Brand Authenticity, Digital Interaction, and Sensory Experience as Predictors of Local Coffee Repurchase Intention

Farisah Keke Nola Padang[1*], Zuhrinal M Nawawi[2], Atikah[3]
[1,2,3]Universitas Islam Negeri Sumatera Utara
farisahkekepadang21@gmail.com[1*], zuhrinal.nawawi@uinsu.ac.id[2], atika@uinsu.ac.id[3]

Abstract

This study aims to examine the effects of brand authenticity, digital interaction, and sensory experience on local coffee repurchase intention among Millennials and Generation Z, integrating cognitive, social, and affective dimensions into a single empirical model. This study employed a quantitative explanatory design involving 100 respondents selected through purposive sampling. Data were collected using structured questionnaires and analyzed through multiple linear regression. Brand authenticity positively and significantly influenced repurchase intention ($\beta = 0.279$, $p < 0.05$), while sensory experience demonstrated the strongest positive relationship ($\beta = 0.595$, $p < 0.001$). Conversely, digital interaction showed no statistically significant relationship ($\beta = -0.020$, $p > 0.05$). The overall regression model was statistically significant, with an adjusted R^2 of 0.618. Repurchase intention toward local coffee was more strongly associated with sensory experience and brand authenticity than with digital interaction. The study focused on consumers of a single local coffee business and employed purposive sampling with 100 respondents, limiting the generalizability of the findings. This study integrates cognitive, social, and affective dimensions into an empirical framework for understanding local coffee repurchase intention. The findings also provide practical insights for coffee businesses seeking to strengthen customer retention through consistent sensory quality and brand authenticity.

Keywords: *Brand Authenticity, Digital Interaction, Local Coffee, Repurchase Intention, Sensory Experience*

1. INTRODUCTION

The local coffee industry in Indonesia continues to grow rapidly alongside increasing consumer awareness of authentic and sustainable products, particularly the Robusta variety, which is known for its bold flavor and distinctive aroma. According to data from the Association of Indonesian Coffee (*Asosiasi Kopi Indonesia*) in 2024, national coffee consumption reached 3.3 kg per capita annually. Local coffee brands hold a market share of approximately 40% among Millennials (aged 25–40) and Generation Z (aged 18–24), who tend to seek more personal and meaningful consumption experiences than older generations. This phenomenon is influenced by urbanization and digital lifestyle trends, where young consumers evaluate not only product quality but also emotional values, such as brand authenticity and interaction through social media platforms (Bilal & Achmad, 2023).

Toko Kopi Tanpak Robusta Sidikalang in Sidikalang, North Sumatra, represents a small-scale local coffee business focusing exclusively on authentic robusta coffee without other product variations. Based on field observations, the shop receives approximately 10 visitors per week, with an average of 50 daily. Their flagship product, authentic robusta in 1/4kg packaging, is favored for its strong bitterness and long aftertaste. Nonetheless, the repurchase rate among consumers aged 18–40 years is only approximately 31%, indicating a gap between initial interest and repurchase intention (Astuti, Vildayanti, & Luhur, 2025). A pre-survey of 20 respondents showed that sensory experience received the highest score (5.0), followed by repurchase intention (4.8), brand authenticity (4.0), and digital interaction (3.6). These findings indicate that while sensory attributes are strong, a clear practical and empirical gap exists in understanding how digital and authenticity factors shape long-term repurchase intentions.

Local robusta coffee is theoretically distinct from standardized industrial consumer products. Unlike mass-manufactured goods or high-grade Arabica, which are often evaluated through standard functional utility or status-driven lifestyle branding, local robusta represents an experiential, high-involvement sensory commodity embedded with regional origin, high caffeine content, and distinct bitterness (Haryoto, 2022). Because robusta consumption relies heavily on immediate, physical sensory gratification (flavor, aroma, and aftertaste), digital interaction operates through a

fundamentally different psychological mechanism. Digital interaction primarily builds dynamic online engagement, brand awareness, and pre-purchase expectations in virtual environments. However, without physical touchpoints, digital prompts alone cannot substitute for the tangible sensory confirmation required to drive repeat purchases of a taste-centric regional product.

While prior literature has examined brand authenticity Yeh, Duong, Lin, Chen, and Wang (2025), digital interaction Voorveld, Muntinga, and Bronner (2018), and sensory experience Krishna (2013) as isolated determinants of consumer behavior, an unresolved theoretical tension remains. Existing frameworks fail to explain how cognitive perceptions (brand authenticity), social-behavioral engagements (digital interaction), and bodily sensory stimuli (sensory experience) simultaneously interact to convert initial interest into sustained repurchase intention. Examining these variables separately creates an incomplete model of consumer decision-making. Grounded in the Stimulus-Organism-Response (SOR) framework, this study proposes an integrated theoretical mechanism: brand authenticity acts as a cognitive baseline that establishes trust, digital interaction functions as a social-relational stimulus that maintains brand presence, and sensory experience serves as the core affective evaluation that confirms post-consumption satisfaction.

By integrating these three dimensions into a single analytical framework, this study moves beyond the mere combination of separate variables. This resolves the theoretical ambiguity regarding whether modern digital engagement or traditional sensory confirmation serves as the primary anchor for repurchase intentions in regional commodity markets. This integration is particularly crucial for Millennials and Gen Z in coffee-producing regions such as Sidikalang, whose consumption decisions are uniquely driven by a complex interplay between digital identity and localized, authentic sensory appreciation.

Practically, the results of this study serve as a foundation for local coffee business owners, specifically Toko Kopi Tanpak Robusta Sidikalang, in designing more effective marketing strategies. If brand authenticity affects repurchase intention, business owners need to maintain their product identity as genuine Sidikalang robusta coffee through brand storytelling, highlighting the origin, and maintaining a consistent local character. If digital interaction has a significant influence, optimizing social media platforms (Instagram, TikTok, and WhatsApp Business) is necessary to build closer consumer relationships. Furthermore, given that sensory experience is the primary dominant factor, business owners must prioritize maintaining taste, aroma, texture, and visual presentation as the principal drivers of repurchase behavior.

2. LITERATURE REVIEW

2.1 Brand Authenticity

Brand authenticity is not merely an inherent characteristic of a product but a consumer perception formed through experiences and interactions with the brand (Zahrani & Aprelyani, 2025). From a modern marketing perspective, brand authenticity functions as a value signal that can reduce consumer uncertainty when evaluating products (Larasati & Juandanilsyah, 2025). Essentially, the higher the perceived authenticity, the more likely consumers are to trust and choose a brand.

Beverland (2005) asserts that brand authenticity arises from the consistency between the brand's narrative, production processes, and communication, thereby creating perceptions of honesty and sincerity. In the context of local coffee, this authenticity is directly linked to regional origin, traditional processing methods, and distinctive flavor profiles, which serve as primary differentiators from mass-produced products. Conceptually, Sari, Bernadett, and Halim (2025) categorize brand authenticity into four main dimensions: continuity, credibility, integrity, and symbolism. These dimensions not only shape positive perceptions but also foster a psychological bond between the consumer and the brand. This aligns with self-concept theory belk in Andriani and Bunga (2018), which states that consumers tend to choose brands that reflect their own identity.

These four dimensions adopted from Sari et al. (2025) are highly appropriate for evaluating local robusta coffee due to its unique regional attributes. Continuity measures a brand's ability to

maintain its historical heritage and traditional processing consistency of Sidikalang robusta across generations. Credibility reflects the brand's truthfulness in delivering promised flavor characteristics, such as authentic bold bitterness and long aftertaste. Integrity captures the ethical commitment and passion of local coffee farmers and producers to avoid artificial additives or adulteration. Symbolism represents the cultural identity and pride that consumers connect with when supporting region-based local products (Hadaming & Rayyani, 2026).

