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THE INFLUENCE OF EXPERIENTIAL MARKETING ON REPURCHASE INTENTION, WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE AND SOCIAL MEDIA MARKETING AS A MODERATING VARIABLE

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ABSTRACT

This study aims to examine and explain the role of customer satisfaction in mediating the effect of experiential marketing on repurchase intention, as well as the role of social media marketing in moderating the effect of experiential marketing on consumers' repurchase intention toward Chupa Chups products. This study employed a causal associative research design using a quantitative approach. The population of this study consisted of consumers of Chupa Chups products in Denpasar City. The sample consisted of 100 respondents selected using a non-probability sampling technique with a purposive sampling approach based on predetermined research criteria. Data were collected through questionnaire distribution and analyzed using descriptive statistics and Partial Least Squares (PLS) inferential analysis with SmartPLS software. The results showed that experiential marketing had a positive and significant effect on repurchase intention and customer satisfaction. Customer satisfaction also had a positive and significant effect on repurchase intention. From the perspectives of Consumer Behavior Theory and Expectation Disconfirmation Theory (EDT), these findings confirm that the positive experiences gained by consumers are able to increase customer satisfaction and encourage repurchase intention. Customer satisfaction was also found to mediate the effect of experiential marketing on repurchase intention, whereas social media marketing was found to moderate the effect of experiential marketing on repurchase intention. These findings indicate that effectively managing consumer experiences and marketing activities through social media is an important aspect of enhancing consumers' repurchase intention.

Keywords: Experiential Marketing, Customer Satisfaction, Social Media Marketing, Repurchase Intention, Consumer Behavior Theory, Expectation Disconfirmation Theory.

1 INTRODUCTION

The growth of social media has become an integral part of consumer activity in Indonesia, influencing how consumers obtain information and interact with brands. Social media usage is also linked to how consumers discover and seek information about a brand. Data from We Are Social (2026) indicates that 37.3 percent of internet users in Indonesia discover brands through social media advertisements, while 32.6 percent do so via comments on social media.

Snack products represent a category that consumers encounter directly in their daily purchasing activities. Beyond the functional benefits they provide, snacks also involve a consumer journey that encompasses discovering, selecting, using, and evaluating the product after purchase. This highlights the importance of focusing on the consumer experience and the relationship between the consumer and the brand when marketing snack products.

Chupa Chups is an international confectionery brand marketed in Indonesia, with a consumer base spanning various age groups. The brand's marketing efforts leverage digital media and social media to reach its audience. One such campaign, targeted at young adults, utilized digital and social media as a core component of its communication strategy—demonstrating that digital channels are an essential part of Chupa Chups' marketing activities.

The unit of analysis in this study consists of consumers of Chupa Chups confectionery—specifically, end users within the Business-to-Consumer (B2C) market. These end users purchase and consume Chupa Chups products for personal use, rather than for resale. The selection of end users as the unit of analysis aligns with the study's objective: to examine consumer repeat-purchase behavior. As direct users, these consumers possess firsthand experience with the product, are exposed to the company's marketing communications, evaluate their satisfaction levels after consumption, and ultimately determine their propensity for repeat purchases. The implementation of this marketing strategy is reflected in the increased sales of Chupa Chups products throughout 2025. Chupa Chups products have been marketed across various regions, including the city of Denpasar, and have received a positive response from customers. Sales data for Chupa Chups shows an upward trend from August to November 2025: volume rose from 616 cartons in August to 716 cartons in September, increased further to 801 cartons in October, and reached 933 cartons in November. This indicates that the marketing strategy employed by the company has been effective in stimulating consumer interest, leading to initial purchases of Chupa Chups products.

Table 1: Chupa Chups Sales Data for the Period of August – November 2025

No.	Month	Sales Volume (Cartons)	Percentage Increase
1	August	616	
2	September	716	16,23 %
3	October	801	11,87 %
4	November	933	16,48 %

Source: Chupa Chups secondary data, 2025

Table 1.2 shows that sales of Chupa Chups products increased each month during the period from August to November 2025. Sales volume rose from 616 cartons in August to 716 cartons in September—an increase of 16.23 percent. Sales continued to grow, reaching 801 cartons in October (an 11.87 percent increase) and 933 cartons in November (a 16.48 percent increase). These figures represent Chupa Chups product sales recorded at large supermarkets in Denpasar City that utilize a membership system; consequently, the identified transactions are limited to those made by registered members. The scope of these sales is restricted to transactions recorded at these specific supermarkets during the observation period and does not represent the total sales of Chupa Chups products across Denpasar City.

