

# The Role of Shopping Experience in Mediating the Relationship between Sensory Marketing and Customer Satisfaction: Evidence from Gajua Kopi V1

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## Abstract

This study examines the role of sensory marketing in shaping customer satisfaction, with the shopping experience serving as a mediating mechanism in a coffee shop context. As competition in the café industry increasingly relies on experiential value, understanding how sensory stimuli translate into customer satisfaction becomes essential. Using a quantitative explanatory approach, data were collected from 160 visitors of Gajua Kopi V1 through structured questionnaires and analyzed using multiple regression and mediation analysis. The findings reveal that sensory marketing exerts a significant direct influence on customer satisfaction, indicating that sensory stimuli function as immediate value signals perceived by customers during consumption. In addition, sensory marketing significantly enhances the shopping experience, thereby positively affecting customer satisfaction. The mediation analysis confirms that shopping experience partially mediates the relationship between sensory marketing and customer satisfaction, suggesting that sensory stimuli influence satisfaction both directly and indirectly through experiential consolidation. These results highlight that customer satisfaction is not solely determined by functional product and service quality, but also by sensory marketing's ability to create a coherent, emotionally engaging shopping experience. Theoretically, this study contributes to experiential marketing literature by positioning shopping experience as a key explanatory mechanism rather than merely an outcome of sensory marketing strategies. Practically, the findings suggest that café managers should integrate sensory marketing elements with holistic experience design to optimize customer satisfaction. Future research is encouraged to extend this model by incorporating variables such as customer loyalty or brand image and applying it across broader service contexts.

**Keywords:** Sensory Marketing, Shopping Experience, Customer Satisfaction, Experiential Marketing, Café Industry

## 1. Introduction

The coffee shop industry has undergone a significant transformation over the past five years, driven by shifts in urban consumption patterns that increasingly position coffee shops as experiential spaces rather than merely places to purchase products. Contemporary coffee shops function as social hubs, flexible workspaces, and lifestyle expression arenas, indicating that the

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value offered to customers extends beyond functional attributes. Recent marketing literature emphasizes that competitiveness in service-based industries is increasingly determined by the quality of shopping experience perceived holistically throughout the consumption process ([Lemon & Verhoef, 2021](#); [Becker & Jaakkola, 2020](#)). In this context, customer satisfaction emerges as a strategic indicator closely linked to loyalty, revisit intention, and business sustainability.

However, building customer satisfaction in practice is far from straightforward. Coffee shops are characterized by high levels of interaction among customers, the physical environment, and service employees, making customer evaluations highly sensitive to situational and emotional factors. Recent studies demonstrate that inconsistencies in atmosphere, service delivery, and physical surroundings can significantly undermine customer evaluations, even when product quality remains relatively stable ([Rather et al., 2021](#)). Under increasingly intense competition, structural service improvements often require substantial investment and lengthy implementation periods, prompting firms to seek marketing approaches that can influence customer perceptions more efficiently ([Sagha, M. A. 2022](#)).

One approach receiving growing attention in contemporary marketing literature is sensory marketing. Sensory marketing refers to marketing strategies that leverage sensory stimuli to shape customer perceptions, emotions, and evaluations of service environments and brands ([Krishna, 2022](#)). Research over the past five years indicates that visual, auditory, olfactory, gustatory, and tactile cues play a critical role in shaping perceived quality, comfort, and emotional engagement, particularly in experience-based industries such as coffee shops and restaurants ([Hultén, 2020](#); [Spence, 2020](#)). Accordingly, sensory marketing is no longer viewed as a decorative element but rather as a strategic instrument for creating experience value.

Nevertheless, the influence of sensory marketing on customer satisfaction is not always direct. Experiential marketing literature suggests that customers process sensory stimuli through internal psychological mechanisms before forming final evaluations. The shopping experience is conceptualized as a subjective response arising from interactions among environmental stimuli, cognitive processing, and emotional reactions throughout the consumption journey ([Becker & Jaakkola, 2020](#); [Lemon & Verhoef, 2021](#)). From this perspective, the shopping experience serves as a key mechanism explaining how sensory stimuli are translated into customer satisfaction.

Within this framework, the Stimulus–Organism–Response (SOR) model remains relevant when repositioned in a contemporary context. Recent studies confirm the effectiveness of the SOR framework in explaining how environmental stimuli influence internal customer states, such as emotions and experiences, which subsequently generate evaluative responses including satisfaction and behavioral intentions ([Rather et al., 2021](#); [Islam et al., 2021](#)). In the coffee shop context, sensory marketing functions as the stimulus, the shopping experience represents the internal organism state, and customer satisfaction constitutes the evaluative response. This framework enables a deeper understanding of customer psychological processes rather than merely examining direct variable relationships.

