



UDC 332

THE INFLUENCE OF EXPERIENTIAL MARKETING AND EWOM ON REVISIT INTENTION THROUGH BRAND IMAGE AS AN INTERVENING VARIABLE IN CAFES IN CANGGU

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ABSTRACT

The decline in visitation levels caused by weak revisit intentions indicates the need for more effective marketing strategies that are in accordance with consumer preferences. This study aims to examine and explain the role of brand image in mediating the relationship between experiential marketing and electronic word-of-mouth (EWOM) on revisit intention. This research uses a quantitative approach and is associative in nature. The research subjects were consumers who had visited North Wings Canggu Cafe, with a sample of 100 respondents. Data analysis was carried out using Structural Equation Modeling (SEM) with the help of Smart PLS 3.2.9 software. The results showed that experiential marketing has a positive and significant effect on brand image and revisit intention, EWOM also has a positive and significant effect on brand image and revisit intention, and brand image has a positive and significant effect on revisit intention. In addition, brand image partially mediates the effect of experiential marketing and EWOM on revisit intention at North Wings Canggu Cafe. This study has theoretical implications, namely strengthening the findings of previous research, as well as practical implications for culinary businesses, especially North Wings Canggu Café.

KEY WORDS

Experiential Marketing, EWOM, Brand Image, Revisit Intention

Bali, especially Canggu, attracts tourists with its natural beauty, art and distinctive culture. Tourism, as a pillar of the economy, supports regional growth and culinary businesses. However, to remain attractive, tourism must be sustainable and create memorable experiences. Revisit intention is a marketing objective to maintain consumer loyalty and predict future behavior. Identifying the factors that influence it is important in fierce competition, especially in the culinary sector. The right marketing strategy is needed to survive. Companies need to focus on retaining customers to remain loyal. Revisit intention is important because returning and recommending tourists is the main goal of the company. Research on the factors that influence this is needed for effective strategies. Reports show an increase in cafes in Canggu, however 60% of existing cafes have decreased visits. Competition from new cafes has an impact on the performance of existing cafes, such as North Wing Canggu Cafe which experienced a decline in visits despite offering a variety of food types. Table 1 shows data on consumer visits to North Wing Canggu Cafe in 2019-2023.

Table 1 – Number of Customer Visits of North Wing Canggu Cafe 2019-2023

No	Year	Average Number of Visits / Month
1.	2019	7800
2.	2020	9500
3.	2021	10.200
4.	2022	1.800
5.	2023	2.500

Source: Interview with North Wings Canggu Cafe Management, 2023

North Wing Canggu Cafe, which opened in 2019, initially received high customer visits and continued to increase until 2021. However, visits dropped dramatically by 80% in 2022 and increased slightly in 2023, although not significantly compared to the previous drop. A



decline in visits under intense competition is challenging, so it is important to understand the factors that influence revisit intentions. Revisit intentions are an indicator of consumer loyalty and key to maintaining a competitive advantage in the industry. However, with the emergence of new culinary businesses in Canggu, competition has intensified. North Wing Canggu Cafe, despite offering interesting concepts such as "Dine with Nature," has experienced a decline in visits due to negative reviews and mismatched consumer expectations. Various strategies have been implemented, but consumer revisit intention has not increased. Research shows that revisit intention is influenced by experiential marketing (Taraoktavia & Indarwati, 2021; Wulanjani & Derriawan, 2017), electronic word of mouth (Iriobe et al., 2018; Harahap & Dwita, 2020), and brand image (Wardi et al., 2021; Jeon, 2017). Creating unforgettable emotional experiences through experiential marketing can increase return visit intentions. EWOM, i.e. consumer statements on the internet, also affects revisit intentions, although some studies show different results.

Brand image is used as a mediating variable in this study. The results show that EWOM has a greater influence through brand image than its direct influence. A good brand image increases customer satisfaction and revisit intentions. Therefore, this study analyzes the effect of experiential marketing, EWOM, and brand image on revisit intention at North Wing Canggu Cafe. Previous research shows that brand image has a positive and significant effect on revisit intention (Wardi et al., 2021; Jeon, 2017). This study aims to examine the role of brand image in mediating the effect of experiential marketing and EWOM on revisit intention at North Wing Canggu Cafe. Based on empirical and theoretical gaps, this study analyzes the effect of experiential marketing, EWOM, and brand image on revisit intention.

