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Integrating Sensory, Emotional, and Social Customer Experiences to Drive Loyalty in Indonesia's Coffee Shop Industry

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ABSTRACT

This study examines the integrated influence of customer experience, encompassing sensory, emotional, and social on consumer repurchase intention coffee shop industry. The study's background is rooted in the shift from a product-centered to an experience-centered economy, as well as the rapid growth of the coffee shop market in Indonesia, which necessitates differentiation strategies for business sustainability. Using a quantitative approach with a cross-sectional study design, data were collected from 300 respondents in the Jabodetabek area through an online survey. Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results show that sensory, emotional, and social experiences have a direct and significant positive influence on repurchase intention. Furthermore, the study confirms a significant mediating role, where emotional and social experiences mediate the relationship between experience dimensions and repurchase intention. The most crucial finding is the confirmation of a sequential mediation model, where sensory experience influences repurchase intention through the sequential mediation of emotional and social experiences. Overall, this research provides empirical evidence that coffee shop businesses must holistically integrate sensory, emotional, and social elements into their strategies to build strong and sustainable customer loyalty.

Keywords: *Customer Experience, Sensory Experience, Emotional Experience, Social Experience, Repurchase Intention*

INTRODUCTION

Over the past decade, the shift from a product-centered economy to an experienced economy has fundamentally transformed the marketing landscape and consumer behavior. This paradigm emphasizes that modern consumers no longer seek just product quality but increasingly value holistic and meaningful experiences. Customer experience is now understood as a multidimensional construct encompassing cognitive, affective, sensory, social, and physical responses arising from interactions with brands at various touchpoints (Abadi et al., 2020) (Zha et al., 2023). Brands that excel in these dimensions successfully build strong emotional bonds and sustainable competitive advantages.

In the context of the Indonesian market, the coffee shop industry shows rapid growth supported by increased coffee production and continuously growing domestic consumption (USDA, 2025; BPS, 2025). Nevertheless, the industry faces significant challenges, including price volatility and shifting consumer expectations that demand more than just quality products (Indonesia Investments, 2025; MMC Global Invest, 2025). Various studies have confirmed that customer experience, including sensory, emotional, and social dimensions, plays an important role in driving repurchase intention (Chatzoglou et al., 2022) (Riaz et al., 2022). However, most literature tends to explore these dimensions separately, and there is a scarcity of comprehensive research integrating all three with mediation analysis on repurchase intention (Chen & Yang, 2021) (Nyagadza et al., 2025).

Based on these problems and research gaps, this study aims to holistically examine the mediating relationship among sensory, emotional, and social experiences on consumers' repurchase intentions in the Indonesian coffee shop industry. The findings of this research are expected to provide detailed managerial insights for industry players to design effective strategies to increase customer loyalty and sustain business amid intense competition.

LITERATURE REVIEW

From Product Economy to Experience Economy

The shift from a product-centered economy to an experience economy has fundamentally changed marketing research and management practices. Initially conceptualized by (Holbrook & Hirschman, 1982), the experience economy framework emphasizes that consumer behavior is motivated not only by product utility but also by the pursuit of engaging, multisensory, and emotionally meaningful experiences. This framework positions consumption experience as a dynamic interaction of cognitive, affective, sensory, social, and physical responses, highlighting that effective marketing must address all these dimensions to create lasting consumer value (Schmitt, 2010) (Kowalczuk et al., 2021)

Customer experience has since been broadly defined as the sum of consumers' subjective responses and interpretations arising from various brand or company touchpoints (Lemon & Verhoef, 2016) (McColl-Kennedy et al., 2019). (Schmitt, 1999) elaborated that experiential marketing includes thinking, feeling, acting, and relating dimensions, while recent empirical work reinforces the importance of integrating multisensory inputs with emotional and social context to fully understand customer behavior and loyalty outcomes (Calderón-Fajardo et al., 2024) (Quoc Nghi Nguyena*, 2020).

Repurchase intention, a central outcome of customer experience, serves as a proxy for customer loyalty, indicating the likelihood of consumers returning and maintaining long-term business profitability (Wijarnoko et al., 2023) (Riaz et al., 2022). In competitive and mature sectors like the coffee shop industry, fostering strong repurchase intention through enhanced and differentiated customer experiences is essential for business sustainability (Jang, 2019).

