for competitors to imitate. In the context of local culinary businesses, experiential marketing does not only involve the taste of food but also includes cultural atmosphere, traditional presentation, emotional engagement, and social meaning. Therefore, the stronger the perceived authenticity and memorability of the dining experience, the more likely consumers are to develop an intention to return.

The Effect of User-Generated Content on Repurchase Intention

The second hypothesis proposed that user-generated content has a positive and significant effect on repurchase intention. The regression result showed that UGC significantly influenced repurchase intention, with $\beta = 0.541$, $t = 15.019$, and $p < 0.001$. Since the t-value exceeded the t-table value and the significance level was below 0.05, H2 was accepted. This result indicates that consumers who perceive UGC as relevant, credible, and emotionally appealing are more likely to revisit the restaurant.

The standardized beta coefficient of UGC ($\beta = 0.541$) was slightly higher than that of experiential marketing ($\beta = 0.514$), suggesting that UGC was the more dominant predictor in the model. This finding is substantively important because it shows that consumers' revisit intention is not shaped solely by direct dining experience but also by digital content created and shared by other consumers. In a digital consumption environment, UGC may function as social proof, reinforcing consumers' confidence in their prior experience and encouraging them to repeat the visit.

The descriptive analysis also shows that the strongest UGC indicators were related to content and source quality. The item concerning the relevance of information in UGC obtained a mean score of 3.82, while the item related to the reasonableness of reviews received a mean score of 3.80. These results indicate that consumers place high value on UGC that provides relevant, logical, and credible information. However, the item related to the ease of understanding short-form content obtained the lowest mean score of 3.38, suggesting that not all UGC is able to communicate the restaurant experience clearly and concisely. This finding implies that restaurants need to pay attention not only to the quantity of UGC but also to its clarity, structure, and communicative quality.

The result is in line with Sang et al. (2024), who demonstrated that UGC quality dimensions, situational, source, emotional, and content quality, positively influence consumer purchase intention. It also supports Majeed et al. (2022), who found that consumer engagement on social media significantly affects repurchase intention in the hospitality industry. Abdullah et al. (2024) further emphasized that qualitative sentiments in online reviews can contribute more strongly to restaurant business performance than numerical ratings alone. These findings reinforce the idea that consumers do not merely rely on rating scores; they also evaluate the narratives, visuals, emotions, and perceived authenticity embedded in peer-generated content.

The dominance of TikTok as the leading platform of UGC exposure in this study also reflects a shift in how consumers seek restaurant-related information. Short-form videos increasingly function as a source of culinary reference, particularly because they combine visual appeal, storytelling, and perceived authenticity. In this context, UGC becomes an extension of the dining experience. Consumers who have visited the restaurant may be reminded of their experience through digital content, while prospective or returning customers may use UGC as a form of validation before deciding to revisit.

The Simultaneous Effect of Experiential Marketing and User-Generated Content on

Repurchase Intention

The third hypothesis proposed that experiential marketing and user-generated content simultaneously influence repurchase intention. The F-test result showed that the model was statistically significant, with $F = 437.589$ and $p < 0.001$. Since the F-value was greater than the F-table value of 3.05 and the significance value was below 0.05, H3 was accepted. This result confirms that experiential marketing and user-generated content jointly have a significant effect on consumers' repurchase intention.

The Adjusted R^2 value of 0.838 further confirms the strong predictive ability of the model. This result suggests that the combination of direct experience and digital content explains most of the variation in consumers' intention to revisit the restaurant. The finding is important because it shows that experiential marketing and UGC are not substitute variables. Instead, they operate as complementary mechanisms that strengthen one another. Experiential marketing creates the actual in-store experience, while UGC extends, amplifies, and validates that experience in the digital environment.

From a theoretical perspective, this finding supports the argument that modern consumer decision-making is shaped by the interaction between physical and digital experiences. In the restaurant context, consumers first encounter the experience through food, service, atmosphere, cultural elements, and emotional impressions. Afterward, this experience may be shared, interpreted, or reinforced through digital platforms in the form of reviews, photos, and videos. UGC then functions as a vicarious experience that allows consumers to recall, compare, and validate their own experiences or expectations.

This result is consistent with the logic of Marketing 5.0, which emphasizes the integration of human-centered experiences and digital technology in shaping consumer behavior (Kotler et al., 2021). It also supports Fu (2026), who found that experiential marketing influences repurchase intention through customer engagement. In this study, experiential marketing and UGC appear to activate consumer engagement through different but interconnected pathways. Experiential marketing operates through direct sensory, emotional, cognitive, behavioral, and relational stimulation, while UGC operates through social validation, informational relevance, and digital emotional resonance.

The simultaneous effect found in this study contributes to the literature by demonstrating that repurchase intention in the restaurant industry is best understood through an integrated perspective. Prior studies have often examined experiential marketing and UGC separately. However, the current findings show that combining these two constructs provides a stronger explanation of repurchase intention. This is particularly relevant in the context of traditional experiential restaurants in Indonesia, where cultural authenticity, visual appeal, and peer-generated digital narratives may jointly influence consumers' willingness to return.

