

LINKING SENSORY PERCEPTION, PRODUCT PERCEIVED VALUE, AND ENVIRONMENTAL CONCERNS TO BEHAVIORAL INTENTION THROUGH SENSORY BRAND EXPERIENCE

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ABSTRACT

The purpose of this research is to explore the impact of sensory perceptions, the value of a product, and social awareness on consumers' behavioral intention to consume viral food in East Java. Conversely, this research also evaluated the effect of brand sensory experience as a mediation variable. This research was conducted using the qualitative method of an online questionnaire with 165 respondents from the Generation population. It was analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to evaluate the relation between variables. This research showed that the value of a product and brand sensory experience is significantly related to consumers' behavioral intention. Besides, sensory perceptions do not directly relate to consumers' behavioral intentions. Instead, sensory perceptions have a significant impact on brand sensory experience. This result emphasizes the importance of a sensory experience-based marketing strategy and improving product quality to maintain consumer loyalty. For further research, it's suggested that the focus of the research be expanded to include various restaurant types and additional aspects, like social knowledge and relevant social norms.

Keywords: *Sensory Perceptions, Product Perceived Value, Environmental Concern, Sensory Brand Experience, Behavioral Intentions*

INTRODUCTION

The dynamic lifestyle of the community has had a reasonably rapid impact on the development of restaurants in Indonesia. Restaurants are not just places to eat; they are now providing places for people to meet for business, hang out for certain occasions, or just do their duty (Idrus & Widiawati, 2023). In the first quarter of 2024, the beverage, food, and restaurant sector grew by 5.9% (<https://fiskal.kemenkeu.go.id/>, 2024). The restaurant and beverage industry is a growing industry. Due to Indonesia's high population, the demand for drinking is increasing. The restaurant industry is also thriving, especially in the city of Malang, East Java. The Food and Drug Control Institute in Malang, which specializes in restaurants from 6,983 in 2022, increased to 7,920 in 2023 and 5% in the 2024 quarter (<https://tugusatu.com/bisnis-kuliner-kian-moncer-di-kota-malang>).

The growth of restaurants in Malang means more competition in the field. In order to attract customers to visit restaurants, entrepreneurs are increasingly using one of these influencers. However, influencers alone are not enough to attract consumers to have behavior intention, which will have a positive effect on the restaurant (Soraya et al., 2023). Behavior intention needs to be paid attention to by restaurant entrepreneurs to improve performance, who need to be aware of

aspects such as sensory perception, the perceived value of produce, and Concern for the environment (Chang & Cheng, 2023). The restaurant is often reinforced by collaborations with influencers and promotional campaigns on social media (Krupka, 2023)

While viral foods quickly gain popularity, the main challenge facing producers is long-term consumer loyalty. Much more focused on creating viral sensations than on prioritizing key elements that can foster sustainable engagement, such as sensory perception (X1), perceived value (X2), and environmental awareness (X3). The short-term success of that popularity is often insufficient to keep recurring purchases and product recommendations. Research has shown that these factors play a key role in influencing consumer behavioral intentions (Y1), including the desire to buy back and recommend the product to others.

(Krupka, 2023) Sensory perceptions are when consumers respond to products through their senses, such as taste, aroma, and dietary display. In the context of a viral diet, positive sensory perception can enhance consumers' satisfaction and emotional connection with it. Sensory solid experiences play a role in building positive behavioral intentions. The value consumers feel includes their assessment of the quality, benefits, and price of a product. If consumers feel that they have high value, they are more likely to repurchase

or recommend it to others (Zha et al., 2024). Consumer awareness of environmental issues has grown. Many consumers are beginning to consider the environmental impact of the products they purchase, including the materials, packaging, and manufacturing processes they use. Sustainable and sustainable food products may become more attractive for environmentally aware consumer segments (Krupka, 2023). The study also highlighted the role of sensory brand experience as a mediation between sensory perception and behavioral intentions. Experiences involving brand interaction through the senses, such as visual, smell, or touch, can strengthen emotional relationships and encourage consumers to repurchase and recommend them.