Despite the growing body of research on sensory marketing and customer satisfaction, several research gaps remain. First, many studies continue to examine sensory elements in isolation, even though the shopping experience is inherently multisensory and integrative ([Hultén, 2020](#); [Krishna, 2022](#)). Second, empirical evidence from local coffee shop settings, particularly in developing countries, remains limited compared to studies conducted in global retail contexts.

Third, although the shopping experience is frequently discussed conceptually, it is often not explicitly tested as a mediating mechanism that transmits the effects of sensory marketing to customer satisfaction ([Becker & Jaakkola, 2020](#); [Rather et al., 2021](#)).

Based on these gaps, this study aims to analyze the effects of sensory marketing on shopping experience and customer satisfaction, and to examine the mediating role of shopping experience within the context of a local coffee shop, Gajua Kopi V1. Theoretically, this study contributes to experiential marketing literature by positioning shopping experience as a central mechanism linking multisensory stimuli to customer satisfaction. In practice, the findings are expected to provide strategic insights for coffee shop managers in designing and managing sensory elements in an integrated manner to create superior, sustainable shopping experiences amid intensifying industry competition.

## 2. Literature Review

### 2.1. Stimulus Organism Response (SOR) in the Context of Experiential Marketing

The Stimulus–Organism–Response (SOR) model has been widely applied in contemporary marketing research to explain how environmental stimuli influence customers' psychological states and, in turn, elicit evaluative and behavioral responses. In experiential service contexts, stimuli refer to environmental cues perceived by customers; the organism represents internal processes such as emotions, perceptions, and experiences; and responses are reflected in customer satisfaction and behavioral intentions ([Rather, 2021](#)).

Recent studies demonstrate that the SOR framework remains highly relevant when applied to modern service industries, particularly retail and hospitality settings that emphasize multisensory interaction. [Rather \(2021\)](#) argues that environmental stimuli do not directly determine customer satisfaction; instead, they are first processed through customers' subjective experiences. This finding highlights the organism component as a crucial psychological mechanism that mediates the relationship between stimulus and response.

In the coffee shop context, sensory marketing functions as a stimulus that shapes customers' internal states, such as emotions and engagement, which subsequently form the shopping experience as an internal response before leading to customer satisfaction as the final evaluative outcome ([Jang et al., 2022](#)). Therefore, the SOR framework provides a robust theoretical foundation for explaining the relationships among sensory marketing, shopping experience, and customer satisfaction.

### 2.2. Sensory Marketing

Sensory marketing is a marketing strategy that uses sensory stimuli to influence customers' perceptions, emotions, and evaluations of service environments and brands ([Krishna, 2022](#)). This approach emphasizes that consumption experiences are not purely cognitive but are also shaped by sensory processes operating at both conscious and subconscious levels.

Recent literature over the past five years indicates that visual, auditory, olfactory, gustatory, and tactile stimuli play significant roles in shaping perceptions of quality, comfort, and emotional engagement ([Hultén, 2020](#); [Spence, 2020](#)). In the coffee shop industry, elements such as coffee aroma, lighting, interior design, music, and the physical facility's texture have been shown to enhance positive experiential perceptions and improve customers' overall evaluations of service encounters.

[Krishna \(2022\)](#) further emphasizes that sensory marketing does not operate through isolated sensory channels but functions in an integrated manner. Consequently, consistent multisensory experiences are essential for creating meaningful and memorable shopping experiences. In this study, sensory marketing is therefore positioned as the primary stimulus variable.

### 2.3. Shopping Experience (*Shopping experience*)

The shopping experience refers to customers' subjective responses arising from interactions among environmental stimuli, cognitive processes, and emotional reactions throughout the consumption journey ([Becker & Jaakkola, 2020](#)). The shopping experience is conceptualized as a multidimensional construct encompassing sensory, emotional, cognitive, and functional aspects that unfold before, during, and after consumption.

[Lemon and Verhoef \(2021\)](#) highlight that the shopping experience serves as a central mechanism that translates marketing stimuli into final evaluations of brands and services. In retail and food service contexts, positive shopping experiences have been empirically shown to enhance emotional engagement, perceived value, and customer satisfaction.

Accordingly, in this study, shopping experience is positioned as the organism component within the SOR framework, explaining how sensory marketing stimuli are internally processed before leading to customer satisfaction.

### 2.4. Customer Satisfaction

Customer satisfaction reflects customers' overall evaluation of their consumption experiences, based on comparisons between expectations and actual experiences (Rather, 2020). Contemporary marketing studies emphasize that satisfaction is not solely determined by functional service performance but is also strongly influenced by the quality of the emotional and sensory experiences customers encounter.

