

The Influence of Product Authenticity, Product Innovation, and Café Atmosphere on Repurchase Mediated by Consumer Experience at Kafé Jamu Acaraki Jakarta

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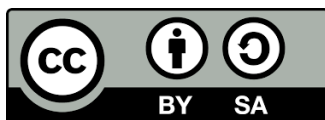
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Product Authenticity; Product Innovation; Café Atmosphere; Consumer Experience; Repurchase

Abstract

Jamu is an Indonesian intangible cultural heritage recognized by UNESCO; however, its consumption among urban communities in Jakarta has declined due to perceptions of jamu as an old-fashioned beverage with a bitter taste. Café Jamu Acaraki in Kota Tua Jakarta represents an innovative effort to transform traditional herbal medicine into a modern café experience through improved brewing techniques, packaging, and an aesthetically appealing atmosphere. This study aims to examine the effects of Product Authenticity, Product Innovation, and Café Atmosphere on Repurchase Intention mediated by Consumer Experience at Café Jamu Acaraki Jakarta. This research employed a quantitative approach supported by qualitative data. Primary data were collected through an online questionnaire involving 250 respondents selected using accidental sampling. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM–PLS) with SmartPLS 4, complemented by NVivo-based qualitative analysis of interviews with café managers. The results indicate that Product Authenticity, Product Innovation, and Café Atmosphere positively and significantly influence Consumer Experience, with Café Atmosphere emerging as the strongest predictor. Product Innovation and Café Atmosphere directly and significantly affect Repurchase Intention, whereas Product Authenticity does not have a direct significant effect. Consumer Experience significantly influences Repurchase Intention and fully mediates the relationship between Product Authenticity and Repurchase Intention, while partially mediating the relationship between Café Atmosphere and Repurchase Intention. These findings highlight that preserving jamu authenticity requires meaningful consumer experiences to strengthen sustainable repurchase behavior.



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INTRODUCTION

Jamu is a traditional Indonesian herbal drink that has been passed down from generation to generation as part of traditional medicine for maintaining health (Estiasih et al., 2025). Historically, herbal medicine developed from the culture of the Javanese people and was formulated from rhizomes, leaves, fruits, and spices that are widely available in Indonesia (Handayani et al., 2001). Indonesia has great potential for herbal medicine development because it has approximately 9,600 species of medicinal plants that can be used as basic ingredients (Wardah & Sundari, 2019). In 2023, the healthy culture of jamu was officially recognized by UNESCO as a World Intangible Cultural Heritage (UNESCO, 2023).

Despite its strong historical value, jamu is often perceived as an old-fashioned beverage with a bitter taste and less attractive appearance, causing its consumption to decline among urban communities, particularly in DKI Jakarta. Jakarta is recorded as having the lowest prevalence of independent herbal medicine production among Indonesian provinces, at only 6.75%, even though 59.12% of Indonesians have consumed herbal medicine (Republika, 2015). On the other hand, Jakarta is also known as one of the cities with the highest stress levels in the world, with a score of 7.84 out of 10 (Kompasiana, 2021). This condition creates opportunities for the development of wellness tourism based on local wisdom, including herbal medicine, as a means of relaxation for urban communities (Kompas, 2023).

One of these transformation efforts was realized by Café Acaraki in the Kota Tua area, West Jakarta, which has been operating since mid-2018. The name “Acaraki” originates from Sanskrit, meaning herbal blender, and refers to the Madhawapura Inscription. Acaraki adapts modern coffee brewing techniques, such as espresso machines, V60, and rocker methods, for producing herbal beverages made from kunyit asam and beras kencur (Aditama, 2014). The café has also achieved two MURI records for the most variations of herbal brewing techniques. (Hiu, 2025) identified that coffee-style brewing innovation strategies and an aesthetic café atmosphere play important roles in changing younger generations’ perceptions of traditional herbal medicine at Café Acaraki. Meanwhile, (Lemon & Verhoef, 2016) emphasized that optimizing consumer experience throughout the customer journey plays a crucial role in encouraging loyalty and repeat purchases. However, the extent to which product authenticity, product innovation, and café atmosphere create positive consumer experiences and encourage repurchase intentions remains empirically unclear.

Based on this description, this study was formulated to examine and analyze: (1) the influence of Product Authenticity, Product Innovation, and Café Atmosphere on Consumer Experience; (2) the influence of Product Authenticity, Product Innovation, and Café Atmosphere on Repurchase Intention, both directly and through the mediation of Consumer Experience; and (3) the effect of Consumer Experience on Repurchase Intention at Café Jamu Acaraki Jakarta. Theoretically, this study is expected to enrich the literature on wellness tourism in Indonesia and strengthen understanding of the role of Consumer Experience as a mediating variable. Practically, this study provides strategic input for herbal café managers in developing personalized and meaningful customer experiences to encourage loyalty and repurchase behavior.

METHOD

This study employed a quantitative approach supported by qualitative data. Quantitative data were analyzed using statistical techniques to examine the relationships among variables (Sugiyono, 2015), while qualitative data were analyzed using NVivo software based on interviews with the Barista Supervisor and Marketing Manager of Café Acaraki. The research was conducted at Café Jamu Acaraki, located at Jl. Pintu Besar Utara No. 11, Kota Tua, West Jakarta.

