



The Journal Gastronomy Tourism

Journal homepage:

<https://ejournal.upi.edu/index.php/gastur/index>



The Influence of Sensory Marketing on Repurchase Intention at Sudirman Street Food Bandung

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ABSTRACT

This study aims to examine the influence of sensory marketing elements, which include sight, sound, smell, taste, and touch, on the repurchase intention of local tourists at Sudirman street food. The focus of this research is to determine the extent to which these five sensory aspects affect consumers' decisions to make repeat purchases. This study uses a quantitative approach with data collected through questionnaires from 120 respondents, namely local tourists who have previously made purchases at Sudirman street food. Data analysis was conducted to test the individual and simultaneous effects of all sensory marketing variables on repurchase intention. The results show that the sensory marketing elements namely Sight (X1), Smell (X3), Taste (X4), and Touch (X5) have a significant influence on Repurchase Intention (Y), while sound (X2) does not have a significant effect on Repurchase Intention. Simultaneously, the sensory marketing variables (Sight, sound, Smell, Taste, and Touch) have a significant influence of 67.4% on repurchase intention, while the remaining 32.6% is affected by other factors outside this study. These findings indicate that almost all aspects of sensory marketing influence repurchase intention. This study provides practical contributions for culinary business actors at Sudirman street food in designing effective sensory marketing strategies to encourage consumers to make repeat purchases.

ARTICLE INFO

Article History:

Submitted/Received June 2025

First Revised June 2025

Accepted June 2025

First Available online Dec 2025

Publication Date Dec 2025

Keyword:

Sensory Marketing; Street Food; Repurchase Intention

1. INTRODUCTION

Bandung has become one of the top culinary tourism destinations in Indonesia, known for its diversity of traditional cuisine and innovative modern culinary creations that attract both local and international tourists. Culinary activities today are no longer merely a complement to travel, but in line with the times, they have evolved into a distinct form of tourism known as culinary tourism (Faatin et al., 2022). The city ranked tenth in the world and first in ASEAN for the best culinary cities (Gusmiarti, 2024). This achievement is supported by the widespread presence of street food vendors across strategic areas, which not only serve as culinary attractions but also significantly contribute to the local economy. One of the most visited and highly reviewed street food locations in Bandung is the Sudirman Street Day and Night Market—commonly known as Sudirman Street Food—which has received 16,790 reviews on Google (Google Review, 2025). Research conducted by Spence et al. (2014) found that the role of consumers' multisensory experiences is also closely related to online reviews. Therefore, to increase sales at Sudirman Day and Night Market, implementing a marketing strategy is essential. One commonly used marketing approach in the culinary industry is sensory marketing. Sensory marketing can be defined as a type of marketing that engages consumers' senses and influences their perceptions, evaluations, and behaviors (Krishna et al., 2016).

Among the various sectors within the tourism industry, the culinary sector holds a strategic position as one of the fastest-growing and most impactful sectors (Fajri et al., 2021). Culinary businesses must be able to maintain their existence by analyzing marketing strategies through market analysis (Ridwan & Ningsih, 2021). Many culinary enterprises require business actors to assess various factors that influence consumers to continue making purchases, using specific marketing strategies (Ghaisani et al., 2016). In the culinary industry—especially in the street food and fast food sectors—sensory marketing plays a vital role in creating multisensory experiences that enhance customer satisfaction and encourage repeat purchases (Sayed, 2023).

Sensory marketing not only creates a multisensory consumer experience but also influences consumer behavior, which in turn has a positive impact on repurchase decisions (Hoang & Tučková, 2021). Several international studies have shown that the simultaneous engagement of all five senses increases customer perception and repurchase intention (Buitrago, 2023; Chakravorti, 2023; Azeem & Hussain, 2018). Likewise, research conducted in Indonesia has also examined the positive relationship between sensory marketing and repurchase intention (Sari et al., 2025; Hilmi et al., 2023; Prastyanti et al., 2025). In recent years, the tourism industry—including culinary tourism destinations—has increasingly adopted sensory marketing strategies to enhance competitiveness and deliver more immersive experiences. Sensory marketing is not only seen as a promotional tool but also as a means to shape perception and build customer loyalty, leading to repeat purchases amidst the growing intensity of market competition (Mehraliyev et al., 2020).