HYPOTHESIS DEVELOPMENT

Visitors get interesting and unforgettable experiences during their visit, making them want to visit again to feel the experience repeated again (Taraoktavia & indarwati, 2021). Wang et al. (2019) state experiential marketing as the main driving factor for tourists to visit again and has an effect on revisit intention. Experiential marketing is a marketing approach that involves consumer emotions and feelings by creating unforgettable positive experiences so that consumers consume and are fanatical about certain products (Indarwati & Tiarawati, 2019). This study is supported by research by Wulanjani and Derriawan (2020) that Experiential marketing has a positive and significant effect on revisit intention. Taraoktavia and Indarwati (2021) show a positive and significant relationship between experiential marketing and revisit intention. Thus, the hypothesis that can be proposed is as follows:

H1: Experiential marketing has a positive and significant effect on revisit intention at North Wing Canggu Cafe.

EWOM is information obtained through internet media that can help consumers who can influence revisit intention (Hamouda et al., 2022), where this is also related to visitor assessments about the possibility or plan to revisit the same destination (Khasawneh & Alfandi, 2022). Utama (2020) in his research shows that there is a positive and significant relationship between EWOM and revisit intention, it is considered that the dissemination of information carried out by word of mouth is increasingly clear, so that it is able to provide insight and knowledge to visitors, the level of tourist revisits will be higher and positive reviews about a tourist attraction are able to arouse the intention of potential tourists to travel or return to visit tourist destinations. Iriobe et al. (2021) showed a positive and significant influence between EWOM and revisit intention. Harahap and Dwita (2020) also found that EWOM has a positive and significant effect on revisit intention. Thus, the hypothesis that can be proposed in this study is as follows:

H2: EWOM has a positive and significant effect on revisit intention at North Wing Canggu Cafe.

According to Rangkuti (2019: 43) consumers who are accustomed to using certain brands tend to have consistency with the brand image, making it possible to make a return visit after the visit / purchase. Image as plays an important role in increasing the desire of visitors to visit again (Taraoktavia & Indarwati, 2021). According to Kotler and Armstrong



(2019), a good brand image will directly increase customer satisfaction so that customers make repeat purchases from the same company. Parahiyanti and Hussein (2022) in their findings show the influence of brand image on revisit intention. Furthermore, based on the findings of Wardi et al. (2021) Brand Image has a positive and significant influence on revisit intention. Thus, the hypothesis that can be proposed is as follows:

H3: Brand image has a positive and significant effect on revisit intention at North Wing Canggü Cafe.

Experiential marketing is considered effective as something that is an added value for companies to differentiate their business from other businesses/competitors, therefore companies can form a company's brand image in the eyes of consumers (Selfia & Karneli, 2020). Jalilvand & Samiei (2019) prove the positive influence and experiential marketing on brand image. Furthermore Rahman et al. (2021) also shows the same findings that experiential marketing has a positive and significant effect on brand image. Hoseinzadeh and Baktash's study (2020) shows that experiential marketing has a positive and significant effect. Lee et al. (2020) in their findings show a positive and significant influence between experiential marketing on brand image. Furthermore, Hyunjin (2019) shows that experiential marketing has a positive and significant effect on revisit intention. thus, the hypothesis that can be proposed in this study is as follows:

H4: Experiential marketing has a positive and significant effect on brand image at North Wing Canggü Cafe.

A positive brand image will be remembered more often by consumers if it is spoken positively, on the contrary, it becomes less remembered if it is spoken negatively by word of mouth. EWOM functions as a way of marketing so that consumers can immediately understand and be clear about a product brand. For this reason, various useful information and various opinions from other people who are positive regarding a brand, EWOM can encourage the emergence of a brand image (Samuel & Lianto, 2019). The results of testing the research hypothesis of Samuel and Lianto (2019) show that EWOM has a positive and significant effect on brand image. This finding can be explained that when respondents' assessment of EWOM is getting better, it causes a higher brand image of a brand. The results showed that the better EWOM caused the higher the brand image, EWOM messages are very important messages for consumers when they want to get information about the quality of a product or service, and will be an important reference in the decision-making process (Judith and Mayzlin, 2020). EWOM can have a very strong influence on consumer perceptions of a product (Jalilvand, 2019). The results of another study, namely by Farzin & Fattahi (2021) also show that EWOM has a positive and significant effect on brand image. Thus, the hypothesis that can be proposed in this study is as follows:

H5: EWOM has a positive and significant effect on brand image at North Wing Canggü Cafe.

