

Unpacking Brand Experience: The Influence of Sensory, Affective, Intellectual, and Behavioral Experiences on Repurchase Intention

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Abstract

This study examines the influence of brand experience, sensory experience, affective experience, intellectual experience, and behavioral experience on repurchase intention. A quantitative explanatory research design was employed using questionnaire data from 30 respondents. Data were analyzed using multiple linear regression, partial t-tests, simultaneous F-tests, and the coefficient of determination. The findings indicate that brand experience, sensory experience, affective experience, intellectual experience, and behavioral experience each have a positive and significant influence on repurchase intention. Simultaneously, the five variables significantly influence repurchase intention, with an R^2 value of 0.740, indicating that 74.0% of its variation is explained by the model. These findings highlight the importance of multidimensional consumer experiences in shaping post-purchase behavioral intentions. The study contributes to understanding how sensory, emotional, cognitive, and behavioral experiences collectively support repurchase intention and provides practical implications for strengthening consumer experience management.

Keywords

Brand Experience; Sensory Experience; Affective Experience; Intellectual Experience; Behavioral Experience; Repurchase Intention

1. Introduction

The development of urbanization, mobility, and the density of community activities have driven changes in consumption patterns, including in the fulfillment of food needs. Time constraints make consumers increasingly choose practical and economical out-of-home food services (Wertheim-Heck & Raneri, 2020). At the same time, food consumption is no longer solely oriented toward fulfilling functional needs, but also relates to satisfaction, pleasure, and the symbolic value obtained during the consumption process (Batat et al., 2019). This condition encourages restaurant businesses to not only offer quality products but also create experiences that can provide value to consumers.

The characteristics of restaurants that combine physical products and service delivery cause consumer experiences to be formed through various interaction points, including product quality, service, physical environment, and ambiance (Yrjölä et al., 2019). In the Japanese restaurant industry, competition also develops through menu variations and experiences offered to consumers. Japanese cuisine has its own market share in the Indonesian culinary industry

(Ernawati et al., 2019), while the growth of Japanese restaurants is supported by the increasing public interest in the flavors and culinary experiences offered (Lusiana et al., 2022). In such conditions, the ability to create different experiences becomes important to maintain relationships with consumers and encourage repeat purchases.

One of the concepts that explain consumer experience is brand experience, which is a subjective response in the form of sensations, feelings, cognition, and behavioral responses that arise from various stimuli related to the brand (Pina & Dias, 2021). This experience can be formed when consumers seek information, interact, purchase, receive services, and consume products or services (Nayeem et al., 2019). The experiential approach places consumers at the center of marketing activities through the stimulation of the senses, emotions, and cognitive processes, thereby creating memorable experiences (Urdea et al., 2021). Brand experience encompasses four main dimensions, namely sensory experience, affective experience, intellectual experience, and behavioral experience, which represent the sensory, emotional, cognitive, and behavioral responses of consumers (Pina & Dias, 2021).

Subsequent brand experiences can influence consumer behavior after purchase, including repurchase intention. Repurchase intention is the tendency of consumers to make a repeat purchase based on their previous consumption experience and the benefits they obtained (Fitri & Barusman, 2025). Consumers do not only consider the fulfillment of functional needs but also the emotional and psychological experiences during their interaction with the brand (Williams et al., 2022). Previous research has shown that brand experience is positively related to satisfaction and repurchase intention (Manzoor et al., 2022), while brand experience can be formed at various stages of brand search, selection, and consumption (Zha et al., 2020).

Nevertheless, empirical findings regarding the relationship between brand experience and repurchase intention have not been entirely consistent. Manzoor et al. (2022) and Mnqanqeni & Shava (2023) found a significant influence of experience on repurchase intention, while Lattifia et al. (2025) found that brand experience does not affect repurchase intention. The differences in findings indicate the need to examine brand experience in more detail through the dimensions of sensory, affective, intellectual, and behavioral experiences. Therefore, this study aims to analyze the influence of these four dimensions on repurchase intention. Theoretically, this research expands the understanding of the multidimensional role of brand experience in post-purchase behavior, while practically providing a foundation for business managers to design consumer experiences that support repurchase.