Repurchase intention may arise when consumers have had a prior purchasing experience and perceive a product or service positively (Schiffman & Kanuk, 2012). It can be influenced by various factors, one of which is sensory marketing. Sensory marketing has the ability to shape consumer perceptions of a product or service, which are then evaluated and may ultimately drive consumers to make repeat purchase decisions (Lee, 2020). Consumers' prior experiences with the use or purchase of a product can significantly impact sales growth, as reflected through repeat purchases (Yudaraharja, 2023). Repurchase intention is an evaluative process that can be influenced by experiences involving the five senses. Sensory

marketing that builds a positive perception can serve as an effective strategy to encourage consumers to engage in repeat purchasing (Kim et al., 2020).

Although previous studies have demonstrated the benefits of sensory marketing (Sari et al., 2025; Hilmi et al., 2023; Prastyanti et al., 2025; Buitrago, 2023; Chakravorti, 2023; Azeem & Hussain, 2018), the majority of this research has primarily focused on fast food and modern restaurant settings. Meanwhile, studies on sensory marketing in the context of street food in Indonesia—particularly in the iconic Sudirman Street Food area—remain scarce. In fact, street food holds significant potential and possesses unique characteristics, involving intense social interactions and multisensory experiences that differ greatly from those offered by conventional restaurants (Silaban et al., 2023).

Based on this research gap, the present study aims to make a significant contribution to the field of sensory marketing by focusing on the street food sector. In addition, this study seeks to analyze the influence of the five elements of sensory marketing—sight, sound, smell, taste, and touch—on the repurchase intention of local tourists who visit Sudirman Street Food. The findings from this research are expected to provide strategic insights and practical guidance for business owners at Sudirman Street Food in leveraging sensory marketing to attract and retain customers, encouraging them to make repeat purchases amidst the increasingly competitive culinary industry.

2. LITERATURE REVIEW

2.1. Sensory Marketing

Most product services received by consumers involve at least one or more multisensory experiences such as taste, touch, sound, and aroma (Krishna, 2011). Sensory marketing can be defined as marketing that engages consumers' five senses and influences their perceptions, evaluations, and behaviors (Krishna & Skolova, 2016). The concept of sensory marketing emerged because humans often have the habit of creating, storing, and recalling past memories, especially when various sensory stimuli blend simultaneously and trigger those memories (Hultén, 2015). Sensory perception is an important consideration as it can play both physiological and psychological roles in the appreciation of food (Nikmah et al., 2019). Perception is formed through a series of sensory observation processes involving the activity of the senses such as sight, hearing, touch, feeling, and the reception of specific stimuli. The information received is then selected, organized, and interpreted by individuals to form a meaningful representation. This process is influenced by past experiences and the personal attitudes of each individual (Sagala et al., 2019). Sensory marketing plays an important role in the culinary field, as the series of multisensory experiences obtained by consumers generates positive impressions for tourists toward the culinary destinations they visit (Su & Li, 2024). Based on findings from research conducted by Silaban et al. (2023), sensory marketing can stimulate consumers' emotions, which involves not only a rational learning process but also activates emotional aspects, perceptions, and consumer responses. Sensory marketing can create a pleasant mood, making consumers feel comfortable and attracted to visit and revisit.

2.1.1. Sight

The sense of sight plays an important role in sensory marketing research because when customers enter a shopping center, the first thing that catches their attention is the visual appearance or display of the stores (Kumar, K. & Kumar, 2017). Restaurants do not solely focus on the food and beverages they serve, but must also consider supporting factors that align with the restaurant's overall concept (Ramadhan, 2021). Hoang and Tučková (2021) explain that there are four key indicators through which sight can influence consumers' perceptions

of a restaurant: 1) well-maintained cleanliness of the surrounding area; 2) appealing visual presentation of food and beverages; 3) aesthetic appearance of booths and dining areas; and 4) effective lighting in the restaurant area that enhances comfort and creates a positive impression.

Hypothesis H1: Sight has a positive influence on repurchase intention.

2.1.2. *Sound*

Sound has the advantage of influencing consumers' moods and purchasing habits (Hoang & Tučková, 2021). In addition to affecting mood, music can also extend the duration of visits, alter perceptions of the time spent in a place, and influence consumer behavior (Kotler & Keller, 2016). Hoyer et al. (2020) explain that the presence of music affects the mood and behavior of visiting consumers. If the music played has a fast tempo, it will provide energy similar to what one experiences when listening to music in an aerobics class. Meanwhile, slow-tempo music creates a calming atmosphere. Hoang and Tučková (2021) describe four indicators of sound that can influence consumer perception: 1) music played around the street food area; 2) sounds of cooking activities in the street food area; 3) friendly voices of vendors; and 4) non-disruptive sounds from other visitors.