The study aims to explore how sensory perception, perceived product value, and environmental awareness influence consumer behavior in the context of viral foods in East Java. In addition, the research aims to test the role of sensory brand experience as a mediation between sensory perception and consumer behavioral intentions. It is hoped that this will provide a greater insight into the factors that influence the success of viral foods as a whole and increase consumer loyalty.

THEORETICAL FRAMEWORK AND HYPOTHESES

Consumer behavior According to Keller, 2012, consumer behavior is the study of how individuals and groups vote, purchase, use, and locate goods, services, ideas, or experiences to fulfill their desires and needs, the unconscious mind of consumers is a major controller of their behavior and it is clear that there is a link between what a teenager sees as a consumer and what they do about the food they choose, and it is also related to the intention of behaving in consumers.

The intention of behaving can be defined as "the intention of a person to perform various behaviors" (Chang & Cheng, 2023) "A retained commitment to repurchase or reuse selected products or services in the future" is a definition of a profitable behavioral intent, which can be used as a sign that the customer will continue to use the company's services or opt to switch to another provider (Lai & Chen, 2011)

There are four main objectives to be examined in this study: the first objective is whether sensory perceptions can directly influence behavioral intentions, the second goal is whether sensory perception has a positive effect on behavioral intentions with sensory brand experience mediation, the third goal, seeing

whether the product perceived value has a positive effect on behavioral intentions, and the fourth goal seeing the influence of environmental Concern on behavioral intentions.

Sensory Perception of Behavioral Intentions

Sensory marketing is defined as "marketing that involves the customer's senses and affects their perceptions, judgments, and behavior." Because we see the world around us through our senses, our cognitive responses and behaviors are primarily driven by our sensory information and associated subjective experiences. In terms of marketing, sensory perceptions represent "the customer evaluation of an object (e.g., a product or brand) in terms of its visual, acoustic, haptic, olfactory, and pronunciation appeal." This form of evaluation provides a systematic approach to the design of a product or brand, as each feature of the service can be adapted to an individual sense. In this approach, success is measured by the evaluation of perceived sensory cues (Chang & Cheng, 2023).

An example of Sensory perception in the marketing of noodles can be seen from several aspects. To make instant noodles such as Indomie, typical Indonesian seasonings such as soy sauce, oyster sauce, and dried spices are often used to provide a rich and attractive taste; instant noodles can be more attractive with strong aromas of main ingredients such as garlic and onion, as well as spices such as crushed and fragrant spices and can also be more enjoyable to eat if the noodles have the right texture, not too hard or mushy, nor is it overbearing the clean appearance and attractive packaging can increase customer satisfaction. By using sensory perception, culinary marketing improves the customer experience and increases their satisfaction, thus increasing the potential for purchasing the product. As an example of sensory perception in the marketing of viral beverages, we can see it in a viral diet such as cheese tea. In creating the cheese tea, the sweet and savory combination of soft cream cheese and aromatic tea is of great interest. The fresh flavor of the tea, combined with rich cream cheese, adds to the appeal. The creamy and frothy texture of the cheese layer over the tea also has a unique experience. Additionally, Instagramable displays and attractive packaging may improve customer satisfaction. By utilizing sensory perception, culinary marketing enriches the customer experience and increases their satisfaction, thus encouraging the potential for the purchase of the product.

Sensory Perceptions' Influence on Behavioral Intentions with Sensory Brand Experience Mediation

Sensory perceptions and brand experience are crucial in determining consumer interaction with brands. Sensory perceptions include how the human senses—such as sight, smell, taste, touch, and hearing—influence consumer experience and preference for the product; sensory brand experience is the perception of the individual towards goods or services or other elements in the process of service as a challenging image of mind and sense. Sensory brand experience is positively related to affections, which are "levels of brand-related consumer positive influence in certain brand/consumer interactions." As such, what consumers feel through their sensory apparatus depends on the value, experience, and brand image of a product or service; they suggest that sensory brand experience consists of volume, uniqueness, and consistency dimensions. The fact that designing brand experience based on the five senses has a favorable marketing impact is reinforced by the finding that the sensory brand experience concept has become the center of sensory brand imaging practices (Chang & Cheng, 2023).