In this study, brand authenticity is positioned as an independent variable influencing repurchase intention (Alkai, Widana, & Widodo, 2026). Theoretically, a brand perceived as authentic enhances trust and emotional attachment, ultimately driving consumers to repeat their purchase (Zauabi, Jannah, Sinaga, & Samosir, 2025). The theoretical mechanism through which brand authenticity translates into repurchase intention operates through a dual-path psychological mechanism: cognitive risk reduction and emotional value resonance. Cognitively, higher perceived authenticity (credibility and integrity) signals reliable product quality, which reduces perceived purchase risk and cognitive dissonance during evaluation. Emotionally, authenticity (continuity and symbolism) builds brand trust and affective attachment, satisfying consumers' need for self-expression and cultural connection (Anggraini, Rosalina, & Anggita, 2026). As a result, consumers establish strong repurchase intention and exhibit a heightened behavioral tendency toward repurchase intention (Ali & Bhasin, 2019).

2.2 Digital Interaction

Digital interaction is a form of two-way communication between a brand and consumers, occurring through digital media, particularly social media (Herawati, Nay, Aparato, & Dwiarta, 2025). Unlike traditional communication, digital interaction is participatory, allowing consumers to actively engage in co-creating brand meaning (Megawati, Tugiyono, & Antonius, 2026). Based on customer engagement theory brodie in Apriyanto (2025), digital interaction serves as a mechanism that triggers cognitive, emotional, and behavioral engagement. This engagement is crucial because active consumers tend to have stronger and more sustainable relationships with the brand. Specifically, Voorveld, Muntinga, and Bronner (2018) explain that digital interaction increases brand salience the consumer's ability to recall and consider the brand during the buying process.

In this study, digital interaction was an independent variable. Theoretically, more intense and high-quality digital interactions increase the likelihood of consumers staying connected to the brand, thereby increasing repurchase opportunities, especially for millennials and Generation Z, who are highly dependent on digital platforms (Santosa, Thahira, & Rimbasari, 2026). More precisely, in the context of local robusta coffee, digital interaction in this study is operationally defined as the multichannel behavioral touchpoints where consumers interact with the brand across official digital platforms, specifically Instagram, TikTok, and WhatsApp Business. These interactions encompass both passive and active forms of digital engagement in the learning process (Sudarmadi & Lasmana, 2026). Passive engagement includes consuming promotional content, viewing visual stories and reading product origin posts. Active engagement involves co-creating content through public actions (such as liking, commenting, and sharing promotional posts) and direct bilateral communication through private messages (Direct Messages/DM on Instagram/TikTok and direct inquiries via WhatsApp) regarding product availability, pricing, packaging, and order placements.

To systematically evaluate this construct, digital interaction was measured through four dimensions adapted to local business channels. Promotional content engagement assesses consumer responsiveness to visual and video posts, educational reels, and promotional stories on Instagram and TikTok (Arianto & Rani, 2024). Social interaction and public feedback examine consumer participation through comments, interactive polls, and content sharing (Arianto & Rani, 2024). Direct communication encompasses personalized interactions through direct messages and WhatsApp inquiries related to customer service and product consultation (Arianto & Rani, 2024). Meanwhile, information seeking and relational touchpoints evaluate how consumers utilize digital platforms to verify product authenticity, obtain information about operating hours, and maintain ongoing connections with the brand (Arianto & Rani, 2024). In this study, digital interaction served as an independent variable. Theoretically, frequent and high-quality digital interactions may strengthen

consumer engagement and brand relationships, potentially encouraging repurchase intention, particularly among Millennials and Generation Z, who actively utilize digital platforms.

2.3 Sensory Experience

Sensory experience is a part of experiential marketing that emphasizes the role of sensory stimuli in shaping consumer perceptions and behaviors (Fauzi & Ernawadction, 2025). In the context of coffee products, sensory experiences such as taste, aroma, and texture are primary factors in product evaluation (Barahona & Yang, 2020). Kulkarni and Kolli (2023) explain that sensory stimuli can influence consumers' emotions and long-term memory, thereby playing a crucial role in shaping preferences. This means that sensory experience not only influences momentary satisfaction but also repeat purchase decisions.

Alkai, Widana, and Widodo (2026) add that a positive brand experience will produce a strong affective response, which subsequently enhances emotional attachment to the brand. In the context of local coffee, consistent sensory experiences will reinforce the perception of quality and create experience-based repurchase intention. In this study, sensory experience was positioned as an independent variable that directly influences repurchase intention. Theoretically, the more positive the sensory experience perceived by consumers, the higher the level of satisfaction and the greater the tendency to repurchase the product.

2.4 Repurchase Intention

Past consumer experiences in product consumption frequently trigger a behavioral tendency to repurchase, which is commonly defined as repurchase intention. From a consumer behavior perspective, Mawaddah, Rahayu, Rahmasari, and Dutahatmaja (2024) view this concept as the outcome of a post-purchase evaluation process. Hermawan (2023) describes repurchase intention as an element of behavioral loyalty that reflects consumer commitment to a brand. In the current study, this dependent variable is examined as being influenced by three primary dimensions, such as cognitive (trust/authenticity), social (interaction), and affective (sensory).

2.5 Relationships Between Variables

Brand authenticity plays an important role in establishing consumer trust and strengthening emotional connections with products (Ardiyanti & Ahmadi, 2025). Consumers generally perceive authentic brands as honest, consistent, and dependable, which helps minimize uncertainty during purchasing decisions and encourages long-term brand relationships. Majid et al. (2023) found that perceived brand authenticity positively and significantly influences repurchase intention. Accordingly, stronger perceptions of brand authenticity are expected to increase consumers' willingness to purchase local coffee products repeatedly.

Digital interaction represents an important mechanism for developing consumer engagement in contemporary marketing. Continuous and meaningful communication through digital platforms allows consumers to obtain product information while establishing emotional connections with brands (Jamlean, Iek, & Urip, 2026). Such interactions may enhance brand awareness, strengthen brand recall, and maintain consumer relationships throughout the purchasing process. Voorveld et al. (2018) highlighted the relevance of social media engagement to consumer–brand relationships and purchasing behavior. Therefore, higher-quality digital interactions are theoretically expected to strengthen consumers' intentions to repurchase local coffee products.

Sensory experience contributes to consumer satisfaction and purchasing preferences, particularly for products such as coffee, where taste, aroma, and other sensory characteristics are central to consumption experiences. Positive sensory stimulation can create memorable impressions, influence emotional responses, and strengthen consumer attachment to products. Krishna (2013) emphasized the importance of sensory stimuli in shaping consumer perceptions, emotions, memory, and purchasing behavior. Consequently, favorable sensory experiences are expected to encourage consumers to repeat their purchases of local coffee products.

Brand authenticity, digital interaction, and sensory experience collectively represent interconnected dimensions of consumer evaluation. Brand authenticity contributes to trust and perceived credibility, digital interaction facilitates ongoing consumer engagement, and sensory experience supports satisfaction through direct product consumption. Barahona and Yang (2020) highlighted the relevance of consumer experiences and related emotional factors to purchasing behavior. Integrating these three dimensions provides a broader framework for examining repurchase intention than considering each factor separately. Accordingly, the combined model is expected to explain consumers' intentions to repurchase local coffee products, although the individual contributions of these variables may differ.