2. Literature Review

2.1 Brand Experience

Brand experience is the consumer's response in the form of sensations, feelings, cognition, and behaviors that arise from various stimuli related to the brand, such as design, identity, communication, packaging, environment, and interactions

during information search, purchase, service, and consumption (Barreto et al., 2019). These experiences can be formed directly or indirectly through product use, advertisements, online media, visual identity, and various other touchpoints (Motta-Filho, 2021). Thus, brand experience not only provides functional benefits but also shapes emotional and psychological value for consumers (Pina & Dias, 2021).

Brand experience can influence consumer responses after consumption, including the tendency to make repeat purchases. Manzoor et al. (2022) and Mnqanqeni & Shava (2023) found that brand experience significantly affects repurchase intention, while Mostafa & Kasamani (2021) showed a positive influence of brand experience on brand loyalty. Conversely, Lattifia et al. (2025) did not find an influence of brand experience on repurchase intention. These differences indicate the need to examine brand experience through more specific dimensions.

2.2 Sensory Experience

Sensory experience is an experience formed through the stimulation of the five senses when consumers interact with a brand (Zha et al., 2022). Gao & Lan (2020) explain that sensory experience arises when a brand creates impressions through sight, hearing, smell, taste, and touch. The stimulus can originate from product characteristics, visual identity, packaging, physical environment, and ambiance during the consumption process.

Sensory experience can shape a positive response after consumption. Irsyadi & Putra (2024) found that sense experience affects repurchase interest, while Meeprom & Kokkhangplu (2025) showed that the sense dimension has a positive and significant impact on repurchase intention. These findings indicate that sensory stimuli may be related to consumers' tendency to make repeat purchases.

2.3 Affective Experience

Affective experience is related to the feelings, emotions, and sentiments that arise when consumers interact with a brand (Kuuru et al., 2020). This experience shows that consumer interaction with a brand not only involves a rational process but also an emotional response that can shape attitudes and behaviors after consumption.

Gunawan & K. (2025) found that the feeling dimension has a positive and significant effect on repurchase intention. Additionally, Mostafa & Kasamani (2021) found a relationship between brand experience and brand affect, as well as the influence of brand affect on brand trust and repurchase intention. These findings provide a basis that emotional experiences can play a role in shaping repurchase intentions.

2.4 Intellectual Experience

Intellectual experience is an experience related to cognitive stimulation that encourages consumers to think, evaluate, or interpret the stimuli provided by the brand (Barreto et al., 2019). This experience positions consumers as parties who actively process information and stimuli while interacting with the brand.

Cuong (2020) found that intellectual experience, along with other dimensions of experience, positively influences attitudinal loyalty and behavioral loyalty. Li (2018) also showed that brand experience that includes intellectual dimensions can motivate revisit intention and purchase intention. These findings indicate that cognitive stimulation may be related to consumer responses after consumption.

2.5 Behavioral Experience

Behavioral experience is an experience related to actions or changes in consumer behavior as a result of interaction with a brand (Plotkina & Rabeson, 2022). According to Al-Abdallah & Ababakr (2023), behavioral experience arises when a brand encourages consumers to do something or change their behavior as a result of the experience gained.

Cuong (2020) found that behavioral experience has a positive effect on attitudinal loyalty and behavioral loyalty. In line with that Cui et al. (2025) showed that the action dimension has a positive and significant effect on repurchase intention. This indicates that behavioral involvement in consumer experiences can be related to the tendency to maintain relationships with brands and make repeat purchases.

2.6 Repurchase Intention

Repurchase intention is the tendency of consumers to make a repeat purchase based on previous consumption experiences (Lena Ellitan, 2024). Meanwhile, purchase intention is the tendency or desire of consumers to purchase a product or service after considering the information and evaluation they have (Barusman & Suryana, 2026). Kountur et al. (2024) explain that previous purchase experiences can influence subsequent purchases; a satisfying experience can increase the tendency for repurchase. Thus, repurchase intention is one form of consumer response after evaluating the experience of using a product or service.