(Iglesias et al., 2019) Defines the brand experience as "subjective internal consumer response (sensation, feeling, and cognition) and behavioral responses generated by brand-related stimuli that are part of their design and identity. On the other hand, the sensory brand experience focuses on managing sensory elements to create a unique and engaging experience, which in turn reinforces consumer emotional attachment to the brand (Kumar et al., 2020). For example, the evocative scent of a restaurant or packaging that is attractive can attract attention and improve purchasing intentions. Therefore, a deep understanding of sensory perceptions is essential for brands to devise a satisfactory and memorable experience for consumers. This element creates a fun experience that promotes repurchases and recommending intentions.

Influence of Product Perceived Value to Behavioral Intentions

Perceived value is described as the way consumers value the benefits and value of a particular product or service compared to the cost of its service, and various factors, such as the quality of its products, prices, and customer experience, play a key role in shaping value perception (Xie et al., 2024).

In a journal (Molinillo et al., 2021), a significant relationship exists between product perceived value and behavioral intention. This research suggests that consumers' perception of a product's value directly affects their intention to

buy or recommend it; while consumers feel that it offers a higher value than the cost, they tend to have a stronger intent to make purchases. Additionally, perceived values may increase customer loyalty and encourage positive behavior, such as recommending the product to others.

Environmental Concern Over Behavioral Intentions

Environmental Concern is explained as the level of individual Concern regarding environmental concerns. This includes awareness of issues such as climate change, pollution, and damage to the ecosystem, as well as a desire to contribute to the preservation of the environment (Ogiemwonyi et al., 2023), (Matiiuk & Liobikienė, 2023), (Shulman et al., 2022)). Environmental Concern refers to an individual's awareness of environmental concerns and a desire to contribute to their preservation. In a study (Asan & Antonio, 2023), it is explained that the green brand experience plays a key role in influencing pro-environmental behavioral intentions. Studies have shown that individuals with high levels of environmental Concern tend to take actions that encourage sustainability, such as choosing environmentally friendly products and engaging in recycling. A positive experience with brands that show a commitment to the environment can strengthen consumer's emotional attachment and trust, which in turn encourages them to behave more pro-environment. Findings from this study suggest that environmental Concern not only affects behavioral intentions directly but also through emotional and cognitive processes. When consumers feel an emotional connection with a brand that prioritizes environmental values, they are more inclined to participate in sustainable behavior. As such, it is important for companies to create an attractive and educational green-brand experience to increase consumer awareness of the environment and promote more sustainable action while also strengthening their loyalty and brand image in the public eye.

RESEARCH METHODS

This research method uses a quantitative approach to analyze the relationship between the variables Environmental Concern, Product Perceived Value, Sensory Brand Experience, Behavioral Intentions, and Sensory Perceptions. The study aims to understand how these factors interact with each other and influence consumer behavioral intentions in the context of viral consumption.

Data collection was conducted through an online questionnaire of 27 statements relating to

the variables, measured using a 5-point Likert scale. Respondents were asked to give an assessment of each statement, from "strongly disapproving" to "strongly agreeing." The population in this study, generation Z, took as many as 165 respondents using a purposive sampling technique, with the criteria of 20 to 28 years old respondents who have visited a modern restaurant that serves Nusantara and Sudanese meals for 2 years and above, such as Laffayate, Handal, Java Dancer, Javanine, Jati Lounge, and Latar Idjen.

The data collected was then analyzed using Partial Least Squares Structural Equation Modeling (SEM), which is a statistical method based on the structural equation model (SEM). SmartPLS was chosen because of its reliability in testing model measurements and structural models in small and complex samples. This method enables effective evaluation of the model's validity and reliability, resulting in accurate analysis. The process of analysis includes testing a model of measurement to assess constructs and indicators, as well as testing structural models to identify relationships between variables.