Empirical research in service industries indicates that shopping experience often exerts a stronger influence on satisfaction than product attributes alone, particularly in experience-based service settings such as coffee shops. Therefore, in this study, customer satisfaction is conceptualized as the final evaluative response influenced both directly by sensory marketing and indirectly through shopping experience.

### 2.5 Shopping Experience as a Mediating Variable

The mediating role of shopping experience is explained through contemporary mediation perspectives that emphasize process mechanisms rather than mere statistical relationships. [Zhao et al. \(2010\)](#) and [Hayes \(2022\)](#) assert that mediating variables explain how and why an effect occurs, rather than simply whether the effect is significant.



Figure 1. Conceptual Research Model: The Mediating Role of Shopping Experience

In this context, sensory marketing is expected to enhance customer satisfaction by fostering positive shopping experiences. Recent empirical studies demonstrate that shopping experience frequently mediates the effects of environmental stimuli on satisfaction and loyalty, either partially or fully ([Rather et al., 2021](#); [Hair et al., 2022](#)). Consequently, the shopping experience is positioned as a key mediating variable in this study.

Table 1. Summary of Prior Studies (2020–2022)

| N o. | Author(s) (Year)                                      | Context & Method                         | Key Variables                             | Key Findings                                                                                                     | Relevance to This Study                                                                         |
|------|-------------------------------------------------------|------------------------------------------|-------------------------------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| 1    | <a href="#">Becker &amp; Jaakkola (2020)</a>          | Conceptual review, service and retail    | Shopping experience                       | Shopping experience functions as a central mechanism that translates marketing stimuli into customer evaluations | Provides the theoretical foundation for positioning shopping experience as a mediating variable |
| 2    | <a href="#">Hultén (2020)</a>                         | Retail and experiential marketing        | Sensory marketing, experience             | Multisensory stimuli enhance emotional engagement and the quality of shopping experience                         | Supports sensory marketing as the primary stimulus variable                                     |
| 3    | <a href="#">Spence (2020)</a>                         | Food and beverage services               | Multisensory perception                   | Environmental aroma, sound, and visual cues enhance perceived quality and comfort                                | Highly relevant to the coffee shop context                                                      |
| 4    | <a href="#">Rather, Hollebeek, &amp; Islam (2021)</a> | Hospitality industry, SEM                | Sensory stimuli, experience, satisfaction | The effect of sensory stimuli on customer satisfaction is mediated by shopping experience                        | Provides empirical evidence for the mediating role of experience                                |
| 5    | <a href="#">Jang, Ro, &amp; Kim (2022)</a>            | Café and restaurant sector, quantitative | Atmosphere, experience, satisfaction      | Atmospheric and sensory stimuli significantly improve the shopping experience and satisfaction                   | Directly aligned with the café context and research model                                       |

Based on five recent studies conducted during the 2020–2024 period, there is a consistent body of evidence indicating that sensory stimuli do not directly shape customer satisfaction but are instead processed through the shopping experience as a key internal mechanism. Conceptual literature emphasizes that the shopping experience serves as a critical link between marketing stimuli and customer evaluations ([Becker & Jaakkola, 2020](#)), while empirical studies in the food and beverage industry demonstrate that multisensory stimuli enhance customer satisfaction by fostering positive experiences ([Spence, 2020](#); [Rather et al., 2021](#)). Research conducted in café and restaurant contexts further confirms that atmosphere and sensory cues play a significant role in shaping shopping experience and satisfaction ([Jang et al., 2022](#)).

However, empirical studies that explicitly examine the mediating role of shopping experience in local coffee shop settings remain limited. Accordingly, this study addresses this gap by providing context-specific empirical evidence on the mediating role of shopping experience.

### 3. Research Method

#### 3.1 Research Design

This study adopts a quantitative, explanatory research design to examine causal relationships among variables based on the proposed theoretical framework. The explanatory approach is selected because the study not only describes observed phenomena but also empirically tests both direct and indirect effects among sensory marketing, shopping experience, and customer satisfaction ([Hair et al., 2022](#)).

A cross-sectional survey design is employed, in which data are collected at a single point in time to capture customers' perceptions of sensory stimuli, shopping experience, and perceived satisfaction. The conceptual framework is grounded in the Stimulus–Organism–Response (SOR) perspective, positioning sensory marketing as the stimulus, shopping experience as the internal response (organism), and customer satisfaction as the final evaluative response ([Rather et al., 2021](#)).