Table 2: Chupa Chups Customer Repeat Purchase Data Period August – November 2025

Month	Number of Repeat Purchases	Percentage Decrease (%)
August	1.296	-
September	1.202	7,25
October	1.183	1,58
November	1.088	8,03

Source: Chupa Chups secondary data, 2025

Table 2 shows that the number of repeat purchases by customers declined consistently throughout the period from August to November 2025. Data on repeat purchases were obtained from the transaction records of customers registered as members at a large supermarket in Denpasar, which served as the data source for this study. A customer is categorized as having made a repeat purchase if they have purchased a Chupa Chups product and subsequently purchased the same product again, as indicated by the transaction records in the membership system. The number of repeat purchases was recorded at 1,296 transactions in August, falling to 1,202 transactions in September—a decrease of 7.25 percent. This figure continued to decline to 1,183 transactions in October (a 1.58 percent decrease) and reached 1,088 transactions in November (an 8.03 percent decrease).

Between August and November 2025, the total number of repeat purchases dropped by 208 transactions, representing an overall decline of 16.05 percent. This trend highlights a discrepancy: while sales of Chupa Chups products increased each month, the number of repeat purchases declined consistently. This situation points to a phenomenon regarding customer repeat purchasing that warrants further investigation. This phenomenon serves as a basis for identifying the factors associated with consumer repurchase intention toward Chupa Chups products.

The decline in repeat orders indicates that the company needs to understand the factors influencing consumer repurchase intention for Chupa Chups products. Repurchase intention is a key indicator of a company's success in maintaining consumer loyalty. Consumers who intend to repurchase are more likely to buy the product repeatedly and recommend it to others. Consequently, repurchase intention plays a vital role in ensuring the long-term sustainability of a company's business (Gamalael et al., 2022).

Repurchase intention reflects a consumer's desire to purchase a product again that they have used previously. Companies that fail to sustain consumer repurchase intention risk a decline in customer loyalty. This situation indicates that companies need to gain a deeper understanding of the factors influencing repurchase intention (Saprudin et al., 2025). Experiential marketing is a marketing strategy that seeks to create an emotional experience for consumers in relation to a product. This strategy is designed to provide a memorable experience, ensuring that consumers consider not only the functional benefits of a product but also the experience gained while using it.

Previous research suggests that experiential marketing influences repurchase intention. A study by Syachadi and Widyastuti (2021) found that experiential marketing affects consumer repurchase intention within the restaurant industry. These results indicate that positive experiences provided by a company can strengthen the relationship between the consumer and the brand, thereby encouraging repeat purchases. Similarly, Khoirunnisa and Astini (2021) state that positive experiential marketing contributes to repurchase intention. Conversely, a study by Mailoor, Toar et al. (2021) found that experiential marketing has a negative impact on repurchase intention. Furthermore, research by Suhartapa et al. (2024) found that experiential marketing does not have a significant effect on consumer repurchase intention. These findings contrast with those of Maulidya et al. (2021), who demonstrated that experiential marketing has a significant influence on repurchase intention. These discrepancies in research findings point to an existing research gap that warrants further investigation regarding the impact of experiential marketing on consumer repurchase intention, specifically in the context of Chupa Chups products.

Customer satisfaction is considered a key factor in explaining the formation of repurchase intention, resulting from the positive experiences consumers have while using a product. One of the primary drivers of repurchase intention is the level of satisfaction a customer derives from the product they use. Customer satisfaction arises when the product received aligns with the consumer's expectations. Satisfied consumers tend to develop a stronger relationship with a brand, which in turn increases the likelihood of future repurchases (Sulyati et al., 2020).

Social media marketing acts as a moderating variable in the relationship between experiential marketing and repurchase intention. Discrepancies in research findings regarding the impact of experiential marketing on repurchase intention suggest that the strength of this relationship may vary under certain conditions. The evolution of social media has transformed how companies build relationships with consumers, enabling rapid, extensive, and interactive communication.

