

## THE INFLUENCE OF EXPERIENTIAL AND CUSTOMER COMMITMENT ON REPURCHASE INTENTION AMONG STREET VENDORS

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### Abstrak

Studi ini meneliti dampak pemasaran berdasarkan pengalaman dan komitmen pelanggan terhadap niat pembelian ulang di kalangan pedagang kaki lima. Studi ini menggarisbawahi pentingnya menciptakan pengalaman pelanggan yang berkesan dan membangun hubungan emosional untuk menumbuhkan loyalitas dan mendorong bisnis berulang. Dengan menggunakan Structural Equation Modeling (SEM) untuk menganalisis data survei, penelitian ini mengidentifikasi korelasi yang kuat antara komitmen pelanggan dan pemasaran berdasarkan pengalaman, yang menunjukkan bahwa peningkatan strategi pemasaran dalam lingkungan ritel informal sangatlah penting. Temuan penelitian ini mengungkapkan bahwa faktor berdasarkan pengalaman secara signifikan meningkatkan komitmen pelanggan, yang selanjutnya meningkatkan kemungkinan pembelian ulang. Selain itu, elemen ritualistik ditemukan berdampak positif terhadap komitmen, sementara faktor ideologis memiliki pengaruh yang minimal. Studi ini menekankan perlunya pedagang kaki lima untuk memahami pengalaman pelanggan guna meningkatkan loyalitas dan memastikan keberlanjutan bisnis mereka, yang pada akhirnya memposisikan komitmen pelanggan sebagai pendorong penting niat pembelian ulang.

**Kata Kunci:** Pemasaran Eksperiensial, Komitmen Pelanggan, Niat Pembelian Ulang, Pedagang Kaki Lima, Loyalitas, Pemodelan Persamaan Struktural (SEM)

### Abstract

*The study explores the impact of experiential marketing and customer commitment on repurchase intentions among street vendors. It underscores the significance of crafting memorable customer experiences and establishing emotional connections to cultivate loyalty and encourage repeat business. Utilizing Structural Equation Modeling (SEM) to analyze survey data, the research identifies strong correlations between customer commitment and experiential marketing, suggesting that enhancing marketing strategies in informal retail settings is essential. The findings reveal that experiential factors notably boost customer commitment, which subsequently increases the likelihood of repurchase. Additionally, ritualistic elements are found to positively affect commitment, while ideological factors have a minimal influence. The study emphasizes the necessity for street vendors to comprehend customer experiences to enhance loyalty and ensure the sustainability of their businesses, ultimately positioning customer commitment as a crucial driver of repurchase intentions.*

**Keywords:** Experiential Marketing, Customer Commitment, Repurchase Intentions, Street Vendors, Loyalty, Structural Equation Modeling (SEM)

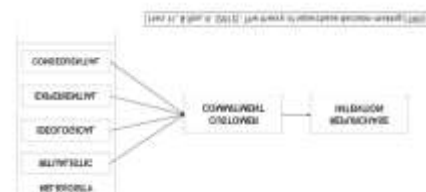
## INTRODUCTION

Businesses, particularly street sellers, have been forced to implement creative marketing techniques that increase consumer loyalty and repurchase intentions due to the escalating competition in the marketplace. Creating unforgettable experiences for customers, appealing to their emotions, and establishing enduring relationships are the main goals of experiential marketing, which has become a potent strategy. In addition to meeting customers' immediate requirements, this strategy seeks to strengthen their bond with the brand, which is crucial for promoting repeat business.

Since they sometimes work in unofficial environments, street sellers have particular difficulties drawing in and keeping clients. In contrast to traditional stores, they mostly depend on one-on-one conversations and the caliber of their products to provide satisfying consumer experiences. A key factor in this dynamic is customer commitment, which is the emotional bond and allegiance a consumer has to a seller. Increased customer satisfaction and a higher chance of repurchase can result from high levels of customer commitment.

The purpose of this study is to investigate how street sellers' repurchase intentions, client loyalty, and experiential marketing interact. We aim to offer insights that can assist street vendors in improving their marketing tactics and, eventually, the sustainability of their businesses by looking at how these aspects interact. Through empirical study, this paper will advance knowledge of successful marketing strategies in casual retail settings, emphasizing the role that customer experience plays in fostering repeat business and loyalty.