2.6 Research Model

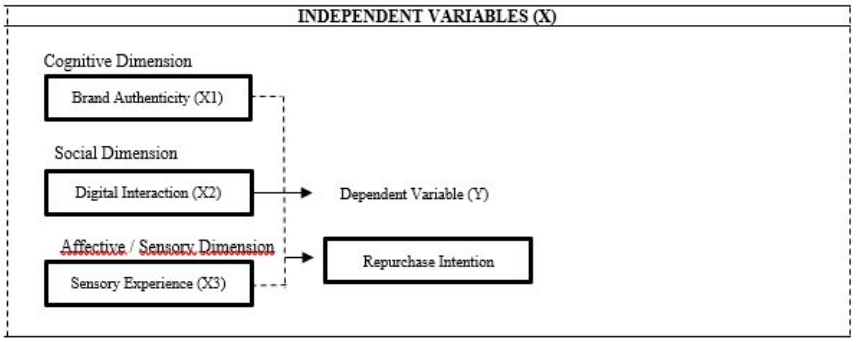


Figure 1. Conceptual framework

Grounded in the Stimulus Organism Response (SOR) framework developed by Mehrabian and Russell and experiential marketing theory introduced by Schmitt as cited in Fauzi and Ernawadction (2025), this research conceptualizes consumer decision-making as a multidimensional psychological process. The proposed model integrates cognitive, social, and affective/sensory dimensions to explain repurchase intention toward local Robusta coffee. The cognitive dimension, represented by brand authenticity (X_1), encompasses consumers' evaluations of product continuity, credibility, regional origin, and integrity, which contribute to perceived trustworthiness and reduced purchasing uncertainty (Arianto, & Rani, 2024; Larasati, & Juandanilsyah, 2025). The social dimension, reflected in digital interaction (X_2), involves two-way communication, online community engagement, and direct interactions through platforms such as Instagram, TikTok, and WhatsApp Business, potentially strengthening brand salience and ongoing consumer relationships (Voorveld, Muntinga, & Bronner, 2018; Megawati, Tugiyono, & Antonius, 2026). Meanwhile, the affective/sensory dimension, represented by sensory experience (X_3), captures the emotional and sensory responses arising from direct product consumption, including taste, aroma, texture, and visual presentation, which may contribute to post-consumption satisfaction (Krishna, 2013). As illustrated in Figure 1, these three dimensions are incorporated into a unified research model as independent variables to examine their individual and simultaneous relationships with repurchase intention (Y). Grounded in the aforementioned theoretical integration and conceptual model, this study proposes the following hypotheses:

- H_1: The cognitive dimension of brand authenticity significantly enhances repurchase intention positively
- H_2: The social dimension of digital interaction creates a positive and significant effect on repurchase intention
- H_3: The affective dimension of sensory experience positively and significantly influences repurchase intention
- H_4: Brand authenticity, digital interaction, and sensory experience jointly exhibit positive and significant effects on repurchase intention

3. RESEARCH METHODOLOGY

This study utilizes a quantitative approach alongside an explanatory research framework to analyze causal associations between variables via hypothesis testing. Focused on Toko Kopi Tanpak Robusta Sidikalang in Dairi Regency, North Sumatra, the study utilizes the coffee shop as the primary locus for analyzing consumer behavior from February to March 2026. Drawing on generational classifications by the Pew Research Center, the study categorizes Millennials as those born between 1981 and 1996 and Generation Z as individuals born from 1997 to 2012. Reflecting the main consumer base of local coffee establishments, the population consists of active shoppers aged 18 to 40 years from both generational groups. Due to the absence of a definitive registry for total shop visitors, the population is treated as an infinite or unknown group. Respondents in this study originate not only from the Sidikalang region but also from various regions across Indonesia. This is due to indirect product purchasing access, whether through online purchases, souvenirs, or previous consumption experiences when visiting the store location. Consequently, all respondents involved remain consumers who have previously consumed the coffee product.

Consequently, all respondents included in this study were consumers who had previously purchased and consumed the coffee product. A purposive sampling technique was employed to select participants based on specific eligibility criteria (Etikan, Musa, & Alkassim, 2016). Respondents were required to be between 18 and 40 years old, representing millennials and Generation Z, and to have purchased and consumed coffee from Toko Kopi Tanpak Robusta Sidikalang at least once within the preceding six months. Additionally, participants must have been exposed to or interacted with the brand through digital platforms, including social media and other online channels, and demonstrated willingness to complete the research questionnaire. The minimum sample size was determined using the Lemeshow formula, applying a 95% confidence level and a 5% margin of error, which established a minimum requirement of 96 respondents. To enhance the adequacy of the sample, the final sample size was set at 100 participants.

$$n = \frac{Z^{2\backslash \text{timesp} \times (1-p)}}{d^2} \tag{1}$$

In Formula 1, n represents the required sample size, while *z* denotes the standard normal value of 1.96 corresponding to a 95% confidence level. The parameter *p* represents the maximum estimated population proportion of 0.50 (50%), and d indicates the sampling error, which was set at 0.1788. This study relied on primary data obtained through structured closed questionnaires utilizing a 1–5 Likert rating scale. The instrument targeted respondents' evaluations of four main constructs: brand authenticity, digital interaction, sensory experience, and repurchase intention. Preliminary validity and reliability assessments were conducted to verify that each item possessed adequate measurement accuracy and consistency. The quantitative evaluation was performed using SPSS software, executing classical assumption tests (normality, multicollinearity, and heteroscedasticity) followed by multiple linear regression analysis (Osborne & Waters, 2002). This statistical method was selected to assess the individual and joint effects of brand authenticity, digital interaction, and sensory experience on the target variable, repurchase intention. Through this process, the analysis ensures empirically valid and scientifically defensible conclusions.

4. RESULTS AND DISCUSSION

4.1 Description of Respondent Profile

The characteristics of the respondents in this study were used to describe the profile of consumers who participated in the research on repurchase intention toward the local coffee brand. Respondent data were obtained by distributing questionnaires to 100 respondents who met the purposive sampling criteria: individuals aged 18–40 years (millennials and Generation Z), who have purchased coffee products from Toko Kopi Tanpak Robusta Sidikalang within the last 6 months, and who have interacted with or been exposed to brand information through digital media (either directly or indirectly).

Respondents in this study originated not only from the Sidikalang region but also from various regions across Indonesia. This was made possible because coffee products could be accessed through direct purchases at the location as well as through indirect distribution channels such as souvenirs, entrusted purchases, and online orders. Consequently, the respondents remained relevant as actual consumers of the researched product. The characteristics of the respondents in this study included gender, age group, and domicile.

Table 1. Respondent characteristics based on gender

Gender	Frequency	Percentage (%)
Male	55	55
Female	45	45
Total	100	100

Table 1 shows the majority of respondents in this study were male, totaling 55 (55%), while females totaled 45 (45%). This shows that the respondents' participation was relatively balanced between the genders. This indicates that local coffee consumption is not limited to one gender group but has become part of the lifestyle for various groups, particularly the younger generation. Furthermore, the relatively balanced gender distribution allows the study to capture perspectives from both male and female consumers.

Table 2. Respondent characteristics based on age

Age Group	Frequency	Percentage (%)
18 – 24 tahun (Generasi Z)	65	65
25 – 40 tahun (Milenial)	35	35
Total	100	100

Table 2 shows it is evident that the majority of respondents fall within the 18–24 age range, representing Generation Z with 65 individuals (65%). This is followed by respondents aged 25–40 (millennials), totaling 35 individuals (35%). The dominance of Generation Z respondents indicates that this age group consists of highly active consumers of local coffee who possess a high level of engagement in digital interactions and modern lifestyle trends.

Table 3. Characteristics of respondents based on domicile

Domicile	Frequency	Percentage (%)
Sidikalang / Kabupaten Dairi Regency and surroundings	58	58
Medan and Deli Serdang	20	20
Other outside regions	22	22
Total	100	100

Table 3 shows it is known that the majority of respondents are from Sidikalang and the Dairi Regency area, totaling 58 individuals (58%). This was followed by respondents from Medan and Deli Serdang with 20 individuals (20%), and respondents from other regions such as Banda Aceh, Pakpak Bharat, and other areas with 22 individuals (22%). This distribution demonstrates that although the research focuses on a single business location, consumer reach is not geographically limited. Respondents from outside the region remain relevant as they have prior experience consuming the product, either through direct visits or product distribution. Furthermore, this indicates that local coffee has broader market potential beyond its area of origin.

4.2 Data Quality Test

4.2.1 Validity Test

The purpose of validity testing is to assess whether questionnaire items successfully measure the specific variables under investigation. An instrument achieves validity when its items precisely

reflect the phenomena it aims to evaluate. In this study, validity checks were executed via Pearson 'sproduct moment correlation utilizing IBM SPSS Statistics. The validation standard requires comparing the calculated *r*-statistic with the critical *r*-threshold, an item is validated if *r*-count > *r*-table, while values lower than the table benchmark denote invalid items. Given a sample size of 100 participants and a 5% significance threshold, the critical *r*-value was established at 0.195. Therefore, questionnaire items achieving a correlation coefficient exceeding 0.195 are officially deemed valid.