Chupa Chups utilizes Instagram, TikTok, and Facebook to disseminate product information, showcase promotional content, and foster interaction with consumers. Content shared via social media may include product details, visuals, promotional activities, and material related to consumers' experiences with the brand. Such activities allow consumers to access information and engage with the brand beyond the scope of direct purchasing experiences. This use of social media makes social media marketing a relevant subject for study in relation to experiential marketing and repurchase intention.

Research findings concerning the impact of social media marketing on repurchase intention remain varied. Studies by Subawa et al. (2020), Fabiola and Rachmawati (2022), and Rizky et al. (2023) indicate that social media marketing has a positive and significant effect on repurchase intention. Conversely, research by Hanaysha et al. (2021), Nathalia and

Indriyanti (2022), and Pakpahan and Prameswari (2022) suggests that social media marketing does not have a significant impact on repurchase intention. These conflicting results indicate that the role of social media marketing in relation to repurchase intention warrants further investigation. This situation serves as the basis for incorporating social media marketing as a moderating variable in this study, aiming to examine whether social media marketing strengthens or weakens the influence of experiential marketing on the repurchase intention for Chupa Chups products. Consumer Behavior Theory posits that consumer behavior encompasses the processes individuals undergo—searching for, selecting, purchasing, using, and evaluating products or services—ultimately leading to the decision to repurchase in order to satisfy their needs and desires. This theory is highly relevant to the present study, as it provides a framework for understanding the phenomenon of repeat purchases of Chupa Chups candy. An increase in sales that is not accompanied by a rise in repeat orders suggests that a consumer's decision to repurchase is influenced not only by the success of the initial sale but also by the experience gained while consuming the product and the evaluation of the company's marketing activities. Experiential marketing shapes the consumer's perception of a product through the experience provided, while social media marketing enables the company to establish communication and interaction with consumers via digital channels. Such experiences and information form the foundation upon which consumers evaluate a product before deciding whether to make a repeat purchase. This relationship aligns with Consumer Behavior Theory, which explains that consumer behavior is shaped by the processes of receiving information, gaining experience, conducting evaluations, and making purchasing decisions (Sudirman et al., 2024).

Expectation Disconfirmation Theory (EDT) posits that customer satisfaction is formed through a comparison between a consumer's pre-purchase expectations and their actual experience after using a product. The satisfaction perceived by the consumer subsequently increases the likelihood of a repurchase intention. This explanation suggests that Expectation Disconfirmation Theory is relevant as a supporting framework for elucidating the relationship between experiential marketing, customer satisfaction, and repurchase intention in this study (Rahayu & Afrilliana, 2021).

Based on these findings from previous research, the hypotheses for this study are as follows.

- H1: Experiential marketing has a positive and significant effect on repurchase intention for Chupa Chups candy products.
- H2: Experiential marketing has a positive and significant effect on customer satisfaction for Chupa Chups candy products.
- H3: Customer satisfaction has a positive and significant effect on repurchase intention for Chupa Chups candy products.
- H4: Customer satisfaction mediates the effect of experiential marketing on repurchase intention for Chupa Chups candy products.
- H5: Social media marketing moderates the effect of experiential marketing on repurchase intention for Chupa Chups candy products.

2 RESEARCH METHODS

The research design employed in this study is quantitative, utilizing a causal-associative approach. The study was conducted in various supermarkets across Denpasar City that sell Chupa Chups candy. This location was selected because Chupa Chups products are readily available and marketed in numerous supermarkets throughout Denpasar. Furthermore, Denpasar City exhibits a high level of consumer activity, which facilitates research into consumer behavior. This setting was chosen to obtain data relevant to the study's objective: examining consumer repurchase intention toward Chupa Chups candy. The scope of this research encompasses the variables of experiential marketing, customer satisfaction, social media marketing, and repurchase intention regarding Chupa Chups products. Experiential marketing serves as the independent variable, repurchase intention as the dependent variable, customer satisfaction as a mediating variable, and social media marketing as a moderating variable. The study population consists of all consumers who have purchased and consumed Chupa Chups candy from supermarkets in Denpasar City; this population was selected because the research focuses on consumer behavior toward Chupa Chups products. A non-probability sampling method was used. According to Hair et al. (2019), the minimum sample size for research employing Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis is five to ten times the number of indicators used. As this study utilizes 17 indicators, the recommended sample size ranges from 85 to 170 respondents. Based on these considerations, this study includes 100 respondents. This sample size meets the requirements for SEM-PLS analysis and is deemed sufficient to represent the characteristics of Chupa Chups consumers in Denpasar City. Data were collected through questionnaires, observation, documentation, and a literature review. The inferential statistical method applied in this study is Partial Least Squares–Structural Equation Modeling (PLS-SEM).