## LITERATURE REVIEW



### Religioisty And Customer Commitment

Religiosity can be defined as the intensity of an individual's religious beliefs and practices, which includes aspects of belief, psychological importance, and involvement in religious communities.(Holdcroft, 2006) Based on the theories of Glock and Stark (1965), Pargament (1997), and King and Hunt (1975), religiosity includes individual commitment to beliefs and the search for

meaning in life through religious values.(Hill & Jr, n.d.) The dimensions of religiosity proposed by Yasemin El-Menouar include basic beliefs, primary obligations (such as the pillars of Islam), religious experience, religious knowledge, and practice according to religious teachings. Through these five dimensions, it can be understood that religiosity not only involves personal aspects, but also includes daily behaviours that demonstrate commitment to religious values.(Aukst-margeti & Margeti, 2005)

On the other hand, customer commitment involves emotional attraction, moral obligation, and a calculative evaluation of the cost of switching to another service. This commitment can be defined in three main dimensions: affective, normative, and calculative. Based on previous research, religiosity has a significant influence on customer commitment, where customers with higher levels of religiosity tend to show stronger loyalty to brands that match their values. This commitment is shown through repurchase intentions, increased satisfaction, and positive recommendations. Based on this, the hypothesis is proposed that religiosity has a positive influence on customer

commitment, which suggests that understanding religious aspects can help companies build long-term relationships with their consumers.

### **Ritualistic And Customer Commitment**

Ritualistic, or ritualised practices, are defined by various scholars as a complex phenomenon with cultural significance. Gluckman (1962) classified rituals in four types, namely magical action, religious action, substantive or constitutive ritual, and factitive ritual, reflecting the role of ritual in shaping social functioning. Van Gennep (1960) argues that rituals are ‘special acts’ born out of certain emotional and cognitive states, highlighting the emotional and psychological side of ritualistic practices. Meanwhile, Bell sees rituals as dynamic behaviours that continue to adapt to evolving social norms. As such, ritualistic practices reflect not only cultural identity but also existing social structures.(Stein, 2022)

On the other hand, customer commitment is the psychological attachment that consumers have to brands, which is influenced by emotional, calculative, and normative dimensions. Previous research shows that ritualistic practices have a significant influence on customer commitment because they

strengthen emotional bonds and shared experiences among customers. Through rituals, interactions with the brand become more meaningful, creating shared experiences that strengthen loyalty. This not only increases repurchase intentions but also encourages brands to create innovations that suit consumers' ritualistic behaviour. Based on this, the hypothesis is proposed that ritualistic behaviour has a positive influence on customer commitment.(Relations, 2024)

### **Ideological And Customer Commitment**

Ideology can be defined as a framework of thought that reflects beliefs or principles held by individuals or groups, and influences important decisions in their lives. Collins Dictionary, Merriam-Webster and Vocabulary.com suggest that ideology involves a mindset that includes political, cultural or religious principles and forms the basis for social and political programmes.(Bouteraa, 2024) The ideological dimension in international research shows how ideologies influence state policies, the left-right political spectrum and ideological conflicts. As such, ideologies not only shape collective understanding of social and political issues, but also play an important role in

international relations and political discourse.(Olaleye, 2022)

Previous research shows that ideological factors have a significant influence on customer commitment, as their political and cultural beliefs can shape perceptions and attitudes towards brands. For example, consumers with conservative ideologies tend to be more satisfied and committed to brands that reflect their values. Ideologies that align with the brand enhance a sense of personal identity and alignment, strengthening emotional ties and the desire to maintain a long-term relationship with the brand. Based on these findings, the hypothesis is proposed that ideology has a positive influence on customer commitment, which suggests that brands that can reflect consumers' ideological values are likely to gain stronger loyalty.(Tomashevskiy, 2024)

### **Experiential And Customer Commitment**

Experiential learning, according to experts, is defined as a process of learning through experience that involves active reflection and direct engagement. David Kolb explains that knowledge is acquired through the transformation of experience, while John Dewey emphasises that learning occurs when students encounter real-world

situations that require deep reflection. Carl Rogers adds that experiential learning is most effective when it is personalised, allowing learners to relate their experiences to emotions and thoughts. These dimensions in experiential learning-including sensory engagement, emotional resonance, cognitive engagement and relational connection-build a richer understanding in the context of international research, particularly in improving customer understanding and global collaboration in knowledge management.(Phamthi & Ho, 2024)