Hypothesis H2: Sound has a positive influence on repurchase intention.

2.1.3. *Smell*

Hoyer et al. (2020) state that sensory stimuli from aromas can evoke excitement and trigger memories, thereby enhancing the perceived value of a product previously experienced. In the culinary industry, aroma plays a crucial role by helping consumers identify and remember the culinary destinations they visit. Aroma is important in creating feelings of happiness, satisfaction, and relaxation in consumers, which ultimately has a strong impact on consumer behavior (Harrop, 2007). Factors that can influence consumer perceptions of restaurant aromas include: 1) appealing aroma of the offered food; 2) distinctive aroma of the food; 3) non-intrusive aroma that creates comfort; and 4) appetizing aroma (Hoang & Tučková, 2021).

Hypothesis H3: Smell has a positive influence on repurchase intention.

2.1.4. *Taste*

Taste is one of the main elements that gives each culinary tourism destination its own uniqueness and diversity. This is often demonstrated in daily life through the concepts of sweet, sour, salty, bitter, and umami, where the taste buds on the tongue are used to detect similar flavors (Utama, 2022). The taste sensations derived from food enable consumers to evaluate each dish they consume. According to Hoang and Tučková (2021), the taste factors that influence consumer perceptions of a restaurant include: 1) the offered food tastes delicious and suits consumers' preferences; 2) there is a wide variety of flavors available at the restaurant; 3) the food is prepared using fresh ingredients; and 4) the taste of the food meets consumers' expectations.

Hypothesis H4: Taste has a positive influence on repurchase intention.

2.1.5. *Touch*

The sense of touch plays a role in shaping perceptions of shape, allowing us to recognize the texture of objects (Peck & Childers, 2003). Touch is the first sense to develop in humans and holds an important role in every individual's life. Several studies have shown that touch, such as touching a consumer's shoulder, can increase sales (Kotler & Armstrong, 2001). Touch also influences product evaluations through perceptions of quality, packaging design,

and even the emotions evoked. Expectations about a product can be affected by the shape of its packaging (Labrecque & Milne, 2012). According to Silaban et al. (2023), several indicators can be measured through the sense of touch, including: 1) the quality of the product when held; 2) the texture of the product; 3) product packaging; and 4) the temperature of the product.

Hypothesis H5: Touch has a positive influence on repurchase intention.

2.2. Repurchase Intention

For a company to survive continuously, it is important to understand consumer needs; fulfilling these needs enables the company to retain customers and encourage repeat purchases (Onyemachi & Lilian, 2012). Repurchase intention occurs when consumers consistently decide to buy products or services from the same seller, which happens due to trust in the quality of products and services they have previously received (Kotler & Keller, 2016). According to Hellier et al. (2003), repurchase intention refers to decision made by consumers when they repurchase a product or service from a particular brand. Repurchase intention can be reflected through several indicators: 1) consumers recall their experience with a product; 2) consumers make repeat purchases; and 3) consumers recommend the product to other consumers (Fitzgibbon & White, 2005; Yi & La, 2003). Repurchase intention can be formed from positive responses by consumers when they build a close relationship with a brand (Barati et al., 2016). Consumers often form their own perceptions—whether positive or negative—toward a product based on recommendations from friends or family, as they tend to view these sources as more trustworthy than commercial advertisements (Justin et al., 2025). Therefore, in order to increase consumers repurchase intention, companies must be able to create strategies that help consumers recall their products (Gita et al., 2017).

3. METHODS

This study was conducted using a quantitative method with multiple linear regression analysis to examine the effect of sensory marketing on repurchase intention. Data was collected through a systematically designed questionnaire consisting of questions given to respondents who were estimated to meet validity and reliability requirements. The research object was Sudirman Street Food, and the research subjects were consumers/tourists who shopped at Sudirman Street Food. Since the population size was unknown, the sampling technique used in this study followed Hair's formula, which recommends that the sample size be five times the number of indicators used. There were 24 indicators used in this study, so the total sample size was 120 respondents, consisting of consumers/tourists who had previously made purchases at Sudirman Street Food.