Table 1. Operational Definition of Variables

Variable	Indicator	Reference
Sensory Perceptions	Sensory	(Ayu et al., n.d.), (Gao & Shen, 2024), (Riza & Wijayanti, 2018), (Chang & Cheng, 2023)
	Uniqueness	(Zhou et al., 2024), (Chang & Cheng, 2023)
	Consistency	(Haase et al., 2018), (Riza & Wijayanti, 2018)
Product perceived value	Product Quality	(Ayu et al., n.d.), (Molinillo et al., 2021), (Lai & Chen, 2011), (Hyun et al., 2011)
	Emotional value	(Gao & Shen, 2024), (Molinillo et al., 2021), (Ha & (Shawn) Jang, 2010), (Hyun et al., 2011)
Environmental Concern	Environmental condition	(Ayu et al., n.d.), (Zhou et al., 2024)
	Consumer response	(Asan & Antonio, 2023), (Ogiemwonyi et al., 2023b)
Sensory brand experience	Visual perception	(Ayu et al., n.d.), (Zhou et al., 2024), (Vanitha & Gowri, 2024), (Haase et al., 2018), (Chang & Cheng, 2023)
	Emotional response	(Ayu et al., n.d.), (Vanitha & Gowri, 2024),(Gao & Shen, 2024), (Riza & Wijayanti, 2018)
Behavioral intentions	Consumer safety	(Ayu et al., n.d.), (Zhou et al., 2024), (Gao & Shen, 2024), (Riza & Wijayanti, 2018), (Lai & Chen, 2011), (Ha & (Shawn) Jang, 2010)
	Consumer satisfaction	(Ayu et al., n.d.), (Vanitha & Gowri, 2024), (Riza & Wijayanti, 2018), (Ogiemwonyi et al., 2023b), (Ha & (Shawn) Jang, 2010), (Hyun et al., 2011)

Source: Author Processed Data

RESULTS AND DISCUSSION

Outer Model

Analysis of the following model outer is an analysis for testing validity and construction, outer

loadings; Figure 1 below presents the outer model produced in the PLS through an algorithm method used to assess reliability and validity.

**Figure 1** Outer Model**Outer Loading Test**

The outer loadings test (loading outside) in Structural Equation Modeling (SEM) analysis using PLS (Partial Least Squares) is used to assess

the correlation between an item score or indicator and a latent variable score. The results of outer loadings are displayed in Table 3 below.

Table 2 Characteristics of Respondents

Characteristic	Percentage (%)
Type of age	
20-23	32
24-28	68
Gender	
Female	76
Male	24
Income / month	
< 3 M	8
3-5 M	47
> 5 M	45

Source: Author Processed Data

Table 3 Outer Loading

Variabel	Indicator	Outer Loading	Status
Sensory Perceptions	X1.1	0.872	Valid
	X1.2	0.861	Valid
	X1.3	0.852	Valid
	X1.4	0.787	Valid
	X1.5	0.863	Valid
	X1.6	0.896	Valid
	X1.7	0.839	Valid
	X1.8	0.834	Valid
	X1.9	0.842	Valid
Product Perceived Value	X2.1	0.870	Valid
	X2.2	0.819	Valid
	X2.3	0.843	Valid
	X2.4	0.869	Valid
Environmental Concern	X3.1	0.911	Valid
	X3.2	0.912	Valid
	X3.3	0.864	Valid
	X3.4	0.916	Valid
Sensory Brand Experience	Y1.1	0.791	Valid
	Y1.2	0.844	Valid
	Y1.3	0.798	Valid
	Y1.4	0.930	Valid
	Y1.5	0.864	Valid
	Y1.6	0.876	Valid
Behavioral Intentions	Y2.1	0.928	Valid
	Y2.2	0.915	Valid

Table 3 shows that no variable indicator has a value of outer loading below 0.5; results can be said to be valid or valid in research so that it can be used for further analysis. The following are the

results of discrimination and variable reliability tests and hypothesis tests. Table 4 below shows the results of discrimination validity tests and variable reliability

