

MEASURING EMOTIONAL RESONANCE EXPERIENCE: AN EXPLORATORY ANALYSIS AMONG F&B CASHEW CONSUMERS IN INDONESIA

Authors

Abstract – In this era, consumer choices for a product are increasingly abundant. Therefore, the ability of business actors to build deep and meaningful emotional connections becomes a crucial key to differentiation so that Emotional Resonance Experience is needed. The concept of emotional resonance experience (ERE) was created as an important dimension that not only triggers a momentary emotional response, but is also able to resonate personally and sustainably within consumers, and ultimately is able to form a strong psychological bond and long-term loyalty. However, there is a gap in identifying the specific factors that effectively form this deep and sustainable emotional resonance. This study aims to definitely identify and validate the fundamental factors that form the Emotional Resonance Experience in consumers. Design/methodology/approach: This study used a quantitative method by distributing questionnaires via Google Form. The total sample of the study was 121 respondents who were consumers of Renjana Cashew. Using SPSS, Exploratory Factor Analysis (EFA) was employed to analyze the data and to determine the factors that form the Emotional Resonance Experience. The results of the study show that five factors accounts for the Emotional Resonance Experience, namely emotional engagement, memorable experience, personal meaningfulness, personal relevance, and also reliability. These five factors collectively explain 93,168% of the total variance. Interestingly, EFA reveals that ERE is a multidimensional phenomenon structured not only by emotional bonds but also by personal cognitive relevance and product reliability which provide a strong foundation for stability and peace of mind. Originality/value (State of the art): The novelty of this research lies in the discovery and empirical validation of five specific, structured dimensions that effectively shape the identification of the complex mechanism required to create deep and sustainable emotional bonds, thereby providing a tested model ERE dimensions to enrich the literature on consumer behavior and experiential marketing.

Keywords: Emotional Resonance Experience, engagement, experience, emotional experience, experiential marketing

I. INTRODUCTION

The dynamics of the food & beverage (F&B) industry, especially in Indonesia, has undergone a significant transformation driven by the acceleration of changes in consumer preferences, massive adoption of technology, and increasingly intense market competition (DSouza, 2023). East Java Province, as one of the locomotives of the rapid economy and the center of tourism activities and the creative industry, has become a crucial arena for the growth and innovation of the F&B sector. The dynamics of the increasingly competitive market today encourages business actors to go beyond the functional advantages of products or services alone (Nova et al., 2024). This phenomenon can be seen from the growth of artisan cafes to restaurants that have thematic concepts, so that they do not only offer culinary products, but also offer a comprehensive experience for their customers (Ahmad et al,

2022). The central problem facing the industry is the difficulty of achieving sustained differentiation and long-term loyalty in a crowded market. Therefore, the capability of a business to build and maintain deep emotional connections with its consumers can be a fundamental differentiator, so that it can form a sustainable competitive advantage (Velthuis, 2022).

In this era, consumer choices for a product are increasingly abundant. So that the ability of business actors to build deep and meaningful emotional connections become a crucial key to differentiation (Soviyanti & Khairani, 2024). The urgency of this research stems from the need to operationalize and measure this deep connection through the concept of the Emotional Resonance Experience (ERE). ERE is created as an important dimension that not only triggers a momentary emotional response, but is also able to resonate personally and sustainably in consumers (Wiyatiyah et al.,

2023), and is ultimately able to form strong psychological bonds and long-term loyalty (Ahmed et al., 2024; Bapat, 2020). This experience can be a strong foundation for long-term consumer loyalty, brand advocacy, and irreplaceable consumer preferences (Bing et al., 2024). This urgency is amplified in the fast-moving consumer goods snack industry, where this industry is inherently very connected to sensory, experience, and emotional memory (Gupta et al., 2021). Nowadays, consumers are not only looking for food and beverages to fulfill their basic needs (DSouza, 2023), but consumers are also looking for experiences and entertainment to create a deep impression (Ahmad et al., 2022). Seeing consumer expectations that continue to move, coupled with the dynamics that occurs in the local market, further highlights the urgency of emotional resonance experience.