Table 4. Combined pearson correlation validity test results

Variables / Row	Statistics	Item 1	Item 2	Item 3	Item 4	Item 5	Total
Brand Authenticity		KM_1	KM_2	KM_3	KM_4	KM_5	Total
KM_1	Pearson Correlation	1	.720***	.612***	.370***	.389***	.835***
	Sig. (2-tailed)	—	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
KM_2	Pearson Correlation	.720***	1	.618***	.359***	.478***	.831***
	Sig. (2-tailed)	<.001	—	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
KM_3	Pearson Correlation	.612***	.618***	1	.354***	.354***	.758***
	Sig. (2-tailed)	<.001	<.001	—	<.001	<.001	<.001
	N	100	100	100	100	100	100
KM_4	Pearson Correlation	.370***	.359***	.354***	1	.687***	.696***
	Sig. (2-tailed)	<.001	<.001	<.001	—	<.001	<.001
	N	100	100	100	100	100	100
KM_5	Pearson Correlation	.389***	.478***	.354***	.687***	1	.731***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	—	<.001
	N	100	100	100	100	100	100
Total	Pearson Correlation	.835***	.831***	.758***	.696***	.731***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	—
	N	100	100	100	100	100	100
Digital Interaction		ID_1	ID_2	ID_3	ID_4	ID_5	Total
ID_1	Pearson Correlation	1	.707***	.580***	.504***	.491***	.841***
	Sig. (2-tailed)	—	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
ID_2	Pearson Correlation	.707***	1	.584***	.550***	.498***	.841***
	Sig. (2-tailed)	<.001	—	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
ID_3	Pearson Correlation	.580***	.584***	1	.382***	.477***	.751***
	Sig. (2-tailed)	<.001	<.001	—	<.001	<.001	<.001
	N	100	100	100	100	100	100
ID_4	Pearson Correlation	.504***	.550***	.382***	1	.506***	.751***
	Sig. (2-tailed)	<.001	<.001	<.001	—	<.001	<.001
	N	100	100	100	100	100	100
ID_5	Pearson Correlation	.491***	.498***	.477***	.506***	1	.758***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	—	<.001
	N	100	100	100	100	100	100
Total	Pearson Correlation	.841***	.841***	.751***	.751***	.758***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	—
	N	100	100	100	100	100	100
Sensory Experience		PS_1	PS_2	PS_3	PS_4	PS_5	Total
PS_1	Pearson Correlation	1	.340***	.491***	.523***	.506***	.673***
	Sig. (2-tailed)	—	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
PS_2	Pearson Correlation	.340***	1	.797***	.570***	.576***	.830***
	Sig. (2-tailed)	<.001	—	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
PS_3	Pearson Correlation	.491***	.797***	1	.624***	.731***	.910***
	Sig. (2-tailed)	<.001	<.001	—	<.001	<.001	<.001

Variables / Row	Statistics	Item 1	Item 2	Item 3	Item 4	Item 5	Total
PS_3	N	100	100	100	100	100	100
PS_4	Pearson Correlation	.523***	.570***	.624***	1	.642***	.815***
	Sig. (2-tailed)	<.001	<.001	<.001	—	<.001	<.001
	N	100	100	100	100	100	100
PS_5	Pearson Correlation	.506***	.576***	.731***	.642***	1	.842***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	—	<.001
	N	100	100	100	100	100	100
Total	Pearson Correlation	.673***	.830***	.910***	.815***	.842***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	—
	N	100	100	100	100	100	100
Repurchase Intention		NPU_1	NPU_2	NPU_3	NPU_4	NPU_5	Total
NPU_1	Pearson Correlation	1	.839***	.831***	.853***	.853***	.941***
	Sig. (2-tailed)	—	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
NPU_2	Pearson Correlation	.839***	1	.818***	.814***	.812***	.920***
	Sig. (2-tailed)	<.001	—	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
NPU_3	Pearson Correlation	.831***	.818***	1	.828***	.843***	.927***
	Sig. (2-tailed)	<.001	<.001	—	<.001	<.001	<.001
	N	100	100	100	100	100	100
NPU_4	Pearson Correlation	.853***	.814***	.828***	1	.855***	.933***
	Sig. (2-tailed)	<.001	<.001	<.001	—	<.001	<.001
	N	100	100	100	100	100	100
NPU_5	Pearson Correlation	.853***	.812***	.843***	.855***	1	.937***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	—	<.001
	N	100	100	100	100	100	100
Total	Pearson Correlation	.941***	.920***	.927***	.933***	.937***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	—
	N	100	100	100	100	100	100

Table 4 presents the validity test results for 20 questionnaire items across four research variables. Brand authenticity (KM) recorded item–total correlation coefficients of 0.835, 0.831, 0.758, 0.696, and 0.731 for KM1–KM5, respectively. Digital interaction (ID) obtained coefficients of 0.841, 0.841, 0.751, 0.751, and 0.758 for ID1–ID5. Sensory experience (PS) demonstrated coefficients of 0.673, 0.830, 0.910, 0.815, and 0.842 for PS1–PS5, respectively. Meanwhile, repurchase intention (NPU) exhibited coefficients of 0.941, 0.920, 0.927, 0.933, and 0.937 for NPU1–NPU5. All calculated correlation coefficients exceeded the critical r-value of 0.195, with significance levels below 0.001. Therefore, all 20 questionnaire items satisfied the specified validity criteria and were considered appropriate for subsequent statistical analysis.

4.2.2 Realiability Test

Reliability testing was conducted to assess the internal consistency of the research instruments using Cronbach's alpha in IBM SPSS Statistics. Research variable is considered reliable when its Cronbach's alpha coefficient exceeds 0.60. The reliability results for all research variables are presented in Table 5.

Table 5. Summary of reliability test results

Variables	Cronbach Alpha	N of Items	Result
Brand Authenticity	0.825	5	Reliable
Digital Interaction	0.846	5	Reliable
Sensory Experience	0.874	5	Reliable
Repurchase Intention	0.962	5	Reliable

Table 5 presents the reliability test results for all research variables. Brand authenticity obtained a Cronbach's alpha value of 0.825, followed by digital interaction at 0.846, sensory experience at 0.874, and repurchase intention at 0.962. All coefficients exceeded the minimum threshold of 0.60, indicating satisfactory internal consistency across the measurement instruments. Therefore, all four variables were considered reliable and suitable for subsequent statistical analysis.

4.2.3 Classic Assumption Test

To confirm that the employed regression model adheres to basic econometric requirements, preliminary classic assumption checks are necessary. A robust model should satisfy the Best Linear Unbiased Estimator (BLUE) conditions to yield unbiased coefficients. Prerequisite checks prevent estimation errors arising from normality violations, multicollinearity, and heteroscedasticity. Performing this evaluation ahead of regression modeling guarantees reliable findings. Specifically, the normality, multicollinearity, and heteroscedasticity assessments in this study were conducted using IBM SPSS Statistics.

4.2.3.1Normality Test

To ascertain whether the regression model residuals conform to a normal distribution, a normality assessment is conducted. A sound regression model depends on residuals exhibiting normal or quasi-normal patterns. Researchers typically employ analytical techniques, such as the Kolmogorov-Smirnov test, or graphical instruments, including the normal probability plot (P-P Plot), to verify this assumption.

Table 6. Kolmogorov-Smirnov statistical test

Parameter	Statistic	Unstandardized Residual
N		100
Normal Parameters[a],[b]	Mean	.0000000
	Std. Deviation	3.93250317
Most Extreme Differences	Absolute	.071
	Positive	.030
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)[c]		.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.	.247
99% Confidence Interval	Lower Bound	.236
	Upper Bound	.258

Table 6 shows the normality evaluation via the One-Sample Kolmogorov-Smirnov test, involving a sample of 100 participants, indicated an Asymp. Sig. (2-tailed) score of 0.200. According to standard decision rules, data are certified as normally distributed if the significance metric is higher than 0.05. Because the resulting probability value (0.200) surpasses the 0.05 threshold, the regression residuals in this study were confirmed to be normally distributed.