Table 4 Discriminant Validity Tests and Variable Reliability

Variable	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Sensory Perceptions	0.952	0.954	0.959	0.723
Behavioral Intentions	0.823	0.826	0.918	0.849
Environmental Concern	0.922	0.927	0.945	0.811
Product Perceived Value	0.873	0.879	0.913	0.724
Sensory Brand Experience	0.924	0.935	0.940	0.725

It is generally accepted that if the test is positive and significant, the magnitude of the effect can be viewed through the original sample values,

while it is significant for p value < 0.05 and t-statistics > 1.97. The results of the test hypothesis are shown in Table 5 below.

Table 5 Statistical Hypothesis Testing

Hipotesis	Original Sample	T Statistics	P Value	Notes
Environmental Concern -> Behavioral Intentions	0.010	0.080	0.936	H1 Not supported
Product Perceived Value -> Behavioral Intentions	0.266	2.446	0.014	H2 Supported
Sensory Brand Experience -> Behavioral Intentions	0.487	3.849	0.000	H3 Supported
Sensory Perceptions -> Behavioral Intentions	0.173	1.333	0.182	H4 Not supported
Sensory Perceptions -> Sensory Brand Experience	0.646	12.120	0.000	H5 Supported

Five hypotheses were tested in the study based on the results of the hypothesis test. The H1 hypothesis is that environmental Concern has no effect on behavioral intentions. This was demonstrated by a P-value of 0.936, which was much larger than the 0.05 significance limit, so the relationship is not statistically significant. As such, environmental Concern has no significant influence on behavioral intent. Based on the findings (Saari et al., 2021), the influence of environmental concerns on pro-environmental intent is often insignificant. Although the level of environmental awareness is high, factors such as environmental knowledge and risk perception are more influential in shaping intentions and actions. This suggests that environmental awareness alone is not enough to drive behavior change without a deep understanding of the risks and relevant environmental information. (Margariti et al., 2024), explain that environmental Concern has an essential impact on behavioral intentions. That is, the greater one's Concern for environmental issues, the stronger one's urge or intention to take action that supports sustainability and sustainability, and the more environmentally concerned consumers are more likely to have a stronger intention to support goods or more environmentally friendly behavior. (Hernández-Alemán et al., 2024) This shows that environmental Concern has a significant influence on behavioral intentions. Direct influences from environmental Concerns show that high levels of Concern with environmental problems encourage individuals to have stronger intentions in environmentally friendly behavior. The more concerned one is about the environment, the more likely they are to seek pro-environment measures. In addition, there are indirect influences in which environmental Concern influences behavioral intent through a variety of other factors, such as environmental knowledge, attitude towards sustainable products,

and social norms that encourage green behavior. This combination of direct and indirect influences has had a significant total impact on shaping consumer behavioral intentions, thus reinforcing their intention to participate in behaviors that promote environmental sustainability. (Ogiemwonyi et al., 2023) found that environmental Concern significantly influences behavioral intentions, increasing consumers' intention to buy sustainable products. The environmental attitude also reinforces the relationship, so the more environmental concerns, the more positive consumers' intentions to shop. On the other hand, researchers note that environmental awareness does not necessarily lead to significant behavioral intentions. While some studies have shown a positive relationship, caring about environmental issues alone is often insufficient to drive action without other factors. Deeper knowledge of environmental issues, risk perceptions, and attitudes towards sustainable products tend to be more influential in shaping intent to act.