Repurchase intention can be reflected through the tendency to revisit, remain interested, consider the brand compared to competitors, recommend, and seek information (Rachbini et al., 2021). Research by Yasri et al. (2020) and Safari et al. (2024) shows an influence of experience on repurchase intention, while Lattifia et al. (2025) obtained different results. The difference in findings serves as the basis for testing brand experience based on sensory, affective, intellectual, and behavioral dimensions.

2.7 Conceptual Framework and Hypotheses

Based on theoretical studies and previous research, this study examines the influence of brand experience, sensory experience, affective experience, intellectual experience, and behavioral experience on repurchase intention, both partially and simultaneously.

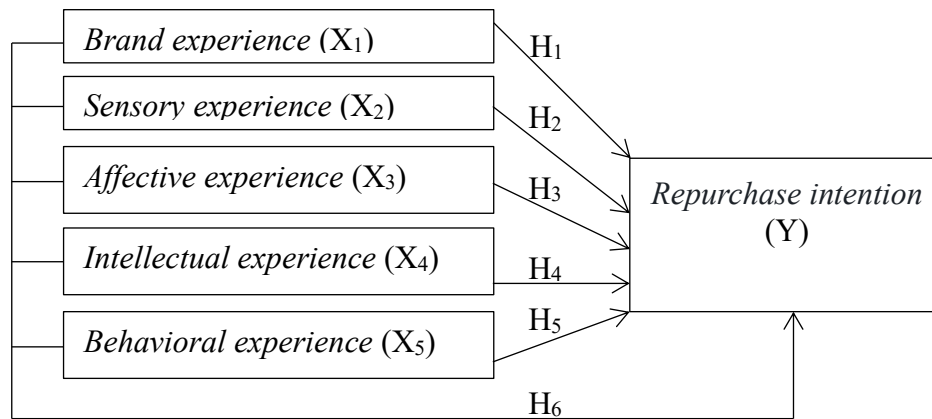


Figure 2. Research Framework

Source: Data Processed, 2026

The research hypotheses are formulated as follows:

H1: Brand Experience affects Repurchase Intention.

H2: Sensory Experience affects Repurchase Intention.

H3: Affective Experience affects Repurchase Intention.

H4: Intellectual Experience affects Repurchase Intention.

H5: Behavioral Experience affects Repurchase Intention.

H6: Brand Experience, Sensory Experience, Affective Experience, Intellectual Experience, and Behavioral Experience simultaneously affect Repurchase Intention.

3. Method

3.1 Research Design

This research uses a quantitative approach with an explanatory research design to analyze the causal relationship between brand experience, sensory experience, affective experience, intellectual experience, and behavioral experience on repurchase intention. This design is used to explain the relationships between variables and empirically test the influence of independent variables on the dependent variable (Alford & Teater, 2025).

The research was conducted at Ichiban Sushi in Bandar Lampung City. The object was chosen because it is relevant to the research objectives, namely to examine how consumer experiences formed through various dimensions of brand experience relate to the tendency to make repeat purchases. Thus, the research object provides an appropriate context to test the relationship between consumer experience and repurchase intention.

3.2 Participants / Sample

The research population consists of individuals who have visited Ichiban Sushi, with the accessible population limited to postgraduate students of the University of Bandar Lampung who have visited the research object. The sample was determined using purposive random sampling techniques based on the established criteria. The number of samples used in this study is 30 respondents.

Respondents must meet three criteria, namely being over 17 years old, having visited Ichiban Sushi, and being willing to participate as research respondents. These criteria are used to ensure that respondents have direct experience with the research object, enabling them to provide assessments of brand experience and repurchase tendencies.

3.3 Data Collection

Research data is data obtained through questionnaires as a data collection instrument. The questionnaire is structured in the form of closed-ended questions, meaning each question provides alternative answers that can be chosen by the respondents. Variable measurement uses a Likert scale to obtain respondents' assessments of each statement related to the research variable.