CONCLUSION

This study aimed to examine the partial and simultaneous effects of experiential marketing (EM) and user-generated content (UGC) on repurchase intention (RI) in a local-culture-based experiential restaurant in Bandung, Indonesia. Based on the multiple linear regression analysis conducted on 170 valid respondents, the study provides three main findings.

First, experiential marketing was found to have a positive and significant effect on repurchase intention ($\beta = 0.514$; $t = 14.286$; $p < 0.001$). This finding indicates that consumers are more likely to revisit the restaurant when they perceive stronger multisensory, emotional,

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cognitive, behavioral, and relational experiences during their visit. In other words, direct dining experiences remain an important determinant of repurchase intention, particularly in restaurants that rely on cultural authenticity and experiential value as their main differentiation. The result confirms that experiential design should not be treated merely as an aesthetic element, but as a strategic component that shapes customer retention.

Second, user-generated content was also found to have a positive and significant effect on repurchase intention ($\beta = 0.541$; $t = 15.019$; $p < 0.001$). The slightly higher beta coefficient of UGC compared with EM suggests that, in the current digital consumer environment, authentic content created by other users may have persuasive power that is equal to, or even slightly stronger than, direct experience. Consumer-generated photos, dining-experience videos, reviews, and recommendations on platforms such as TikTok, Instagram, and Google Reviews can strengthen consumers' confidence and encourage them to revisit the restaurant.

Third, experiential marketing and user-generated content simultaneously had a highly significant effect on repurchase intention ($F = 437.589$; $p < 0.001$; Adjusted $R^2 = 0.838$). Together, both variables explained 83.8% of the variance in repurchase intention, indicating a very strong predictive ability. This result shows that repurchase intention in an experiential restaurant is largely shaped by the combination of physical experience and digital social validation. The remaining 16.2% may be explained by other factors beyond the scope of this study, such as price perception, service quality, food quality, accessibility, consumer mood, or individual preferences.

Conceptually, this study demonstrates that experiential marketing and user-generated content should not be viewed as substitute variables. Instead, they work in a complementary manner. Experiential marketing creates authentic in-store experiences, while UGC extends, amplifies, and legitimizes those experiences within the digital ecosystem. By integrating EM and UGC into a single predictive model, this study contributes to the literature on restaurant marketing, experiential consumption, digital word-of-mouth, and customer repurchase behavior, particularly in the context of local-culture-based restaurants in Indonesia.

Practical Suggestions

The findings provide practical suggestions for managers of local-culture-based experiential restaurants. Since experiential marketing significantly affects repurchase intention, restaurant managers should treat experiential design as a core marketing strategy. The high scores on the think and act dimensions indicate that consumers appreciate experiences that stimulate curiosity about local culinary culture and encourage active involvement. Therefore, managers are advised to integrate educational and participatory elements into the dining experience. For example, the restaurant may provide short narratives about the philosophy of traditional food presentation through table cards, interactive QR menus, or verbal explanations delivered by service staff. Cultural storytelling can also be embedded in the menu, interior design, serving process, and customer interaction. Since the lowest experiential marketing item was related to the uniqueness of traditional presentation, managers need to make this element more visible and memorable. Consistent storytelling across all customer touchpoints can help consumers better understand and appreciate the restaurant's cultural identity.

The finding that UGC had a slightly stronger effect than EM also implies that restaurants should actively encourage the creation of high-quality consumer-generated content. UGC should not be left entirely to chance, because unclear or poorly structured content may fail to communicate the restaurant's value. Therefore, managers should develop a more systematic UGC activation strategy. Several practical actions can be implemented. First, the restaurant can create content-friendly spaces, such as photo spots or content corners that reflect the restaurant's cultural identity and encourage consumers to share visually appealing yet informative content. Second, the restaurant can collaborate with food content creators on TikTok and Instagram, as these platforms were the most dominant sources of UGC exposure in this study. Such collaborations should be guided by a clear content brief that emphasizes the dining experience, cultural uniqueness, signature menu, and revisit appeal. Third, the restaurant should actively manage online reviews on platforms such as Google Reviews by responding to both positive and negative reviews in a structured and hospitable manner. This practice can strengthen the restaurant's digital credibility and show that customer feedback is valued.

In addition, the lowest-rated UGC item was related to the ease of understanding short-form content. This indicates that short videos or brief reviews about the restaurant may not always communicate the core value of the dining experience effectively. Therefore, managers should encourage content that is concise, clear, and focused on the restaurant's main experiential value. Re-sharing selected customer content through the restaurant's official social media accounts can also help strengthen the message and encourage repeat visits. Overall, restaurant managers should manage experiential marketing and UGC as an interconnected cycle. A strong dining experience provides the substance for meaningful UGC, while high-quality UGC amplifies the impact of that experience in the digital space. When managed consistently, this cycle can create a competitive advantage that is difficult to imitate because it is built on authentic experience and organic social trust.

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