Further, the H2 hypothesis that product perceived value affects behavioral intentions is supported by analysis. A P-value of 0.014 (below 0.05) and T-statistics of 2.446 shows that this relationship is statistically significant, meaning that the higher the value of a consumer's perceived product, the greater the behavioral intent it creates. (Hou & Sarigöllü, 2021) Indicates that perceived value has a significant positive influence on behavioral intentions. (Xie et al., 2024), It was discovered that perceived value had a significant influence on citizens' behavioral intentions. This research has shown that individuals who feel higher value for a service or product tend to have stronger intentions to engage in pro-social or pro-environmental behavior. (Molinillo et al., 2021) Shows that product perceived value has a significant positive influence on behavioral

intentions; the higher the value consumers feel towards the product, the more willing they are to purchase and interact with the brand. This value includes quality, benefits, and prices, and is influenced by demographic factors such as gender and age. Overall, product perceived value is a key factor in shaping consumers' positive intentions toward brands. From the analysis, it can be concluded that the value of the products felt by consumers has a significant impact on their behavioral intentions. The higher the perceived value of a product, whether it is quality, benefit, or price, the greater the consumer's urge to act, such as buying it or recommending it to others. Strong product values not only build trust but also create deeper engagement with brands, making it a key factor in improving loyalty and consumer interaction with them.

The H3 hypothesis is also supported by the analysis. This hypothesis asserts that sensory brand experience has influenced behavioral intentions. With a P-Value of 0.000 and T-statistics of 3.849, the relationship is statistically significant, suggesting that the sensory experience of branding positively affects consumer behavior. This result is also supported by (Chang & Cheng, 2023), where positive sensory brand experience influences the behavior of subscribers by increasing the desire to return, recommending to others, and sharing on social media. Moreover, this experience strengthens brand loyalty and encourages consumers to repurchase and try new products. According to (Gao & Shen, 2024), the sensory brand experience has positive effects on behavioral intentions, as well as increased emotional engagement, built loyalty, and encouraged customers to return, make repurchases, and recommend branding. From this analysis, the authors can conclude that sensory experience has a very significant influence on consumer behavioral intentions. Positive sensory experiences, such as through the interaction of sensory sight, hearing, smell, or touch, have been shown to increase consumer emotional engagement with the brand. This forces consumers to go back to using the product, recommend it to others, and even share the experience on social media. Moreover, it also reinforces loyalty and motivates consumers to buy and re-try new products, thereby improving the relationships between brands and consumers as a whole.

However, the H4 hypothesis that examines sensory perceptions' influence on behavioral intentions is not supported by the data. A P-value of 0.182 indicates that the relationship is not statistically significant, so sensory perception has

no significant direct influence on consumer behavior intentions. (Liu & Minamikawa, 2024) It was found that sensory perceptions' influence on behavioral intentions is not significant in the context of tourism. (Chung et al., 2024) also argues that sensory perception has no significant influence on behavioral intentions in the context of watching sports in a virtual environment. (Seo, 2020) explains that although the environment can influence sensory experiences, consumer reactions to foods and beverages are often influenced by other, more significant factors. Factors such as personal experience, prior preference, and social context at meals can have a greater impact. In other words, although sensory perception has a role, it may not be strong enough to significantly influence behavioral intentions without the support of other elements of influence, nor underline the importance of considering the broader context of understanding consumer behavior, where emotional and social aspects often dominate more than mere sensory experiences.

However, this is contradicted (Chang & Cheng, 2023) by saying that sensory perceptions had a significant positive effect on sensory behavioral intentions, the sensory brand experience offered in a sensory themed restaurant capable of creating a deep and interesting atmosphere, involving all the patrons' senses, including sight, smell, hearing, taste, and touch. This enjoyable experience contributes to increased customer satisfaction, which in turn can encourage them to go back or recommend the restaurant to others. This suggests that multisensory interactions are essential in creating a positive and engaging dining experience in themed eateries. Based on these evaluations of data, it appears that sensory perception has no significant influence on consumer behavioral intentions in the context of the study. Although sensory experiences can play a role in shaping consumer response, emotional and social aspects tend to have a larger impact. On the other hand, other research suggests that in certain contexts, such as themed eateries, multisensory experiences involving all senses may improve customer satisfaction and encourage more positive behavior.