Wulanjani and Derianwan (2020) in their research show that the higher the value of a restaurant's marketing experience, the higher the visitor's intention to visit again. Han et al. (2022) and Ihtiyar et al. (2021) that experiential marketing has a significant effect both directly and indirectly on revisit intentions. This shows that when visitors receive a perceived experience that forms a positive perception, they will be willing to come back in the near future. Consumers can feel the results of the choices that have been made. These results such as feeling satisfaction or dissatisfaction with a choice as an experience when using a brand. If consumers feel satisfaction, what happens will lead to repurchase activities (Syahidi & Widyastuti, 2021), then there is a direct influence between experiential marketing variables, brand image on interest in visiting again (Kresna, 2022). Thus, the hypothesis that can be proposed in this study is as follows:

H6: Brand image is able to mediate the influence of experiential marketing and revisit intention at North Wing Canggü Cafe.

Information contained in EWOM, both positive and negative information, can affect brand image. When a product gets a bad review, it will have an impact on the company's brand image. public perception of products with bad reviews will certainly affect consumer considerations when buying a product (Dewani & Rastini, 2021). Furthermore, Dewani &



Rastini (2021) show that the total effect of EWOM on intention to use is greater through brand image than the direct effect of EWOM on intention to use without going through the brand image variable. According to Adriyati & Indriani (2020), EWOM has a positive effect on purchase intention with brand image as a mediating variable. Seminari (2020) states that brand image is able to mediate EWOM on purchase intention. Thus, the hypothesis that can be proposed in this study:

H7: Brand image is able to mediate the effect of EWOM on revisit intention at North Wing Canggu Cafe.

METHODS OF RESEARCH

This research applies a quantitative approach and is associative in nature. The aim is to obtain empirical evidence and analyze the relationship between experiential marketing and EWOM on intention to revisit, with brand image as a mediating variable. The subjects of this study were consumers who had visited North Wings Canggu Cafe, so the research was conducted at that location in Canggu. This research took place for approximately three months since the research permit was issued, with two months for data collection and one month for data processing. Data were collected through questionnaires distributed online using Google Forms. Data analysis was conducted using a Structural Equation Model (SEM) with a variance-based SEM (VB-SEM) approach through the Smart PLS version 3.2.9 program. Sampling was carried out using non-probability sampling method and purposive sampling technique, with a total sample of 100 people. Measurement uses a Likert scale, with sample criteria being at least 17 years old, having a minimum high school education / equivalent, and having visited North Wings Canggu Cafe in the last 6 months.

RESULTS OF STUDY

This study employs the Partial Least Squares (PLS) analysis approach to test the hypotheses proposed. To assess the significance of the effects of experiential marketing and EWOM on brand image and their impact on revisit intention, one can refer to the original sample values, T statistics, and P-values in the path coefficient output. The thresholds for rejecting or accepting the hypothesis are a P-value < 0.05 or a T statistic > 1.96. The results of the path coefficients are presented in Table 2.

Table 2 – Path Coefficient Results

Hypothesis	Path Coefficient Between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Res.
H ₁	<i>Experiential Marketing (X₁) → Revisit Intention (Y)</i>	0,287	0,248	0,118	2,013	0,046	<i>Sig.</i>
H ₂	<i>EWOM (X₂) → Revisit Intention (Y)</i>	0,424	0,381	0,112	3,441	0,001	<i>Sig.</i>
H ₃	<i>Experiential Marketing (X₁) → Brand Image (M)</i>	0,327	0,298	0,080	3,712	0,000	<i>Sig.</i>
H ₄	<i>EWOM (X₂) → Brand Image (M)</i>	0,588	0,569	0,076	7,497	0,000	<i>Sig.</i>
H ₅	<i>Brand Image (M) → Revisit Intention (Y)</i>	0,304	0,289	0,096	3,087	0,002	<i>Sig.</i>