In Indonesia, the food and beverage industry is experiencing growth driven by increasing purchasing power and a large as well as diverse population (Mulyawan, et al., 2022). In addition, the rapid spread of information currently makes consumer awareness to start a healthy lifestyle also increasing (Ma et al., 2023). One of them is done through a healthy and nutritious diet (Hasibuan et al., 2024). This trend is seen when consumers begin to show significant movement to consume products that have health benefits (Alsubhi et al., 2022). This opens a window of opportunity for niche products such as cashews which are positioned as a source of vegetable protein, fiber, and healthy unsaturated fats. In a market dominated by products that traditionally prioritize taste, business actors in this field are faced with the demand to not only compete on intrinsic quality but also to provide a holistic health and lifestyle narrative. For products that do not yet have an established storytelling that can trigger ERE. So that consumers do not just buy nutritional benefits, but look for feelings of "good", "conscious" or "responsible" associated with healthy product choices. Every interaction in this industry has the potential to create an emotional experience, which if done repeatedly, will develop into a deeper emotional resonance experience (Lianto & Harianto, 2024).

This study employed a quantitative method to identify the factors forming the Emotional Resonance Experience (ERE). The primary data were collected through a structured questionnaire distributed via Google Forms,

Similarly, the digital revolution in marketing has also changed the landscape of interactions between brands and their consumers. In this era, the dominance of social media, e-commerce platforms, food delivery applications, and the rise of digital contents have become the main channels for F&B brands to reach, interact, and influence consumer decisions (Hidayat, 2024). This digitalization era opens up unlimited opportunities for business actors to personalize and create unforgettable experiences (Mustari, 2024). However, in conditions of massive digital information and interaction, business actors often find it difficult to create authentic and deep emotional connections. This is because interactions on digital platforms tend to be transactional or informative compared to the personal approach that is essential to building deep emotional resonance (Vitsentzatou, et al., 2022).

Although the theoretical foundations of brand resonance, customer experience, and emotional branding have been widely studied, there is still a research gap regarding the identification of specific factors that effectively form emotional resonance experience. While previous studies tend to examine consumer emotions towards products and experiences they have, those studies have not explicitly examined the complex mechanisms for creating deep and sustainable emotional bonds so that emotional resonance experience variables are formed. Therefore, the novelty of this study lies in bridging this gap by being the first to empirically identify and validate the five specific, structured dimensions that contribute to the formation of emotional resonance experience in consumers in the F&B industry, especially in considering the combination of physical aspects and digitalization of marketing. This study is intended to enable F&B business actors to develop marketing strategies that are not only effective in capturing consumer attention but also capable of creating lasting impressions in the minds of consumers.

II. METHODS

which served as the main research instrument. The questionnaire was disseminated in May 2025 using a WhatsApp broadcast. To ensure data integrity and prevent duplicate responses, the Google Form was configured to allow only

one submission per unique Google account. This study population consisted of 174 Renjana Cashew consumers who purchased products in December 2024. The researcher used a simple random sampling technique in determining the sample and calculated using the Slovin formula so that 121 Renjana Cashew consumers were obtained as respondents in this study. Responses were measured using a five-point Likert scale, where 1 indicated “strongly disagree”, and 5 indicated “strongly agree”. This research method is EFA (Exploratory Factor Analysis) with an analysis tool using SPSS software. Variables with similar underlying characteristics were grouped into the same factor. The research model can be seen in Table 1.

Table 1. Questionnaire instrument

Indicators	Statement	Preferences
Connection	I feel a strong emotional connection with Renjana products.	Ahmed et al. 2024
Feeling	Renjana products are able to build positive emotions within me.	Mostafa & Kasamami, 2020 Bapat, 2020
Happiness	Experience with Renjana products makes me feel happy.	
Attached	I feel a strong sense of attachment to Renjana products.	
Impression	Renjana has created a memorable impression that is unforgettable.	Bapat, 2020 Mostafa & Kasamami, 2020
Nostalgic	Renjana products remind me of meaningful memories from the past.	
Remember	Renjana is able to remind me of positive moments with this brand.	
Image	The experience with Renjana Products left a lasting impression on me.	
Involvement	I feel actively involved in activities organized by Renjana.	Yu et al., 2020 Chen et al., 2022
Relation	I enjoy interacting with content or communities related to Renjana products.	
Interaction	Renjana products encourage me to personally to participate in the activities.	
Associated	I feel like a bigger part of Renjana's products	
Understanding	Renjana Products understand my unique needs	Bapat, 2020 Mostafa & Kasamami, 2020
Relevant	Renjana's offerings consistently feel personally relevant to me.	
Individual	I feel that Renjana products resonate with me as an individual.	
Perception	Renjana products are able to provide according to my preferences.	
Trust	I believe Renjana products deliver experiences that meet my expectations.	Ding & Tseng, 2015 Yu et al., 2020
Consistent	Renjana products consistently make me feel good.	
Safety	I feel safe when consuming Renjana products.	
Satisfied	Renjana products never disappoint my emotional expectations.	

