

RINGKASAN

Ketidakpuasan konsumen di Mie Gacoan Purwokerto, terutama soal konsistensi rasa dan suasana gerai, berpotensi menurunkan minat beli kembali. Oleh karena itu optimalisasi *Sensory Marketing* sangat disarankan sebagai langkah strategis untuk meningkatkan kepuasan pelanggan. Penelitian ini menganalisis pengaruh *Sensory Marketing* dan *Price Perception* terhadap *Repurchase intention* melalui *Customer Satisfaction* pada Mie Gacoan Purwokerto. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap responden konsumen Mie Gacoan Purwokerto. Teknik sampling menggunakan purposive sampling dan analisis data dilakukan dengan PLS-SEM.

Hasil penelitian menunjukkan bahwa *sensory marketing* berpengaruh positif terhadap *repurchase intention* dengan nilai p-value 0,007 sedangkan *price perception* tidak berpengaruh signifikan terhadap *repurchase intention* dengan nilai p-value 0,252. Selain itu, hasil penelitian juga menunjukkan bahwa *customer satisfaction* tidak mampu memediasi hubungan antara *sensory marketing* dan *price perception* terhadap *repurchase intention* dengan masing-masing nilai p-value 0,098 dan 0,058. Temuan ini menunjukkan bahwa pengalaman sensorik yang dirasakan konsumen memiliki peran lebih besar dalam meningkatkan niat pembelian ulang dibandingkan persepsi harga. Di sisi lain, kepuasan pelanggan tidak menjadi variabel perantara yang memperkuat hubungan antar variabel dalam penelitian ini. Penelitian ini diharapkan dapat menjadi masukan bagi pihak Mie Gacoan Purwokerto dalam merancang strategi pemasaran yang lebih efektif untuk meningkatkan *repurchase intention* konsumen melalui pengalaman sensorik yang lebih optimal.

Kata Kunci: *Sensory Marketing, Price Perception, Customer Satisfaction, Repurchase intention, PLS-SEM, Mie Gacoan.*

SUMMARY

Customer dissatisfaction at Mie Gacoan Purwokerto, particularly regarding taste consistency and the store atmosphere, has the potential to reduce repurchase intent. Therefore, optimizing Sensory Marketing is highly recommended as a strategic step to improve Customer Satisfaction. This study analyzes the influence of Sensory Marketing and Price Perception on Repurchase intention through Customer Satisfaction at Mie Gacoan Purwokerto. The study employs a quantitative approach using a survey method targeting Mie Gacoan Purwokerto consumers. Sampling was conducted using purposive sampling, and data analysis

The results of this study indicate that sensory marketing has a positive effect on repurchase intention, with a p-value of 0.007, whereas price perception does not have a significant effect on repurchase intention, with a p-value of 0.252. Furthermore, the findings reveal that customer satisfaction is unable to mediate the relationship between sensory marketing and repurchase intention, as well as the relationship between price perception and repurchase intention, with p-values of 0.098 and 0.058, respectively. These findings suggest that the sensory experience perceived by consumers plays a greater role in enhancing repurchase intention than price perception. On the other hand, customer satisfaction does not serve as a mediating variable that strengthens the relationships among the variables examined in this study. This research is expected to provide valuable insights for Mie Gacoan in designing more effective marketing strategies to increase consumers repurchase intention through the optimization of sensory experiences.

Keywords: Sensory Marketing, Price Perception, Customer Satisfaction, Repurchase intention, PLS-SEM, Mie Gacoan.