Experiential marketing (X1) has been shown to have a positive and significant effect on revisit intention (Y). This is evidenced by the path coefficient of 0.287, with a T Statistics value of 2.013 (T Statistics > 1.96) and a P Value of 0.046 (P Value < 0.05). Therefore, Hypothesis 1 (H1): Experiential marketing has a positive effect on revisit intention is supported (H1 is accepted). The analysis indicates that improvements in experiential marketing at North Wings Canggu Cafe will enhance revisit intention. Electronic Word-of-Mouth (EWOM) (X2) has been demonstrated to have a positive and significant effect on revisit intention (Y). This is evidenced by the path coefficient of 0.424, with a T Statistics value of 3.441 (T Statistics > 1.96) and a P Value of 0.001 (P Value < 0.05). Consequently, Hypothesis 2 (H2): EWOM has a positive effect on revisit intention is supported (H2 is accepted). The analysis suggests that improvements in EWOM at North Wings Canggu Cafe will increase revisit intention. Brand image (M) has been found to have a positive and



significant effect on revisit intention (Y). This is evidenced by the path coefficient of 0.304, with a T Statistics value of 3.087 (T Statistics > 1.96) and a P Value of 0.002 (P Value < 0.05). Thus, Hypothesis 3 (H3): Brand image has a positive effect on revisit intention is supported (H3 is accepted). The analysis indicates that improvements in brand image at North Wings Canggu Cafe will enhance revisit intention. Experiential marketing (X1) has been shown to have a positive and significant effect on brand image (M). This is evidenced by the path coefficient of 0.327, with a T Statistics value of 3.712 (T Statistics > 1.96) and a P Value of 0.000 (P Value < 0.05). Therefore, Hypothesis 4 (H4): Experiential marketing has a positive effect on brand image is supported (H4 is accepted). The analysis suggests that improvements in experiential marketing at North Wings Canggu Cafe will enhance brand image. Electronic Word-of-Mouth (EWOM) (X2) has been demonstrated to have a positive and significant effect on brand image (M). This is evidenced by the path coefficient of 0.588, with a T Statistics value of 7.497 (T Statistics > 1.96) and a P Value of 0.000 (P Value < 0.05). Thus, Hypothesis 5 (H5): EWOM has a positive effect on brand image is supported (H5 is accepted). The analysis indicates that improvements in EWOM at North Wings Canggu Cafe will enhance brand image.

Table 3 – Results of the Specific Indirect Effect Test

n/n	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
X ₁ (Experiential Marketing) → Y (Revisit Intention)	0,096	0,090	0,038	2,685	0,008
X ₂ (EWOM) → M (Brand Image) → Y (Revisit Intention)	0,175	0,172	0,067	2,696	0,007

Based on Table 3, the indirect effects between variables are as follows: Experiential marketing has an indirect effect on revisit intention through brand image with a correlation value of 0.096, a T Statistic of 2.685 (which is greater than 1.96), and a P Value of 0.008 (which is less than 0.050). This indicates a significant positive indirect effect of experiential marketing on revisit intention through brand image. Similarly, EWOM has an indirect effect on revisit intention through brand image with a correlation value of 0.175, a T Statistic of 2.696 (which is greater than 1.96), and a P Value of 0.007 (which is less than 0.050). This indicates a significant positive indirect effect of EWOM on revisit intention through brand image.

Table 4 – Results of the Specific Indirect Effect Test

VAF	Amount	Mark
Indirect Influence/ Total Influence	(0,175/0,392)	0,442
Indirect Influence/ Total Influence	(0,074/0,245)	0,379