#### 3.2 Research Object and Context

The research object of this study is Gajua Kopi V1, a local coffee shop in Indonesia. The coffee shop industry is selected for its strong reliance on experience-based consumption, in which the physical environment, atmosphere, and sensory stimuli play a critical role in shaping customers' perceptions and evaluations ([Spence, 2020](#)). Gajua Kopi V1 is considered an appropriate research context because customer interactions with sensory elements such as coffee aroma, music, interior design, and product presentation are integral to the service process.

#### 3.3 Population and Sample

The population of this study comprises all customers who have purchased from Gajua Kopi V1. As the population size cannot be precisely determined, non-probability sampling is applied, specifically convenience sampling, which selects respondents based on accessibility and willingness to participate ([Hair et al., 2022](#)).

A total of 160 respondents meeting the research criteria were successfully collected and analyzed. This sample size satisfies the minimum requirements for regression analysis and mediation testing, namely at least five respondents per measurement indicator, and is therefore considered statistically adequate to produce reliable findings ([Hair et al., 2022](#)).

#### 3.4 Data Collection Technique

Primary data were collected using a structured questionnaire distributed directly to Gajua Kopi V1 customers. All measurement items were assessed using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was designed to measure respondents' perceptions of sensory marketing, shopping experience, and customer satisfaction by adapting indicators from relevant recent studies ([Hultén, 2020](#); [Becker & Jaakkola, 2020](#)).

Prior to large-scale distribution, the research instrument was reviewed to ensure clarity of wording, contextual relevance, and alignment with the research objectives.

#### 3.5 Variable Operationalization

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*This study involves three main variables:*

*Sensory Marketing (Independent Variable)*

Sensory marketing is measured through five sensory dimensions: visual, auditory, olfactory, gustatory, and tactile. These dimensions represent environmental stimuli perceived by customers during their visits to the coffee shop ([Hultén, 2020](#); [Krishna, 2022](#)).

*Shopping Experience (Mediating Variable)*

Shopping experience is conceptualized as customers' subjective responses arising from interactions with sensory stimuli and the service environment. This variable encompasses both emotional (hedonic) and functional (utilitarian) aspects experienced during the visitation and consumption process ([Becker & Jaakkola, 2020](#); [Lemon & Verhoef, 2021](#)).

*Customer Satisfaction (Dependent Variable)*

Customer satisfaction is measured as an overall evaluation of the consumption experience, reflecting the extent to which perceived experiences meet or exceed customers' expectations ([Rather, 2020](#)).

Table 1. Variable Operationalization

| Variable                     | Dimension        | Indicators                                                                                                                                                                                                                                                                                    |
|------------------------------|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sensory Marketing (X)</b> | <b>Visual</b>    | <ol style="list-style-type: none"> <li>1. The café layout and decoration are visually appealing</li> <li>2. Colors and lighting create a comfortable atmosphere</li> <li>3. Product displays are clear and aesthetically pleasing</li> </ol>                                                  |
|                              | <b>Auditory</b>  | <ol style="list-style-type: none"> <li>1. Music matches the café theme</li> <li>2. Background sounds do not disturb customers</li> <li>3. The acoustic atmosphere supports customer comfort</li> </ol>                                                                                        |
|                              | <b>Olfactory</b> | <ol style="list-style-type: none"> <li>1. Coffee aroma is strong and pleasant</li> <li>2. Food and snack aromas are appetizing</li> <li>3. Overall store fragrance is enjoyable</li> </ol>                                                                                                    |
|                              | <b>Gustatory</b> | <ol style="list-style-type: none"> <li>1. Coffee taste meets customer expectations</li> <li>2. Beverage and snack quality is satisfactory</li> <li>3. Menu variety matches customer preferences</li> </ol>                                                                                    |
|                              | <b>Tactile</b>   | <ol style="list-style-type: none"> <li>1. The texture of cups, utensils, and product packaging is comfortable</li> <li>2. Chairs, tables, and other facilities are comfortable</li> <li>3. Physical sensations when touching products and interior elements enhance the experience</li> </ol> |
| <b>Shopping</b>              | <b>Hedonic</b>   | <ol style="list-style-type: none"> <li>1. Enjoyment while shopping at the café</li> </ol>                                                                                                                                                                                                     |

|                                  |                           |                                                           |
|----------------------------------|---------------------------|-----------------------------------------------------------|
| <b>Experience (M)</b>            |                           | 2. Sensory pleasure when consuming products               |
|                                  |                           | 3. Overall emotional satisfaction                         |
|                                  | <b>Utilitarian</b>        | 1. Ease of ordering and receiving products                |
|                                  |                           | 2. Service speed                                          |
|                                  |                           | 3. Efficiency and convenience during the shopping process |
| <b>Customer Satisfaction (Y)</b> | <b>Oliver's Dimension</b> | 1. Comparison between expectations and actual experience  |
|                                  |                           | 2. Satisfaction with product quality                      |
|                                  |                           | 3. Satisfaction with café services                        |

### 3.6 Data Analysis Technique

Data analysis was conducted in several stages. First, descriptive analysis was used to characterize respondents and identify general response patterns for each research variable. Second, validity and reliability tests were performed to ensure that the measurement instruments accurately and consistently captured the intended constructs.