The research instrument includes brand experience, sensory experience, affective experience, intellectual experience, behavioral experience, and repurchase intention. Brand experience is measured through product experience, shopping and service experience, and consumption experience, while repurchase intention is measured through indicators such as returning visits, continued interest in visiting, consideration of competitors, recommendations, and information seeking. The indicators for each dimension of experience refer to the sources used in the research.

3.4 Data Analysis

Data were analyzed using multiple linear regression to examine the influence of brand experience, sensory experience, affective experience, intellectual experience, and behavioral experience on repurchase intention. The regression model used is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Explanation: Y = repurchase intention; X₁ = brand experience; X₂ = sensory experience; X₃ = affective experience; X₄ = intellectual experience; X₅ = behavioral experience; a = constant; b₁–b₅ = regression coefficients; and e = disturbance term.

Hypothesis testing is conducted through the t-test to determine the partial effect of each independent variable and the F-test to determine the simultaneous effect of all independent variables on repurchase intention. Decision-making is conducted at a significance level of 5%, while the coefficient of determination (R²) is used to determine the model's ability to explain the variation in repurchase intention.

3.5 Ethical Considerations

The research involves respondents who meet the research criteria and are willing to participate in filling out the questionnaire. Respondent participation is voluntary, and the data collected is used for research purposes. Based on Chapter III of the thesis, there is no information regarding formal ethical approval or an ethics approval number, so this information is not stated in the article.

4. Results

4.1 Respondent Characteristics

The characteristics of the respondents in this study are presented based on age and gender. The respondents are postgraduate students from the University of Bandar Lampung who have visited Ichiban Sushi. The distribution of the respondents' characteristics is presented in Table 1.

Table 1. Respondent Characteristics		
Characteristics	Frequency	Percentage (%)
Age		
20–30 years	5	16.7
31–40 years	10	33.3
41–50 years	8	26.7
51–60 years	7	23.3
Gender		
Male	11	36.7
Female	19	63.3
Total	30	100.0

Source: Data Processed, 2026

Based on Table 1, the majority of respondents are in the age group of 31–40 years, with 10 people (33.3%), while based on gender, the respondents are predominantly female, with 19 people (63.3%).

4.2 Validity and Reliability Results

4.2.1 Validity Test

The validity test is conducted to ensure that each indicator is capable of adequately measuring the research construct. The testing was conducted using SPSS for Windows with the criteria of KMO value > 0.50, anti-image > 0.50, and factor loading > 0.50. The results of the validity test are presented in Table 2.

Table 2. Validity Test Results				
Variable	Item	KMO	Factor Loading	Decision
Brand Experience (X1)	X1.1	0.814	0.815	Valid
	X1.2		0.904	Valid
	X1.3		0.856	Valid
Sensory Experience (X2)	X2.1	0.843	0.917	Valid
	X2.2		0.858	Valid
Affective Experience (X3)	X3.1	0.794	0.835	Valid
	X3.2		0.901	Valid
	X3.3		0.831	Valid

Variable	Item	KMO	Factor Loading	Decision
Intellectual Experience (X4)	X3.4		0.834	Valid
	X3.5		0.683	Valid
	X4.1	0.697	0.857	Valid
	X4.2		0.578	Valid
	X4.3		0.568	Valid
Behavioral Experience (X5)	X5.1	0.625	0.577	Valid
	X5.2		0.507	Valid
Repurchase Intention (Y)	Y1	0.755	0.529	Valid
	Y2		0.518	Valid
	Y3		0.585	Valid
	Y4		0.542	Valid

Source: Data Processed, 2026

Based on Table 2, all constructs have KMO values above 0.50 and all indicators have factor loadings above 0.50. Therefore, all indicators meet the validity criteria used in the research and can proceed to the next testing stage.

4.2.2 Reliability Test

Reliability testing is conducted to determine the consistency of the research instrument. Based on the criteria used in the thesis, the instrument is declared reliable if the Cronbach's Alpha value is greater than 0.60 and the Cronbach's Alpha if Item Deleted value does not indicate the need to delete any indicators. The test results are presented in Table 3.