Pillars of Customer Experience

Sensory Experience: Refers to consumer perceptions shaped by stimuli involving the five senses. In cafes, elements such as aesthetic interior design, warm ambient lighting, enticing coffee aromas, soothing background music, and comfortable furniture contribute to sensory appeal. These stimuli enhance perceived service quality and customer satisfaction, reinforcing the desire to return (Girish & Lee, 2019) (Pramudya & Seo, 2019). For Indonesian coffee shops, integrating local cultural motifs into design further enriches sensory engagement, fostering a unique sense of place (Smith, 2015)

Emotional Experience: Defined by affective responses such as happiness, comfort, and relaxation experienced during interaction with staff and environment. Positive emotional experiences often arise from sincere service, inviting atmosphere, and culturally aligned brand narratives that deepen emotional bonds and loyalty. Emotions not only drive satisfaction but also buffer price sensitivity, encouraging repeat visits even under competitive pricing pressure(Schmitt, 2010) (Izadi et al., 2023).

Social Experience: Social interaction and sense of belonging derived from communal spaces provided by coffee shops are crucial for consumer engagement. Well-facilitated social experiences—whether meeting friends, family, or interacting with other customers—create community and brand advocacy through word-of-mouth and repeat patronage (Gvili & Levy, 2021) (Moliner-Tena et al., 2023). In Indonesia, coffee shops serve as important social hubs within urban lifestyles, strongly linked to repurchase behavior (Maspul, 2023).

Relationships and Mediation Effects Between Experience Dimensions and Repurchase Intention

Recent studies show that these three experience pillars affect repurchase intention both directly and indirectly. Sensory experience often stimulates emotional responses, which in turn enhance social

interactions in a café context (Ebrahim et al., 2016). Emotional engagement mediates and strengthens social experience, deepening consumer loyalty and repurchase intention (Perez Benegas & Zanfardini, 2025) (Ma et al., 2022). This interconnected process suggests a holistic approach where customer experience is more than the sum of its parts.

Although international research strongly supports these mediation relationships, there is a noticeable lack of comprehensive empirical investigation integrating sensory, emotional, and social dimensions simultaneously with mediation modeling in rapidly developing markets (Jang, 2019) (Chatzoglou et al., 2022)

Research Hypotheses

Based on the literature review and conceptual framework, this research tests the following hypotheses:

H1: Sensory experience has a positive relationship with repurchase intention.
H2: Emotional experience has a positive relationship with repurchase intention.
H3: Social experience has a positive relationship with repurchase intention.
H4: Sensory experience has a positive relationship with emotional experience.
H5: Emotional experience has a positive relationship with social experience.
H6: Sensory experience has a positive relationship with social experience.
H7: Sensory experience positively influences repurchase intention mediated by emotional experience.
H8: Emotional experience positively influences repurchase intention mediated by social experience.
H9: Sensory experience positively influences repurchase intention mediated by social experience.

METHODOLOGY

Research Design

This study employs quantitative descriptive research design. This approach is chosen because it has a clear objective: to test the hypothesized relationships between variables based on a comprehensive literature review. The design allows collecting numerical data and statistical analysis to examine the proposed hypotheses. The study also adopts a cross-sectional approach, where data is gathered from respondents at a single point in time (insert citation here for descriptive quantitative design and cross-sectional approach (Sekaran & Bougie, 2016).

Population and Sample

The target population consists of café consumers located in the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, and Bekasi). Jabodetabek is selected due to its characteristics as a dense economic and urban center with a rapidly growing and diverse café industry, reflecting relevant market dynamics. The sampling technique used is purposive sampling, chosen to obtain a representative sample that meets specific criteria relevant to the research topic. The respondent criteria include minimum age of 18 years and visiting cafés in Jabodetabek at least twice in the past month. The sample size targeted is 300 respondents. Data collection will be conducted via a self-administered online questionnaire distributed to respondents (Sekaran & Bougie, 2016).

Instruments and Variable Measurement

Data will be collected using a structured questionnaire divided into two main sections. The first section measures the research variables: customer experience (comprising sensory, emotional, and social experiences) and repurchase intention. The items of the questionnaire for the sensory experience,

emotional experience, social experience and repurchase intention were adopted from (Nasermoadeli et al., 2013). A 5-point Likert scale will be used for measuring these variables, asking respondents to indicate their level of agreement from (1) Strongly Disagree to (5) Strongly Agree. The second section includes demographic questions such as age, gender, and education level to profile respondents and ensure sample appropriateness relative to the target population.

Data Analysis Method

The collected data will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) version 4. PLS-SEM is selected because of its ability to analyze complex path models with latent variables and mediation effects, even with relatively small sample sizes. This approach is well-suited for the predictive model and theory development focus of this study (Joe F. Hair et al., 2020). For validity and reliability testing testing are using PLS-SEM to examine convergent validity, discriminant validity, and composite reliability for each construct. For testing the research hypotheses (direct and mediating relationships) through path analysis and p-values generated by the PLS-SEM model.