Hypothesis testing was conducted using regression analysis, focusing on both direct and indirect relationships among the variables. The mediating role of shopping experience was examined using a regression-based mediation analysis by comparing the direct effect coefficients before and after the mediator was included in the model, in line with current methodological recommendations ([Hair et al., 2022](#)). A significance level of 5 percent was applied throughout the analysis.

## 4. Findings and Discussions

### 4.1 Respondent Characteristics

This study involved 160 respondents who were customers of Gajua Kopi V1 and had made at least one purchase. The majority of respondents were male (55%) and aged 18–30, reflecting the core coffee shop customer segment. Most respondents were students and employees, with a dominant income level in the middle-income category. These characteristics indicate that Gajua Kopi V1 is primarily visited by working-age consumers with high activity intensity and a strong need for experience-based consumption spaces.

### 4.2 Descriptive Analysis of Research Variables

A descriptive analysis was conducted to examine respondents' perceptions of sensory marketing, the shopping experience, and customer satisfaction.

The results show that sensory marketing received a mean score of 4.17, placing it in the good category. This indicates that respondents generally perceived the visual elements, aromas, sounds, tastes, and physical comfort at Gajua Kopi V1 as well implemented.

The shopping experience variable had a mean score of 4.28, indicating very good. This finding suggests that respondents experienced both emotionally and functionally pleasant visits during their time at the coffee shop.

Meanwhile, customer satisfaction achieved a mean score of 4.32, which is also classified as very good. This result indicates that most respondents were satisfied with their overall consumption experience, encompassing both product quality and the service environment.

### 4.3 Instrument Validity and Reliability Testing

Validity testing was conducted using Pearson item-total correlation, with the criterion that correlation coefficients exceed the r-table value of 0.1966. The results indicate that all measurement items for sensory marketing, shopping experience, and customer satisfaction had correlation values above the minimum threshold, confirming that all items were valid.

Reliability testing was performed using Cronbach's Alpha. The results show Cronbach's Alpha values of 0.864 for sensory marketing, 0.777 for shopping experience, and 0.771 for customer satisfaction. All values exceeded the acceptable threshold of 0.60, indicating that the research instruments were reliable and suitable for further analysis.

Table 2. Results of Validity and Reliability Testing

| Variable                   | Indicator                                                                         | Validity Test Result<br>(Pearson Correlation) | Reliability Test<br>(Cronbach's Alpha) |
|----------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------|----------------------------------------|
| <b>Sensory Marketing</b>   | The interior layout of Gajua Kopi is visually appealing                           | 0.769                                         | <b>0.864</b>                           |
|                            | Menu appearance and product displays are appetizing                               | 0.732                                         |                                        |
|                            | The music played matches the café atmosphere                                      | 0.600                                         |                                        |
|                            | Noise levels in the café are not disturbing                                       | 0.648                                         |                                        |
|                            | The coffee aroma in the café is pleasant                                          | 0.649                                         |                                        |
|                            | The overall room fragrance is comfortable                                         | 0.719                                         |                                        |
|                            | The taste of food and beverages meets my expectations                             | 0.640                                         |                                        |
|                            | The menu variety matches my preferences                                           | 0.517                                         |                                        |
|                            | The texture of cups and utensils is comfortable to use                            | 0.668                                         |                                        |
|                            | Chairs and tables are comfortable                                                 | 0.739                                         |                                        |
| <b>Shopping Experience</b> | I feel happy when I am at Gajua Kopi                                              | 0.745                                         | <b>0.777</b>                           |
|                            | The café atmosphere makes me feel relaxed and comfortable                         | 0.712                                         |                                        |
|                            | I enjoy the sensory experience (visuals, aroma, music, taste) while at Gajua Kopi | 0.610                                         |                                        |
|                            | Visiting Gajua Kopi provides an emotionally pleasant experience                   | 0.737                                         |                                        |
|                            | The ordering process at Gajua Kopi is easy                                        | 0.492                                         |                                        |
|                            | The service provided is fast and efficient                                        | 0.600                                         |                                        |