There are several factors that influence the Emotional Resonance Experience. Ahmed et al. (2024) argue that emotional engagement in marketing, such as connection, feeling, happiness, and attachment, enables consumers not only to act as a user but also to feel emotionally connected to the company. This emotional involvement occurs due to a rapid emotional response and cognitive processing, which are influenced by the nature and presentation of storytelling elements. From an intellectual perspective, Bapat (2020) suggests that cognitive engagement encourages consumers to explore experiences that maximize pleasure and minimize discomfort. Experiences generate perceived value, leading consumers to form positive evaluations of the brand and increasing their intention to repeat the experience. This process contributes to brand experience, where satisfaction assessments are not solely based on past experiences but also on future customer loyalty. Studies by Yu et al. (2020) and Chen et al. (2022) stated that related experience is consumer behavior towards brand-related stimuli in the form of an accumulative process regarding brand experience. Bapat (2020) and Chen et al. (2022) emphasize that sensory variables will be more meaningful when companies are able to realize consumer needs for sensory stimulation, as variations in sensory cues significantly influence consumer emotions and overall brand experience. The behavioral dimension (act) represents a strategic experiential regarding consumer behavior to see consumer perceptions of their experience with a brand (Ding & Tseng, 2015). Each forming factor has four indicators which are analyzed using SPSS through Exploratory Factor Analysis to group related indicators into new factors that collectively shape Emotional Resonance Experience. Therefore, the hypothesis of this study is as follows:

H1: Factors (that have been grouped) have an influence on Emotional Resonance Experience.

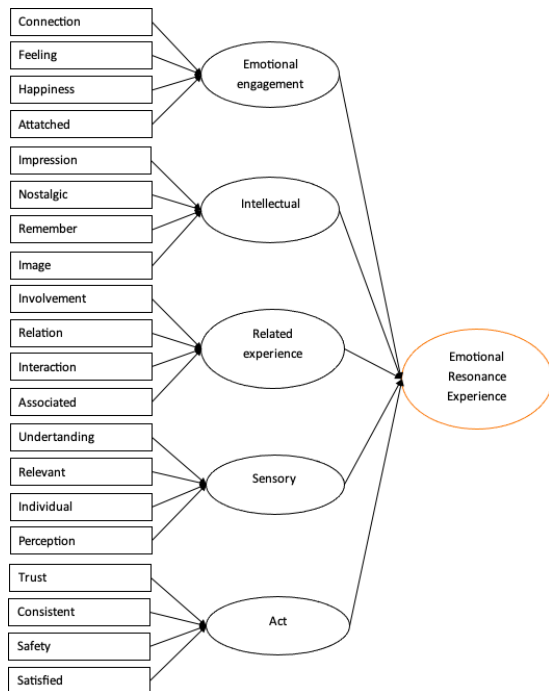


Figure 1. conceptual framework

There are four indicators of each factor that form emotional resonance experience as illustrated in Figure 1. The Exploratory Factor Analysis (EFA) was conducted through several stages. First, the Kaiser–Meyer–Olkin (KMO) test was applied to assess sampling adequacy, with values greater than 0.50 indicating that the data were suitable for factor analysis. Bartlett’s Test of Sphericity was then performed to examine the presence of correlations among variables, where a significance value below 0.05 indicates that factor analysis is appropriate. Furthermore, the Measurement of Sampling Adequacy (MSA) test was evaluated to determine the degree of correlation among variables seen through the MSA value which must be below 0.5. The next stage is to extract factors by looking based on the eigenvalue of a factor where the value must be greater than 1. To enhance interpretability, factor rotation was performed using the Varimax method, with factor loadings exceeding 0.50 considered significant. The final stage involved naming the newly formed factors based on the indicators that loaded onto each factor.

