

## **The Effect Of Sensory Marketing On Repurchase Intention With Consumer Satisfaction As A Mediation Variable (Study on Restaurant McDonald's Indonesia)**

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### **Abstract**

*This research aims analyzing marketing influence sensory to repurchase intention with consumer satisfaction as a mediating variable on McDonald's restaurant customers in Indonesia. Marketing sensory, which includes element sight, sound, smell, taste, and touch, are seen as an important strategy in creating experience holistic consumers so that it can influence satisfaction and behavior purchase repeating. In the middle increasing competition industry food fast serving and decreasing brand awareness of McDonald's Indonesia, this approach is considered relevant For evaluated empirically. This study uses approach quantitative through questionnaire survey to consumers who have do purchases in the last three months. Data analysis was performed using assisted Structural Equation Modeling (SEM) method SmartPLS 3.2.9 for test direct and indirect relationships between variables. Research results shows that all element marketing sensory influential positive and significant on customer satisfaction, while customer satisfaction has an effect positive to intention to repurchase. Apart from that, there is a significant indirect effect between marketing sensory and repurchase intention through satisfaction as a mediating variable. This finding confirms that the marketing strategy Effective and consistent multisensory can improve customer loyalty through increased satisfaction with experience. Theoretically, this research expands understanding about marketing based experience in developing country contexts, as well give implications practical for McDonald's Indonesia in designing a sensory strategy oriented towards customer satisfaction and retention.*

**Keywords : Marketing Sensory, Consumer Satisfaction, Repurchase Intention, Restaurant Fast Food, McDonald's Indonesia.**

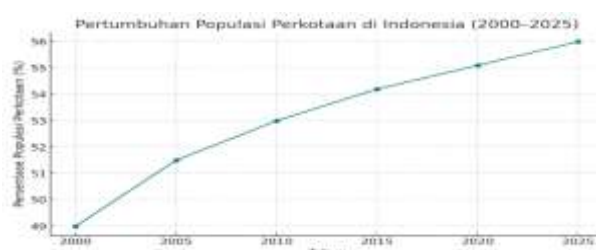


## INTRODUCTION

The fast food industry has become one of the most dynamic and rapidly growing sectors globally. McDonald's, one of the world's largest *fast food brands*, was founded in 1955 in California, United States. With iconic products like the Big Mac, McDonald's has expanded to more than 100 countries, including Indonesia. McDonald's global success is inextricably linked to its ability to adapt to local preferences while maintaining global standards.

In Indonesia, the fast food industry has also experienced significant growth in the last decade. According to reports, *Euromonitor International* (2023), the fast food market in Indonesia is estimated to grow by 8.5% per year until 2025. This growth is driven by several factors, such as increasing urbanization, lifestyle changes, and increasing purchasing power. Data from the Central Statistics Agency (BPS, 2023) shows that more than 56% of Indonesia's population lives in urban areas, where people tend to have busy lifestyles and choose fast food as a practical solution. Furthermore, globalization and the influence of Western culture have increased public acceptance of fast food.

Increasing purchasing power has also contributed to the growth of this industry. According to *the World Bank* (2022), Indonesia's per capita income has increased significantly in recent years. This has made fast food, previously considered a luxury, now accessible to the lower-middle class.



Source: Central Statistics Agency (BPS, 2025)

**Figure 1. Percentage of Urban Population Growth in Indonesia (2000-2025)**

According to data from the Central Statistics Agency (BPS, 2025), Indonesia's urban population has consistently increased from 49% in 2000 to 56% in 2025. This urbanization trend indicates a significant demographic shift, with more than half of Indonesia's population projected to live in urban areas within the next two decades. This increase reflects not only massive rural-to-urban migration but also changes in the economic and social structure of society.