RESULTS

Table 1. Demographic Characteristic

	N	%
Gender		
Male	135	45
Female	165	55
Age		
18 – 25	40	13
26 – 32	135	45
33 - 43	90	30
> 44	35	12
Education		
Secondary School	25	9
Bachelor Degree	220	73
Master Degree	40	13
Doctoral Degree	15	5
Houshold Income		
Below Rp. 5.000000	30	10
Rp. 5.000.001 – 10.000.000	43	14
Rp. 10.000.001 – 20.000.000	132	44
Above Rp. 20.000.001	95	32

Demographic Characteristics

Referring to Table 1, out of the 300 respondents, female respondents (55%) exceeded their male counterpart (45%). Most of the respondents (45%) were 26 to 32 years. A majority of the respondents held a bachelor's degree (73%). About 44% of the participants had a monthly income of Rp. 10.000.001 - 20.000.000, while 32% earned above Rp. 20.000.001.

Reliability and Validity of The Measurement Model

Table 2. Factor Loading and Construct Reliability

Variable	Indicator	Factor Loadings	Cronbach Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
SE1	The atmosphere in this café provides a pleasant experience for my senses (sight, smell, hearing, etc.).	0.807	0.812	0.817	0.917	0.734
SE2	This café has a strong appeal to me.	0.900				
SE3	The interior design of this café makes me feel interested in staying longer.	0.893				
SE4	I feel that the experience I have at this café is valuable.	0.823				
EE1	I feel happy when I am at this café.	0.752	0.856	0.858	0.893	0.582
EE2	I am satisfied with the overall atmosphere of this café.	0.779				
EE3	I feel relaxed and calm when visiting this café.	0.798				
EE4	I feel comfortable being in this café.	0.782				
EE5	I am very satisfied with the experience I receive at this café	0.729				
EE6	I feel excited after visiting this café.	0.734				
SEXP1	I feel a sense of togetherness with people at this café.	0.795	0.879	0.881	0.917	0.734
SEXP2	Visiting this café makes me feel that I have a good social status.	0.802				
SEXP3	I am proud to promote myself as a visitor to this café to others.	0.858				
SEXP4	I feel recognized or acknowledged when I am at this café.	0.742				
RPI1	I will return to this café for myself in the future.	0.736	0.721	0.766	0.795	0.567
RPI2	I am willing to recommend this café to others.	0.846				
RPI3	I will invite family, friends to visit this café.	0.763				

Notes: SE= Sensory Experience; EE= Emotional Experience; SEXP= Social Experience; RPI= Repurchase Intention.

In the measurement model evaluation, reliability and validity tests were conducted. Cronbach's alpha and composite reliability were used to assess construct reliability. According to Joseph F. Hair et al. (2019), a Cronbach's alpha value above 0.7 indicates acceptable reliability. As shown in Table 2, all variables exhibit Cronbach's alpha and composite reliability values above 0.7, confirming their reliability for further analysis. Convergent validity was assessed through factor loading and Average Variance Extracted (AVE). Joseph F. Hair et al. (2019) suggest that factor loadings should exceed 0.7 and AVE should be greater than 0.5 for valid indicators and variables. Table 2 demonstrates that all indicator values meet these criteria, ensuring convergent validity.

Tabel 3. Heterotrait -Monotrait Ratio (HTMT)

	Emotional Experience	Repurchase Intention	Sensory Experience	Social Experience
Emotional Experience	0.763			
Repurchase Intention	0.807	0.753		
Sensory Experience	0.797	0.573	0.857	
Social Experience	0.704	0.752	0.601	0.800