In the following examination, the role of the intervening variable, brand image, in the indirect effects of experiential marketing (X1) and Electronic Word-of-Mouth (EWOM) (X2) on revisit intention (Y) will be analyzed. The criteria for evaluating mediation effects are based on the Variance Accounted For (VAF) values, as shown in Table 4. If the VAF value is ≤ 20 percent, the intervening variable is not considered a mediator. A VAF value > 20 percent and ≤ 80 percent indicates that the intervening variable is a partial mediator; while a VAF value > 80 percent suggests that the intervening variable is a full mediator Table 4 shows the role of brand image in mediating the effect of EWOM on revisit intention with a VAF value of 0.442. This indicates that the mediating role of brand image is 44.2 percent. Since this mediation value falls between 20 percent and 80 percent, the variable is classified as a partial mediator. Therefore, the results of this study suggest that brand image partially mediates the relationship between EWOM and revisit intention. The role of brand image in mediating the effect of experiential marketing on revisit intention is presented in Table 4, which shows a VAF value of 0.379. This implies that the mediating role of brand image is 37.9 percent. As this mediation value also falls within the range of 20 percent to 80 percent, the variable is categorized as a partial mediator. Consequently, the findings of this study indicate that brand image partially mediates the relationship between experiential marketing and revisit intention.



DISCUSSION OF RESULTS

Hypothesis testing on the effect of experiential marketing on revisit intention shows that the better the experience perceived by consumers at North Wings Canggu Cafe, the higher their intention to revisit. This indicates that the indicators contained within experiential marketing are well-perceived and have a significant impact on revisit intention. Consumers who have a memorable experience, improve their mood, and feel comfortable during their visit are more likely to intend to revisit North Wings Canggu Cafe. Conversely, if consumers do not have a positive experience, they are unlikely to have the intention to return in the future. These results align with Zhang et al. (2023) and Kumar et al. (2022), who found that experiential marketing has a positive and significant effect on revisit intention. When visitors have an engaging and unforgettable experience, it increases their intention to revisit to relive that positive experience (Zhang et al., 2023). Kumar et al. (2022) identified experiential marketing as a key driver for tourists to return, affecting revisit intention. This study also supports the Theory of Planned Behavior, where perceived behavioral control reflects past experience (Istiqomah, 2020). In this study, experiential marketing relates to perceived behavioral control, where past experience perceptions can influence revisit intentions.

Hypothesis testing on the effect of Electronic Word-of-Mouth (EWOM) on revisit intention shows that better EWOM correlates with higher revisit intention. This indicates that EWOM indicators are well-perceived and significantly affect consumer revisit intentions at North Wings Canggu Cafe. Consumers who share positive feedback, recommend the place to others, interact on social media, and post photos are more likely to revisit and recommend the cafe. Conversely, negative EWOM results in lower revisit intentions. These findings are consistent with Kim & Lee (2023), Garcia & Johnson (2022), and Zhang & Wang (2024), who found that EWOM positively and significantly affects revisit intention. EWOM, obtained through internet media, influences consumer revisit intention (Zhang & Wang, 2024), and is related to visitors' assessments of the likelihood or plans to revisit the same destination (Brown & Davis, 2023). Utama (2020) explains that clearer and higher positive EWOM increases visitor insights and knowledge, leading to higher revisit intention. This study also supports the Theory of Planned Behavior, where EWOM provides information and knowledge related to attitudes, which then affects subjective norms and consumer perceptions (Brown & Davis, 2023).

Hypothesis testing on the effect of brand image on revisit intention shows that a better brand image leads to higher revisit intention. This indicates that brand image indicators are well-perceived and significantly impact consumer revisit intention at North Wings Canggu Cafe. If consumers perceive a place to have a good brand reputation, are impressed during their visit, and experience good service quality, they are likely to intend to revisit. Conversely, a poor brand reputation, subpar service quality, and an unremarkable experience lead to weaker revisit intentions. These results are consistent with Lo & Wu (2022) and Rather & Hollebeek (2023), who found that brand image positively and significantly affects revisit intention. A positive image plays a crucial role in increasing visitors' desire to return (Zhang et al., 2023). Cohen et al. (2022) found that consumers who frequently use a particular brand tend to be consistent with the brand image, making them more likely to revisit after purchase. Wu et al. (2024) also found that a good brand image enhances satisfaction, thus influencing repeat purchases from the same company. This study supports the Theory of Planned Behavior, where brand image relates to attitudes, as individual perceptions are essential in building brand image (Christianingrum et al., 2024). Brand image reflects consumer perceptions of brand associations, and perceived quality affects behavioral intentions (Ali et al., 2023).