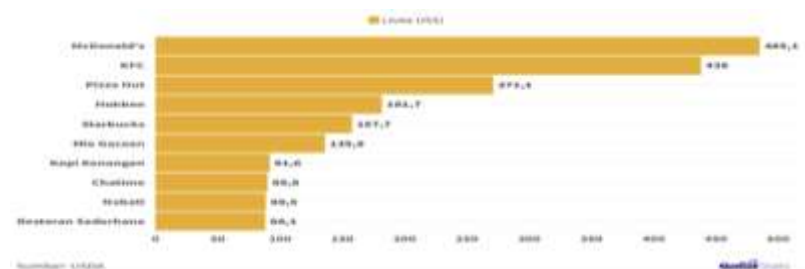
This increase in urban populations has direct implications for consumption dynamics, including the growth of the fast food industry. Urban communities tend to have denser lifestyles and high mobility, thus prioritizing practical solutions like fast food. Furthermore,

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the heterogeneous urban environment and exposure to globalization have also broadened the acceptance of multinational products, while also opening up opportunities for local brands to innovate.

In recent years, the fast food industry in Indonesia has shown significant growth, in line with changes in urban lifestyles that prioritize practicality, speed, and convenience in choosing food, as previously discussed. Based on internal data collected until 2025, McDonald's Indonesia has around 330 outlets spread across more than 75 cities out of 98 cities in various provinces (McDonald's Indonesia). The province with the largest number of outlets is DKI Jakarta, followed by West Java and East Java, reflecting high market concentration in urban areas. This distribution of outlets not only demonstrates the strength of McDonald's market penetration but also presents challenges in maintaining a consistent consumer experience at each location. Therefore, it is important to examine how sensory marketing elements are applied evenly and consistently across the entire outlet network, and how these elements affect consumer satisfaction and Repurchase Intention as an indicator of customer loyalty. This condition provides an important basis for this study to further examine the relationship between sensory marketing, customer satisfaction, and Repurchase Intention at McDonald's restaurants in Indonesia.

*Multisensory Marketing* perspective, urbanization creates a more competitive and diverse market. Urban consumers, accustomed to visual, aromatic, and aural stimulation in public spaces, tend to be more responsive to marketing strategies that engage multiple senses. For example, an attractive restaurant design, the enticing aroma of food, or music that creates a specific atmosphere can differentiate a restaurant amidst intense competition in this industry. The increasing urban population not only expands the consumer base but also demands creative adaptations in marketing approaches to meet increasingly complex consumer expectations.



Source: Goodstats.id

**Figure 2. 10 Restaurants with the highest sales value in Indonesia ( 2023 )**

Based on data obtained from the research, the ten food establishments with the highest sales value in Indonesia in 2023 show significant trends in the food industry. McDonald's leads with sales value of 485.1 million USD, followed by KFC with 438 million

USD. The next ranking is filled by Pizza Hut with sales value of 271.1 million USD and Hokben with 181.7 million USD. Starbucks and Mie Gacoan recorded sales value of 157.7 million USD and 135.9 million USD, respectively. In the next position is Kopi Kenangan with sales value of 91.6 million USD, followed by Chatime with 89.9 million USD. Finally, Nabati recorded 88.5 million USD and Restoran Sederhana recorded sales value of 88.1 million USD. This data reflects the dynamics of the food market in Indonesia and can be an important reference in formulating marketing strategies and business development in this sector, especially McDonald's Indonesia as the highest sales leader.

Competition in the fast-food industry in Indonesia is fierce, featuring global brands like McDonald's, KFC, and Burger King, as well as local brands like Richeese Factory and HokBen. The trade competition is palpable, and these brands are racing to create their own innovations. Below is data on *fast-food brand competition* in Indonesia, based on *the Top Brand Award*.

