

The Role of Trust in Moderating The Effect of Feel Experience on Repurchase Intention

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Informasi Artikel		Abstract
Tanggal masuk	29 Juli 2024	<p>Research aim: This study investigates how customers' emotional experience with Richeese Factory affects their willingness to repurchase from the restaurant chain and further explores the moderating role of trust in this relationship. This research is also expected to significantly contribute to the restaurant industry's efforts to increase customer loyalty through positive emotional experiences.</p> <p>Method: This study used non-probability sampling with purposive sampling. The sample size was 100 respondents. Data was collected through an online questionnaire distributed through Google Forms. Moderated Regression Analysis with SPSS 26 software was used to analyze data and test hypotheses.</p> <p>Research Findings: This study found a positive and significant relationship between felt experience and repurchase intention. This suggests that customers with a positive emotional experience at Richeese Factory are more likely to return. Trust in Richeese Factory acts as a moderating variable, strengthening the positive effect of feel experience on repurchase intentions. In simpler terms, customers with a positive emotional experience and trust Richeese Factory are more likely to make repeat purchases.</p> <p>Theoretical Contribution: This research is expected to expand insights and knowledge related to the influence of trust in moderating the relationship between felt experience and repurchase intentions. It will also significantly contribute to the restaurant industry's increase in customer loyalty.</p> <p>Practical Implications: This study shows that improving customer emotional experiences and building trust can increase repurchase intentions. However, further research could study factors such as service quality, food taste, or restaurant atmosphere that contribute to positive emotional experiences.</p> <p>Research Limitations: This study used a non-probability sampling method because the population size is uncertain. This limits the generalizability of the findings to the entire Richeese Factory customer base in Denpasar City.</p>
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<p>Keywords: Repurchase Intention; Perceived Experience; Trust Moderation; Richeese Factory; Customer Loyalty</p> 		

Abstrak

Tujuan Penelitian: Penelitian ini menyelidiki bagaimana pengalaman emosional pelanggan (*feel experience*) dengan Richeese Factory mempengaruhi kesediaan mereka untuk membeli kembali dari jaringan restoran tersebut, dan lebih jauh lagi mengeksplorasi peran moderasi kepercayaan dalam hubungan ini. Penelitian ini juga diharapkan dapat memberikan kontribusi signifikan bagi industri restoran dalam meningkatkan loyalitas pelanggan melalui pengalaman emosional yang positif.

Metode: Penelitian ini menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Jumlah sampel adalah 100 responden. Data dikumpulkan melalui kuesioner online yang didistribusikan melalui Google Forms. *Moderated Regression Analysis* dengan perangkat lunak SPSS 26 digunakan untuk menganalisis data dan menguji hipotesis.

Temuan Penelitian: Penelitian ini menemukan hubungan yang positif dan signifikan antara *feel experience* dan niat beli ulang. Hal ini menunjukkan bahwa pelanggan yang memiliki pengalaman emosional yang positif di Richeese Factory lebih mungkin untuk kembali. Kepercayaan terhadap Richeese Factory berperan sebagai variabel moderasi, memperkuat efek positif dari *feel experience* terhadap niat beli ulang. Dalam istilah yang lebih sederhana, pelanggan yang memiliki pengalaman emosional yang positif dan mempercayai Richeese Factory lebih mungkin untuk melakukan pembelian ulang.

Kontribusi Teoritis: Penelitian ini diharapkan dapat memperluas wawasan dan pengetahuan terkait pengaruh kepercayaan dalam memoderasi hubungan *feel experience* terhadap niat beli ulang, serta memberikan sumbangsih yang signifikan bagi industri restoran dalam meningkatkan loyalitas pelanggan.

Implikasi bagi Praktisi: Penelitian ini menunjukkan bahwa meningkatkan pengalaman emosional pelanggan dan membangun kepercayaan pelanggan dapat meningkatkan niat beli ulang. Namun, penelitian lebih lanjut dapat mempelajari faktor-faktor seperti kualitas layanan, rasa makanan, atau suasana restoran yang berkontribusi terhadap pengalaman perasaan positif.