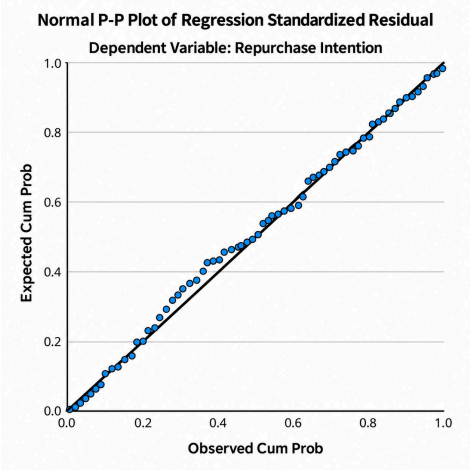


Figure 2. P-Plot statistical test

Figure 2 shows the plotted residuals disperse evenly along and parallel to the diagonal axis. Such a distribution suggests that normality is well-preserved within the regression model's error terms. Hence, it was determined that the normality requirement was successfully met, rendering the regression framework appropriate for analyzing repurchase intention in the next phase of the study.

4.2.3.2Multiple Linear Regression Analysis

The purpose of checking for multicollinearity is to detect any severe associations or high correlations between the explanatory variables in the model. A well-constructed regression model should avoid substantial collinearity among its independent factors.

Table 7. Multicollinearity test

Variables	B	Std. Error	Beta	*t*	Sig.	Tolerance	VIF
(Constant)	-11.308	2.315		-4.885	<.001		
Brand Authenticity	.488	.148	.279	3.299	.001	.538	1.859
Digital Interaction	-.030	.113	-.020	-.267	.790	.677	1.478
Sensory Experience	.883	.126	.595	6.992	<.001	.532	1.878

Table 7 shows the tabulated coefficient data reveals tolerance values of 0.538 (brand authenticity), 0.677 (digital interaction), and 0.532 (sensory experience), alongside Variance Inflation Factor (VIF) scores of 1.859, 1.478, and 1.878, respectively. Because all tolerance values are > 0.10 and all VIF values are < 10, the model meets the non-multicollinearity criterion, confirming its appropriateness for subsequent analysis.

4.2.3.3Heteroscedasticity Test

The purpose of the heteroscedasticity assessment is to detect any variance disparities among the residuals in the regression equation. A sound regression model requires homoscedasticity stable and uniform residual variance rather than heteroscedasticity. In this study, the Glejser technique was used as the specific method for conducting the heteroscedasticity check.

Table 8. Heteroscedasticity test

Variables	B	Std. Error	Beta	*t*	Sig.
(Constant)	4.631	1.396		3.317	.001
Brand Authenticity	-.120	.089	-.184	-1.346	.182
Digital Interaction	-.068	.068	-.121	-.998	.321
Sensory Experience	.107	.076	.192	1.400	.165

Table 8 shows the Glejser test results revealed significance values of 0.182 (brand authenticity), 0.321 (digital interaction), and 0.165 (sensory experience), which were all greater than the 0.05 cutoff. Because the significance levels for the independent variables against absolute residuals exceed 0.05,

the model satisfies the non-heteroscedasticity condition, making the regression framework appropriate for further evaluation.

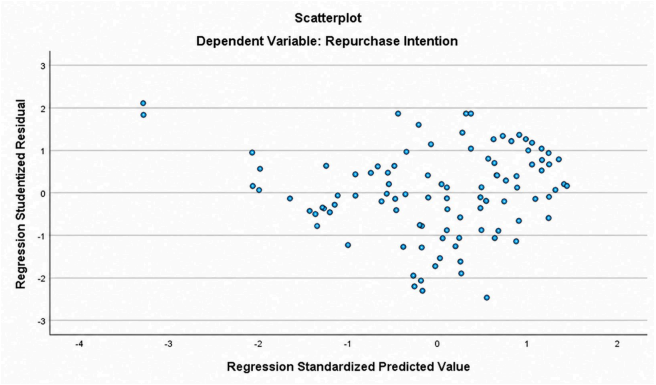


Figure 3. Scatterplot test (heteroskedastisitas)

Figure 3 shows that the residual points are randomly scattered above and below zero on the Y-axis without forming structured patterns (e.g., wavy, broadening, or narrowing forms). Such an unpatterned distribution verifies that the model does not suffer from heteroscedasticity, thereby qualifying the regression framework for downstream empirical analysis. Furthermore, the relatively uniform dispersion of residuals suggests that the error variance remains reasonably constant across the observed values, supporting the homoscedasticity assumption of the regression model.

4.2.4 Multiple Linear Regression Analysis

Table 9. Multiple linear regression analysis

Variables	B	Std. Error	Beta	*t*	Sig.
(Constant)	-11.308	2.315		-4.885	<.001
Brand Authenticity	.488	.148	.279	3.299	.001
Digital Interaction	-.030	.113	-.020	-.267	.790
Sensory Experience	.883	.126	.595	6.992	<.001

Table 9 presents the multiple linear regression results, indicating that brand authenticity (B = 0.488, β = 0.279, p = 0.001) and sensory experience (B = 0.883, β = 0.595, p < 0.001) have positive and statistically significant relationships with repurchase intention. Conversely, digital interaction shows a negative but insignificant relationship (B = -0.030, β = -0.020, p = 0.790). Sensory experience exhibits the strongest standardized coefficient, suggesting that it is the most influential predictor of repurchase intention among the three variables examined. Using the unstandardized coefficient values (B) from the preceding table, the multiple linear regression model was constructed as follows:

$$Y = -11.308 + 0.488X1 - 0.030X2 + 0.883X3 \quad (2)$$

In Formula 2, Y represents repurchase intention, while X_1, X_2, and X_3 refer to brand authenticity, digital interaction, and sensory experience, respectively. Brand authenticity yields a positive regression coefficient of 0.488, signifying that increases in this dimension lead to proportional gains in repurchase intention. Sensory experience recorded the highest coefficient at 0.883, establishing it as the primary driver of consumer repurchase intent. In contrast, digital interaction exhibited a negative coefficient (-0.030), implying a minor inverse association where elevated digital interaction corresponds to lower repurchase intention, though this effect remains statistically insignificant.

A constant value of -11.308 indicates that if all independent variables (brand authenticity, digital interaction, and sensory experience) are assumed to be zero, the repurchase intention value would be negative. In practical terms, this condition has no direct meaning in the context of consumer behavior

because these variables cannot realistically be valued at absolute zero. However, a negative constant can be interpreted as an indication that, in the absence of brand authenticity, sensory experience, and digital interaction, consumers tend to have no intention of making a repeat purchase. In other words, the independent variables in this study are essential factors that collectively form repurchase intention.

4.2.5 Hypothesis Testing

4.2.5.1Partial Test (t-Test)

To examine the distinct effect of each predictor variable on repurchase intention, a partial test was conducted. The evaluation rule dictates that the hypothesis is supported when the significance value is less than 0.05, whereas a significance value higher than 0.05 results in the rejection of the hypothesis.

Table 10. Partial test (t-test)

Variables	B	Std. Error	Beta	*t*	Sig.
(Constant)	-11.308	2.315		-4.885	<.001
Brand Authenticity	.488	.148	.279	3.299	.001
Digital Interaction	-.030	.113	-.020	-.267	.790
Sensory Experience	.883	.126	.595	6.992	<.001

Table 10 shows statistical output from the *t*-test reveals that brand authenticity achieved a *t*-count of 3.299, exceeding the theoretical *t*-table mark of 1.984, with a significance score of 0.001 ($p < 0.05$). Hence, brand authenticity exhibits a positive and meaningful effect on repurchase intention. Favorable evaluations regarding the authenticity of Toko Kopi Tanpak Robusta Sidikalang directly boost consumer inclination toward repeat buys. For Digital Interaction, the calculated *t*-statistic was -0.267, remaining lower than the cutoff of 1.984, with a significance value of 0.790 ($p > 0.05$). This result signifies the absence of a statistically significant effect on Repurchase Intention, implying that current digital interaction initiatives fail to meaningfully motivate repeat product purchases.