Tabel 1. Respondent Characteristics

Respondent Characteristics		Frequency (People)	Percentage (%)
Age	< 20 years	4	3,34
	21-30 years	52	43,33
	31-40 years	56	46,66
	41-50 years	5	4,167
	>51 years	3	2,50
Gender	Male	57	47,50
	Female	63	52,50
Education	Elementary School	2	1,67
	Junior High School	5	4,166

Respondent Characteristics		Frequency (People)	Percentage (%)
Income	Senior High Scholl	42	35,00
	Diploma to Bachelor	64	53,34
	Master's Degree	6	5,00
	Doctorate	1	0,833
	< 1 million	6	5,00
	1 million – 3 million	11	9,170
	3 million – 6 million	51	42,50
	6 million – 9 million	33	27,50
	> 9 million	19	15,83

Source: Author, 2025.

This study employed a data analysis technique using a quantitative method, in which data is presented in numerical form and analyzed using statistical procedures (Sugiyono, 2015). The quantitative method was used to identify and measure the influence of independent variables on repurchase intention. Multiple linear regression analysis was conducted to analyze the data using the following formula: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$

Description:

Y = Repurchase Intention

a = Constant, i.e., the average value of Y when X equals 0

b = Regression Coefficient

X1 = Sight

X2 = Sound

X3 = Smell

X4 = Taste

X5 = Touch

4. RESULTS AND DISCUSSION

4.1. Validity Test Result

The validity test results in this study show an r-table value of 0.179, using a significance level (alpha) of 0.05. The results of the validity test can be seen in Table 2 below:

Table 2. Validity Test

Variable	Indicator	R count	R table	Description
Sight	Indicator 1	0,768	0,179	Valid
	Indicator 2	0,881	0,179	Valid
	Indicator 3	0,808	0,179	Valid
	Indicator 4	0,744	0,179	Valid
Sound	Indicator 1	0,768	0,179	Valid
	Indicator 2	0,804	0,179	Valid
	Indicator 3	0,838	0,179	Valid
	Indicator 4	0,769	0,179	Valid
Smell	Indicator 1	0,910	0,179	Valid
	Indicator 2	0,848	0,179	Valid
	Indicator 3	0,788	0,179	Valid
	Indicator 4	0,888	0,179	Valid
Taste	Indicator 1	0,834	0,179	Valid
	Indicator 2	0,887	0,179	Valid
	Indicator 3	0,925	0,179	Valid
	Indicator 4	0,797	0,179	Valid

Variable	Indicator	R count	R table	Description
Touch	Indicator 1	0,937	0,179	Valid
	Indicator 2	0,896	0,179	Valid
	Indicator 3	0,885	0,179	Valid
	Indicator 4	0,812	0,179	Valid
Repurchase Intention	Indicator 1	0,852	0,179	Valid
	Indicator 2	0,895	0,179	Valid
	Indicator 3	0,872	0,179	Valid
	Indicator 4	0,800	0,179	Valid

Source: Author's Research Findings, 2025.

Based on the results of the validity test presented in the table above, each indicator of the variables used in the study has an r-count value greater than the r-table value (0.179). Therefore, it can be concluded that all question indicators for each variable are declared valid.

4.2. Reliability Test Results

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	R table	Description
Sight (X1)	0,808	0,60	Reliable
Sound (X2)	0,802	0,60	Reliable
Smell (X3)	0,876	0,60	Reliable
Taste (X4)	0,881	0,60	Reliable
Touch (X5)	0,904	0,60	Reliable
Purchase Intention (Y)	0,878	0,60	Reliable

Source: Author's Research Findings, 2025.

Based on the reliability test results shown in Table 3 above, each variable used in this study has a Cronbach's Alpha value greater than 0.60. Thus, it can be concluded that all question indicators for each variable are declared reliable and can be used.

4.3. Normality Test

Normality test is very important to determine whether the data we use are normally distributed or not. In this study, the Kolmogorov-Smirnov test was conducted; if the significance value is greater than 0.05, it can be concluded that the residuals are normally distributed.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Predicted Value	
N		120
Normal Parameters ^{a,b}	Mean	16.0583333
	Std.	2.54973255
	Deviation	
Most Extreme Differences	Absolute	.099
	Positive	.084
	Negative	-.099
Test Statistic		.099
Asymp. Sig. (2-tailed)		.006 ^c

Source: Author's Research Findings, 2025.

Based on the analysis results in Table 4 above, the significance value (2-tailed) is $0.06 > 0.05$, so it can be concluded that the data used in this study are normally distributed.

4.4. Multicollinearity Test

Based on the analysis results, the tolerance values of the five variables are all greater than 0.10 and the VIF values of the five variables are all less than 10. Therefore, it can be concluded that all the data used in this study are free from multicollinearity.