Keterbatasan Penelitian: Penelitian ini menggunakan metode *non-probability sampling* karena jumlah populasi tidak diketahui dengan pasti jumlahnya. Hal ini membatasi generalisasi temuan untuk seluruh basis pelanggan Richeese Factory di Kota Denpasar.



INTRODUCTION

The growth of the food and beverage industry in the third quarter of 2022 reached 3.57%, higher than the same period last year, which recorded 3.49% [1]. The number of all types of food and beverage businesses in Indonesia decreased by 2.9% from 2020 to 2022. However, the number of culinary restaurant-type companies increased by 17.7% [2]. One type of restaurant that is popular and favored by the public today is the fast food. [3]Fast food is increasingly popular as an alternative to other forms of consumption in modern times due to changes in diverse consumption patterns, such as the increasing activity and busyness of the community. [4,5]. The increasing number of restaurants has led to tighter competition in attracting customers. [6]. Tight competition makes fast food restaurant brands compete to provide the best service quality, food quality, restaurant atmosphere, promotions, and customer prices. [7]. The condition of competition between fast food restaurant brands in Indonesia can be observed in the Top Brand Index published by the Top Brand Award every year. According to the Top Brand Index survey results from 2021 to 2023, the Richeese Factory fast food restaurant brand ranks fifth after the KFC, McDonald's, Hoka-Hoka Bento, and A&W brands in three consecutive years. Apart from occupying the lowest position, Richeese Factory's Top Brand Index value has decreased yearly. The low and declining conditions of the Top Brand Index can be caused by the low and decreasing values of the three Top Brand Index measurement indicators, one of which is future or repurchase intention.

In the Indonesian fast-food landscape, various factors come into play when examining customer behavior and preferences. Studies have highlighted the significance of perceived price, satisfaction, and loyalty as key drivers in shaping consumer decisions within the fast-food industry [8]. Additionally, the quality dimensions of food, service, and physical environment have been identified as crucial antecedents influencing revisit intentions at fast-food restaurants, with customer satisfaction as a mediating factor [9]. Moreover, the effect of price and perceived quality dimensions on customer satisfaction has been noted, emphasizing the importance of assurance and empathy in Western fast-food restaurants in the Jabodetabek region of Indonesia [10]. The impact of external factors, such as the COVID-19 pandemic, on consumer behavior and intentions regarding fast-food restaurant visits has also been a subject of interest. Research has shown that consumers' perceptions of risk significantly influence their intention to visit fast-food establishments during times of crisis, highlighting the need for a comprehensive understanding of how external factors shape consumer decisions in the food service industry [11]. Furthermore, the influence of factors like brand identification, satisfaction, and social media marketing on brand loyalty in the Indonesian food and beverage sector underscores the multifaceted nature of customer loyalty within the fast-food domain [12]. Customer orientation and its role in creating customer value in fast-food restaurants have been explored, shedding light on how proactive and responsive approaches to customer needs can enhance customer satisfaction and drive behavioral intentions [13]. This customer-centric perspective underscores the importance of aligning business strategies with customer expectations to deliver value and foster long-term relationships within the competitive fast-food market. Additionally, the significance of service quality in fast-food establishments, exemplified by studies on KFC restaurants, emphasizes the pivotal role of quality service delivery in ensuring customer satisfaction and loyalty [14]. In digital transformation and customer value creation, research has highlighted the importance of leveraging digital



technologies to enhance customer experiences and perceived value in fast-food restaurants [15]. Moreover, the significance of service quality, marketing mix, and brand image in influencing customer satisfaction and repurchase intentions has been extensively studied [16]. These factors contribute to the overall customer experience and play a pivotal role in determining whether customers will choose to repurchase products or services [17]. Additionally, the impact of electronic word of mouth, viral marketing, and product innovation on repurchase intentions has been investigated, highlighting the importance of digital marketing strategies in shaping consumer purchase behaviors [18]. Studies have also delved into the effects of value, image, credibility, and trust on repurchase intentions, emphasizing the multifaceted nature of consumer decision-making processes [19].