3 RESULT AND DISCUSSION

This study employs inferential statistical analysis using a Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS), processed with SmartPLS software.



Figure 1: Research Structural Model

Source: Processed data, 2026,

The outer loading test results indicate that all indicators in this study have met the criteria for convergent validity. The outer loading value for each indicator exceeds the minimum threshold of 0.70, while all p-values are 0.000—well below the 0.05 threshold. These values demonstrate that each indicator has a strong relationship with the variable it measures.

Table 3: Results of Internal Consistency Reliability Testing

	Cronbach's Alpha	***Composite reliability (rho_c)***
Repurchase intention (Y)	0.871	0.912
Experiential Marketing (X)	0.918	0.938
Customer Satisfaction (M)	0.809	0.886
Social Media Marketing (Z)	0.860	0.896

Source: Data processed, 2026

All constructs—comprising repurchase intention, experiential marketing, customer satisfaction, and social media marketing—demonstrate a high level of reliability. This is evidenced by the Cronbach's Alpha values for each variable, all of which exceed the minimum threshold of 0.70. Specifically, the Cronbach's Alpha values are 0.871 for repurchase intention, 0.918 for experiential marketing, 0.809 for customer satisfaction, and 0.860 for social media marketing, indicating that all constructs possess good internal consistency. These results suggest that the indicators for each variable are capable of measuring the research constructs consistently, confirming that all variables are reliable.

Composite Reliability (CR) testing is employed to assess the consistency of the indicators in measuring each research construct. A construct is considered to have good reliability if its composite reliability value is greater than 0.70. The test results presented in Table 5.8 show that all constructs have composite reliability values above 0.70: 0.912 for repurchase intention, 0.938 for experiential marketing, 0.886 for customer satisfaction, and 0.896 for social media marketing. These values indicate that each construct possesses an excellent level of reliability; therefore, the indicators used are capable of consistently measuring their respective research variables and are suitable for use in the structural model testing phase.

Table 4: Results of the Fornell-Larcker criterion test

Variables	X	M	Y	Z
X	0.868			
M	0.522	0.850		
Y	0.773	0.687	0.849	
Z	0.649	0.711	0.725	0.795

Source: Data processed, 2026

Based on Table 4, the square root of the AVE (√AVE) for each variable is greater than the correlation between that construct and any other construct; therefore, all constructs have passed the discriminant validity test. Furthermore, all variables exhibit HTMT values below 0.90. This indicates that all pairs of variables have achieved discriminant validity.