In addition to reliability and convergent validity, discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio of correlations. As suggested by (Henseler et al., 2015) HTMT values below 0.9 indicate empirically distinct constructs. In this study, the HTMT values ranged from 0.573 to 0.857, confirming the discriminant validity of the constructs.
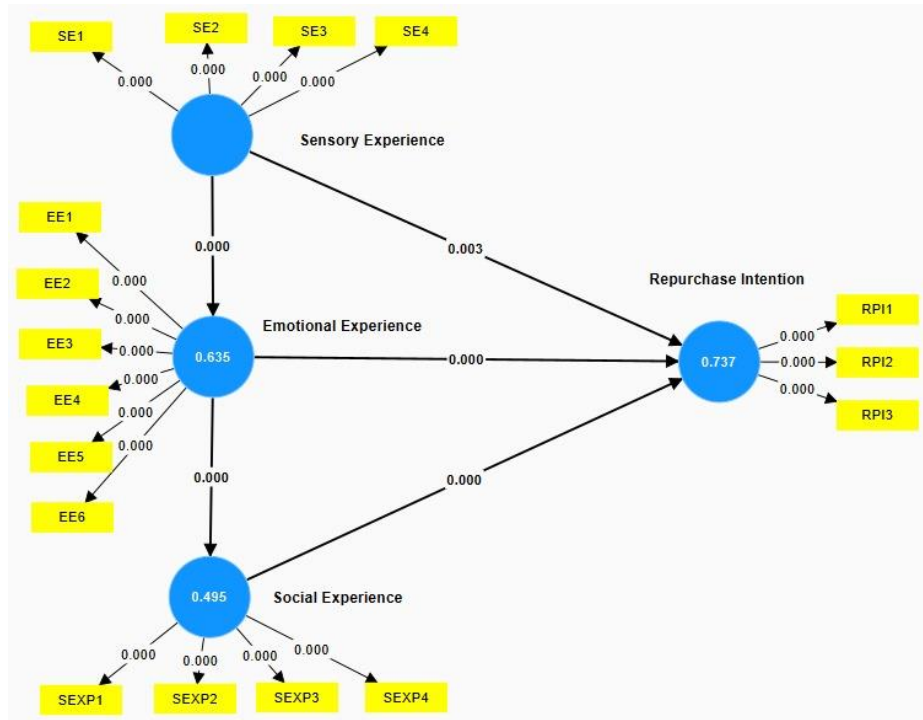
Hypothesis model and main effects

Table 4. Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Sensory Experience -> Repurchase Intention	0.235	0.237	0.086	2.725	0.003
Emotional Experience -> Repurchase Intention	0.724	0.730	0.075	9.670	0.000

Social Experience -> Purchase Intention	0.383	0.378	0.058	6.648	0.000
Emotional Experience -> Social Experience	0.704	0.704	0.044	15.881	0.000
Sensory Experience -> Emotional Experience	0.797	0.795	0.033	23.888	0.000

Based on the data presented in Table 4, several important relationships between customer experience and repurchase intention in the coffee shop industry can be concluded. The first hypothesis (H1), which states that sensory experience has a positive relationship with repurchase intention, is supported by the analysis with a coefficient of 0.235 and a p-value of 0.003 ($p < 0.05$). This indicates that a good sensory experience increases the likelihood of customers returning to the coffee shop. Furthermore, the second hypothesis (H2) regarding the positive relationship between emotional experience and repurchase intention is also significantly supported, with a coefficient of 0.724 and a p-value of 0.000 ($p < 0.01$). This shows that strong emotional experiences play a crucial role in encouraging customers to make repeat purchases. The third hypothesis (H3), which examines the effect of social experience on repurchase intention, is supported by a coefficient of 0.383 and a p-value of 0.000 ($p < 0.01$), suggesting that positive social interactions within the coffee shop environment increase customer loyalty. Additionally, the fourth hypothesis (H4) about the positive relationship between sensory and emotional experiences is strongly significant, with a coefficient of 0.797 and a p-value of 0.000 ($p < 0.01$). This means that sensory stimuli directly enhance the emotional experiences of customers. Lastly, the fifth hypothesis (H5) concerning the influence of emotional experience on social experience also shows significant results, with a coefficient of 0.704 and a p-value of 0.000 ($p < 0.01$), indicating that positive emotional experiences facilitate improved social interactions in the coffee shop. Overall, these findings suggest that the customer experience, sensory, emotional, and social play vital roles in shaping customers' repurchase intentions in the coffee shop industry.

Table 5. Mediation Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Sensory Experience -> Emotional Experience -> Repurchase Intention	0.577	0.580	0.064	8.994	0.000
Emotional Experience -> Social Experience -> Repurchase Intention	0.270	0.266	0.046	5.823	0.000
Sensory Experience -> Emotional Experience -> Social Experience -> Purchase Intention	0.215	0.212	0.041	5.270	0.000
Emotional Experience -> Social Experience -> Purchase Intention	0.270	0.266	0.046	5.823	0.000

Based on the data analysis, all proposed mediation hypotheses in this study were statistically significant. This is indicated by T-statistic values well above the 1.96 threshold and a P-value of 0.000 for all mediation paths, suggesting the relationships are very strong and not coincidental. The findings support the following hypotheses:

H7: Sensory experience positively influences repurchase intention, mediated by emotional experience. The analysis results show that sensory experience has a significant relationship with repurchase intention through the mediating role of emotional experience. This indicates that sensory elements in a coffee shop, such as design, music, and aroma, do not only influence repurchase intention directly but also by evoking positive emotional responses that then encourage consumers to return.