In marketing research, the influence of experiential marketing on repurchase intentions has been a focal point. Studies have indicated that sensory experiences, a component of experiential marketing, enhance customer satisfaction and repurchase intentions. [20] Moreover, experiential marketing strategies, such as creating memorable customer experiences, have been linked to increased repurchase intentions.. [21]. Researchers have emphasized the importance of understanding how marketing strategies influence repurchase intentions, specifically focusing on creating consumer experiences that encompass sensory, emotional, and cognitive elements. [22]. The emotional experience or feel experience in marketing is a critical aspect that aims to evoke emotions and establish a connection with customers, influencing their moods and emotions. [23] It spans moderate to intense feelings of joy and pride, impacting customer perceptions and behaviors toward brands.. [24]. Customer experience, which includes the feel experience, significantly influences fast-food restaurant brand choices, repeat visits, and recommendations to others. [25] Experiential marketing encompasses the feel-experience dimension and has consistently demonstrated a positive and significant impact on repurchase intentions.. [26]. Specifically, the experiential feel is highlighted as a dominant factor in experiential marketing that positively influences repurchase intentions. [27]. However, some studies have presented conflicting results, suggesting that the feel experience may not always significantly affect repurchase intentions. [28].

The role of customer satisfaction as a mediator between experiential marketing and repurchase intentions has been underscored in the literature [29]. It has been suggested that customer satisfaction bridges the experiential aspects of marketing and consumers' actual repurchase decisions [30]. Additionally, the influence of brand trust on repurchase intentions has been highlighted, indicating that establishing trust with customers is essential for fostering repeat purchases [31]. Studies have also explored the mediating effects of factors like brand engagement and social media marketing on repurchase intentions, emphasizing the interconnectedness of various marketing elements in shaping consumer behaviors [32]. The role of trust in moderating the effect of feel experience on repurchase intention in the context of fast-food restaurants in Indonesia is a crucial area of study that delves into the intricate dynamics of customer behavior and loyalty within the food service industry. Trust, as a fundamental element in consumer relationships, plays a pivotal role in shaping repurchase intentions based on the overall experience encountered during interactions with fast-food establishments [8]. This trust factor moderates how customer satisfaction and loyalty are intertwined, ultimately impacting repurchase intentions within the fast-food sector [9].



Previous research has consistently shown that Customer Experience and Trust positively influence Repurchase Intention [33–39].

From the literature that has been discussed, there is consensus on the importance of feel experience, trust, and repurchase intention in the context of the fast food industry. However, some aspects still require further research. The complex interactions between variables such as feel experience and trust in influencing repurchase intention are not fully understood. In addition, research focusing on the fast food industry in Indonesia is limited. The role of perceived price, food quality, and service in moderating the relationship between the research variables has not been explicitly investigated. The research model presented explains the relationship between Feel Experience (X), Trust (M), and Repurchase Intention (Y) in a simple way. Feel Experience represents the feeling or experience felt by the research subject, while Trust represents the subject's level of trust in the same object. Repurchase Intention is the dependent variable to be predicted, which is the subject's intention or desire to repurchase a product or service in the future. The relationship between the variables shows that positive experience (X) directly affects the intention to repurchase (Y), and the level of trust (M) also has a direct influence on purchase intention. In addition, the reciprocal relationship between trust and purchase intention suggests that experience and trust will encourage a person to intend to repurchase. The practical implications of this model are very important for the business world, as companies can use this model to increase customer satisfaction by focusing on providing positive experiences, build customer trust by consistently providing quality products or services, and increase customer loyalty by increasing satisfaction and trust, ultimately increasing sales.

