



The Influence of Brand Image and Customer Experience on Purchase Decision in Artisan Bakery Industry

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ABSTRACT

This study examines the influence of brand image and customer experience on purchase decisions in the artisan bakery industry, with a case study of Rosella Bakehouse. The growing transformation of bakery products into lifestyle-oriented goods has intensified competition, requiring firms to strengthen both branding and experiential strategies. A quantitative approach was employed using survey data from 150 customers who had prior purchasing experience. Data were analyzed using multiple linear regression. The results reveal that both brand image and customer experience have a positive and significant effect on purchase decisions, with customer experience demonstrating a stronger influence. The model explains 51.8% of the variance in purchase decisions. These findings highlight the critical role of integrating brand positioning with experiential marketing strategies to enhance consumer engagement and purchasing behavior. This study contributes to the literature by providing empirical evidence from a developing market context, particularly within the premium bakery sector.

Keywords: Brand Image; Customer Experience; Purchase Decision; Artisan Bakery; Consumer Behavior



Received: 12 March 2026

Accepted: 26 April 2026

Available online: 29 April 2026

DOI: 10.61242/ijabo.26.734

JEL Classifications: M31, D12, L81



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INTRODUCTION

The rapid growth of the food and beverage (F&B) industry in Indonesia has significantly transformed consumer consumption patterns, particularly within the premium bakery segment. In recent years, the artisan bakery industry has emerged as one of the fastest-growing subsectors driven by urban lifestyle changes, increasing purchasing power among middle-class consumers, and the widespread use of social media in culinary marketing activities (Hapsari & Yulianingsih, 2022). Contemporary consumers no longer perceive bakery products solely as functional food items, but rather as experiential products associated with lifestyle consumption, gifting practices, and social interaction within urban environments (Wijaya, 2023).

In an increasingly competitive business environment, companies operating in the artisan bakery industry are required to develop intangible competitive advantages in order to sustain customer interest and improve purchase decisions. Among these advantages, the way consumers perceive and interact with a brand plays a crucial role in shaping their purchase decisions. The way consumers perceive and interact with a brand has a significant impact on their buying habits. According to Keller (2013), a strong brand image enhances consumer confidence in product quality and reduces perceived risk, thereby increasing the likelihood of purchase decision. Consumers tend to prefer brands that are associated with positive attributes such as product freshness, premium ingredients, aesthetic presentation, and hygienic production processes (Rahman, 2021; Efawati & Hermawan, 2020).

Beyond brand image, customer experience has become an equally important strategic factor affecting purchase decision in service-oriented industries such as F&B retail. Customer experience encompasses the overall interaction between consumers and brands across both physical and digital touchpoints. Pine and Gilmore (2019) emphasize that memorable experiences created through sensory, emotional, cognitive, behavioral, and relational elements can foster emotional attachment toward a brand and ultimately encourage purchase decision.

Rosella Bakehouse, an artisan bakery established in 2019 in Gading Serpong, Tangerang, represents one of the emerging local businesses that actively integrates branding strategies and customer experience management in its operations. Despite its growing popularity, Rosella Bakehouse faces increasing competition from newly established artisan bakeries offering similar product quality and brand positioning. Moreover, variations in customer experience between offline and online purchasing channels may influence overall service perception and purchase decision among consumers.

A preliminary survey involving 50 respondents indicated that both brand image (Mean = 4.15) and customer experience (Mean = 4.12) were perceived positively. However, the initial findings only provided descriptive insights and did not fully explain the strength and significance of the relationships between variables. Therefore, further empirical analysis using a larger sample and inferential statistical methods is necessary to better understand how brand image and customer experience influence purchase decisions.

This research aims to investigate the effect of brand image and customer experience on purchase choice within the context of artisan bakery customers, taking these concerns into account. This research is expected to provide empirical insights regarding the dominant factors affecting purchasing behavior and offer strategic recommendations for improving customer-oriented marketing practices in premium bakery businesses.

Despite the growing number of studies examining brand image and customer experience, limited research has specifically focused on their combined influence within the artisan bakery industry, particularly in emerging markets such as Indonesia. Most previous studies have concentrated on general food and beverage sectors or large-scale restaurant chains, leaving a gap in understanding consumer behavior in niche, premium bakery segments. Furthermore, the integration of offline and online customer experiences in influencing purchase decisions remains underexplored. Therefore, this study aims to address these gaps by providing empirical evidence from a localized context.