Hypothesis testing on the effect of EWOM on brand image shows that better EWOM leads to a better brand image. This indicates that EWOM indicators are well-perceived and significantly affect North Wings Canggu Cafe's brand image. Consumers who share positive feedback, post photos on social media, and recommend the place to others improve the brand's reputation. Conversely, poor EWOM results in a negative brand image. These results align with Meilatinova (2023) and Seo et al. (2023), who found that EWOM positively and



significantly affects brand image. EWOM has a strong influence on consumer perceptions of a product (Jalilvand, 2012). As a form of marketing, EWOM helps consumers understand a brand through positive information and opinions from others, enhancing brand image (Drengner et al., 2022).

Hypothesis testing on the effect of experiential marketing on brand image shows that better experiential marketing leads to a better brand image. This indicates that experiential marketing indicators are well-perceived and significantly impact North Wings Canggu Cafe's brand image. Consumers who experience unique or engaging aspects during their visit and feel comfortable due to good management will view the brand more positively. Conversely, a poor experience leads to a negative brand image. These results are consistent with Ge et al. (2023), Drengner et al. (2022), Meilatinova (2023), and Liu et al. (2024), who found that experiential marketing positively and significantly affects brand image. Experiential marketing effectively adds value and differentiates a business from competitors, contributing to a strong brand image (Liu et al., 2024).

Hypothesis testing on the effect of experiential marketing on revisit intention mediated by brand image shows that better experiential marketing leads to a better brand image, which in turn increases revisit intention. This indicates that experiential marketing indicators are well-perceived and significantly impact brand image, which then affects revisit intention at North Wings Canggu Cafe. Positive experiences enhance brand reputation, leading to increased revisit intentions. Conversely, negative experiences harm brand reputation and decrease revisit intentions. These results are consistent with Han et al. (2019) and Ihtiyar et al. (2018), who found that experiential marketing significantly affects revisit intention both directly and indirectly. When visitors receive positive experiences that shape their perceptions, they are more likely to return soon. Experiential marketing is valued for its role in differentiating businesses from competitors (Selfia & Karneli, 2017), helping to build a strong brand image.

The positive and significant effect of EWOM on revisit intention through brand image suggests that better EWOM improves brand image, which ultimately increases revisit intention. This indicates that EWOM indicators are well-perceived and significantly affect brand image, which then impacts revisit intention at North Wings Canggu Cafe. Positive EWOM, including favorable reviews and social media interactions, enhances the brand's reputation, leading to higher revisit intentions. Conversely, poor EWOM lowers brand reputation and revisit intentions. These results align with Selfia & Karneli (2024) and Adriyati & Indriani (2023), who found that EWOM positively affects repeat purchase intentions with brand image as an intervening variable. Positive reviews and recommendations create a favorable impression, influencing revisit intention. Seminari (2022) shows that the overall effect of EWOM on purchase intentions through brand image is greater than the direct effect of EWOM. This study supports Ihtiyar et al. (2022), showing that brand image partially mediates the effect of EWOM on revisit intention, with direct effects being stronger than indirect effects.

CONCLUSION

Based on the findings, several conclusions can be drawn. Experiential marketing has a positive and significant effect on brand image and revisit intention, EWOM (electronic word of mouth) positively and significantly impacts brand image and revisit intention, brand image positively and significantly influences revisit intention, and brand image partially mediates the effect of experiential marketing and EWOM on revisit intention at North Wings Canggu Cafe. Given these conclusions, the following recommendations can be made for North Wings Canggu Cafe to enhance revisit intention. First, the cafe should provide friendly and warm service, remain communicative with customers, and be attentive to their needs while at the cafe. Additionally, the staff should be proactive in resolving any issues or disruptions that customers may experience. Second, strengthening engagement through more interactive social media strategies, such as creating unique and valuable content, using relevant hash tags, engaging with followers, collaborating on promotions with other businesses, and



offering attractive deals tailored to customer preferences, is crucial. Third, the cafe should ensure prompt and responsive customer service, listen to customer complaints, provide appropriate solutions, and deliver orders in a timely manner, meeting customer expectations.

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