I. RESULTS AND DISCUSSION

Prior to conducting the main factor analysis, an overview of the respondents' profile and data collection coverage is provided to establish the contextual background of the findings. The study targeted a population of 174 Renjana Cashew consumers who purchased products in

December 2024. Data collection resulted in 121 valid responses, as determined using the Slovin formula, obtained through an online questionnaire distributed via WhatsApp broadcast in May 2025. This approach is specifically designed to reach the customer base of the niche brand, Renjana Cashew. The demographic analysis typically includes variables such as gender, age, and purchase frequency. A detailed breakdown of the demographic characteristics of the 121 respondents, will be presented in a subsequent Table 2 to ensure the findings are interpreted within the correct consumer context.

Table 2. Characteristic of Respondents

Characteristic	Category	Number of Respondent	Percentage (%)
Gender	Male	51	42,15
	Female	70	57,85
Age	18-25 yo	45	37,19
	26-35 yo	58	47,93
	36-45 yo	14	11,57
	>46 yo	4	3,31
Frequency of Buying	1-2 times	62	51,24
	3-4 times	36	28,93
	>4 times	24	19,83

The demographic profile of the 121 respondents indicates a concentration within a specific consumer segment. In terms of gender, the majority of respondents are female, comprising 70 individuals (57,85%), while male respondents account for 51 individuals (42,15%). Regarding age distribution, the sample is predominantly composed of younger adults, with the largest group is 26-35 years, with 56 respondents (47.93%), followed by the 18-25 years group, which includes 45 respondents (37,18%). Collectively, respondents under the age of 35 represent more than 85% of the total sample, highlighting the strategic importance of this demographic for the brand. In terms of purchase frequency, most respondents are relatively new or moderate repeat buyers, with 62 individuals (51,24%) reporting purchases of one to three times. Frequent buyers (more than 6 times) constitute a smaller yet significant segment, accounting for 24 respondents (19,83%). This profile confirms the study’s data primarily reflects the experience of young to middle aged adult women who are repeat consumers of Renjana Cashew.

To ensure the suitability of the data for analysis, several assumption tests for EFA (Exploratory

Factor Analysis) were conducted (Zakiyah et al., 2022). The initial stage, by looking at the Kaiser-Meyer-Olkin (KMO) value and the Bartlett Test of Sphericity used to test the correlations among variables.

Table 3. Kaiser-Mayer-Olkin Test and Bartlett Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy			.914
Bartlett's Test of Sphericity	Approx. Chi-Square		3687.116
	df		190
	Sig.		.000

As shown in Table 3, where the Kaiser-Meyer-Olkin (KMO) value in this study is 0.843 or above 0, and the significance value is 0.000 or below 0.5. Based on this, it can be concluded that the sample is sufficient to be factored and analyzed (Sürücü et al., 2024). The Measure of Sampling Adequacy (MSA) value of all variables shows a value above 0.5, confirming that each variable is appropriate for inclusion in the analysis. The detailed MSA results are presented in Table 4:

Table 4. Measure of Sampling Adequacy

Item	Anti Image Correlation
X1	.870
X2	.745
X3	.842
X4	.856
X5	.882
X6	.857
X7	.839
X8	.802
X9	.857
X10	.802
X11	.801
X12	.777
X13	.751
X14	.895
X15	.867
X16	.818
X17	.867
X18	.946
X19	.846
X20	.887

The next stage involves factor extraction, the results which are presented in Table 5 (Total Variance Explained).

Table 5. Total Variance Explained

Component	Initial eigenvalues		
	Total	% of Variance	Cumulative %
1	9,862	49,308	49,308
2	2,995	14,975	64,284

3	2,511	12,557	76,842
4	2,060	10,302	87,143
5	1,205	6,025	93,168

The magnitude of the formed factor is known from the Eigenvalue results whose values show a number greater than 1. From the 20 measurement items, five factors were retained with Eigenvalue exceeding 1 as shown in Table 4. The amount of variance that can be explained in factors 1 to 5 is shown in Table 4. The total variance that can be explained from the EFA results is 93.168%. This indicates a strong factor structure and a high explanatory power of the extracted factors (Sürücü et al., 2024). Subsequently, factor extraction was conducted using Principal Component Analysis (PCA) to identify groups of variables that share common variance. Following extraction, factor rotation is carried out to ensure that the variables formed have been factored correctly. Factor rotation uses the Varimax method, namely by performing Orthogonal rotation, which rotates the axis 90 degrees. The results of PCA and rotation are shown in Table 6.