**Table 1. Top Brand Award in Indonesia**

| Brand Name       | 2020  | 2021  | 2022  | 2023  | 2024  |
|------------------|-------|-------|-------|-------|-------|
| KFC              | 26.40 | 27.20 | 27.20 | 27.20 | 23.60 |
| Mc Donalds       | 22.80 | 26.00 | 26.20 | 25.40 | 14.30 |
| Hoka-Hoka Bento  | 6.50  | 8.50  | 9.40  | 8.50  | 11.40 |
| A and W          | 5.90  | 7.90  | 7.60  | 8.20  | 9.00  |
| Richeese Factory | 4.90  | 5.90  | 4.70  | 3.70  | 6.70  |

Sumber: *Top Brand Award*, 2024 ([www.topbrand-award.com](http://www.topbrand-award.com))

The fast-food restaurant industry in Indonesia exhibits intense competition between global and local brands. Despite being a global brand with high brand equity, McDonald's brand awareness has declined significantly, from 25.40% in 2023 to 14.30% in 2024. This indicates that product-based marketing strategies alone are no longer sufficient to build consumer preference and loyalty, necessitating a more experience-oriented marketing approach.

In the context of modern consumers, purchasing decisions are influenced not only by price and product quality, but also by emotional and sensory experiences. Multisensory Marketing is a strategic approach that creates a holistic experience by stimulating the five senses: sight, hearing, smell, taste, and touch. McDonald's Indonesia has implemented various sensory elements, such as interior design, background music, distinctive aromas, and local menus. However, customer reviews indicate inconsistencies in the experience between stores, particularly regarding lighting, noise, facility cleanliness, and taste consistency, which can potentially reduce perceived quality, satisfaction, and repurchase intentions.

Previous literature confirms that each sensory element has a significant influence on customer satisfaction and loyalty, but its effectiveness is strongly influenced by cultural



context and consistency of implementation. Unfortunately, empirical studies on Multisensory Marketing in developing countries, particularly Indonesia, are still limited and tend to examine customer experiences in general without elaborating on the specific contribution of each sensory dimension. Furthermore, the role of customer satisfaction as a mediating variable in the relationship between Multisensory Marketing and repurchase intention is still rarely studied, especially in the context of fast food restaurants.

Based on this gap, this study aims to analyze the influence of each dimension of Multisensory Marketing on repurchase intention of McDonald's Indonesia customers, with customer satisfaction as a mediating variable. Theoretically, this study is expected to enrich the literature on experiential marketing in developing countries. Practically, the research findings are expected to provide a basis for McDonald's Indonesia in developing a consistent and adaptive Multisensory Marketing strategy to increase satisfaction, loyalty, and brand sustainability.

## RESEARCH METHODS

This study uses a quantitative approach with a causal explanatory design to analyze the effect of sensory marketing on repurchase intention with customer satisfaction as a mediating variable in the context of McDonald's restaurants in Indonesia, using the *Stimulus–Organism–Response* (SOR) framework that explains how sensory stimuli influence consumers' internal states and behavioral responses. Primary data were collected through a five-point Likert-scale based online questionnaire measuring five dimensions of sensory marketing, customer satisfaction, and repurchase intention, with a sample of 250 respondents selected using multistage purposive sampling based on the criteria of having consumed directly at McDonald's in the last three months. Data analysis was carried out using covariance-based Structural Equation Modeling (SEM) with LISREL, including descriptive analysis, construct validity and reliability testing, and testing of direct and indirect relationships between variables using loading factor values, Construct Reliability (CR), Variance Extracted (VE), and t-statistics at a significance level of 5%.

## Data Analysis and Discussion

### Model Fit Test

**Table 2. Table of Model Fit Test Results**

| Category     | GOF Size   | Match Target                        | Estimation Results       | Match Level |
|--------------|------------|-------------------------------------|--------------------------|-------------|
| Absolute Fit | Chi-Square | Chi-Square value = 0 ( $p > 0.05$ ) | 289,941 ( $p = 0.0601$ ) | Good Fit    |
|              | GFI        | $GFI \geq 0.90$                     | 0.917                    | Good Fit    |
|              | RMSR       | Standardized RMSR $\leq 0.05$       | 0.0402                   | Good Fit    |