LITERATURE REVIEW

Consumer Behavior Theory

Consumer behavior theory explains how individuals select, purchase, and evaluate goods and services based on psychological, social, and experiential factors (Kotler&Armstrong, 2022). In the context of premium food products, consumer decisions are not solely driven by functional needs but also by emotional and experiential considerations. Consumers tend to evaluate products based on perceived quality, brand credibility, and the overall experience associated with the consumption process (Rifathurrahman *et al.* 2024).

Stimulus Organism Response (SOR) Framework

The Stimulus Organism Response (SOR) model, originally developed by (Mehrabian&Russell, 1974), is widely used to explain how external environmental factors influence consumer behavior through internal psychological processes. The framework consists of three components: stimulus (S), organism (O), and response (R).

Stimulus refers to external factors such as brand attributes, marketing cues, and service environments that influence consumer perceptions. Organism represents the internal cognitive and emotional processes triggered by these stimuli. Response refers to the behavioral outcomes, such as purchase decisions (Mehrabian&Russell, 1974; Eroglu *et al.*, 2001).

Recent studies have reaffirmed the relevance of the SOR framework in retail and service contexts, particularly in understanding how experiential and digital interactions influence consumer decision-making (Lemon & Verhoef, 2016; Pandita *et al.*, 2021; Chaniago & Efawati, 2022). In this study, brand image and customer experience are conceptualized as external stimuli that influence consumers' internal evaluations, which ultimately lead to a behavioral response in the form of purchase decision. Although the organism component is not explicitly measured, it is implicitly represented through consumers' cognitive and emotional processing.

Brand Image

Brand image refers to the set of perceptions held by consumers about a particular brand based on associations stored in their memory (Kotler & Keller, 2020). These associations may include company reputation, product quality, visual aesthetics, and perceived user identity. A positive brand image reduces perceived risk and enhances consumer confidence, thereby increasing the likelihood of purchase decisions (Aaker, 1996; Keller, 2013; Emiliana & Efawati, 2025).

Within the SOR framework, brand image functions as a cognitive stimulus that shapes consumer perceptions and influences decision-making processes. Previous studies have shown that brand image significantly affects purchase decisions by enhancing perceived value and trust (Zhang *et al.*, 2020).

Customer Experience

Customer experience represents the overall perception formed through direct and indirect interactions between consumers and brands across multiple touchpoints (Schmitt, 2018). It encompasses sensory, emotional, cognitive, behavioral, and relational dimensions. In line with the SOR framework, customer experience acts as a sensory and emotional stimulus that influences consumers' internal states. Positive experiences create emotional attachment and enhance perceived value, which ultimately increases purchase intention and behavior (Lemon & Verhoef, 2016; Mariana & Tjandra, 2023).

Purchase Decision

Purchase decision is the final stage in the consumer decision-making process, where individuals choose to buy a product after evaluating available alternatives (Kotler & Armstrong, 2022). In experiential industries such as artisan bakery, purchase decisions are often influenced by hedonic factors, including emotional satisfaction, aesthetic appreciation, and lifestyle alignment (Hassan & Omar, 2021). Within the SOR framework, purchase decision represents the behavioral response resulting from the internal evaluation of external stimuli such as brand image and customer experience.

Based on the SOR framework, this study proposes that brand image and customer experience act as stimuli that influence consumer behavior, leading to purchase decision as the response variable. Brand image primarily affects cognitive evaluation, while customer experience influences emotional and sensory responses. Both variables are expected to simultaneously influence purchase decision. In Figure 1 we can see the study's conceptual framework, which shows how brand image, customer experience, and purchase decision are related.

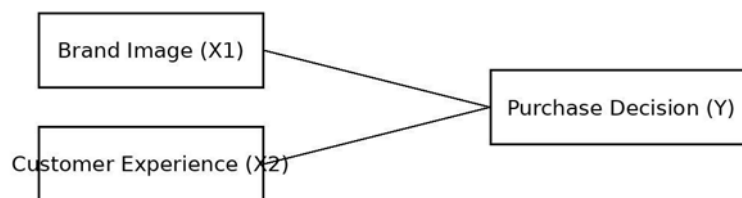


Figure 1. Model of Research
Source: Own Compilation (2026)

The relationship between brand image and purchase decision has been widely discussed in marketing literature. A strong brand image enhances consumer trust and reduces perceived risk, leading to higher purchase intention and decision. Therefore:

H1: Brand image has a positive and significant effect on purchase decision.