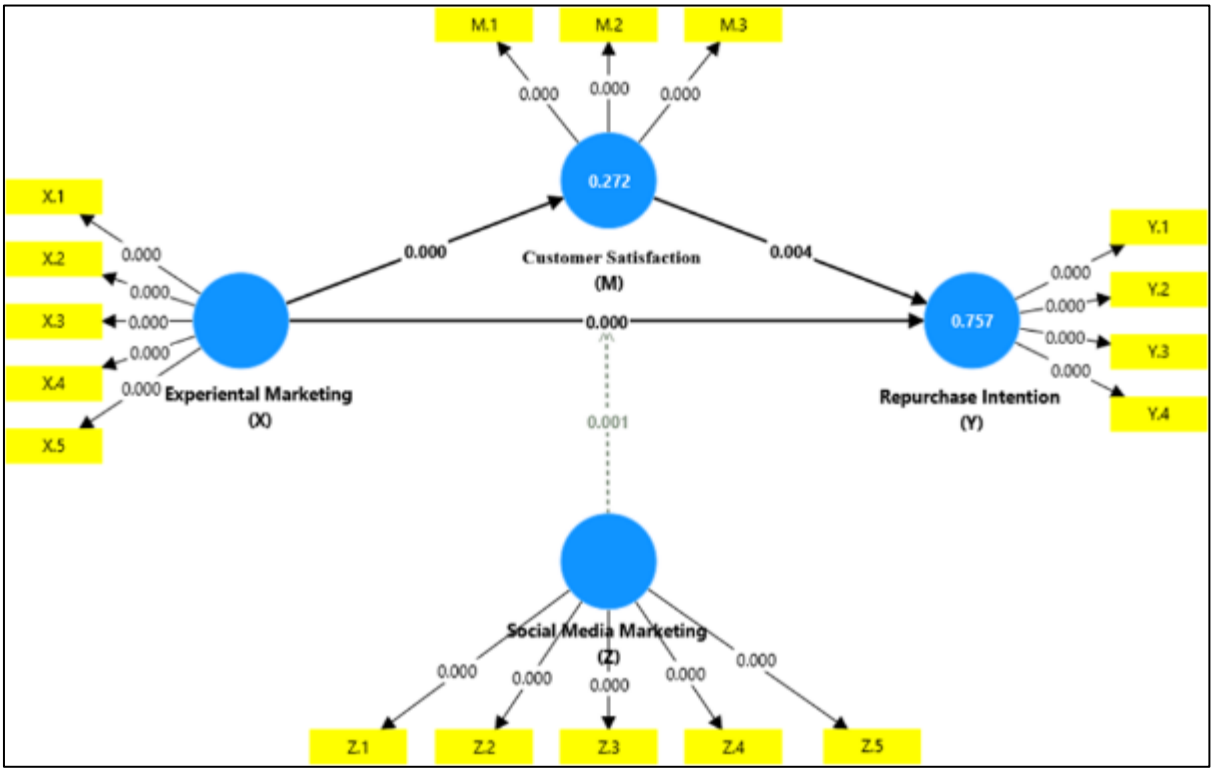


Figure 2: Structural Model (Inner Model) with Bootstrapping

Source: Data processed, 2026

As shown in Figure 2, all p-values are less than 0.05, indicating that every dimension—based on the calculations involving the indicators—has a substantial and significant relationship with its respective latent variable. The indicators in the model reflect the latent variables strongly, allowing the analysis to proceed to the structural model. The inner model is assessed by examining the R-square value, which serves as a goodness-of-fit test for the model. In a PLS model, the R-square can be evaluated by considering its predictive relevance for the model's variables. The R-square measures how well the model reproduces the observed values, as well as the accuracy of its parameter estimates.

Table 5: R-*Square* (R^2)

Variables	*R-square*	*R-square adjusted*
Customer Satisfaction (M)	0.272	0.265
Repurchase intention (Y)	0.757	0.747

Source: Data processed, 2026

Based on Table 5, the R^2 value for the customer satisfaction variable (M) is 0.272, meaning that 27.2 percent of the variation in the customer satisfaction construct can be explained by the experiential marketing variable, while the remaining 72.8 percent is explained by variables outside the research model. The repurchase intention variable (Y) has an R^2 value of 0.757, indicating that 75.7 percent of the variation in the repurchase intention construct can be explained by the variables included in the research model—namely experiential marketing, customer satisfaction, social media marketing, and the interaction between experiential marketing and social media marketing—while the remaining 24.3 percent is explained by variables outside the research model. The adjusted R^2 value for the customer satisfaction variable is 0.265, while for the repurchase intention variable, it is 0.747. These values indicate that, after accounting for the number of predictor variables in the model, experiential marketing explains 26.5 percent of the variation in customer satisfaction, whereas experiential marketing and customer satisfaction together explain 74.7 percent of the variation in repurchase intention.

The calculation results yield a Q^2 value of 0.823. Since this value is greater than 0, it indicates that the research model possesses predictive relevance for the endogenous constructs—namely, customer satisfaction and repurchase intention. A Q^2 value of 0.823 suggests that the model has a high predictive capacity for the endogenous constructs, based on the relationships between the variables included in the research model.