|                  |       |                                   |                                               |          |
|------------------|-------|-----------------------------------|-----------------------------------------------|----------|
|                  | RMSEA | $RMSEA \leq 0.05$                 | 0.0206                                        | Good Fit |
|                  | ECVI  | $ECVI_{Model} < ECVI_{Saturated}$ | $Model = 1.728$<br>$Saturated = 2.600$        | Good Fit |
| Incremental Fit  | AGFI  | $AGFI \geq 0.90$                  | 0.900                                         | Good Fit |
|                  | NFI   | $NFI \geq 0.90$                   | 0.919                                         | Good Fit |
|                  | RFI   | $RFI \geq 0.90$                   | 0.904                                         | Good Fit |
|                  | IFI   | $IFI \geq 0.90$                   | 0.989                                         | Good Fit |
|                  | CFI   | $CFI \geq 0.90$                   | 0.989                                         | Good Fit |
| Parsimonious Fit | PNFI  | 0.60 - 0.90                       | 0.717                                         | Good Fit |
|                  | PGFI  | 0.50 - 1.00                       | 0.721                                         | Good Fit |
|                  | AIC   | $AIC_{Model} < AIC_{Saturated}$   | $Model = -1159.240$<br>$Saturated = -932.297$ | Good Fit |

Based on results of the model fit test ( *Goodness of Fit* ), in general overall structural model show excellent compatibility with data. In the category *absolute fit*, Chi-Square value of 289.941 with *p-value* 0.0601 ( $> 0.05$ ) indicates that the model does not different in a way significant from empirical data, which means the model can accepted. The GFI index is 0.917, the RMSR value is 0.0402, the RMSEA is 0.0206, and the ECVI model (1.728) is better. small compared to the saturated ECVI model (2,600), all is at within the limits of *good fit*. This shows that the model has suitability absolute good with data.

Based on *the incremental fit*, almost all indicators show very satisfactory results. The NFI (0.919), RFI (0.904), IFI (0.989), and CFI (0.989) values are all above the minimum threshold of 0.90, indicating that the model is better than the null or baseline model. The only indicator that shows *marginal fit results* is the AGFI of 0.894, slightly below the 0.90 limit, but the difference is very small and not significant enough to reduce the overall quality of the model.

*parsimonious fit* category, the model also shows a good fit. PNFI of 0.717 and PGFI of 0.721 are within the ideal range (0.60–0.90 and 0.50–1.00 respectively), indicating that the model has a sufficient level of simplicity without sacrificing fit. The model's AIC value (-1159.240) which is smaller than the AIC of the saturated model (-932.297) also strengthens that the model is more optimal in explaining the data. Overall, the results of this goodness-of-fit test indicate that the developed model is suitable for use in further hypothesis testing.

### Analysis Model Structure

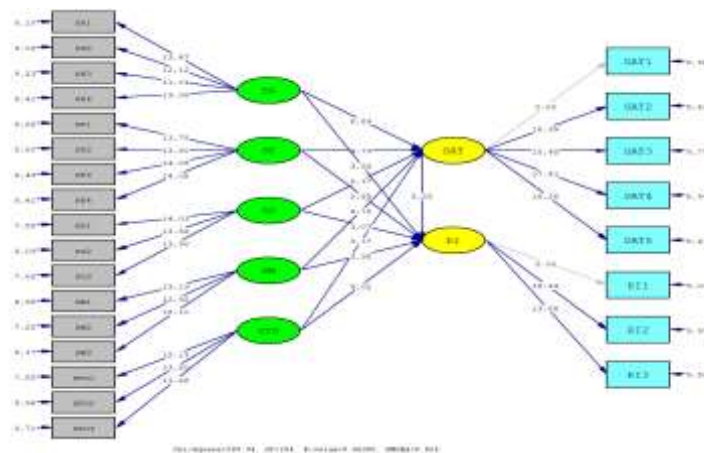


Figure 2. Analysis Test Results Structural Model

Structural model analysis was conducted to evaluate the causal relationships between latent constructs based on the established model. Structural testing was conducted by comparing the *calculated t-value* of each influence path to the *t-table value* of 1.96 ( $\alpha = 0.05$ ). The results of the structural model estimation showed that all influence paths had *calculated t-values* that exceeded the significance limit, so it can be concluded that all relationships between constructs are statistically significant. Based on results estimate From this, two equations are obtained structural, namely :