Table 6. Rotated Component Matrix

Item Number	1	2	3	4	5
2	.947				
4	.946				
3	.908				
1	.890				
6		.943			
8		.940			
7		.928			
5		.900			
13			.952		
15			.904		
16			.895		.309
14			.829		.313
12				.925	
11				.904	
10				.896	
9				.872	
17					.842
18					.820
19					.819
20			.314		.798

The factor analysis results indicate that five factors were extracted, each comprising a distinct set of variables, as presented in Table 6. Accordingly, the subsequent step involved assigning appropriate labels to each factor based on the underlying indicators, as summarized in Table 7.

Table 7. Naming of New Factor Extraction

Factors	Factor's Name	Indicator
1	Emotional Engagement	Connection, Feeling, Happiness, Attached
2	Memorable Experience	Impression, Nostalgic, Remember, Image
3	Personal meaningfulness	Involvement, Relation, Interaction, Associated
4	Personal relevance	Understanding, Relevant, Individual, Perception
5	Reliability	Trust, Consistent, Safety, Satisfied

Based on the factor analysis results, five factors were extracted, each comprising specific indicators as shown in Table 6. Accordingly, these factors were labeled as shown in Table 7. These empirically validated factors now present the new structural model of *Emotional Resonance Experience* for Renjana Cashew new customers. This final structure, which reflects the actual grouping of variables derived from the data, is also presented in Table 7.

Specifically, Factor 1 comprises the indicators of connection, feeling, happiness, and attachment, so that the naming of the factor that matches the member group is emotional engagement. These four indicators represent the depth and quality of consumers' emotional involvement with a product or experience. This finding aligns with Ahmed et al. (2024) who convey that emotional engagement goes beyond mere functionality or makes consumers not only users but feel connected to the company. Connection serves as the initial emotional bond felt by consumers and develops into a positive feeling because they receive a happy experience so that a strong attachment is formed synergistically and sustainably (Yin & Wu, 2021). Consequently, emotional engagement plays a crucial role in shaping emotional resonance experiences, including those associated with Renjana Cashew products.

The second factor consists of the indicators impression, nostalgia, remember, and image indicators. This factor is labeled as memorable experience. These four indicators describe the ability of an experience from a product or brand that creates cognitive and emotional traces with a fairly long durability in an individual's memory. Including evoking old memories in the minds of consumers (Ahmed et al., 2024). Impression reflects the initial perception and impact received from the

experience (Mostafa & Kasamami, 2021). *Nostalgia* refers to the capacity of the experience to trigger sentimental or pleasant memories from the past, while *remember* denotes the individual's ability to recall meaningful aspects of the experience. *Image* represents the mental representation that is formed and embedded in consumers' minds (Tarigan, 2019). Based on Rigby & Lee (2024), experiences that have many elements will tend to create strong and re-accessible memories. Consequently, this factor plays a critical role in the formation of emotional resonance experience, where emotional resonance does not only occur when the experience takes place, but also through the ability of the experience to echo back in the consumer's memory.

The third factor is composed of the indicators involvement, relation, interaction, and associated. This factor is labeled as personal meaningfulness. The four indicators emphasize the subjective dimensions and personal values that individuals get from their involvement in a product or experience. According to Prinzing et al. (2023), *involvement* represents deep self-investment, both cognitively and emotionally, which serves as a foundation for a meaningful experience. Relation is a bond or connection that is formed, where the relationship becomes personally significant. Interaction is a meaning that is built and strengthened through impactful participation. Meanwhile, association is a way for individuals to identify themselves so that they feel they have a strong connection and become part of their personal identity. Personal meaningfulness is considered to be able to encourage experiences to be more personally meaningful so that consumers not only remember but also have something that can influence their feelings in the long term.

