

Abstract

This study investigates the marketing strategy of *slow food* restaurants through *sensory marketing* and its impact on *experiential value* (emotional and functional), *customer satisfaction*, and *intention to revisit* at Kaum Jakarta, a pioneer of *slow food* celebrating Indonesia's culinary heritage. Employing Partial Least Square Structural Equation Modeling (PLS-SEM), the research utilizes primary data from a survey of 300 Kaum Jakarta customers who visited more than twice, complemented by secondary data from Tripadvisor and Chope reviews (2025). The S-O-R (*Stimulus-Organism-Response*) model was applied to test the relationships between *sense perception*, *experiential value*, *customer satisfaction*, and *intention to revisit*. Findings reveal that *sense perception* (visual, aroma, sound, taste, and touch) significantly influences *experiential emotional value* (t-statistic 12.261, $p < 0.05$) and *functional value* (t-statistic 12.233, $p < 0.05$).

Both experiential value dimensions significantly enhance *customer satisfaction* (t-statistics 12.164 for emotional value and 12.111 for functional value, $p < 0.05$), which in turn strongly drives *intention to revisit* (t-statistic 16.015, $p < 0.05$). These results highlight that sensory elements, such as Dayak-themed decor, local spice aromas, and traditional music ambiance at Kaum Jakarta, create authentic and meaningful dining experiences, particularly in Indonesia's collectivist cultural context, which emphasizes social values and cultural identity. The study contributes to developing experience-based marketing strategies for *slow food* restaurants, offering practical insights for Kaum Jakarta to improve reservation efficiency, price value transparency, and social media promotion to enhance customer loyalty. Theoretically, it enriches the S-O-R model by integrating local cultural dimensions and underscores the importance of multisensory experiences in the sustainable culinary industry, providing a foundation for further research on psychological factors and brand image influencing customer loyalty in developing countries.