1.  $SAT = 0.406*SS + 0.286*ST + 0.145*SO + 0.247*SM + 0.214*STO$ , Errorvar.= 0.325,  $R^2 = 0.675$
2.  $RI = 0.436*SAT + 0.214*SS + 0.142*ST + 0.174*SO + 0.194*SM + 0.207*STO$ , Errorvar.= 0.0622,  $R^2 = 0.938$

### Coefficient of Determination ( $R^2$ )

#### 1. Satisfaction Model Customer (*Customer Satisfaction/SAT*)

Coefficient determination ( $R^2$ ) of 0.675 indicates that 67.5% of the variation in satisfaction customer can described by five dimensions experience sensory, namely Sight (SS), Sound (ST), Scent (SO), Smell (SM), and Touch (STO). The remaining 32.5% is explained by other factors outside the model that were not analyzed in this study. This indicates that overall sensory perception makes a strong contribution to the formation of customer satisfaction, which means that the more optimal the sensory experience perceived by customers, the higher the level of satisfaction formed.

#### 2. Model Niat Beli Ulang (*Repurchase Intention/RI*)

Coefficient determination ( $R^2$ ) of 0.938 indicates that 93.8% of the variation in repurchase intention can be explained by the combination of customer satisfaction

(SAT) and the five variables dimensions experience sensory (SS, ST, SO, SM, and STO). Only 6.2% of the variation is explained by other external factors outside this model. This very high  $R^2$  value confirms that customer repurchase intentions are strongly influenced by the quality of the sensory experience and the level of satisfaction they feel. This reflects that the integration of the dimensions of sensory experience and customer satisfaction is a major determinant in shaping consumer behavioral loyalty.

### Mediation Test

**Table 3. Mediation Test Results Table**

| Variable    | Coef. | Std. Err | T-Value | T-Table | Caption                        |
|-------------|-------|----------|---------|---------|--------------------------------|
| SS (Sight)  | 0.177 | 0.040    | 4,372   | 1.96    | Significant ( $4.372 > 1.96$ ) |
| ST (Taste)  | 0.125 | 0.035    | 3,558   | 1.96    | Significant ( $3.558 > 1.96$ ) |
| SO (Sound)  | 0.063 | 0.031    | 2,011   | 1.96    | Significant ( $2.011 > 1.96$ ) |
| SM (Smell)  | 0.108 | 0.030    | 3.654   | 1.96    | Signifikan ( $3.654 > 1.96$ )  |
| STO (Touch) | 0.094 | 0.029    | 3.197   | 1.96    | Signifikan ( $3.197 > 1.96$ )  |

Based on the results of the mediation test in Table 3, all sensory marketing dimensions of sight (Sight), taste (Taste), hearing (Sound), smell (Smell), and touch (Touch) have a positive and significant effect on customer satisfaction at a significance level of 5% ( $t\text{-value} > 1.96$ ). The vision dimension shows the strongest influence ( $\beta = 0.177$ ;  $t = 4.372$ ), followed by taste ( $\beta = 0.125$ ;  $t = 3.558$ ), smell ( $\beta = 0.108$ ;  $t = 3.654$ ), touch ( $\beta = 0.094$ ;  $t = 3.197$ ), and hearing ( $\beta = 0.063$ ;  $t = 2.011$ ). These results indicate that customer satisfaction acts as an effective mediator in bridging the influence of sensory elements on repurchase intention, with visual stimuli and taste as the main contributors in shaping a positive customer experience.