Customer experience, as an experiential construct, directly influences consumer emotions and satisfaction, which subsequently affect purchase behavior. Positive experiences increase perceived value and strengthen purchase intention. Therefore:

H2: Customer experience has a positive and significant effect on purchase decision.

In addition, both brand image and customer experience are expected to jointly influence purchase decision, as consumers rely on both cognitive evaluation and experiential interaction when making purchasing decisions. Therefore:

H3: Brand image and customer experience simultaneously have a significant effect on purchase decision.

RESEARCH METHOD

Research Design

This study employs a quantitative research approach in order to examine the influence of brand image and customer experience on purchase decision among customers of Rosella Bakehouse. Quantitative methods are appropriate for this research as they allow the measurement of relationships between variables using statistical analysis and facilitate hypothesis testing based on empirical data (Creswell, 2018, Chaniago *et al.*, 2023).

This study used an explanatory research design to examine the links between the dependent variable (buying decision) and the independent variables (brand image and customer experience). The method allows for the simultaneous and partial impacts of the independent factors on consumer buying behavior to be identified.

Population and Sample

The population of this study consists of all consumers who have previously purchased bakery products from Rosella Bakehouse, either through offline store visits or online ordering platforms. Since the exact number of consumers cannot be determined, non-probability sampling technique was adopted using purposive sampling method.

1. Purposive sampling was selected based on the following criteria:
2. Respondents have purchased Rosella Bakehouse products at least once.
3. Respondents are aged 18 years or older.

Respondents have experience purchasing through either offline or online channels.

A total of 150 respondents were selected as the research sample. This sample size meets the minimum requirement for multivariate statistical analysis and ensures adequate representation for hypothesis testing (Hair *et al.*, 2019).

Data Collection Technique

Respondents who fulfilled the sample criteria were sent a structured questionnaire to fill out in order to gather primary data. The survey's Likert scale was five points long, beginning with:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

The theoretical frameworks drawn from prior research served as the basis for the questionnaire items:

1. Brand Image indicators adapted from Aaker (1996) and Keller (2013)
2. Customer Experience indicators adapted from Schmitt (2018)
3. Purchase Decision indicators adapted from Kotler and Armstrong (2022)

Secondary data were obtained from academic journals, books, and industry reports related to consumer behavior and experiential marketing in the food and beverage industry.

Operational Definition of Variables

The operational definitions of the variables used in this study are presented in Table 1.

Table 1. Operational Definition of Variables

Variable	Indicator	Measurement Scale
Brand Image (X_1)	Company reputation, product quality perception, visual aesthetics, brand uniqueness	Likert Scale
Customer Experience (X_2)	Sensory experience, emotional experience, cognitive experience, behavioral experience, relational experience	Likert Scale
Purchase Decision (Y)	Product preference, purchase confidence, willingness to repurchase, recommendation intention	Likert Scale

Source: Own Compilation (2026)

Data Analysis Technique

Data analysis in this study was conducted using Statistical Package for Social Sciences (SPSS) software. The analysis procedures included:

1. Validity Test
 Checked that all survey questions adequately assess the target variable using Pearson's product moment correlation (Ghozali, 2020).
2. Reliability Test
 By calculating the Cronbach's Alpha coefficient, we were able to determine how reliable the measuring device was. When the score is higher than 0.70, it means that the internal consistency is acceptable. (Hair *et al.*, 2019).
3. Classical Assumption Tests
 - Normality Test
 - Multicollinearity Test
 - Heteroscedasticity Test
 To make sure the regression model is suitable for linear regression analysis, several tests were run.
4. Multiple Linear Regression Analysis
 The regression model applied in this study is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

- Y = Purchase Decision
 - X_1 = Brand Image
 - X_2 = Customer Experience
 - α = Constant
 - β_1, β_2 = Regression Coefficients
 - ε = Error Term
5. Hypothesis Testing
 - t-test (Partial Effect)
 - F-test (Simultaneous Effect)
 - Coefficient of Determination (R^2)

These statistical tests were conducted to evaluate the significance of the relationships between independent variables and the dependent variable.

RESEARCH RESULTS

Respondent Characteristics

A summary of the study sample was generated by analyzing respondent demographic data according to gender, age, profession, and shopping habits. Table 2 shows the respondent demographics broken down by age, gender, and buying channel.