H8: Emotional experience positively influences repurchase intention, mediated by social experience. This finding shows that customers' emotional experiences, such as feelings of comfort or happiness, significantly influence their repurchase intention through social experience. In other words, positive emotions foster better social interactions, and it is this social interaction that strengthens customer loyalty.

H9: Sensory experience influences repurchase intention, mediated sequentially by emotional experience and social experience. This result demonstrates that the pillars of customer experience do not function in isolation but within an interconnected flow. Sensory stimuli create emotional responses, which then encourage social experiences, and ultimately, all of these work together to strengthen the customer's repurchase intention.

Overall, these findings strongly support the proposed conceptual model and affirm that customer experience is a multidimensional and intertwined construct, where one dimension can mediate the relationship between others to drive positive business outcomes, such as repurchase intention.

DISCUSSION

The analysis of the data provided reveals a compelling and interconnected story about the customer experience in the coffee shop industry. The findings confirm that a customer's decision to repurchase is not merely a reaction to a single factor, but rather the result of a holistic and integrated experience. The results clearly show that all three dimensions of customer experience—sensory, emotional, and social—have a direct, positive influence on a customer's intention to return. This is particularly notable for emotional experience, which has the strongest effect. This finding underscores that beyond the physical product, what truly drives loyalty is the feeling a customer has when they interact with a brand. While a pleasant physical environment (sensory) and a sense of community (social) are important, a positive emotional state is the most powerful direct motivator for repeat business. This confirms the industry's shift from a product-centered to an experience-centered economy, where emotional connection is paramount.

The most significant contribution of this research lies in its findings on the mediating relationships among the experience dimensions. The results demonstrate that these pillars do not operate in isolation; instead, they work together in a synergistic, sequential manner.

Sensory to Emotional: The positive effect of a pleasant sensory environment is not a one-step process. The data confirms that a well-designed space—with appealing visuals, pleasant aromas, and comforting sounds—is crucial because it first evokes positive emotional responses. These emotions then act as a bridge, leading to a stronger desire to return. For coffee shop managers, this means the ambiance isn't just a backdrop; it's a strategic tool to generate genuine feelings of happiness and comfort.

Emotional to Social: The positive feelings generated by the emotional experience, in turn, facilitate and enhance the social experience. Customers who feel good are more likely to engage in social interactions, whether with friends or other patrons. This social dimension then solidifies their loyalty. This finding highlights the coffee shop's role as a "third place," where positive emotions foster

a sense of community and belonging, which is a powerful driver of long-term patronage.

The Sequential Journey: The ultimate finding is the sequential mediation from sensory → emotional → social → repurchase intention. This result provides a comprehensive framework for understanding the customer journey. It shows that an exceptional experience is a chain reaction: a positive sensory environment creates positive emotions, which encourages social connection, all of which culminate in a strong intent to repurchase. This research provides a roadmap for businesses to intentionally design each touchpoint to contribute to this cumulative, positive experience. In conclusion, the findings emphasize that success in the competitive coffee shop market requires a holistic strategy. It is not enough to simply offer a high-quality product. To build lasting loyalty and achieve sustainable growth, brands must meticulously craft a layered experience where the sensory environment evokes positive emotions that, in turn, foster meaningful social connections.

CONCLUSION

This study successfully confirms the crucial role of a multidimensional customer experience—encompassing sensory, emotional, and social dimensions—in driving consumer repurchase intention. In summary, the key findings of this study are as follows:

1. Significant Direct Influence: Each dimension of customer experience (sensory, emotional, and social) was found to have a significant and direct positive influence on repurchase intention. This finding reinforces that consumers are no longer motivated solely by product quality, but also by the overall experience they have at a coffee shop.
2. Important Mediating Role: The study provides evidence for significant mediating relationships. Emotional experience was found to mediate the relationship between sensory experience and repurchase intention, while social experience mediated the relationship between emotional experience and repurchase intention.
3. Holistic Causal Model: The most important finding is the confirmation of a sequential mediation relationship, from sensory experience to emotional experience, then to social experience, and finally to repurchase intention. This indicates that the pillars of customer experience do not work in isolation but rather in a mutually reinforcing sequence. A well-designed environment (sensory) can evoke positive emotions, which in turn encourage better social interactions. Cumulatively, this process strengthens customer loyalty and their intent to return.

Overall, this conclusion provides strong empirical validation for the experience economy model within the context of the Indonesian market. For managers and coffee shop industry players, these findings emphasize that business sustainability in a competitive market requires an integrated strategic approach. Investment should be focused not just on the product, but on creating a holistic experience—from sensory to social—to build emotional bonds and long-term loyalty with customers.

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