Table 5. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Sight (X1)	.314	3.185
Sound (X2)	.437	2.287
Smell (X3)	.445	2.246
Taste (X4)	.363	2.751
Touch (X5)	.274	3.647

Source: Author's Research Findings, 2025.

4.5. Heteroscedasticity Test

Based on the analysis results, the significance values of all five variables are greater than 0.05. Therefore, it can be concluded that all the data used in this study are free from heteroscedasticity.

Table 6. Heteroscedasticity Test

Model	Sig.
1 (Constant)	.054
Sight (X1)	.248
Sound (X2)	.954
Smell (X3)	.423
Taste (X4)	.140
Touch (X5)	.630

Source: Author's Research Findings, 2025.

4.6. Multiple Linear Regression Analysis

The data analysis in this study uses multiple linear regression with SPSS 24 software, which is designed to determine the effect of sensory marketing (sight, sound, smell, taste, and touch) as independent variables on repurchase intention as the dependent variable. The results of the multiple linear regression analysis can be seen in the following table:

Table 7. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.935	1.062		1.822	.071
Sight (X1)	.250	.100	.239	2.506	.014

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Sound (X2)	.048	.070	.055	.676	.500
Smell (X3)	.114	.085	.107	2.340	.043
Taste (X4)	.693	.092	.669	7.539	.000
Touch (X5)	.268	.106	.258	2.521	.013

Source: Author's Research Findings, 2025.

Based on the analysis results in the table above, the multiple linear regression equation is obtained as follows : $Y = 1.935 + 0.250(X1) + 0.48(X2) + 0.114(X3) + 0.693(X4) + 0.268(X5)$. The constant value is 1.935, which indicates that if all independent variables—sight (X1), sound (X2), smell (X3), taste (X4), and touch (X5)—are equal to 0, then the value of Y will still be 1.935. Based on the regression test results, all independent variables—sight (X1), sound (X2), smell (X3), taste (X4), and touch (X5)—have positive coefficients. Thus, it can be concluded that an increase in the independent variables in this study will lead to an increase in the dependent variable, namely repurchase intention.

4.7. Coefficient of Determination Test

Tabel 8. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.674	.659	1.814

Source: Author's Research Findings, 2025.

Based on the coefficient of determination results in Table 11 above, the value obtained is 0.674. This means that 67.4% of the variance in the Y variable can be explained by all the X variables, while the remaining 32.6% is explained by other variables outside the regression model.

4.8. Partial Hypothesis Test (t-Test)

The t-test is conducted to determine the extent of the influence of independent variables on the dependent variable. If the significance value (sig) < 0.05 and the calculated t-value is greater than the t-table value, it can be concluded that the tested independent variable significantly affects the dependent variable. The t-table value used in this study is 1.98.

- H1: Based on the statistical results, the first hypothesis—sight (X1) on repurchase intention (Y)—shows a t-value of 2.506 > t-table 1.98 and a significance value of 0.014 < 0.05. Thus, H1 is accepted and H0 is rejected. Sight has a significant effect on repurchase intention at Sudirman Street Food.
- H2: Based on the hypothesis test between sound (X2) and repurchase intention (Y), the t-value is 0.676 < t-table 1.98 and the significance value is 0.5 > 0.05. Therefore, H2 is rejected and H0 is accepted. Sound does not have a significant effect on repurchase intention at Sudirman Street Food.
- H3: Based on the hypothesis test between smell (X3) and repurchase intention (Y), the t-value is 2.340 > t-table 1.98 and the significance value is 0.043 < 0.05. Hence, H3 is accepted and H0 is rejected. Smell has a significant effect on repurchase intention at Sudirman Street Food.
- H4: Based on the hypothesis test between taste (X4) and repurchase intention (Y), the t-

value is $7.539 > t\text{-table } 1.98$ and the significance value is $0.00 < 0.05$. Therefore, H4 is accepted and H0 is rejected. Taste has a significant effect on repurchase intention at Sudirman Street Food.

- e. H5: Based on the hypothesis test between touch (X5) and repurchase intention (Y), the t-value is $2.521 > t\text{-table } 1.98$ and the significance value is $0.013 < 0.05$. Thus, H5 is accepted and H0 is rejected. Touch has a significant effect on repurchase intention at Sudirman Street Food.

4.9. Simultaneous Hypothesis Test (F-Test)

The F-test in this study uses a significance level of 5% ($\alpha = 0.05$), with an F-table value of 2.45. This test is conducted to measure the overall influence of all independent variables on the dependent variable.