Table 2. Respondent Demographics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	45	30.0
	Female	105	70.0
Age	18–24 years	39	26.0
	25–34 years	93	62.0
	35–44 years	15	10.0
	>45 years	3	2.0
Purchase Channel	Offline	90	60.0
	Online	60	40.0

Source: Own Compilation (2026)

The data show that the majority of respondents were female consumers aged between 25–34 years, indicating that Rosella Bakehouse primarily attracts young urban consumers.

Validity Test

In Table 3, we can see a summary of the validity test results for all variables. Pearson product moment correlation was used to evaluate validity. The validity of all measurement indicators was confirmed by the fact that all questionnaire questions had correlation values more than the crucial threshold ($r\text{-table} = 0.160$ for $n = 150$, $\alpha = 0.05$).

Table 3. Validity Test Results

Variable	Number of Items	r-count Range	Result
Brand Image	8	0.512 – 0.781	Valid
Customer Experience	10	0.534 – 0.823	Valid
Purchase Decision	6	0.498 – 0.769	Valid

Source: SPSS Output (2026)

Reliability Test

After conducting the reliability test using Cronbach’s Alpha coefficient to assess the internal consistency of the measurement instrument, the results are presented in Table 4. This test aims to ensure that each construct used in the study is measured consistently across its respective indicators. As shown in Table 4, all variables demonstrate Cronbach’s Alpha values above the minimum acceptable threshold of 0.70, indicating that the measurement items are reliable and suitable for further statistical analysis.

Table 4. Reliability Test Results

Variable	Cronbach’s Alpha	Standard	Result
Brand Image	0.812	>0.70	Reliable
Customer Experience	0.874	>0.70	Reliable
Purchase Decision	0.798	>0.70	Reliable

Source: SPSS Output (2026)

Specifically, the Brand Image variable obtained a Cronbach's Alpha value of 0.812, indicating good internal consistency among its indicators. Customer Experience shows the highest reliability value at 0.874, suggesting a very strong level of consistency in capturing respondents' perceptions across multiple experiential dimensions. Meanwhile, the Purchase Decision variable also demonstrates acceptable reliability with a value of 0.798, confirming that its measurement items are sufficiently consistent.

Overall, since all variables exceed the recommended threshold, it can be concluded that the measurement instrument used in this study possesses strong internal consistency and reliability. Therefore, the data are considered appropriate and dependable for subsequent analysis, including regression and hypothesis testing.

Classical Assumption Tests

Normality Test

The normality test was conducted to determine whether the residuals of the regression model are normally distributed, which is an essential assumption in multiple linear regression analysis. In this study, the normality of residuals was assessed using the Kolmogorov–Smirnov test.

The results of the test indicate that the significance value obtained is 0.200, which is greater than the threshold of 0.05. This suggests that the residuals are normally distributed and that there is no violation of the normality assumption. In other words, the distribution of the data does not significantly differ from a normal distribution.

Therefore, it can be concluded that the regression model satisfies the normality requirement, allowing further statistical analysis, including hypothesis testing, to be conducted reliably.

Multicollinearity Test

The multicollinearity test was conducted to examine whether there is a high correlation among the independent variables used in the regression model, namely brand image and customer experience. The presence of multicollinearity can distort the estimation of regression coefficients and reduce the reliability of the model. Therefore, it is important to ensure that the independent variables are not highly correlated with each other.

The results of the multicollinearity test are presented in Table 5. The assessment was carried out using tolerance values and Variance Inflation Factor (VIF). Tolerance values greater than 0.10 and VIF values lower than 10 indicate the absence of multicollinearity in the regression model.

Table 5. Multicollinearity Test

Variable	Tolerance	VIF	Result
Brand Image	0.642	1.557	No Multicollinearity
Customer Experience	0.642	1.557	No Multicollinearity

Source: SPSS Output (2026)

Based on the results, both independent variables have tolerance values of 0.642, which are well above the minimum threshold of 0.10. In addition, the VIF values for both variables are 1.557, which are significantly below the critical value of 10. These findings indicate that there is no strong correlation between the independent variables.

Therefore, it can be concluded that multicollinearity is not present in this study, and the regression model meets the required assumption. This ensures that each

independent variable can independently explain the variation in the dependent variable without causing distortion in the regression estimates.

Heteroscedasticity Test

The heteroscedasticity test was conducted to examine whether the variance of the residuals remains constant across all levels of the independent variables. The presence of heteroscedasticity may lead to inefficient estimates and affect the validity of the regression results. In this study, the test was performed using a scatterplot analysis of standardized residuals.