In contrast, sensory experience generated a substantial *t*-value of 6.992 against the 1.984 benchmark, accompanied by a significance of 0.001 ($p < 0.05$). This confirms a strong, positive contribution of sensory experience to repurchase intention. Securing the largest test statistic, sensory experience proves to be the predominant determinant influencing repurchase tendencies. Taken together, the partial evaluation underscores that while brand authenticity and sensory experience are critical positive determinants of repurchase intention, digital interaction exhibits no statistically significant role. Consequently, repeat buying habits for Toko Kopi Tanpak Robusta Sidikalang depend fundamentally on product sensory experience and brand integrity rather than on online interaction.

4.2.5.2Simultaneous Test (F-Test)

The F-test is conducted to assess the goodness of fit of the regression model, specifically, whether all independent variables in the model simultaneously explain the variation in the dependent variable.

Table 11. Simultaneous hypothesis testing (f-test)

Model	Sum of Squares	*df*	Mean Square	F	Sig.
Regression	2603.916	3	867.972	54.426	<.001[b]
Residual	1530.994	96	15.948		
Total	4134.910	99			

Based on the F-test results presented in Table 11, the calculated F-statistic was 54.426, with a significance value of $p < 0.001$. The null hypothesis (H_0) states that brand authenticity, digital interaction, and sensory experience have no simultaneous effect on repurchase intention, whereas the alternative hypothesis (*Ha*) proposes that these variables collectively influence repurchase intention. Since the calculated F-statistic (54.426) exceeded the critical F-value (2.6994) and the significance level was below 0.05, H_0 was rejected and *Ha* was accepted. These findings indicate that brand authenticity, digital interaction, and sensory experience jointly contribute to a statistically significant regression model in explaining repurchase intention.

4.2.6 Coefficient of Determination Test (R2)

To evaluate how effectively the independent variables account for the variation in the dependent variable, the coefficient of determination (R^2) was computed. While R^2 scores span from 0 to 1 with higher values indicating a stronger explanatory fit–studies employing multiple predictors rely on Adjusted R^2. This adjusted metric accounts for both sample size and the number of parameters included, offering a more precise measure of model fit.

Table 12. Coefficient of determination test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	PRESS	Durbin-Watson
1	.794[a]	.630	.618	3.993	1685.534	1.977

Based on the coefficient of determination test results in Table 12, the R-Square value is 0.630, and the Adjusted R-Square is 0.618. This indicates that 63.0% of the variation in repurchase intention can be explained by brand authenticity, digital interaction, and sensory experience variables within this regression model. Meanwhile, the remaining 37.0% (100% - 63.0%) is explained by other variables outside this research model that were not studied. Consequently, it can be concluded that the ability of the independent variables to explain the dependent variable is strong.

4.3 Results

4.3.1 The Effect of Brand Authenticity on Repurchase Intention

Based on the multiple linear regression analysis results, the digital interaction variable obtained a standardized regression coefficient (*β)* of -0.279 with a significance level of 0.001 ($p > 0.05$) and a *t*-statistic of 3.299. This result indicates that brand authenticity (representing the cognitive dimension) has a positive and significant effect on the repurchase intention of Toko Kopi Tanpak Robusta Sidikalang consumers. This finding implies that the higher the consumer's perception of brand authenticity, the higher their tendency to make repeat purchases. This finding is consistent with research by Siswohadi (2026) which states that brand authenticity can enhance consumer post-purchase behavior through the formation of emotional attachment and brand trust. Consumers tend to maintain ongoing purchasing relationships with brands perceived as honest, consistent, and possessing a clear identity.

Interviews with several consumers revealed that they consider Toko Kopi Tanpak Robusta Sidikalang to possess a distinct and well-preserved flavor profile that reflects the identity of its region of origin. Consumers also perceive the product as having unique characteristics compared to other coffee products, which enhances their cognitive trust in the brand. In the context of regional Robusta coffee, cognitive evaluations of origin, continuity, and unadulterated quality effectively reduce purchase uncertainty and cognitive dissonance during evaluation.

Theoretically, this finding supports the view of Beverland (2005) which states that brand authenticity is formed from perceptions of honesty, consistency, and integrity as perceived by the consumer. Furthermore, these findings reinforce the theory of symbolic consumption by Prónay & Hetesi (2016), suggesting that consumers choose brands that align with their self-identity. This extends the cognitive framework by proving that authenticity serves as an essential cognitive baseline driving repurchase behavior in regional commodity markets. Practically, these findings highlight the importance of local coffee business owners maintaining product identity, preserving quality consistency, and strengthening narratives regarding the origin and uniqueness of the product, thereby elevating consumer confidence to drive repeat purchases.

4.3.2 The Effect of Digital Interaction on Repurchase Intention

Based on the results of the multiple linear regression analysis, the digital interaction variable obtained a standardized regression coefficient (*β)* of -0.020 with a significance level of 0.790 ($p > 0.05$) and a *t*-statistic of -0.267. This result indicates that digital interaction (representing the social dimension across Instagram, TikTok, and WhatsApp Business) does not have a significant effect on the Repurchase Intention of Toko Kopi Tanpak Robusta Sidikalang consumers. These findings are in line with the research of Voorveld, Muntinga, and Bronner (2018), who state that digital interaction does not always have a direct impact on consumer repurchase behavior. Although digital media can enhance initial brand awareness and reach, its ultimate influence on repeat purchase decisions heavily depends on the real-world physical experience consumers have with the product.

Based on the interview results, the majority of consumers stated that while they discovered the product through digital media, their decision to repurchase was influenced much more by direct consumption experiences than by interaction activities conducted on social media. Consumers also

revealed that the intensity of the digital content they received was not the primary reason for repurchasing. Because local robusta coffee is an experiential sensory product, dynamic online engagement acts primarily as a pre-purchase informative touchpoint rather than the primary determinant of post-consumption repurchase behavior.

Theoretically, the results of this study indicate that the customer engagement theory proposed by Apriyanto (2025) and Herawati, Nay, Aparato, and Dwiarta (2025), does not always apply universally across every business context. For local coffee products, digital engagement alone cannot drive repurchase intention if it is not supported by a satisfying physical consumption experience. Practically, business owners should improve their digital strategy through content that is engaging, responsive, and relevant, while positioning digital media as a supporting promotional tool rather than the sole driver of repeat purchase behavior.

4.3.3 The Effect of Sensory Experience on Repurchase Intention

Based on the multiple linear regression analysis results, the sensory experience variable obtained a regression coefficient (β) of 0.595 with a significance level of 0.001 (< 0.05) and a *t*-statistic of 6.992. This result indicates that sensory experience (representing the affective/sensory dimension) has a positive and significant effect on repurchase intention. Receiving the largest standardized beta coefficient compared to other predictors, sensory experience is proven to be the most dominant factor influencing consumer repurchase intention.

These findings are in line with the research by Krishna (2013), Kustian (2021), Williams, Ford, and Kensinger (2022), and Sitorus and Puddin (2025), which state that sensory experience plays a crucial role in shaping consumer satisfaction and behavioral commitment. Experiences involving bodily senses can create a stronger and longer-lasting impression in consumer memory. Interviews revealed that consumers pay close attention to the bold flavor profile of coffee, its distinctive aroma, and the physical atmosphere when enjoying the product. Most consumers stated that the positive sensory confirmation felt during direct consumption became the primary driver for them to repurchase. In regional coffee markets, physical sensory gratification (taste, aroma, and aftertaste) serves as the core affective confirmation required to secure long-term repurchase behavior.