### Testing Hypothesis

#### Influence Direct Marketing Sensory to Satisfaction Customer

**Table 4. Results of the Influence Test Direct Marketing Sensory to Satisfaction Customers (SAT)**

| Variables   | Coefficient | Std. Error | T-Value | P-Value | Conclusion |
|-------------|-------------|------------|---------|---------|------------|
| Sight (SS)  | 0.406       | 0.059      | 6.837   | 0.000   | Didukung   |
| Taste (ST)  | 0.286       | 0.061      | 4.726   | 0.000   | Didukung   |
| Sound (SO)  | 0.145       | 0.067      | 2.167   | 0.030   | Didukung   |
| Smell (SM)  | 0.247       | 0.052      | 4.716   | 0.000   | Didukung   |
| Touch (STO) | 0.214       | 0.057      | 3.773   | 0.000   | Didukung   |

*Criteria significance :  $t\text{-value} > 1.96$  and  $p\text{-value} < 0.05$*



Based on Table 4, all dimensions marketing sensory influential positive and significant to satisfaction customer. Dimension sight shows the strongest influence ( $\beta = 0.406$ ), followed by taste, smell, touch, and sound. These results indicates that visual experience and taste qualities are sensory stimuli main in form satisfaction customers in context restaurant fast serving, while dimensions sensory other still give contribution significant in create experience positive consumption.

### **Influence Direct Marketing Sensory and Customer Satisfaction towards Repurchase Intention**

**Table 5. Results of the Influence Test Direct to Repurchase Intention**

| <b>Variables</b>   | <b>Coefficient</b> | <b>Std. Error</b> | <b>T-Value</b> | <b>P-Value</b> | <b>Conclusion</b> |
|--------------------|--------------------|-------------------|----------------|----------------|-------------------|
| Satisfaction (SAT) | 0.436              | 0.083             | 5.254          | 0.000          | Didukung          |
| Sight (SS)         | 0.214              | 0.060             | 3.554          | 0.000          | Didukung          |
| Taste (ST)         | 0.142              | 0.055             | 2.587          | 0.010          | Didukung          |
| Sound (SO)         | 0.174              | 0.057             | 3.068          | 0.002          | Didukung          |
| Smell (SM)         | 0.194              | 0.049             | 3.977          | 0.000          | Didukung          |
| Touch (STO)        | 0.207              | 0.052             | 4.020          | 0.000          | Didukung          |

test results in Table 5. show that satisfaction customer influential positive and significant to intention buy repeat ( $\beta = 0.436$ ), confirms role central satisfaction in push loyalty and decisions purchase repeated. In addition, the entire dimensions marketing sensory is also proven influential direct to intention buy repeat. Dimension sight and touch show influence relatively more strong compared to dimensions others, followed by smell, hearing, and taste. Findings This indicates that experience sensory No only increase satisfaction customers, but also direct push intention buy repeat, so that confirm importance management environment consistent and integrated multisensory in marketing strategy restaurant fast serving.

### **DISCUSSION**

The results of the study indicate that all sensory marketing dimensions—sight, sound, aroma, taste, and touch—have a positive and significant impact on McDonald's Indonesia customer satisfaction. This finding confirms the relevance of the *Stimulus–Organism–Response* (SOR) framework, where sensory stimuli act as stimuli that shape consumers' internal psychological states (satisfaction), which subsequently influence behavioral responses. These results are consistent with the findings of Hoang and Tučková (2021) and Kim et al. (2020), which emphasize that well-managed multisensory experiences enhance perceived quality and customer satisfaction in the food and restaurant industry.



Relatively speaking, the dimensions of sight and taste showed a more dominant influence on satisfaction, indicating that initial visual impressions and taste quality are the main determinants in the context of fast food restaurants. Meanwhile, the dimensions of sound, aroma, and touch still contributed significantly to building the emotional atmosphere and customer comfort. These findings suggest that satisfaction is not shaped by a single stimulus, but rather by a consistent and holistic integration of sensory experiences.