Research shows that positive experiences significantly influence customer commitment. When customers experience meaningful interactions with brands, such as personalised services or immersive environments, they tend to develop strong emotional bonds. These bonds drive loyalty as customers feel valued and understood, thus strengthening their commitment to the brand. Positive experiences also increase satisfaction and trust, which are important elements in maintaining long-term relationships. Therefore, the quality of a customer's experience is directly proportional to their level of commitment, making experience

strategy a priority for businesses in building sustainable customer loyalty.(Orcid, 2024)

### **Consequential And Customer Commitment**

The variable 'consequential' reflects the importance of the impact and outcome of an action or decision, as defined by various experts. This definition suggests that 'consequential' has the dual nature of being important as a result of previous events or actions and significant in influencing future events. In a research context, the consequential dimension often includes social impact, educational implications, as well as ethical considerations. This highlights the importance of understanding the wider consequences of research findings, whether in influencing public perception, policy or educational practice, thereby enhancing the credibility of research in the face of global challenges.(Stuebi & Herr, 2024)

In terms of customer commitment, research shows that consequential dimensions play a complex role, which can have both positive and negative impacts on customer loyalty. Affective commitment, which is based on emotional ties, is shown to strengthen loyalty by creating a deeper connection between the customer and the brand. On the other hand, normative

commitment driven by a sense of obligation also contributes to loyalty, albeit with a weaker effect. Calculative commitment, which is based on the perceived cost of switching to another brand, can actually decrease satisfaction if customers feel trapped. Therefore, understanding the consequential dimension is important for companies to design effective strategies to increase loyalty, by customising approaches based on customers' emotional and rational motivations.(Hynninen, 2024)

### **Customer Commitment And Repurchase Intentiont**

Customer commitment is an important concept in building long-term relationships with customers, especially in the context of global consumer behaviour. Definitions put forward by various experts illustrate that customer commitment includes emotional, calculative, and normative aspects, each of which plays an important role in creating customer loyalty and fidelity. Emotional commitment centres on affective attachment to the brand, while calculative commitment is based on the perceived cost of switching to a competitor, and normative commitment involves a sense of obligation to remain loyal. These dimensions illustrate how customer commitment serves as the

foundation for loyalty and long-term attachment to the brand.(Regina et al., 2024)

High customer commitment significantly drives repurchase intention. Research shows that when customers have a strong commitment to a brand, both emotionally and rationally, they are more likely to choose to repurchase products from that brand. This commitment strengthens their loyalty and increases satisfaction, which in turn encourages repeat purchases and advocacy for the brand. By understanding the relationship between customer commitment and repurchase intentions, companies can develop effective strategies to retain customers, increase retention, and support long-term sales growth.(Seo et al., 2024)

### **RESEARCH METHODS**

The methodology used in this study employs Structural Equation Modeling (SEM) with the SmartPLS software to examine the influence of customer experience and commitment on repurchase intention among street vendors. SEM is chosen due to its effectiveness in analyzing complex relationships between latent variables. Data was collected through a survey using a structured questionnaire, which was distributed to a sample of street

vendors, ensuring a sufficient number of responses to meet SEM requirements. The questionnaire items were adapted from established scales in prior research, ensuring validity and reliability of the measures. Customer experience and commitment are measured as independent variables, with repurchase intention as the dependent variable. The collected data was analyzed in SmartPLS to assess the model's fit and to evaluate the path coefficients, revealing the strength and significance of the relationships between constructs. This approach provides robust insights into how experiential and commitment factors influence repurchase intention among street vendors

## RESULTS AND DISCUSSION

**Table 1 : Reability and Validity**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CUSTOMER COMMITMENT	0.873	0.874	0.922	0.798
EXPERIENTIAL	0.837	0.839	0.891	0.673
IDEOLOGICAL	0.730	0.877	0.831	0.623
RITUALISTIC	0.772	0.815	0.843	0.525

The table presents the reliability and validity measures for four constructs: Customer Commitment, Experiential, Ideological, and Ritualistic. These constructs are evaluated using Cronbach's Alpha, Composite Reliability (rho\_a and rho\_c), and Average Variance Extracted (AVE), which assess the internal

consistency and validity of the measurement models.

For Customer Commitment, Cronbach's Alpha is 0.873, rho\_a is 0.874, rho\_c is 0.922, and the AVE is 0.798, indicating strong internal consistency and good convergent validity. The Experiential construct has a Cronbach's Alpha of 0.837, rho\_a of 0.839, rho\_c of 0.891, and an AVE of 0.673, also demonstrating high reliability and validity. The Ideological construct shows a Cronbach's Alpha of 0.730, a rho\_a of 0.877, rho\_c of 0.831, and an AVE of 0.623, suggesting satisfactory reliability and convergent validity. Lastly, the Ritualistic construct has a Cronbach's Alpha of 0.772, rho\_a of 0.815, rho\_c of 0.843, and an AVE of 0.525, which, while acceptable, indicates lower convergent validity compared to the other constructs. Overall, these metrics reflect the robustness of the constructs, although the Ritualistic construct may require refinement to enhance its convergent validity.

and we have removed the variable about repurchase intention, part 1 and 2 and also the consistent variable part due to invalid data.