The results of this study support the sensory marketing theory proposed by Krishna (2013) and the concept of experiential marketing, which explains that direct experiences gained by consumers through their senses can create a strong emotional bond with a product or brand. Lemon and Verhoef (2016) also affirm that customer experience is a vital factor in shaping loyalty and repurchase behavior. The practical implication of these findings is the importance of maintaining consistency in taste quality, aroma, and store atmosphere for business owners so that consumers obtain a pleasant experience every time they consume the product. Such efforts can enhance customer satisfaction and loyalty. Based on the research results, it can be concluded that sensory experience is the most dominant factor in enhancing the repurchase intention of consumers of Toko Kopi Tanpak Robusta Sidikalang.

4.3.4 The Effect of Brand Authenticity, Digital Interaction, and Sensory Experience on Repurchase Intention

Based on the simultaneous test (F-test) results, an F-value of 74.521 was obtained with a significance level of 0.000 (p< 0.05). Furthermore, the model achieved an Adjusted R^2 of 0.618. This result indicates that Brand Authenticity, digital interaction, and sensory experience simultaneously have a positive and significant effect on the Repurchase Intention of Toko Kopi Tanpak Robusta Sidikalang consumers, jointly explaining 61.8% of its variance. Consequently, the hypothesis that these three variables simultaneously affect repurchase intention is accepted. These findings are in line with Lemon and Verhoef (2016), who explain that repurchase behavior is influenced by the overall customer experience formed through various touchpoints before, during, and after purchase. Additionally, Voorveld, Muntinga, and Bronner (2018) emphasize that consumer engagement with a brand becomes stronger when supported by positive physical experiences and favorable perceptions of brand authenticity.

The results indicate that although digital interaction has no significant effect partially, its presence still contributes when integrated with brand authenticity (cognitive) and sensory experience (affective). Consumers confirmed that their primary motivation to repurchase is driven by sensory quality, anchored by trust in the authentic Sidikalang origin, while digital media serves as an auxiliary channel for product information and ongoing connection. The results support the integration of brand authenticity, customer engagement, and sensory marketing theories within the Stimulus-Organism-Response (SOR) framework (Ardiyanti & Ahmadi, 2025). Brand authenticity establishes cognitive trust, digital interaction functions as a social communication tool, and sensory experience creates tangible affective satisfaction (Herawati, Nay, Aparato, & Dwiarta, 2025). Together, these three dimensions provide a holistic explanation of repurchase intention. Practically, local coffee entrepreneurs must implement an integrated marketing strategy preserving regional brand identity, optimizing sensory quality, and maintaining responsive digital communication—to effectively maximize consumer repurchase intention.

5. CONCLUSIONS

5.1 Conclusion

This study examined the relationships between brand authenticity, digital interaction, sensory experience, and repurchase intention among millennial and Generation Z consumers of Toko Kopi Tanpak Robusta Sidikalang. The findings revealed that brand authenticity had a positive and statistically significant relationship with repurchase intention ($\beta = 0.279$, $p = 0.001$), indicating that perceived product originality and credibility were associated with stronger intentions to repurchase local coffee. Conversely, digital interaction showed a negative but statistically insignificant relationship ($\beta = -0.020$, $p = 0.790$), suggesting insufficient evidence of an independent association with repurchase intention. Sensory experience demonstrated the strongest positive and significant relationship ($\beta = 0.595$, $p < 0.001$), emphasizing the importance of taste, aroma, and other sensory attributes in consumers' purchasing preferences. The overall regression model was statistically significant ($F = 54.426$, $p < 0.001$), explaining 63.0% of the variance in repurchase intention ($R^2 = 0.630$; adjusted $R^2 = 0.618$). These findings indicate that sensory experience and brand authenticity are more strongly associated with repurchase intention than digital interaction within the examined model.

5.2 Research Limitations

This study has several limitations. First, the research focused exclusively on consumers of Toko Kopi Tanpak Robusta Sidikalang, limiting the generalizability of the findings to other coffee brands, business settings, and geographical regions. Second, the sample consisted of 100 respondents selected through purposive sampling, which may not fully represent the broader population of local coffee consumers. Third, the research relied on self-reported questionnaire data, making the findings potentially susceptible to response bias and subjective consumer perceptions. Fourth, the explanatory model included only brand authenticity, digital interaction, and sensory experience, leaving other potentially relevant determinants of repurchase intention unexamined. Furthermore, the cross-sectional research design limited the ability to establish causal relationships or assess changes in consumer preferences over time.

5.3 Suggestions and Directions for Future Research

Based on the findings, local coffee businesses are encouraged to prioritize consistent sensory quality, particularly taste, aroma, texture, and product presentation, to strengthen consumers' repurchase intentions. Maintaining brand authenticity through transparent product information, consistent quality, and communication of regional coffee identity is also recommended. Although digital interaction was not statistically significant, businesses may continue improving social media communication, customer responsiveness, and digital engagement while evaluating their effectiveness in supporting consumer relationships. Future research should involve larger and more geographically diverse samples covering different local coffee brands to improve the generalizability of the findings. Additional variables, including brand trust, customer satisfaction, perceived value, reference group influence, and brand loyalty, could be incorporated to develop a more comprehensive explanatory model. Furthermore, comparative studies between millennials and Generation Z, longitudinal research

designs, and mediation or moderation analyses are recommended to investigate how cognitive, social, and sensory dimensions relate to repurchase intention across different consumer segments and purchasing contexts.

ACKNOWLEDGEMENT

The authors would like to express their sincere appreciation to all respondents who participated in this study and contributed valuable information through the research questionnaires. The authors also acknowledge the academic support provided by Universitas Islam Negeri Sumatera Utara throughout the research process. Their contributions and cooperation were essential to the completion of this study.

AUTHOR CONTRIBUTIONS

FKNP contributed to research conceptualization, methodology, data collection, data analysis, interpretation of findings, and preparation of the original manuscript draft. ZMN contributed to research supervision, methodological guidance, critical review, and manuscript editing. Both authors participated in reviewing the manuscript, approved the final version, and agreed to be accountable for the integrity of the research.

REFERENCES

Ali, A., & Bhasin, J. (2019). Understanding customer repurchase intention in E-commerce: Role of perceived price, delivery quality, and perceived value. *Jindal Journal of Business Research*, *8*(2), 142-157. https://doi.org/10.1177/2278682119850275

Alkai, D. R., Widana, I. D. K. K., & Widodo, S. (2026). Hubungan pengalaman merek dan nilai pelanggan terhadap niat beli ulang produk UMKM lokal. *Inovasi Pembangunan: Jurnal Kelitbangan*, *14*(01).

Andriani, M., & Bunga, F. D. (2018). Faktor pembentuk brand loyalty: Peran self concept connection, brand love, brand trust dan brand image (telaah pada merek H&M di Kota Dki Jakarta). *Benefit Jurnal Manajemen Dan Bisnis*, *2*(2), 157. https://doi.org/10.23917/benefit.v2i2.4285

Anggraini, L., Rosalina, E., & Anggita, W. (2026). Internal control, HR competence, and PNBP financial reporting reliability in South Bangka Agencies. *Studi Akuntansi Dan Bisnis Indonesia*, *2*(2), 93-105. https://doi.org/10.61401/sabi.v2i2.492

Apriyanto. (2025). Pengaruh digital marketing dan customer engagement terhadap loyalitas pelanggan dengan brand trust sebagai variabel mediasi. *Jurnal Bisnis Dan Manajemen West Science*, *4*(03), 357-369. https://doi.org/10.58812/jbmws.v4i03.2613

Ardiyanti, B. I., & Ahmadi, M. A. (2025). Analisis pengaruh brand authenticity, brand image terhadap purchase intention produk Charles and Keith Belva. *Culture Education and Technology Research (Cetera)*, *2*(1), 1-12. https://doi.org/10.31004/ctr.v1i4.86

Arianto, B., & Rani. (2024). Pemasaran media sosial. *Borneo Novelty Publishing*. https://doi.org/10.70310/cqw40j81

Astuti, P., Vildayanti, R. A., & Luhur, U. B. (2025). Pengaruh Promosi, citra merek, dan kualitas produk terhadap keputusan pembelian (studi pada konsumen gen-z kopi kenangan di Kota Tangerang). *Jurnal Inovasi Manajemen, Kewirausahaan, Bisnis Dan Digital*, *2*(1). https://doi.org/10.61132/jimakebidi.v2i1.467