Statement of Problem

In 2021-2023, the results of Frontier's survey on Future Intention or repurchase intentions for fast food restaurant brands in Denpasar City show a decline and low repurchase intentions of Richeese Factory customers. In 2023, the repurchase intention of Richeese Factory customers in Denpasar City only reached 3%, which is a very low level compared to Richeese Factory's competitors, such as MCD (34.3%), KFC (32.8%), and Burger King (4.5%). These declining and low levels of customer repurchase intentions are a negative phenomenon that needs to be addressed by analyzing and identifying factors that influence repurchase intentions. Previous research has shown that customer experience and trust influence customer repurchase intention. Therefore, the proposed hypotheses are:

1. H_1 : Feeling Experience positively and significantly affects Repurchase Intention of Richeese Factory customers in Denpasar City.
2. H_2 : Trust strengthens the effect of Feeling Experience on Repurchase Intention of Richeese Factory customers in Denpasar City.

This research aims to provide deeper insight into the factors that influence the repurchase intention of Richeese Factory customers in Denpasar City, enabling strategic actions to increase this intention.

Research Objectives

Based on the background and literature review, this study was conducted to explain the effect of feel experience on repurchase intentions of Richeese Factory customers in Denpasar

City and explain the role of trust as a moderator in the impact of feel experience on repurchase intentions of Richeese Factory customers in Denpasar City. The hypothesis that the author proposes is that the feel experience has a positive and significant effect on the repurchase intention of Richeese Factory customers in Denpasar City (H1), and trust strengthens the influence of the feel experience on the repurchase intention of Richeese Factory customers in Denpasar City (H2).

Method

The research design used in this study is classified into associative quantitative research, which aims to determine the relationship between two or more variables by looking for roles, influences, and causal relationships. [40]. The population in this study was all Richeese Factory customers in Denpasar City, the number of which is not known with certainty, or the infinite population. [41]. The sample size of this study was 100 people, calculated by Cochran's formula. The sampling technique used in this study is a non-probability sampling technique and purposive sampling method with the consideration that the respondents are Richeese Factory customers who have purchased Richeese Factory products dine-in or takeaway twice in the last six months, at least have graduated from high school / vocational high school equivalent, and live in Denpasar City.

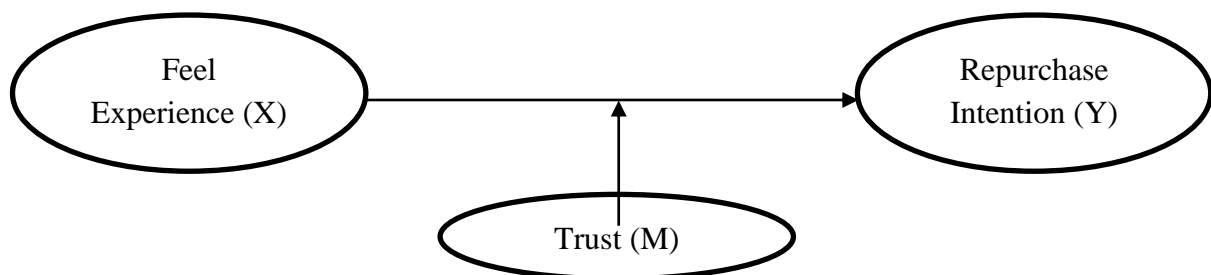


Figure 1. Research Model

The research model you presented explains the relationship between Feel Experience (X), Trust (M), and Repurchase Intention (Y) in a simple way. The Feel Experience variable represents the feeling or experience felt by the research subject, while Trust represents the subject's level of trust in the same object. Repurchase Intention is the dependent variable to be predicted, which is the subject's intention or desire to repurchase the product or service in the future. The relationship between variables shows that a positive experience (X) directly affects the intention to repurchase (Y), and the level of trust (M) also has a direct influence on purchase intention. In addition, the reciprocal relationship between trust and purchase intention suggests that experience and trust will encourage a person to intend to repurchase. The practical implications of this model are very important for the business world, as companies can use this model to increase customer satisfaction by focusing on providing a positive experience, build customer trust by consistently providing quality products or services, and increase customer loyalty by increasing satisfaction and trust, ultimately increasing sales.