| Variable                     | Indicator                                                     | Validity Test Result<br>(Pearson Correlation) | Reliability Test<br>(Cronbach's Alpha) |
|------------------------------|---------------------------------------------------------------|-----------------------------------------------|----------------------------------------|
| <b>Customer Satisfaction</b> | My visit to Gajua Kopi is comfortable and hassle-free         | 0.660                                         | <b>0.771</b>                           |
|                              | My experience at Gajua Kopi meets my expectations             | 0.603                                         |                                        |
|                              | I am satisfied with the quality of the food and beverages     | 0.588                                         |                                        |
|                              | I am satisfied with the service provided by the staff         | 0.572                                         |                                        |
|                              | I feel that my decision to visit Gajua Kopi was the right one | 0.706                                         |                                        |
|                              | I feel that I received value for the price paid               | 0.635                                         |                                        |
|                              | Overall, I am satisfied with my visit to Gajua Kopi           | 0.728                                         |                                        |
|                              | I am willing to revisit due to a satisfying experience        | 0.704                                         |                                        |

#### 4.4 Classical Assumption Test

Classical assumption tests were conducted to ensure the adequacy of the regression model. Normality testing was performed using the Kolmogorov–Smirnov test. The results indicate a significance value of 0.200, which is greater than the threshold of 0.05. This finding suggests that the residuals are normally distributed and that the normality assumption for regression analysis has been satisfied.

Table 3. Normality Test Results

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 160                     |
| Normal Parameters <sup>a,b</sup> | Mean           | 0,0000000               |
|                                  | Std. Deviation | 0,22277522              |
|                                  |                |                         |
| Test Statistic                   |                | 0,056                   |
| Asymp. Sig. (2-tailed)           |                | .200 <sup>c,d</sup>     |

Multicollinearity testing indicated a Variance Inflation Factor (VIF) value of 3.525, which is below the commonly accepted threshold of 10. This result suggests that there is no multicollinearity issue among the independent variables in the regression model.

Table 4. Multicollinearity Test Results

| Model               | Collinearity Statistics |       |
|---------------------|-------------------------|-------|
|                     | Tolerance               | VIF   |
| Sensory Marketing   | 0,284                   | 3,525 |
| Shopping Experience | 0,284                   | 3,525 |

Heteroskedasticity testing was conducted using the Glejser test. The results indicate that the significance values for all independent variables are greater than 0.05. Accordingly, the

regression model is free of heteroskedasticity.

Table 5. Heteroskedasticity Test Results

| Model               | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|---------------------|-----------------------------|------------|---------------------------|--------|-------|
|                     | B                           | Std. Error | Beta                      |        |       |
| (Constant)          | 0,271                       | 0,034      |                           | 8,023  | 0,000 |
| Sensory Marketing   | -0,077                      | 0,041      | -0,262                    | -1,864 | 0,064 |
| Shopping Experience | -0,083                      | 0,047      | -0,249                    | -1,770 | 0,079 |

#### 4.5 Hypothesis Testing

Hypothesis testing in this study was conducted using linear regression analysis, including simultaneous testing (F-test), partial testing (t-test), and the coefficient of determination ( $R^2$ ). These tests were used to comprehensively evaluate the relationships among the independent, mediating, and dependent variables.

##### 4.5.1 F-test (Simultaneous Test)

The F-test was used to examine whether Sensory Marketing and Shopping Experience simultaneously have a significant effect on Customer Satisfaction. The results of the F-test are presented in the following table.

Table 6. Results of the F-test (ANOVA)

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 21.186         | 2   | 10.593      | 210.760 | ,000 <sup>b</sup> |
|       | Residual   | 7.891          | 157 | .050        |         |                   |
|       | Total      | 29.077         | 159 |             |         |                   |

a. Dependent Variable: Customer Satisfaction

b. Predictors: Sensory Marketing, Shopping Experience

Based on the analysis of variance (ANOVA), the calculated F-value is 210.760, with a significance level of 0.000, which is lower than the  $\alpha = 0.05$  threshold. These results indicate that the regression model used in this study is statistically significant.

Accordingly, it can be concluded that Sensory Marketing and Shopping Experience simultaneously have a significant effect on Customer Satisfaction. This finding suggests that variations in customer satisfaction cannot be explained by a single variable in isolation, but rather result from the combined contributions of the company's sensory stimuli and the shopping experience customers perceive during consumption.

The significance value is far below the accepted error tolerance level ( $\alpha = 0.05$ ), indicating a very low probability of incorrectly rejecting the null hypothesis. This result further confirms the adequacy of the regression model and supports its use in empirically explaining the relationships among the variables examined in this study.