The results show that the residual points are randomly distributed and do not form any specific pattern, such as a funnel or wave-like shape. This indicates that the variance of the residuals is constant across observations. Therefore, it can be concluded that there is no heteroscedasticity problem in the regression model, and the assumption of homoscedasticity is satisfied.

Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the influence of brand image and customer experience on purchase decision. This method allows for the analysis of both the individual (partial) and combined (simultaneous) effects of the independent variables on the dependent variable.

Table 6. Multiple Linear Regression Results

Variable	B	t-value	Sig.
Constant	1.245	—	—
Brand Image (X ₁)	0.312	3.876	0.000
Customer Experience (X ₂)	0.487	6.214	0.000

Source: SPSS Output (2026)

Based on the results shown in Table 6, both independent variables have positive regression coefficients, indicating that an increase in brand image and customer experience is associated with an increase in purchase decision. Specifically, the coefficient for brand image is 0.312, meaning that a one-unit increase in brand image will increase purchase decision by 0.312 units, assuming other variables remain constant. Meanwhile, customer experience has a higher coefficient value of 0.487, suggesting a stronger influence on purchase decision compared to brand image.

Furthermore, the significance values for both variables are 0.000, which are below the threshold of 0.05. This indicates that both brand image and customer experience have a statistically significant effect on purchase decision. These findings confirm that the proposed regression model is appropriate for explaining the relationship between the variables.

The regression equation is formulated as:

$$Y=1.245+0.312X_1+0.487X_2$$

t-Test (Partial Hypothesis Testing)

The t-test results indicate:

Brand Image significantly influences Purchase Decision ($p < 0.05$).

Customer Experience significantly influences Purchase Decision ($p < 0.05$).

F-Test (Simultaneous Effect)

The F-test was conducted to evaluate the simultaneous effect of the independent variables, namely brand image and customer experience, on the dependent variable, which is purchase decision. This test is used to determine whether the regression model as a whole is statistically significant and suitable for explaining the relationship between variables, table 7 shows the results of the F-test for the regression model.

Table 7. F-Test Result

Model	F-value	Sig.
Regression Model	78.542	0.000

Source: SPSS Output (2026)

Based on the results shown in Table 7, the regression model produces an F-value of 78.542 with a significance level of 0.000. Since the significance value is lower than the threshold of 0.05, it indicates that the independent variables simultaneously have a significant effect on the dependent variable.

This finding implies that brand image and customer experience, when considered together, significantly influence purchase decision. In other words, the regression model is statistically valid and capable of explaining the variation in purchase decision. Therefore, the hypothesis stating that brand image and customer experience simultaneously affect purchase decision (H3) is accepted.

Coefficient of Determination (R²)

The coefficient of determination (R²) was used to measure the proportion of variance in the dependent variable that can be explained by the independent variables included in the regression model. This analysis provides an indication of the model's explanatory power in predicting purchase decision based on brand image and customer experience. The results of the coefficient of determination are presented in Table 8.

Table 8. Model Summary

R	R ²	Adjusted R ²
0.720	0.518	0.511

Source: SPSS Output (2026)

Based on the results shown in Table 8, the R² value is 0.518, indicating that 51.8% of the variation in purchase decision can be explained by the independent variables, namely brand image and customer experience. This suggests that the model has a moderate level of explanatory power in capturing consumer purchasing behavior.

Furthermore, the adjusted R² value is 0.511, which is slightly lower than the R² value. This adjustment accounts for the number of independent variables in the model and provides a more accurate estimate of the model's explanatory capability in the population. The relatively small difference between R² and adjusted R² indicates that the model is stable and does not suffer from overfitting.

The remaining 48.2% of the variance in purchase decision is influenced by other factors not included in this study, such as price perception, product quality, customer satisfaction, and social influence. Therefore, future research is recommended to incorporate additional variables to improve the explanatory power of the model.

DISCUSSION

The findings indicate that brand image has a positive and significant effect on purchase decision. This supports brand equity theory, which states that strong brand associations reduce perceived risk and enhance consumer confidence (Aaker, 1996; Keller, 2013). In

the artisan bakery context, consistent visual identity, premium positioning, and perceived product quality strengthen consumer trust and influence final purchase decisions.