Results And Discussion

Result

Table 1 displays the results of the validity and reliability tests, which confirm that every question item is valid and reliable. Inferential statistics, including tests for classical assumptions, Moderated Regression Analysis (MRA), the Coefficient of Determination (R²), the F test, and the T test, are used in the data analysis process. Since a linear regression model may be considered acceptable if it satisfies several classical assumptions, such as normally distributed residual data, lack of multicollinearity, and heteroscedasticity, it is necessary to do the classical assumption test. [42].

Table 1. Validity and Reliability Test Results

Variable	Question Item's	Total Item Correlation	Description	Cronbach's Alpha	Description
Feel Experience (X)	The product makes customers respond emotionally	0,918	Valid	0,842	Reliable
	The product is enjoyable for the customer	0,886	Valid		
	Customers have positive feelings towards the product	0,873	Valid		
Trust (M)	Confident that the company will keep its promises and commitments	0,76	Valid	0,789	Reliable
	The company is reliable	0,855	Valid		
	The company considers customers as its top priority	0,774	Valid		
	The company is trustworthy	0,759	Valid		
Repurchase Intention (Y)	Opportunity	0,876	Valid	0,893	Reliable
	Possibility	0,88	Valid		
	Intention	0,868	Valid		
	Hesitate to switch restaurants as long as the service provided remains the same.	0,869	Valid		

Source: Primary Data Processed, 2024

Inferential Analysis (Classical Assumption Test)

The classic assumption test is used to determine whether the data for hypothesis testing can be continued. The classic assumption tests carried out are the normality, multicollinearity, and heteroscedasticity tests.

Table 2. Normality Test Results

<i>One-Sample Kolmogorov-Smirnov Test</i>	
<i>Unstandardized Residual</i>	
N	100
Asymp. Sig. (2-tailed)	0,200 ^{c,d}

Source: Results of Data Processing in SPSS 26, 2024

According to Table 2, the value of Asymp. Sig. (2-tailed) is 0.200. A significance level of $0.200 > 0.05$ suggests that the regression equation model follows a normal distribution.

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF
Feel Experience (X)	0,951	1,052
Trust (M)	0,951	1,052

Source: Results of Data Processing in SPSS 26, 2024

Based on the data in Table 3, it can be concluded that the variables representing and trust have a tolerance value of 0.951 and a VIF value of 1.052. This indicates no signs of multicollinearity in the regression equation, as both variables have tolerance values greater than 0.1 and VIF values smaller than 10.

Table 4. Heteroscedasticity Test Results

Model	Sig.
Feel Experience (X)	0,668
Trust (M)	0,716

a. Dependent Variable: ABS_RES

Source: Results of Data Processing in SPSS 26, 2024

The significant values of the trust variable (0.716) and the feel experience variable (0.668) are larger than 0.05, as shown in Table 5. No signs of heteroscedasticity can be seen in the regression equation since the significance value between the absolute residual and the independent variables (feel experience and trust) is more than 0.05.

Inferential Analysis (MRA Test, Coefficient of Determination Test, F Test, and T Test)

Table 5. Moderated Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.459	2.128		.686	.495
Feel Experience (X)	.381	.191	.315	1.995	.049
Trust (M)	.304	.132	.317	2.311	.023
Interaction (X*M)	.023	.012	.456	2.009	.047

a. Dependent Variable: Niat Beli Ulang (Y)