Table 3. Reliability Test Results

Variable	Item	Cronbach's Alpha	Cronbach's Alpha if Item Deleted	Decision
Brand Experience (X1)	X1.1	0.816	0.856	Reliable
	X1.2	0.829	—	Reliable
	X1.3	0.832	—	Reliable
Sensory Experience (X2)	X2.1	0.870	0.849	Reliable
	X2.2	0.837	—	Reliable
Affective Experience (X3)	X3.1	0.787	0.854	Reliable
	X3.2	0.846	—	Reliable
	X3.3	0.873	—	Reliable
	X3.4	0.841	—	Reliable
	X3.5	0.874	—	Reliable

Variable	Item	Cronbach's Alpha	Cronbach's Alpha if Item Deleted	Decision
Intellectual Experience (X4)	X4.1	0.701	0.857	Reliable
	X4.2	0.821	—	Reliable
	X4.3	0.834	—	Reliable
Behavioral Experience (X5)	X5.1	0.642	0.833	Reliable
	X5.2	0.829	—	Reliable
Repurchase Intention (Y)	Y1	0.768	0.817	Reliable
	Y2	0.833	—	Reliable
	Y3	0.795	—	Reliable
	Y4	0.818	—	Reliable

Source: Data Processed, 2026

Based on Table 3, all indicators have a Cronbach's Alpha value above 0.60, thus meeting the reliability criteria set in the study. Thus, all instruments are declared reliable and can be used for multiple linear regression analysis.

4.3 Descriptive Analysis

Descriptive analysis is used to describe the tendency of respondents' assessments toward brand experience, sensory experience, affective experience, intellectual experience, behavioral experience, and repurchase intention. Score interpretation uses the interval 20.00–35.99 for the very poor category, 36.00–51.99 for the poor category, 52.00–67.99 for the moderate category, 68.00–83.99 for the good category, and 84.00–100.00 for the very good category.

Table 4. Descriptive Analysis of Research Variables

Variable	Indicator	Actual Score	Percentage (%)	Category
Brand Experience	Product experience	122	81.3	Good
	Shopping and service experience	114	76.0	Good
	Consumption experience	122	81.3	Good
	Average	119	80.0	Good
Sensory Experience	Sensory impression	96	64.0	Moderate
	Sensory attractiveness	106	70.7	Good
	Average	101	67.0	Moderate
Affective Experience	Feelings and sentiments	128	85.3	Good
	Emotional connection	112	74.7	Good

Variable	Indicator	Actual Score	Percentage (%)	Category
Intellectual Experience	Emotional brand	134	89.3	Good
	Physical and behavioral involvement	122	81.3	Good
	Physical experience	93	62.0	Good
	Average	118	79.0	Good
	Action orientation	83	55.3	Moderate
	Cognitive engagement	66	44.0	Not Good
	Thinking stimulation	89	59.3	Moderate
	Average	79	53.0	Moderate
	Curiosity stimulation	61	40.7	Not Good
	Problem-solving stimulation	71	47.3	Not Good
Behavioral Experience	Average	66	44.0	Not Good
	Revisit intention	129	86.0	Good
Repurchase Intention	Intention despite price increase	124	82.7	Good
	Intention despite competitors' offers	128	85.3	Good
	Recommendation intention	112	74.7	Good
	Average	123	82.0	Good

Source: Data Processed, 2026

Based on Table 4, brand experience received an average score of 80% and falls into the good category. Sensory experience received 67% and falls into the moderate category, while affective experience received 79% and falls into the good category. Next, intellectual experience received 53% with a moderate category, while behavioral experience had the lowest score, 44%, which falls into the poor category.

Meanwhile, the repurchase intention received an average score of 82% and falls into the good category. The indicator with the highest percentage is the desire to visit again at 86.0%, while the recommendation indicator received a score of 74.7%. These results indicate variation in respondents' assessments across each dimension of experience and repurchase intention.