This study also demonstrated that consumer satisfaction has a positive and significant effect on repurchase intention. These results confirm that satisfaction is a key predictor of behavioral loyalty, as demonstrated in studies by Prasetyo et al. (2021) and Bae and Jeon (2022). From a SOR perspective, satisfaction acts as a psychological mechanism that converts consumption experiences into repurchase decisions. Satisfied consumers not only rationally evaluate the experience but also develop an emotional attachment that drives repeat brand preference.

Furthermore, the research findings show that sensory marketing also has a direct influence on repurchase intentions, indicating that certain sensory stimuli can trigger affective responses directly without undergoing a lengthy cognitive evaluation process. This finding aligns with Krishna (2012) and Hultén (2020), who stated that strong sensory experiences can form emotional attachments and strengthen brand memory. Thus, sensory elements not only increase satisfaction but also directly strengthen consumers' behavioral intentions.

Furthermore, mediation testing showed that consumer satisfaction significantly mediated the relationship between sensory marketing and repurchase intention. This indicates that while sensory experiences can directly drive repurchase intention, the effect is stronger and more sustained when the experience results in satisfaction. This finding supports the studies of Satti et al. (2023) and Kamil et al. (2023) which emphasized the role of satisfaction as an emotional bridge between sensory experience and customer loyalty.

Overall, this study confirms that consumer loyalty in the fast-food restaurant industry is determined not only by functional aspects, but also by the integrated sensory experience and its ability to create satisfaction. A consistent sensory marketing strategy oriented toward customer satisfaction is key to building repeat purchase intentions and long-term competitive advantage.

## CONCLUSION

This study aims to determine the effect of sensory marketing on repurchase intentions, with customer satisfaction as a mediating variable, at McDonald's restaurants in Indonesia. Based on the discussion, the following conclusions can be drawn:

1. This study concludes that sensory marketing has a significant influence on customer satisfaction in the context of McDonald's Indonesia fast-food restaurants. Each sensory



element—sight, hearing, smell, taste, and touch—contributes to the formation of a customer's positive perception of the dining experience. This perception then shapes the level of satisfaction that reflects the extent to which customer expectations are met, both in terms of food quality, the comfort of the venue, and the overall restaurant atmosphere.

2. Customer satisfaction has been shown to directly influence repurchase intentions. Satisfied customers are more likely to revisit, recommend the restaurant to others, and maintain brand loyalty. These findings confirm that satisfaction is not simply a sensory experience but also a crucial factor in fostering customer loyalty and retention.
3. This study also shows that customer satisfaction acts as a significant mediating variable between sensory marketing and repurchase intention. Each sensory dimension not only has a direct influence but also has an indirect impact through increased satisfaction. This mediation effect demonstrates that the success of a sensory strategy is determined not only by the strength of the stimulus but also by the restaurant's ability to create a satisfying and consistent experience across its various locations.
4. Overall, this study confirms that a strategically designed and consistently implemented multisensory approach can enhance customer satisfaction and drive repurchase intentions. These results underscore the importance of integrating sensory experiences into modern marketing strategies and provide an empirical basis for developing operational practices focused on customer experience.

### Suggestion

Based on findings research, McDonald's Indonesia is advised For strengthen standardization experience sensory through guidelines consistent operations across all visual elements, aroma, sound, taste and touch to maintain uniformity experience customers all over branch. Attention special need given to control quality of taste and service, considering second aspect the proven own influence dominant to satisfaction consumers. In addition, optimization environment physique restaurant and management atmosphere comfortable acoustics important done For increase comfort emotional customer during was in the restaurant.

More further development feed monitoring system come back customer data -based recommended For identify and respond in a way fast weakness in the elements experience sensory. From the side academic, research furthermore recommended For extend the model with enter variables psychological addition like trust brand, engagement emotional, and perceptual value, and test difference inter- regional and demographic segments. Approach This expected can enrich understanding about mechanism formation loyalty customers and improve generalization findings in context industry restaurant fast serving.



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