Source: Results of Data Processing in SPSS 26, 2024

Moderated Regression Analysis (MRA), a subset of multiple linear regression, includes an interaction term (the multiplication of two or more independent variables) in the regression equation. Table 5 displays the MRA test findings, and the following is the standardized regression equation:

$$Y = \beta_1 X + \beta_2 M + \beta_3 X * M + \varepsilon \dots \dots \dots (1)$$

$$Y = 0.315X + 0.317M + 0.456X * M + \varepsilon \dots \dots \dots (2)$$

The interpretation of the second equation is as follows: (a). The Standardized Coefficients Beta value of feel experience variable (β_1) is 0.315, which means that each increase of one standard deviation in feel experience (X) is associated with an increase of 0.315 standard deviations in repurchase intention (Y), assuming other variables remain constant. This indicates that felt experience significantly positively impacts repurchase intention; (b). The Standardized Coefficients Beta value of trust variable (β_2) is 0.317, which means that each increase of one standard deviation in trust (M) is associated with an increase of 0.317 standard deviations in repurchase intention (Y), assuming other variables remain constant. This indicates that trust has a significantly positive impact on repurchase intention; (c). The Standardized Coefficients Beta value of the interaction between feel experience and trust (β_3) is 0.456, which means that each increase of one standard deviation in the interaction between feel experience and trust ($X * M$) is associated with an increase of 0.456 standard deviations in repurchase intention (Y), assuming other variables remain constant. This indicates that the interaction between feel experience and trust (0.456) has the strongest positive impact on repurchase intention compared to the individual effects of feel experience (0,315) or trust (0,317).

Based on Table 5, there is a significant interaction variable ($X * M$) ($p < 0.05$), which indicates a moderating effect. This means that the impact of the independent variable (Feel Experience) on the dependent variable (Repurchase Intention) is influenced by the moderator variable (Trust). To determine whether this is pure moderation, we need to look at a few things: the coefficients of the independent and moderator variables and visualization with a p-plot. In this case, since the coefficients of Feel Experience and Trust are both significant, it can be concluded that this is partial moderation, not pure moderation. Partial moderation means that both Feel Experience and Trust directly influence Repurchase Intention, and the impact of Feel Experience on Repurchase Intention varies depending on the level of Trust.

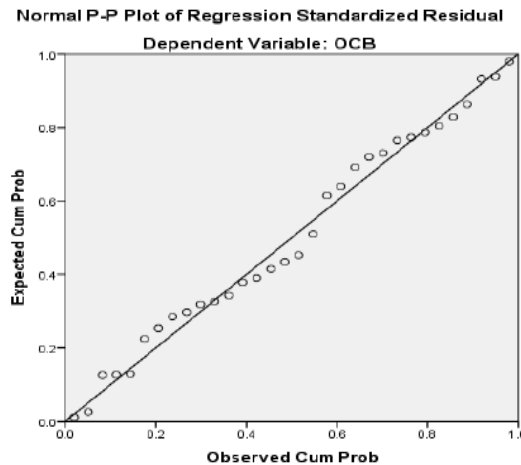


Figure 2. P-Plot Moderated Regression

The p-plot will show regression lines that describe the relationship between Feel Experience and Repurchase Intention at various levels of Trust. If these lines have significantly different slopes, this indicates a strong interaction. The interpretation of the p-plot shows that if the lines on the p-plot are parallel, then there is no moderation effect, while if the lines are not parallel, then there is a moderation effect, with different slopes of the lines indicating that the impact of Feel Experience on Repurchase Intention varies depending on the level of Trust. In this study, moderation means that consumer trust in the brand influences the effect of perceived experience (Feel Experience) on the intention to repurchase the product. In other words, the influence of the perceived experience on the decision to repurchase will vary depending on consumer trust in the brand. The data analysis concludes that there is partial moderation between Feel Experience and Trust in predicting Repurchase Intention. This means that both the perceived experience and the level of trust directly influence repurchase intentions, and the effect of perceived experience will vary depending on the level of consumer trust. P-plots provide a very useful visualization for understanding the form of interaction in moderation models, so we can easily see how the effect of the independent variable changes at different levels of the moderator variable.