Tabel 9. Simultaneous Hypothesis Test (F-Test)

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	773.635	5	154.727	47.042	.000 ^b
	Residual	374.956	114	3.289		
	Total	1148.592	119			

Source: Author's Research Findings, 2025.

Based on the analysis results in the table above, the calculated F-value (47.042) is greater than the F-table value (2.45), and the significance value is $0.00 < 0.05$. Therefore, it can be concluded that sight (X1), sound (X2), smell (X3), taste (X4), and touch (X5) simultaneously have a significant effect on repurchase intention. Thus, H6 is accepted and H0 is rejected.

4.10 The Influence of Sight (X1) on Repurchase Intention (Y)

Based on the results of multiple linear regression analysis, it was found that the sight variable has a significant effect on the repurchase intention variable at Sudirman Street Food, thus the hypothesis is accepted. This indicates that each indicator of the sight variable—such as the cleanliness of the Sudirman Street Food area, the visual presentation of food and beverages, the attractive arrangement of food stalls/booths, and the lighting in the area—can influence visitors' intention to repurchase. This finding is in line with research conducted by Siriak et al. (2021), which showed that the sight variable in sensory marketing significantly influences repurchase intention.

4.11 The Influence of Hearing Sound (X2) on Repurchase Intention (Y)

Based on the results of multiple linear regression analysis, it was found that the hearing sound variable does not have a significant effect on the repurchase intention variable at Sudirman Street Food, thus the hypothesis is rejected. This indicates that indicators such as background music, cooking sounds, friendly vendor voices, and other customers' chatter do not significantly influence visitors' repurchase intention. This aligns with research by Haritaoglu et al. (2022), who found that auditory sensory stimuli did not significantly affect repurchase intention in restaurants and coffee shops.

4.12 The Influence of Smell (X3) on Repurchase Intention (Y)

Based on the results of multiple linear regression analysis, it was found that the smell variable significantly affects the repurchase intention variable at Sudirman Street Food, thus the hypothesis is accepted. This indicates that all smell-related indicators used in this study—

such as appealing food aroma, distinctive scent, appetite-stimulating aroma, and non-disturbing smell—can influence visitors' intention to repurchase. This is in line with the research conducted by Hilmi (2023), which showed that aroma stimulation influences consumers repurchase intention at the McDonald's fast food restaurant.

4.13 The Influence of Taste (X4) on Repurchase Intention (Y)

Based on the results of multiple linear regression analysis, it was found that the taste variable has a significant effect on the repurchase intention variable at Sudirman Street Food, thus the hypothesis is accepted. This suggests that all taste indicators in this study—such as food flavor matching customer preferences, meeting expectations, distinctive tastes, and consistent quality—affect visitors' intention to repurchase. This is consistent with research by Utama (2022), which showed that taste-based sensory stimuli significantly influence repurchase intention at restaurants in Bandung.

4.14 The Influence of Touch (X5) on Repurchase Intention (Y)

Based on the results of multiple linear regression analysis, it was found that the touch variable has a significant effect on the repurchase intention variable at Sudirman Street Food, thus the hypothesis is accepted. This indicates that all indicators used in this study—such as freshness of the food, food texture, packaging, and food temperature—affect visitors' repurchase intention. This is supported by research conducted by Sayed (2023), which demonstrated that tactile sensory stimuli influence consumers repurchase intention in fast food products.

5. CONCLUSION

Based on the statistical test results conducted using SPSS, it was found that partially, the variables Sight (X1), Smell (X3), Taste (X4), and Touch (X5) have a significant effect on the Repurchase Intention variable (Y) at Sudirman Street Food. Meanwhile, the Sound variable (X2) does not have a significant effect on Repurchase Intention (Y) at Sudirman Street Food. Simultaneously, it was found that sensory marketing (Sight, Sound, Smell, Taste, and Touch) has a significant effect on Repurchase Intention at Sudirman Street Food Bandung, accounting for 67.4%, while the remaining 32.6% is influenced by other factors outside this study. These findings indicate that sensory marketing plays an important role in influencing consumers repurchase behavior.

6. ACKNOWLEDGMENT

The researcher expresses sincere gratitude to the 120 respondents, local tourists who have visited Sudirman Street Food and kindly took the time to complete the questionnaire, enabling this research to be carried out successfully. The researcher also extends appreciation to *The Journal Gastronomy Tourism* for the opportunity to publish this article.

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