Table 6: Results of Hypothesis Testing for Direct Effects

Hypothesis	**Estimation**	***T statistics***	***P values***	**Information**
Experiential Marketing (X) -> Repurchase intention (Y)	0.422	4.806	0.000	Significant
Experiential Marketing (X) -> Customer Satisfaction (M)	0.522	6.337	0.000	Significant
Customer Satisfaction (M) -> Repurchase intention (Y)	0.276	2.860	0.004	Significant
Social media marketing (Z) -> Repurchase intention (Y)	0.165	1.780	0.075	Significant
Social media marketing (Z) x Experiential Marketing (X) -> Repurchase intention (Y)	-0.150	3.275	0.001	Significant

Source: Data processed, 2026

The path coefficient analysis yielded a value of 0.422, with a p-value of 0.000. A p-value of less than 0.05 indicates that experiential marketing has a positive and significant effect on repurchase intention. These findings suggest that the better the experience consumers gain through experiential marketing, the higher their repurchase intention for Chupa Chups products. This result is consistent with the studies of Lanur et al. (2023), Syachadi and Widyastuti (2021), and Ramli et al. (2023), which also demonstrate that experiential marketing has a positive and significant impact on repurchase intention. These studies explain that positive consumer experiences can increase the inclination to repurchase the same product. Research by Ardianto et al. (2021) further indicates that an enjoyable consumption experience can enhance a consumer's desire to make a repeat purchase. Similarly, a study by Maulana et al. (2024) found that experience-based marketing strategies can boost repurchase intention by fostering positive consumer experiences.

The path coefficient analysis yielded a value of 0.522, with a p-value of 0.000. A p-value of less than 0.05 indicates that experiential marketing has a positive and significant effect on customer satisfaction. These findings suggest that the better the experience consumers have while interacting with Chupa Chups products, the higher their level of customer satisfaction. This result aligns with the studies of Fadlurrahman et al. (2025), Permata et al. (2025), Gusdi (2022), and Baisyir and Quintania (2021), which show that experiential marketing has a positive and significant impact on customer satisfaction. These studies explain that positive consumer experiences can enhance satisfaction with the products being used. Research by Sutanto and Indarwati (2020) indicates that enjoyable experiences can enhance customer satisfaction through positive consumption experiences. Similarly, a study by Rahmasari et al. (2025) finds that experience-based marketing strategies can boost customer satisfaction by fostering positive experiences during product consumption.

The path coefficient analysis yields a value of 0.276, with a p-value of 0.004. A p-value of less than 0.05 indicates that customer satisfaction has a positive and significant effect on repurchase intention. These findings suggest that higher levels of customer satisfaction with Chupa Chups products lead to a greater propensity among customers to make repeat purchases. This result aligns with studies by Hasniati et al. (2021) and Alfiah (2024), which also demonstrate that customer satisfaction has a positive and significant impact on repurchase intention. These studies explain that satisfied consumers are more likely to have the desire to purchase the same product again in the future. Furthermore, research by Kasandi and Fadilah (2025) finds that customer satisfaction enhances consumer trust in a product, thereby encouraging repurchase intention.

Table 7: Results of Hypothesis Testing for Indirect Effects (Mediation)

Variables	Estimation	*T statistics*	*P values*	Information
Experiential Marketing (X) -> Customer Satisfaction (M) -> Repurchase Intention (Y)	0.144	2.648	0.008	Significant

Source: Data processed, 2026

The original sample (O) value of 0.140 indicates that customer satisfaction mediates the effect of experiential marketing on repurchase intention, with a positive relationship. A t-statistic value of 2.648—which exceeds 1.96—along with a p-value of 0.008—which is less than 0.05—demonstrates that this indirect effect is significant. These findings suggest that experiential marketing can enhance repurchase intention both directly and through the improvement of customer satisfaction. Positive experiences gained by customers during their interactions with a product or service boost customer satisfaction, thereby encouraging them to make repeat purchases. This result is consistent with the research of Mahmudah et al. (2025), Lanur et al. (2023), Mailoor et al. (2021), Krishna et al. (2024), Hapsari and Huda (2026), and Pratiwi et al. (2026), all of which indicate that customer satisfaction serves as a mediator for the impact of experiential marketing on repurchase intention. Furthermore, the study by Safitri and Wulansari (2025) shows that emotional experiences provided by a company can increase customer satisfaction, subsequently prompting consumers to make repeat purchases. Overall, the research findings confirm that customer satisfaction mediates the influence of experiential marketing on repurchase intention. This indicates that the mediating role of customer satisfaction falls into the category of complementary partial mediation.