**Table 2 : Discriminant Validity**

	CUSTOMER COMMITM ENT	EXPERIENT IAL	IDEOLOGI CAL	REPURCH ASE INTENTIO N	RITUALIS TIC
CUSTOMER COMMITM ENT					
EXPERIENT IAL	0.690				
IDEOLOGIC AL	0.414	0.503			
REPURCHA SE INTENTION	0.282	0.202	0.317		
RITUALISTI C	0.655	0.558	0.646	0.347	

Table 2 displays the discriminant validity values among the constructs: Customer Commitment, Experiential, Ideological, Repurchase Intention, and Ritualistic. Discriminant validity is examined by comparing the correlations between constructs, ensuring each construct is distinct from the others.

The correlation between Customer Commitment and Experiential is 0.690, suggesting a moderate relationship but maintaining enough distinctiveness. The Ideological construct shows a correlation of 0.414 with Customer Commitment and 0.503 with Experiential, indicating a reasonable level of discriminant validity. Repurchase Intention has correlations of 0.282, 0.202, and 0.317 with Customer Commitment, Experiential, and Ideological, respectively, reflecting relatively weak relationships and thus good discriminant validity with these constructs. The Ritualistic construct shows correlations of 0.655 with Customer Commitment, 0.558 with Experiential,

0.646 with Ideological, and 0.347 with Repurchase Intention, suggesting it is somewhat related but still distinguishable from the other constructs. Overall, the correlations indicate that each construct holds discriminant validity, demonstrating that they measure distinct concepts within the model.

**Table 3 : Outer Loadings**

	CUSTOMER COMMITME NT	EXPERIENT IAL	IDEOLOGIC AL	REPURCHA SE INTENTION	RITUALISTI C
COM 1	0.884				
COM 2	0.897				
COM 3	0.899				
EXP1		0.776			
EXP2		0.851			
EXP3		0.865			
EXP4		0.786			
IDE1			0.770		
IDE2			0.703		
IDE3			0.885		
REP1				1.000	
RIT1					0.836
RIT2					0.813
RIT4					0.820

The table outlines the loadings of individual items on their respective constructs, highlighting the strength of each item in representing its construct. For Customer Commitment, the items COM1, COM2, and COM3 show high loadings (0.884, 0.897, and 0.899, respectively), indicating strong alignment with the construct. For Experiential, the items EXP1, EXP2, EXP3, and EXP4 have loadings ranging from 0.776 to 0.865, demonstrating a good representation of the construct. The Ideological construct is represented by IDE1, IDE2, and IDE3 with loadings of 0.770, 0.703, and 0.885, respectively, with IDE3 showing the



strongest loading. Repurchase Intention is measured by REP3 with a perfect loading of 1.000, making it a highly reliable indicator. Lastly, the Ritualistic construct includes items RIT2, RIT3, and RIT4 with loadings of 0.856, 0.833, and 0.829, respectively, indicating good representation of the construct. Overall, these loadings suggest that the items are well-suited for capturing their intended constructs. and we have removed the ritualistic variable part 1 and 5 due to the invalid data.

**Table 4 : Path Coefficient**

	CUSTOMER COMMIT- MENT	EXPERIENT IAL	IDEOLOGI CAL	REPURCH ASE INTENTIO N	RITUALIS TIC
CUSTOMER COMMIT- MENT				0.264	
EXPERIENT IAL	0.398				
IDEOLOGI CAL	0.054				
REPURCH ASE INTENTIO N					
RITUALIS TIC	0.345				

Table 4 outlines the path coefficients for relationships between constructs, showing the strength of direct effects. Experiential has a path coefficient of 0.398 on Customer Commitment, indicating a strong positive impact, while Ideological has a weaker path coefficient of 0.054 on Customer Commitment, suggesting a minimal effect. Ritualistic exhibits a path coefficient of 0.345 on Customer Commitment, indicating a moderate positive relationship. Additionally,

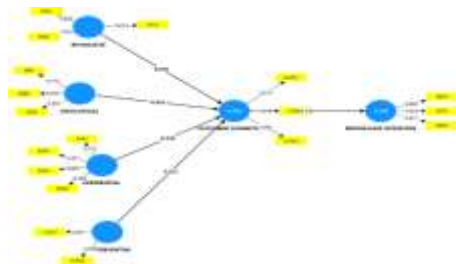
Customer Commitment has a direct effect of 0.264 on Repurchase Intention, reflecting its positive influence on the likelihood of repurchasing. These coefficients reveal that Experiential and Ritualistic have more significant direct effects on Customer Commitment than Ideological, while Customer Commitment itself positively affects Repurchase Intention.