Finally, the H5 hypothesis that sensory perceptions have an influence on sensory brand experience is supported by analysis. With a P-value of 0,000 and T-statistics of 12,120, the relationship is statistically significant, meaning that consumer sensory perception significantly affects the sensory experience of the perceived brand. Research on the relationship between sensory perceptions and the Sensory Brand Experience

(Zha et al., 2024) suggests that sensory stimulation plays a key role in shaping a stronger and more memorable brand experience. This sensory stimulation enhances consumers' emotional attachment to branding, resulting in higher satisfaction and loyalty. By effectively managing sensory elements, they can create a more positive experience, which reinforces the relationship with consumers and enhances their loyalty, which is also supported by (Iglesias et al., 2019), demonstrating that the perception resulting from sensory stimulation impacts consumer emotion and satisfaction, which further increases their affective commitment to the brand. The positive and robust brand experience contributes to a rise in brand equity. Analysis has shown that sensory perception has a significant influence on brand sensory experiences. This means that stimulation through the various senses not only creates a deeper brand experience but also reinforces the emotional attachment of consumers. The resultant satisfaction with this experience has contributed to increased brand loyalty. With proper sensory element management, they can build stronger relationships with consumers, eventually leading to a rise in brand equity overall.

Overall, the hypotheses supported in the study are H2, H3, and H5, while H1 and H4 are not supported. These results show that perceived product value and brand sensory experience have a significant impact on consumer behavioral intentions, while environmental awareness and sensory perception do not have a significant impact on this research context.

CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

The findings of this study show that environmental awareness (H1) has no significant effect on behavioral intentions, as evidenced by the P-value of 0.936, which is well above the 0.05 significance limit. This suggests that high levels of environmental awareness are not necessarily proportional to pro-environmental behavior. Conversely, the perceived product value (H2) has a significant influence on the intention of behavior with a P-value of 0.014, asserting that the higher the perceived value, the greater the intention of consumer behavior. The brand sensory experience (H3) also shows a significant positive impact with a P-value of 0,000, demonstrating the importance of sensory involvement in enhancing consumer intentions. However, sensory perception (H4) does not show a significant relationship to behavioral intent (P-Value 0.182), which suggests that although sensory perception is at play, it does not

directly affect consumer behavior. Finally, sensory perception has proven to have a significant impact on the sensory brand experience (H5) with a P-value of 0,000, emphasizing the value of sensory stimulation in shaping consumer experience. Overall, the research highlights the complexity of the interaction between perception, value, and consumer intentions.

The result of this research has significant implications for marketers and businesses that want to influence consumer behavior. The lack of a significant relationship between environmental awareness and behavioral intentions suggests that marketers can not only rely on promotion of environmental awareness. Instead, efforts should be focused on increasing the perceived value of the product and creating an experience of sensory branding that appeals to consumers. This approach can lead to more effective strategies to promote sustainable practices and pro-environmental behavior among consumers. Additionally, an understanding of the nuance of consumer behavior can help businesses design targeted campaigns according to the motivations and preferences of their audiences.

Future research should explore more in factors that influence behavioral intentions beyond environmental awareness and sensory perception. Investigating roles, knowledge of environmental issues, risk perceptions, and social norms can provide valuable insight into consumer behavior. In addition, exploring interactions between different types of sensory experiences and their impact on brand loyalty and consumer engagement will enhance our understanding of sensory-based marketing strategies. Longitudinal studies can also provide a clearer picture of how these relationships develop over time, enabling businesses to appropriately adapt their marketing strategies.

This research has limitations due to its specific focus on restaurants with specific concepts, such as Lafayette, Handal, Java Dancer, Javanine, Jati Lounge, and Idjen Background. This limited scope reduces the relevance of the results beyond the context of the restaurant and may not reflect the variations in the culinary industry as a whole, especially for different types of restaurants or themes. In order for the discovery to be applied more broadly, future research needs to consider richer variations in the restaurant category. By expanding the scope and including the diverse types and concepts of eateries, the results are expected to include a wide range of consumer perspectives. Additionally, integrating qualitative methods or a deeper analysis will provide a more comprehensive understanding of consumer

decisions, as well as provide more insight into how their perceptions and behavior are formed in a variety of diverse environments.

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