4.4 Quantitative Analysis

Quantitative analysis was conducted to examine the influence of brand experience, sensory experience, affective experience, intellectual experience, and behavioral experience on repurchase intention. The analysis uses multiple linear regression with the help of IBM SPSS Statistics version 25. Hypothesis testing is conducted partially through the t-test and simultaneously through the F-test, while the model's ability to explain the variation in repurchase intention is evaluated using the coefficient of determination (R^2).

4.4.1 Multiple Linear Regression

The results of the multiple linear regression analysis show the relationship between five independent variables and repurchase intention. The estimated regression coefficients are presented in Table 5.

Table 5. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	3.805	1.334	—	4.853	0.005
Brand Experience	0.584	0.245	0.416	5.254	0.021
Sensory Experience	0.948	0.140	0.490	6.774	0.000
Affective Experience	0.248	0.040	0.450	6.217	0.000
Intellectual Experience	0.392	0.070	0.370	3.302	0.019
Behavioral Experience	0.286	0.081	0.123	2.298	0.024

Note: Dependent variable = Repurchase Intention.

Source: Data Processed, 2026

Based on the regression results, the obtained model equation is:

$$Y = 3.805 + 0.584X_1 + 0.948X_2 + 0.248X_3 + 0.392X_4 + 0.286X_5$$

With Y as repurchase intention, X₁ as brand experience, X₂ as sensory experience, X₃ as affective experience, X₄ as intellectual experience, and X₅ as behavioral experience. Based on the reported regression coefficients, all independent variables have a positive coefficient toward repurchase intention.

4.4.2 Partial Significance Test

The t-test is used to examine the influence of each independent variable on repurchase intention at a 5% significance level. With 30 respondents and five independent variables, the degrees of freedom used are 24, and the reported t-table value is 1.71.

Table 6. Partial Significance Test

Hypothesis	t-value	t-table	Sig.	Decision
H1: Brand Experience → Repurchase Intention	5.254	1.71	0.021	Supported
H2: Sensory Experience → Repurchase Intention	6.774	1.71	0.000	Supported
H3: Affective Experience → Repurchase Intention	6.217	1.71	0.000	Supported

Hypothesis	t-value	t-table	Sig.	Decision
H4: Intellectual Experience → Repurchase Intention	3.302	1.71	0.019	Supported
H5: Behavioral Experience → Repurchase Intention	2.298	1.71	0.024	Supported

Source: Data Processed, 2026

The test results show that all five partial hypotheses are supported based on the reported significance values being below 0.05 and the reported t-values being greater than the t-table. Brand experience has a t-value of 5.254 with a significance of 0.021. Sensory experience has a t-value of 6.774 with a significance of 0.000, while affective experience has a t-value of 6.217 with a significance of 0.000. Next, intellectual experience has a t-value of 3.302 with a significance of 0.019, and behavioral experience has a t-value of 2.298 with a significance of 0.024.

Thus, based on the results reported in the research source, H1, H2, H3, H4, and H5 are supported, indicating a positive and significant relationship between each experience variable and repurchase intention.

4.4.3 Simultaneous Significance Test

The F-test is used to determine the simultaneous effect of the five independent variables on repurchase intention. The test results reported in the study are presented in Table 7.

Table 7. Simultaneous Significance Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	511.210	5	127.802	64.780	0.000
Residual	179.530	25	1.973	—	—
Total	690.740	29	—	—	—

Note: Dependent variable = Repurchase Intention.

Predictors = Brand Experience, Sensory Experience, Affective Experience, Intellectual Experience, and Behavioral Experience.

Source: Data Processed, 2026

Based on the reported results, an F value of 64.780 with a significance of 0.000 indicates that brand experience, sensory experience, affective experience, intellectual experience, and behavioral experience are simultaneously significantly related to repurchase intention. Thus, H6 is supported based on the reported simultaneous testing results.

4.4.4 Coefficient of Determination

The coefficient of determination is used to identify the proportion of variation in repurchase intention that can be explained by the independent variables in the model.

Table 8. oefficient of Determination

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.860	0.740	0.729
			1.40458

Note: Predictors reported in the source include Sensory Experience, Affective Experience, Intellectual Experience, and Behavioral Experience.