##### 4.5.2 Hypothesis Testing (Partial t-test)

The partial t-test was conducted to examine the individual effects of each independent variable on the dependent variable. Two regression models were estimated: Model 1 to test the direct effect of Sensory Marketing on Customer Satisfaction, and Model 2 to test the simultaneous effects of Sensory Marketing and Shopping Experience on Customer Satisfaction.

a. Effect of Sensory Marketing on Customer Satisfaction (Model 1)

The results of the partial t-test for Model 1 indicate that Sensory Marketing (X) has a t-value of 16.948 with a significance level of 0.000, which is lower than  $\alpha = 0.05$ . The regression coefficient (B) of 0.699 and the standardized beta coefficient of 0.803 demonstrate that Sensory Marketing has a positive and significant effect on Customer Satisfaction.

These findings suggest that the stronger the sensory stimuli customers perceive, the higher the level of customer satisfaction. Therefore, the hypothesis stating that Sensory Marketing has a significant effect on Customer Satisfaction is accepted, while the null hypothesis is rejected.

Table 10. Results of the t-test for Sensory Marketing on Customer Satisfaction (Model 1)

| Variabel              | Unstandardized Coefficients (B) | Std. Error | t      | Sig.  |
|-----------------------|---------------------------------|------------|--------|-------|
| Konstanta             | 1.406                           | 0.173      | 8.133  | 0.000 |
| Sensory Marketing (X) | 0.699                           | 0.041      | 16.948 | 0.000 |

Notes: Dependent Variable: Customer Satisfaction

b. Effects of Sensory Marketing and Shopping Experience on Customer Satisfaction (Model 2)

In Model 2, Sensory Marketing (X) and Shopping Experience (M) were simultaneously included in the regression model. The results indicate that Sensory Marketing has a t-value of 4.409 ( $p=0.000$ ), a regression coefficient (B) of 0.299, and a standardized beta coefficient of 0.344. These findings demonstrate that Sensory Marketing continues to have a positive and significant effect on Customer Satisfaction, though its effect becomes weaker after the inclusion of Shopping Experience in the model.

Meanwhile, Shopping Experience (M) shows a t-value of 6.950 ( $p=0.000$ ), a regression coefficient (B) of 0.512, and a standardized beta coefficient of 0.542. These results indicate that Shopping Experience has a positive and significant effect on Customer Satisfaction, with a stronger influence compared to Sensory Marketing in the mediation model.

Table 11. Results of the t-test for Sensory Marketing and Shopping Experience on Customer Satisfaction (Model 2)

| Variabel                | Unstandardized Coefficients (B) | Std. Error | Standardized Coefficients | t     | Sig.  |
|-------------------------|---------------------------------|------------|---------------------------|-------|-------|
| Konstanta               | 0.878                           | 0.170      | —                         | 5.179 | 0.000 |
| Sensory Marketing (X)   | 0.299                           | 0.068      | 0.344                     | 4.409 | 0.000 |
| Shopping Experience (M) | 0.512                           | 0.074      | 0.542                     | 6.950 | 0.000 |

Notes: Dependent Variable: Customer Satisfaction

Implications of the t-test for the Mediation Model

The decrease in the regression coefficient for Sensory Marketing from 0.699 in Model 1 to 0.299 in Model 2, while remaining statistically significant, indicates that Shopping Experience

partially mediates the relationship between Sensory Marketing and Customer Satisfaction.

These results suggest that Sensory Marketing influences Customer Satisfaction through two pathways: directly and indirectly through Shopping Experience. Accordingly, the hypothesis stating that Shopping Experience mediates the relationship between Sensory Marketing and Customer Satisfaction is accepted, with the mediation classified as partial mediation.

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

The coefficient of determination ( $R^2$ ) was used to assess the extent to which the independent variables in the regression model explain variations in the dependent variable. A higher  $R^2$  value indicates a stronger explanatory power of the model.

Table 12. Results of the Coefficient of Determination ( $R^2$ )

| Model | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1     | 0,803 | 0,645    | 0,643             | 0,25555                    |
| 2     | 0,854 | 0,729    | 0,725             | 0,22419                    |

Based on the regression analysis for Model 1, the R-Square value is 0.645 with an Adjusted R-Square of 0.643. This result indicates that 64.5% of the variance in Customer Satisfaction can be explained by Sensory Marketing, while the remaining 35.5% is influenced by other factors not included in the research model. The proximity between the R Square and Adjusted R Square values suggests that the model demonstrates good explanatory adequacy without significant estimation bias.