Table 6. Coefficient of Determination Test Results (R²)

<i>Adjusted R Square</i>
0,894
a. <i>Predictors: (Constant), Interaction (X*M), Trust (M), Feel Experience (X)</i>

Source: Results of Data Processing in SPSS 26, 2024

Table 6 shows the results of the coefficient of determination test, which shows that the independent variable has a large influence on the dependent variable. The total determination value (Adjusted R Square) is 0.894, which means that the feel experience variable, trust, and the interaction between the feel experience and trust variables can explain 89.4% of the variation in the repurchase intention variable. The remaining 10.6% is explained by other factors or variables not included in the research model.

Table 7. Model Feasibility Test Results (F Test)

Model	Sig.
1 Regression	.000 ^b
a. Dependent Variable: Repurchase Intention (Y)	
b. Predictors: (Constant), Interaction (X*M), Trust (M), Feel Experience (X)	

Source: Results of Data Processing in SPSS 26, 2024

This Table 7 presents the results of a model feasibility test, specifically an F-test, for a regression model that predicts the dependent variable "Repurchase Intention (Y)" based on the independent variables "Interaction (X*M)", "Trust (M)", and "Feel Experience (X)". The model is statistically significant, with a p-value of 0.000, indicating that the independent variables collectively explain a substantial portion of the variation in the dependent variable. The model includes an interaction term between "Interaction (X*M)" and "Feel Experience (X)", as well as separate terms for "Trust (M)" and "Feel Experience (X)". The F-test results suggest that the model is a good fit for the data and that the independent variables are significantly related to the dependent variable, implying that the model can be used to make predictions about repurchase intentions based on the values of the independent variables.

Hypothesis Test

Hypothesis testing, specifically using the t-test, is conducted to demonstrate the partial impact of all independent factors on the dependent variable. If the p-value of the independent variable is less than 0.05, it indicates that the independent variable has a partial effect on the dependent variable. In other words, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. The findings of the hypothesis test, namely the t test, in this research are shown in Table 6, Moderated Regression Analysis Test findings. These results are interpreted as follows: (a). The variable representing the feel experience (X) has a positive regression coefficient value with a significance t of 0.049, which is less than the threshold of 0.05 ($\text{Sig} < \alpha$). The t-test results indicate that the feel experience variable has a statistically significant positive impact on the repurchase intention variable. Therefore, we can accept the hypothesis H1, which states that the feel experience has a positive and significant effect on the repurchase intention of Richeese Factory customers in Denpasar City. (b). The trust variable (M) has a positive regression coefficient value with a significance t of 0.023, which is less than 0.05 ($\text{Sig} < \alpha$). The findings of this t-test indicate that the trust variable has a somewhat positive and statistically significant impact on the repurchase intention variable. The interaction variable of feel experience with trust (XM) has a positive regression coefficient value and a significance t of 0.047, which is less than the threshold of 0.05 ($\text{Sig} < \alpha$). The findings of the t-test indicate that the trust variable can enhance the impact of felt experience on repurchase intention. Therefore, we may accept hypothesis H2, which states that trust improves the influence of feel experience on the repurchase intention of Richesse Factory consumers in Denpasar City. In H2, the moderation type is Quasi Moderation. This implies that the trust

variable acts as a moderating variable, affecting the relationship between feel experience and repurchase intention, and an independent variable that directly effects the repurchase intention variable.

Discussion

This research makes an important contribution to understanding how customer experience and trust influence repurchase intention. The main finding is partial moderation, where trust is a moderator between customer experience and repurchase intention. This means that the effect of customer experience on repurchase intention varies depending on customer trust in the brand. In addition, both customer experience and trust have a direct positive influence on repurchase intentions, consistent with previous research showing the importance of customer experience and trust in building customer loyalty. The partial moderation found in this study indicates that the interaction effect between customer experience and trust ($X*M$) has the strongest influence on repurchase intention compared to the individual effects of customer experience or trust. Thus, this study expands our knowledge of how psychological factors such as customer experience and trust interact to influence consumer behavior, particularly repurchase intentions.