The fourth factor is composed of the indicators understanding, relevant, individual, and perception. This factor is labeled as personal relevance, which is supported by Vance (2021). These indicators describe how experiences or products are communicated and interpreted cognitively by individuals, and some things are indeed relevant to them personally. Understanding reflects the ease and clarity in understanding product messages or features. Relevance refers to the extent to which a product or experience is felt and receives direct

use for the individual's life context. In this case, the individual emphasizes the personalization aspect of the experience they have. Personal relevance is critical in strengthening emotional resonance, as resonance is not driven solely by emotional reactions but also by cognitive recognition of personal significance. When experiences are perceived as relevant and tailored to individual needs, it can penetrate the consumer's cognitive level and strengthen the emotional impact of the resonance experience.

The fifth factor is composed of the indicators trust, consistency, safety, and satisfaction. This factor labeled as variable is reliability, which fundamentally captures the essence of reliable performance, consistency in delivery, and guaranteed safety of a product or experience. Trust emerges as a result of consistent performance by the company, while safety arises because of the belief that the product has good functionality without any detrimental risks (Prasetyo et al., 2023). According to Shrestha (2021), reliability represents a fundamental pillar in establishing consumer trust and satisfaction. In emotional resonance experience, reliability is also a crucial factor that creates a foundation of stability and peace of mind. When consumers feel confident that a product or experience can provide the function as it should, they experience feelings of security and reduced uncertainty (Arpah et al., 2023). This is what triggers a deeper resonance so that reliability not only meets basic expectations but also reduces cognitive dissonance. Therefore, the experience received by consumers will be more enjoyable and memorable, thereby strengthening the ongoing emotional echo.

II. CONCLUSION

This study successfully achieved its objective of identifying and validating the fundamental factors that form Emotional Resonance Experience in consumers. The findings reveal that Emotional Resonance Experience (ERE) is a phenomenon composed of the dynamic interaction of five interrelated key factors. These factors are emotional engagement, memorable experience, personal meaningfulness, personal relevance, and reliability. Each of these factors uniquely contributes to the depth and sustainability of emotional resonance in consumers. These

results confirm that ERE is the culmination of interactions that not only trigger initial emotional responses, but are also embedded in consumers' memories so that they have a deep personal meaning supported by a foundation of trust and reliability.

The structural findings of Emotional Resonance Experience (ERE) carry important theoretical and managerial implications. From a theoretical perspective, this study enriches consumer behavior and experiential marketing by providing a tested model of the dimensions of Emotional Resonance Experience (ERE). This research model can be a strong foundation for further research in understanding more specific antecedents and long-term consequences of Emotional Resonance Experience. From a managerial perspective, these findings offer strategic guidance for companies that not only strive to meet consumer expectations but also build deep and sustainable emotional bonds. To foster emotional engagement, companies must focus on creating strong connections through brand stories, empathy, and experience design that triggers positive feelings and happiness. In developing memorable experiences, companies must create an unexpected and multisensory experience so that consumers want to retell it as it is embedded in consumers' memories. To foster personal meaningfulness, companies must be able to organize personalization strategies that go beyond basic preferences, in this case companies must understand the values that are close to consumers' lives and then integrate them in the form of unforgettable product offerings or experiences. In personal relevance, companies can improve by creating clear, concise, and focused communication forms on personal benefits. Finally, building reliability is an important foundation where companies must consistently deliver the promised quality, ensure security in every interaction, and build solid trust. Collectively, these five dimensions enable organizations to exceed consumer expectations, strengthen loyalty, and build sustainable long-term relationships.

Although this study provides a significant contribution to the understanding of Emotional Resonance Experience (ERE), it is subject to certain limitations that pave the way for future research. The research was conducted using only a single brand in a specific niche segment within

the Indonesian F&B industry. This context-specific approach may limit generability of the five ERE factors to other industries or different product categories. The use of exploratory factor analysis serves to identify the factors; however, it does not establish the causal relationship between these factors and subsequent consumer outcomes. Future research is therefore encouraged to replicate and validate the proposed ERE model using confirmatory factor analysis or structural equation modeling in different industries. The researchers are encouraged to investigate the antecedent variables that drive each of the five ERE factors and the resulting long-term consequences.

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