In Model 2, after including Shopping Experience alongside Sensory Marketing, the R Square value increases to 0.729 with an Adjusted R Square of 0.725. This finding indicates that 72.9% of the variance in Customer Satisfaction can be jointly explained by Sensory Marketing and Shopping Experience, while 27.1% is attributed to other unexamined variables.

The increase in R-squared by 8.4% from Model 1 to Model 2 suggests that the inclusion of Shopping Experience strengthens the explanatory power of the model. This result further supports the mediation analysis findings, confirming that Shopping Experience plays a partial mediating role in the relationship between Sensory Marketing and Customer Satisfaction.

#### 4.7 Discussion

This study provides a more comprehensive understanding of how sensory marketing influences customer satisfaction, both directly and through the shopping experience as a mediating mechanism. The main findings indicate that consistently designed sensory stimuli shape customers' positive perceptions of the service environment, which ultimately contributes to overall satisfaction. This confirms that customer satisfaction in the café context is not determined solely by functional aspects of products or services, but also by the quality of sensory experiences perceived throughout the consumption process.

The results demonstrate that sensory marketing has a significant direct effect on customer satisfaction. This finding suggests that visual, auditory, olfactory, gustatory, and tactile elements can shape satisfaction evaluations without being fully mediated by shopping experience. Sensory stimuli function as immediate signals of quality and value that are directly perceived by customers, particularly in experience-based industries such as cafés and hospitality.

At the same time, shopping experience plays a more dominant role in influencing customer

satisfaction when included together with sensory marketing in the analytical model. This indicates that shopping experience serves as an integrative space in which sensory stimuli are translated into positive emotions, comfort, and customer engagement. In this process, sensory marketing provides the initial stimulus, while shopping experience consolidates these stimuli into more stable and sustainable satisfaction outcomes.

The partial mediating role of shopping experience indicates that the relationship between sensory marketing and customer satisfaction is complex rather than linear. Sensory marketing operates not only through the formation of shopping experience but also retains a direct pathway to customer satisfaction. This finding is important because it highlights that improvements in customer satisfaction can be achieved through two simultaneous approaches: strengthening sensory elements and managing the overall shopping experience holistically.

From a conceptual perspective, this study extends the understanding of satisfaction formation mechanisms by positioning shopping experience as an explanatory mechanism rather than merely an outcome variable. Accordingly, this study contributes to the experiential marketing literature by demonstrating that shopping experience is not only a consequence of sensory marketing but also a strategic link connecting sensory stimuli and customer satisfaction evaluations.

From a managerial perspective, the findings imply that café managers need to integrate sensory marketing with shopping experience design. Excessive focus on a single sensory element, without considering the overall customer journey, may result in suboptimal customer satisfaction. Therefore, effective marketing strategies should place the shopping experience at the center, with sensory marketing functioning as a key supporting instrument.

## 5. Conclusion

This study concludes that sensory marketing plays a strategic role in shaping customer satisfaction in the café context, both through direct effects and through shopping experience as a mediating mechanism. The findings confirm that customer satisfaction is not built solely through functional product and service quality, but also through sensory stimuli that create meaningful consumption experiences.

The results indicate that sensory marketing directly influences customer satisfaction, suggesting that sensory elements such as visual atmosphere, aroma, sound, taste, and touch act as value signals that are immediately perceived by customers. Meanwhile, shopping experience strengthens this relationship by serving as a mechanism that consolidates sensory stimuli into more stable and comprehensive satisfaction evaluations.

The partial mediating role of shopping experience suggests that the relationship between sensory marketing and customer satisfaction operates through dual pathways. Sensory marketing does not work exclusively through the formation of shopping experience but also maintains a direct influence on customer satisfaction. Consequently, managing customer satisfaction requires an integrative approach that combines sensory stimuli and holistic shopping experience design.

Theoretically, this study contributes to the development of experiential marketing literature by clarifying the position of shopping experience as an explanatory mechanism linking sensory marketing and customer satisfaction. The findings demonstrate that shopping experience is not merely an outcome of sensory marketing strategies but a key element that bridges sensory

stimuli and satisfaction evaluations.

Practically, these findings imply that café managers should design sensory marketing strategies that align with the overall flow of the customer shopping experience. Optimizing individual sensory elements without considering the entire experience may lead to suboptimal satisfaction levels. Therefore, creating a consistent, comfortable, and emotionally engaging shopping experience is essential for building sustainable customer satisfaction.

This study is subject to limitations related to the scope of the research object and variables examined. Future research is encouraged to expand the research context, incorporate additional variables such as customer loyalty or brand image, and apply more diverse methodological approaches to further enrich the understanding of experience-based marketing.

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