Previous research foundations and factual support suggest that the positive influence of customer experience has been shown to increase customer satisfaction, trust, and ultimately repurchase intentions [43]. This study supports these findings by showing a significant positive relationship between customer experience and repurchase intention of Richeese Factory customers in Denpasar. In addition, customer trust in brands has long been considered an important factor influencing repurchase intentions [44]. This study is in line with previous research by showing that trust has a significant positive effect on Richeese Factory customers' repurchase intentions. Moderation of trust has also been found in several previous studies, where trust can moderate the relationship between customer experience and repurchase intentions [45]. This study strengthens these findings by showing that trust moderates the relationship between customer experience and Richeese Factory customer repurchase intentions.

Based on the research results, the order of magnitude of the influence of the independent variables on the dependent variable is: partial moderation (interaction between customer experience and trust, $X*M$) has the strongest influence on repurchase intention, followed by the direct influence of customer experience (X) and trust (M) on repurchase intention. It is important to note that although customer experience and trust have a positive direct influence, their influence varies depending on the level of customer trust.

Overall this study is that customer experience, trust, and their interaction have a significant influence on the repurchase intention of Richeese Factory customers. Trust acts as a partial moderator, strengthening the effect of customer experience on repurchase intentions.

These findings provide valuable insights for companies to design marketing strategies that focus on creating positive customer experiences and building brand trust to increase customer repurchase intentions.

Relevance to Previous Research

Customer experience plays an important role in influencing customer choices about fast food restaurant brands, return visits, and the behavior of recommending a fast food restaurant brand to others. Positive and negative feelings towards a product or service can affect customer behavior in buying a product to influence customer behavior to make a repeat purchase [46]. Similar research results were also found [22,28,47–49] which concludes that experiential marketing, which includes the feel experience dimension, has a positive and significant effect on repurchase intentions. Furthermore, [50–53] stated that the feel experience dimension is one of the most dominant dimensions of experiential marketing in influencing repurchase intention positively and significantly. Customers who have confidence in a restaurant brand will have confidence in the restaurant's ability to meet their needs, which in the end will tend to choose the same restaurant in their future purchase decisions [54]. Customers who have trust in the company will cultivate loyalty behavior [55]. When customer trust shows positive results, then the customer's intention to make a repeat purchase will be greater [56]. Previous research results [57–63] found that trust has a positive and significant effect on repurchase intentions. Furthermore, trust is proven to be able to moderate by strengthening the influence of attitude on behavioral intention in the Theory of Planned Behavior [64–66].

Conclusion

In this conclusion, it can be concluded that the emotional experience of customers (feel experience) has a positive and significant effect on the repurchase intention of Richeese Factory customers in Denpasar City. This means that if the customer's emotional experience of Richeese Factory products increases, the customer's repurchase intention will also increase. Conversely, if the customer's emotional experience of Richeese Factory products decreases, the customer's repurchase intention will also decrease. In addition, customer trust strengthens the positive effect of emotional experience on repurchase intentions. This means that if the level of customer trust in Richeese Factory increases, the positive effect of emotional experience on repurchase intention will be even stronger. In a managerial context, the results of this study provide several important implications for the restaurant industry. First, improving the emotional experience of customers should be a top priority. This can be done by improving the quality of service, improving the atmosphere of the restaurant, and ensuring the taste of the food is delicious. Second, building customer trust is key to increasing repurchase intentions. The restaurant industry can do this by ensuring transparency in operations, improving communication with customers, and providing product quality assurance. Third, developing



more effective loyalty strategies can be done by understanding how emotional experiences and trust influence repurchase intentions. These strategies may include loyalty programs, special promotions for loyal customers, and more personalized service. In a theoretical context, this study makes a significant contribution to the theory of the influence of trust in moderating the relationship between emotional experience and customer loyalty. The results of this study show that customer trust

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