The results also show that customer experience exerts a stronger influence on purchase decision compared to brand image. This aligns with experiential marketing theory, which emphasizes that sensory, emotional, and relational interactions shape consumer behavior (Schmitt, 2018; Pine & Gilmore, 2019). Positive in-store atmosphere, product aesthetics, and service interaction create memorable experiences that directly drive purchasing behavior.

Simultaneously, brand image and customer experience significantly affect purchase decision. This confirms the consumer decision-making framework, where cognitive evaluation (brand perception) and experiential evaluation (service interaction) jointly determine buying behavior (Kotler & Armstrong, 2022). The model's explanatory power ($R^2 = 51.8\%$) indicates that both variables are substantial predictors within the premium bakery industry.

These findings reinforce prior empirical studies demonstrating that intangible marketing factors play a critical role in shaping consumer purchasing behavior in experiential retail sectors (Hassan & Omar, 2021; Mariana & Tjandra, 2023). For artisan bakery businesses, strengthening brand consistency and optimizing holistic customer experience are essential strategic priorities to enhance purchase decision and competitive positioning.

This study also indicates that customer experience plays a more dominant role compared to brand image, suggesting a shift from cognitive-based evaluation toward experiential consumption in the premium bakery sector. This finding extends previous studies by emphasizing that in lifestyle-driven industries, emotional and sensory engagement may outweigh traditional brand perceptions in influencing consumer decisions.

This study has several limitations. First, the use of non-probability sampling limits the generalizability of the findings. Second, the study focuses on a single case (Rosella Bakehouse), which may not represent the entire artisan bakery industry. Future research is recommended to include broader samples and additional variables such as perceived value, customer satisfaction, and digital engagement.

This finding is consistent with previous studies conducted by Ulfa and Lestari (2021), which found that brand image significantly influences purchase decision in the food sector. However, this study extends the findings by demonstrating that customer experience has a stronger effect, particularly in premium and lifestyle-oriented markets. This suggests that experiential value plays a more critical role than cognitive perception in shaping consumer behavior in artisan bakery businesses.

Managerial Implications

The findings of this study provide several managerial implications for artisan bakery businesses. First, companies should strengthen their brand identity through consistent visual communication, premium positioning, and product differentiation. Second, businesses should focus on enhancing customer experience by improving store ambiance, product presentation, and service quality. Third, integrating digital platforms such as social media and online ordering systems is essential to ensure a seamless omnichannel experience. By combining strong brand image and superior customer experience, businesses can improve customer engagement and increase purchase decisions.

CONCLUSIONS

This study concludes that brand image and customer experience significantly influence purchase decision among customers of Rosella Bakehouse. Brand image positively affects purchase decision by strengthening consumer perception of product quality, brand credibility, and overall trust toward the company. A strong and consistent brand identity functions as a cognitive signal that reduces uncertainty during the evaluation stage of consumer decision-making. In the context of artisan bakery businesses, visual aesthetics, premium positioning, and product uniqueness contribute to building favorable brand associations that encourage purchasing behavior.

Customer experience demonstrates a stronger and more dominant effect on purchase decision compared to brand image. This finding highlights those experiential factors, such as sensory stimulation, emotional engagement, service interaction, and relational connection play a central role in shaping consumer purchasing behavior within the premium bakery industry. Positive experiences across both offline and online channels enhance perceived value and emotional attachment, which directly increases consumers' willingness to purchase and repurchase products.

Simultaneously, brand image and customer experience explain a substantial proportion of the variation in purchase decision, indicating that both cognitive and experiential dimensions jointly determine consumer behavior. This confirms that purchasing decisions in experiential retail sectors are not driven solely by functional product attributes, but also by symbolic meaning and holistic interaction with the brand.

From a managerial perspective, artisan bakery businesses should prioritize the integration of strong branding strategies with well-designed customer experience management. Ensuring consistent brand communication, maintaining high product quality, optimizing store atmosphere, and improving digital engagement strategies are critical to sustaining competitive advantage.

This research adds to the existing body of knowledge on experiential marketing and customer behavior by presenting data collected in a developing market. To improve the model's explanatory power and delve deeper into buying behavior in premium food retail sectors, future research may include more variables like customer happiness, perceived value, or digital involvement.

ACKNOWLEDGMENT

Universitas Pradita provided academic assistance and helped facilitate the authors' study, for which the writers are grateful. We would also want to thank everyone who took the time to fill out the survey and provided us with useful information for this research. The authors would like to express their gratitude to the reviewers and colleagues whose comments enhanced the quality of this research paper.

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