Source: Data Processed, 2026

The R value of 0.860 indicates the reported relationship between the variables in the model and repurchase intention. The R^2 value of 0.740 indicates that 74.0% of the variation in repurchase intention is explained by the independent variables in the model, while the remaining 26.0% is related to other factors not included in the research model.

5. Discussion

Brand experience has a positive and significant impact on repurchase intention. These findings indicate that positive experiences formed through consumer interactions with the brand can create strong and memorable impressions, thereby encouraging the tendency to make repeat purchases. This is in line with Manzoor et al. (2022) and Mnqanqeni & Shava (2023) found a significant influence of brand experience on repurchase intention, and Mostafa & Kasamani (2021) showed that brand experience can encourage revisit and purchase intentions. These findings reinforce the view that brand experience encompasses consumer responses to various brand stimuli and can serve as the foundation for post-purchase behavior formation.

Sensory experience has a positive and significant impact on repurchase intention. These results indicate that experiences formed through sensory stimuli during interactions with the brand can create pleasant and memorable impressions, thereby supporting consumers' tendency to repurchase. These findings are in line with Meeprom & Kokkhangplu (2025) which show that the sensory dimension in consumer experience is positively and significantly related to repurchase intention. Practically, these findings indicate that managing elements that consumers can directly perceive is an important part of creating an experience that supports repeat purchases.

Affective experience has a positive and significant impact on repurchase intention. These findings indicate that positive feelings and emotional attachment formed during interactions with the brand can strengthen consumers' tendency to make repeat purchases. These results are consistent with Gunawan & K. (2025) who found that the feeling dimension significantly influences repurchase intention, and with Mostafa & Kasamani (2021) who linked brand experience with brand affect, brand trust, and repurchase intention. These findings affirm that the decision to repurchase is not only related to functional evaluation but also to the emotional experience obtained by consumers.

Intellectual experience has a positive and significant impact on repurchase intention. The results indicate that consumers' cognitive engagement in interacting with the brand also shapes the tendency to make repeat purchases. This finding is consistent with Cuong (2020) who found a positive relationship

between intellectual experience and consumer loyalty. Academically, this finding shows that brand experience is not only formed through sensations and emotions but also through the thinking process and cognitive engagement of consumers.

Behavioral experience has a positive and significant impact on repurchase intention. These findings indicate that consumer engagement through actions and behavioral responses during interactions with the brand is related to the tendency to make repeat purchases. These results are consistent with Cui et al. (2025) who found that the action dimension influences repurchase intention, and Cuong (2020) who showed a positive relationship between behavioral experience and consumer loyalty. These findings indicate that consumer experience does not stop at what is felt or thought, but also includes behavioral engagement that can support the formation of sustainable relationships with the brand.

Overall, the five experience variables in this study have a positive and significant effect on repurchase intention, both partially and simultaneously. The R^2 value of 0.740 indicates that 74.0% of the variation in repurchase intention can be explained by the variables in the model, while the remaining 26.0% is related to other factors outside the study. These findings contribute academically by reinforcing the perspective that brand experience is a multidimensional construct encompassing sensory, affective, intellectual, and behavioral aspects in shaping post-purchase responses. Practically, the research findings highlight the importance of comprehensive and consistent management of consumer experiences as part of efforts to encourage repeat purchases.

6. Conclusion

This study finds that brand experience, sensory experience, affective experience, intellectual experience, and behavioral experience each have a positive and significant influence on repurchase intention, both individually and simultaneously. The model explains 74.0% of the variation in repurchase intention, highlighting the relevance of multidimensional brand experience in understanding consumers' post-purchase responses. The findings contribute to the literature by reinforcing the role of sensory, emotional, cognitive, and behavioral experiences in shaping repurchase intention, while practically emphasizing the importance of managing consumer experience and service quality consistently.

This study is limited by its sample of 30 respondents and its specific research context, which may limit generalization. Future research may involve larger and more diverse samples and incorporate additional factors that may explain repurchase intention beyond those examined in this study.

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Data Availability Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request. Due to privacy and confidentiality considerations concerning the respondents, the dataset is not publicly available.

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