Table 8: Results of Hypothesis Testing for the Moderating Effect

Variable	Estimation	*T statistics*	*P values*	Information
Social media marketing (Z) -> *Repurchase intention* (Y)	0.165	1.780	0.075	Significant
Social media marketing (Z) x *Experiental Marketing* (X) -> *Repurchase intention* (Y)	-0.150	3.275	0.001	Significant

Source: Data processed, 2026

The t-statistic for the interaction effect between social media marketing and experiential marketing on repurchase intention is 3.275—which is greater than 1.96—and the p-value is 0.001—which is less than 0.05—indicating that this moderating effect is significant. These results demonstrate that social media marketing moderates the impact of experiential marketing on repurchase intention. The original sample (O) value of -0.150 indicates a negative moderating effect, meaning that higher levels of social media marketing weaken the influence of experiential marketing on repurchase intention. Experiential marketing shapes consumer experience through the sensations felt while interacting with a product, whereas social media marketing functions to convey information and marketing communications via social media platforms. Direct experience with a product can serve as a foundation for consumers to form an intention to repurchase. Increased social media marketing introduces information and marketing communications through social media as an additional source of information, beyond the direct experience with the product. The presence of this additional information means that the direct experience formed through experiential marketing is no longer the sole basis upon which consumers consider a repeat purchase. Consequently, the influence of experiential marketing on repurchase intention becomes relatively weaker as the level of social media marketing increases.

The analysis indicates that paths p1, p2, and p3 are significant and exhibit a positive (aligned) direction of influence; therefore, the type of mediation occurring is "complementary partial mediation." Since all paths—p1, p2, and p3—are positive and significant, it can be concluded that customer satisfaction acts as a mediator for the influence of experiential marketing on repurchase intention through complementary partial mediation.

The analysis further shows that the direct effect of social media marketing on repurchase intention is not significant, as the significance value of 0.075 exceeds the 0.05 threshold. Conversely, the interaction effect between social media marketing and experiential marketing on repurchase intention is significant, with a p-value of 0.001 (which is less than 0.05). The interaction coefficient of -0.150 indicates that social media marketing weakens the influence of experiential marketing on repurchase intention. Based on the classification by Solimun et al. (2017:87), a scenario in which the direct effect of a moderator variable on a dependent variable is non-significant, while the interaction effect between the moderator variable and the independent variable on the dependent variable is significant, is categorized as "pure moderation." These results indicate that social media marketing functions as a variable that alters the strength of the

relationship between experiential marketing and repurchase intention, without exerting a significant direct influence on repurchase intention itself.

The findings of this study align with those of Akbarina et al. (2024), which suggest that social media marketing can serve as a moderating variable within the relationships between marketing variables. Research by Wijaya et al. (2023) as well as Khoirunnisa and Astini (2021) also highlights the links between experiential marketing, social media marketing, and repurchase intention. This study differs, however, regarding the direction of the moderation effect, as social media marketing was found to weaken the influence of experiential marketing on repurchase intention. This discrepancy suggests that the role of social media marketing as a moderator can yield different directions of influence, depending on the characteristics of the product, the consumers, and the research context.

4 CONCLUSIONS

The research findings indicate that experiential marketing has a positive and significant effect on the repurchase intention for Chupa Chups products. Experiential marketing also has a positive and significant impact on customer satisfaction with Chupa Chups products, while customer satisfaction, in turn, has a positive and significant effect on repurchase intention. Customer satisfaction acts as a mediator for the influence of experiential marketing on the repurchase intention for Chupa Chups products, specifically through "complementary partial mediation." Social media marketing moderates the relationship between experiential marketing and repurchase intention, functioning as "pure moderation." The negative sign of the interaction coefficient indicates that social media marketing weakens the influence of experiential marketing on repurchase intention.

RECOMMENDATIONS

It is recommended that Chupa Chups strengthen its product advantages through flavor innovation, product development, and more attractive packaging designs, thereby increasing consumer preference for Chupa Chups over competing candy brands. Future research should consider incorporating additional variables—such as brand image, product quality, perceived value, electronic word of mouth, or promotions—that may influence repurchase intention, providing a more comprehensive understanding of the factors at play. Furthermore, future studies could broaden their scope by including different research subjects, geographical areas, or respondent profiles, which would enhance the generalizability of the findings.

STATEMENTS ON COMPLIANCE WITH ETHICAL STANDARDS

Disclosure of conflict of interest

The authors declare no conflicts of interest regarding this manuscript.

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