**Table 5 : Specific Indirect Effect**

	Specific indirect effects
EXPERIENTIAL → CUSTOMER COMMITMENT → REPURCHASE INTENTION	0.105
IDEOLOGICAL → CUSTOMER COMMITMENT → REPURCHASE INTENTION	0.014
RITUALISTIC → CUSTOMER COMMITMENT → REPURCHASE INTENTION	0.091

Table 5 displays the specific indirect effects of Experiential, Ideological, and Ritualistic constructs on Repurchase Intention, mediated by Customer Commitment. The Experiential construct has an indirect effect of 0.105 on Repurchase Intention through Customer Commitment, indicating a meaningful mediated influence. The Ideological construct shows a smaller indirect effect of 0.014, suggesting a minimal mediated impact on Repurchase Intention. The Ritualistic construct has an indirect effect of 0.091 on Repurchase Intention through Customer Commitment, reflecting a moderate mediated influence. These values

highlight that Customer Commitment plays a varying mediating role in the relationships between these constructs and Repurchase Intention, with Experiential and Ritualistic showing more substantial indirect effects compared to Ideological



The diagram above illustrates the hypothesized relationships between different variables influencing customer commitment and repurchase intention. The model includes four antecedent factors – Ritualistic, Ideological, Experiential, and Consequential – which are proposed to impact Customer Commitment. In turn, Customer Commitment is hypothesized to influence Repurchase Intention. Each factor is represented by several indicators (labeled in yellow boxes), reflecting the measured items for each construct. The path coefficients displayed in the model indicate the strength and direction of the relationships between these variables.

The model suggests that Ritualistic, Ideological, Experiential, and Consequential factors each contribute to the level of customer commitment, with

different magnitudes of impact as indicated by the path coefficients. For instance, the Experiential factor has a positive path coefficient of 0.346 with Customer Commitment, while Ideological appears to have a minimal negative effect with a coefficient of -0.023. Furthermore, Customer Commitment shows a strong positive influence on Repurchase Intention with a path coefficient of 0.751, which implies that higher levels of customer commitment are likely to lead to stronger repurchase intentions. The model highlights the importance of both direct and indirect influences in shaping customer loyalty and purchase behavior.

## CONCLUSION AND SUGGESTIONS

The study comprehensively investigates the significant influence of customer experience and commitment on the repurchase intentions of customers engaging with street vendors. Utilizing a quantitative methodology and Structural Equation Modeling (SEM), the research gathered data through surveys targeting frequent customers of these vendors. The findings reveal that positive customer experiences, particularly those related to product quality and the nature of seller interactions, play a pivotal role in enhancing customer commitment. This

heightened commitment subsequently leads to an increased likelihood of customers returning for future purchases.

Moreover, the research underscores the necessity of creating satisfying shopping experiences to cultivate customer loyalty within informal market settings. This insight is particularly valuable for street vendors, as it provides them with actionable strategies to refine their marketing approaches and improve customer retention rates. The study delves into various dimensions of customer commitment, including emotional, calculative, and normative aspects, and explores their intricate relationships with repurchase intentions.

The analysis further presents detailed loadings and path coefficients associated with different constructs related to customer commitment and repurchase intention. Notably, the results indicate that experiential factors exert a strong positive effect on customer commitment, while ideological factors have a minimal impact. Additionally, ritualistic elements demonstrate a moderate positive relationship with customer commitment. The findings highlight that customer commitment is a crucial driver of repurchase intentions, with experiential and

ritualistic factors proving to have a more substantial influence compared to ideological factors.

In conclusion, the study emphasizes the critical role of customer experience in fostering loyalty and encouraging repeat business among street vendors. By focusing on enhancing customer experiences and understanding the dynamics of customer commitment, street vendors can effectively boost their repurchase intentions and ultimately achieve greater success in their businesses.

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