



**UNIVERSITAS ANDALAS**  
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**THESIS**

**THE INFLUENCE OF EXPERIENTIAL MARKETING AND GREEN  
PERCEIVED VALUE ON REPURCHASE INTENTION AT GERAI  
PRABUMI, MEDIATED BY BRAND TRUST**

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**INTERNATIONAL MANAGEMENT STUDY PROGRAM  
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ABSTRACT

The study investigates the impact of experiential marketing and green perceived value on repurchase intention at Gerai Prabumi that mediated by brand trust. The study's sample population consists of 132 consumers from Generation Z and Millennial generations in Padang City. The hypotheses of the research are tested with the Structural Equation Model – Partial Least Squares (SEM-PLS), which is utilised to achieve the research objectives in accordance with the Stimulus-Organism-Response (S-O-R) Model with the assistance of SmartPLS 4.1. The findings of the research study suggest a strong and positive correlation between experiential marketing and brand trust, as well as between green perceived value and repurchase intention. Furthermore, it has been demonstrated that brand trust serves as a mediating factor in the relationship between experiential marketing and repurchase intention, while the experiential marketing exerts no significant direct effect on repurchase intention in the absence of brand trust. The MSMEs business owners should put reliability and adherence to customer expectations as the top priorities as a strategic step that is very instrumental towards achieving long-term loyalty.

**Keywords:** Repurchase Intention, Experiential Marketing, Green Perceived Value, Brand Trust, Generation Z, Millennials, MSMEs

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