Barahona, I., Sanmiguel Jaimes, E. M., & Yang, J. B. (2020). Sensory attributes of coffee beverages and their relation to price and package information: A case study of Colombian customers' preferences. *Food Science & Nutrition*, *8*(2), 1173-1186. https://doi.org/10.1002/fsn3.1404

Beverland, M. B. (2005). Crafting brand authenticity: The case of luxury wines. *Journal of management studies*, *42*(5), 1003-1029. https://doi.org/10.1111/j.1467-6486.2005.00530.x

Bilal, M., & Achmad, N. (2023). Analysis of the effect of service quality, brand trust and perceived quality on customer loyalty with customer satisfaction as an intervening variable. *PARADIGMA Scientific Studies on Science, Religion and Culture*, *20*(02), 232-246. https://doi.org/10.33558/paradigma.v20i2.7035

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, *5*(1), 1-4. https://doi.org/10.11648/j.ajtas.20160501.11

Fauzi, R. A., & Ernawadction, Y. (2025). Pengaruh tourist experience terhadap tourist loyalty melalui tourist satisfaction pada Lembang Park & Zoo Kabupaten Bandung Barat. *Alignment : Journal of Administration and Educational Management*, *8*(2023), 1354-1363. https://doi.org/10.31539/w598g643

Hadaming, I., & Rayyani, W. O. (2026). Greenwashing and financial performance of publicly listed manufacturing companies in Makassar. *Riset Akuntansi Dan Bisnis Indonesia*, *2*(3), 183-196. https://doi.org/10.61401/rabi.v2i3.586

Haryoto, B. (2022). Karakteristik sensori kopi robusta berdasarkan tingkat kematangan buah. *Jurnal Agrifoodtech*, *2*(2), 49-58. https://doi.org/10.56444/agrifoodtech.v2i2.1564

Herawati, N. A., Nay, G. K., Aparato, M., & Dwiarta, I. M. B. (2025). Peran media sosial sebagai strategi digital marketing dalam mengubah perilaku konsumen. *Jurnal Inovasi Manajemen, Kewirausahaan, Bisnis Dan Digital*, *2*(2). https://doi.org/10.61132/jimakebidi.v2i2.500

Hermawan, E. (2023). Literature review perilaku konsumen: Loyalitas pelanggan, pembelian ulang dan minat beli. *JGIA: Jurnal Greenation Ilmu Akuntansi*, *1*(1), 1-13. https://doi.org/10.38035/jgia.v1i1

Jamlean, S. N., Iek, M., & Urip, T. P. (2026). Health insurance allowance, motivation, and discipline effects on non-medical staff performance. *Advances in Management and Business Studies*, *1*(4), 229-244. https://doi.org/10.35912/ambus.v1.n4.p229-244.2026

Krishna, A. (2013). *Customer sense: How the 5 senses influence buying behavior*. Springer.

Kulkarni, P., & Kolli, H. (2023). Sensory marketing theory: How sensorial stimuli influence consumer behavior and subconscious decision-making. *Journal of Student Research*, *11*(3), 1-14. https://doi.org/10.13140/RG.2.2.12606.36165

Kustian, N. G. (2021). Penggunaan metode mind mapping dalam meningkatkan hasil belajar siswa. *ACADEMIA: Jurnal Inovasi Riset Akademik*, *1*(1), 30-37. https://doi.org/10.51878/academia.v1i1.384

Larasati, A., & Juandanilsyah, J. (2025). Pengaruh pemasaran media sosial terhadap kesadaran merek dan loyalitas merek pada generasi milenial. *Jurnal Impresi Indonesia*, *4*(10), 3867-3874. https://doi.org/10.58344/jii.v4i10.7084

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, *80*(6), 69-96. https://doi.org/10.1509/jm.15.0420

Majid, M. O., Santi, M. M., Triyatno, A., & Amelia, I. F. (2024). Pengaruh brand authenticity, brand image, dan brand loyalty terhadap brand equity pada konsumen air mineral dalam kemasan di Kabupaten Kudus. *Jurnal Ekspos*, *2*(1), 24-36.

Mawaddah, M., Rahayu, D., Rahmasari, S., & Dutahatmaja, A. (2024). Faktor-faktor yang memengaruhi pembelian berulang: Produk, harga, promosi, dan layanan. *Jurnal Manuhara: Pusat Penelitian Ilmu Manajemen Dan Bisnis*, *2*(3), 115-127. https://doi.org/10.61132/manuhara.v2i3.945

Megawati, D., Tugiyono, J., & Antonius, R. (2026). Menata ulang loyalitas merek melalui narasi konsumen di era micro-influencers. *Jurnal Ekonomi Manajemen Akuntansi Keuangan Bisnis Digital*, *5*(1), 55-70.

Osborne, J. W., & Waters, E. (2002). Four assumptions of multiple regression that researchers should always test. *Practical Assessment, Research & Evaluation*, *8*(2).

Prónay, S., & Hetesi, E. (2016). Symbolic consumption in the case of brand communities. *Society and Economy*, *38*(1), 87-102. https://doi.org/10.1556/204.2016.38.1.6

Santosa, S., Thahira, A., & Rimbasari, A. (2026). Evaluating the financial health of Islamic Banks: A CAMEL approach at PT BPRS HIK MCI. *Jurnal Relevansi: Ekonomi, Manajemen Dan Bisnis*, *10*(3), 87-100. https://doi.org/10.61401/relevansi.v10i1.371

Sari, W. P., Bernadett, F. C., & Halim, C. (2025). The influence of brand storytelling on perceived brand authenticity with brand trust as a mediating variable on Gen Z consumers at Kopi Tuku Pengaruh. *Jurnal Komunikasi*, *17*(2), 390-402. https://doi.org/10.24912/jk.v17i2.37476

Siswohadi. (2026). Konstruksi loyalitas konsumen terhadap brand lokal melalui social commerce. *Jurnal Media AkademiK (JMA)*, *4*(5).

Sitorus, C. C., & Puddin, K. (2025). Kualitas produk dan citra merek sebagai faktor yang mempengaruhi keputusan pembelian kopi suki di Kecamatan Sidikalang Kabupaten Dairi. *JUMBIWIRA: Jurnal Manajemen Bisnis Kewirausahaan*, *4*(3), 391-416. https://doi.org/10.56910/jumbiwira.v4i3.3254

Sudarmadi, S., & Lasmana, S. (2026). The determinants of audit quality: Audit tenure, audit committee, and audit capacity stress. *Goodwood Akuntansi Dan Auditing Reviu*, *4*(2), 15-28. https://doi.org/10.35912/gaar.v4i2.5709

Voorveld, H. A., Van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, *47*(1), 38-54. https://doi.org/10.1080/00913367.2017.1405754

Williams, S. E., Ford, J. H., & Kensinger, E. A. (2022). The power of negative and positive episodic memories. *Cognitive, Affective, & Behavioral Neuroscience*, *22*(5), 869-903. https://doi.org/10.3758/s13415-022-01013-z

Yeh, C. H., Duong, N. T., Lin, H. H., Chen, Y. S., & Wang, Y. S. (2025). What drives consumers' repurchase frequency and Monetary value after service recovery in the context of third-party online travel booking services. *Enterprise Information Systems*, *19*(12), 2579990. https://doi.org/10.1080/17517575.2025.2579990

Zahrani, P., & Aprelyani, S. (2025). Determinasi Keputusan pembelian: Citra merek dan promosi (literature review manajemen pemasaran). *GMBR: Greenation Management and Business Review*, *1*(2), 84-89. https://doi.org/10.38035/gmbr.v1i2.930

Zauabi, M., Jannah, A., Sinaga, H., & Samosir, N. N. U. (2025). Persepsi konsumen Indonesia terhadap brand lokal di era digital. *Edu Society: Jurnal Pendidikan, Ilmu Sosial, Dan Pengabdian Kepada Masyarakat*, *5*(2), 324-333. https://doi.org/10.56832/edu.v5i2.1162