The organizational structure of Café Acaraki Kota Tua is presented in Table 2.

Table 1. Organizational Structure of Café Acaraki Kota Tua

Level	Position / Division
1	Owner / Founder
2	General Manager
3	Supervisor / Store Manager
4	Bar & Kitchen (Jamu Bar); Service / Front of House; Marketing & Creative
5	Finance & Administration

Source: Primary data obtained from observation and documentation by the authors (2026).

Primary data were collected through an online questionnaire using a 5-point Likert scale, while secondary data were obtained through a literature review. The research population consisted of visitors who had consumed products at Café Acaraki Jakarta during September–December 2025. The study employed a non-probability sampling technique using accidental sampling (Sugiyono, 2019). Based on the guideline proposed by Hair et al. (2019), which recommends a sample size of 5–10 times the number of indicators, this study involved 250 respondents based on 25 indicators (25×10).

Table 2. Research Variables, Operational Definitions, and Indicators

Variable	Operational Definition	Indicator
Repurchase (Y) — Wang et al. (2020)	The tendency of customers to repurchase and recommend Café Acaraki based on positive experiences	Transactional interest; referential interest; preferential interest; exploratory interest
Consumer Experience (Z) — Schmitt & Zarantonello (2014)	Customer's all-encompassing perception of sensory, emotional, cognitive, and social responses	Sense; feel; think; act; relate
Product Authenticity (X1) — Le et al. (2019)	Customer perception of the authenticity of cultural values, honesty, natural ingredients, and brand identity	Continuity; reliability; naturalness; integrity; symbolism
Product Innovation (X2) — Yuningsih & Silaningsih (2020)	Customer perception of Café Acaraki's capabilities brings relevant innovations	Product quality; product variants; product style and design
Cafe Atmosphere (X3) — Barry & Evans (2021)	Customer perception of physical and visual ambience that affects comfort and experience	Exterior; interior; layout; interior point of interest display

Source: Adapted from Wang et al. (2020), Schmitt and Zarantonello (2014), Le et al. (2019), Yuningsih and Silaningsih (2020), and Barry and Evans (2021).

All variables were measured using a 5-point Likert scale as presented in Table 3

Table 3. Weights and Categories of the Likert Scale

Score	Rating Categories
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

Source: Adapted from Sugiyono (2019).

Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM–PLS) with SmartPLS 4. The analysis included measurement model evaluation (outer model) through convergent validity (outer loading and Average Variance Extracted [AVE]), discriminant validity (HTMT and Fornell–Larcker criteria), and construct reliability (Cronbach’s Alpha and Composite Reliability). Structural model evaluation (inner model) was conducted by assessing R-square, VIF, f-square, Q-square, Goodness of Fit (GoF), and hypothesis testing through bootstrapping (Hair et al., 2017; 2021).

RESULTS AND DISCUSSION

Respondent Profile

The profiles of the 250 research respondents are presented in Table 5 to Table 10

Table 4. Respondent Profiles by Age

Age	Quantity	Percentage
< 16 years old	3	1,2%
17–25 years old	21	8,2%
26–34 years old	117	45,5%
36–44 years old	79	30,7%
44–52 years old	37	14,4%
> 52 years old	1	0,4%
Total	250	100%

Source: Primary data processed by the authors (2026).

The majority of respondents were in the age range of 26–34 years, showing the dominance of the Millennial Generation and Gen Z who generally have high openness to product authenticity, innovation, and café atmosphere.

Table 5. Respondent Profiles by Gender

Gender	Quantity	Percentage
Women	150	60,0%
Male	100	40,0%
Total	250	100%

Source: Primary data processed by the authors (2026).

The respondents were dominated by women, reflecting the characteristics of café consumers who tend to pay more attention to aspects of the experience and atmosphere of the place.

Table 6. Respondent Profiles by Last Education

Education	Quantity	Percentage
High School	19	7,4%
D1	11	3,9%
D3	60	24,9%
D4	60	24,9%
S1	100	39,6%
Total	250	100%

Source: Primary data processed by the authors (2026).

The majority of respondents have a Bachelor's degree (S1), indicating that visitors have a critical understanding and assessment of the quality of products and experiences offered.

Table 7. Respondent Profiles by Income

Income	Quantity	Percentage
< IDR 5,000,000	27	10,8%
IDR 5,000,000 – IDR 10,000,000	111	44,4%
IDR 10,000,000 – IDR 15,000,000	82	32,8%
> IDR15,000,000	30	12,0%
Total	250	100%

Source: Primary data processed by the authors (2026).

The majority of respondents are in the middle-income group, which reflects the adequate purchasing power of premium herbal café products.

Table 8. Respondent Profiles by Frequency of Visits

Frequency of Visits	Quantity	Percentage
1 time	60	24,0%
2–3 times	122	48,8%
4 times or more	68	27,2%
Total	250	100%

Source: Primary data processed by the authors (2026).

As many as 72.8% of respondents were repeat visitors, indicating that the data obtained was representative enough to measure Consumer Experience and Repurchases.

Table 9. Respondent Profiles by Domicile

Domicile	Quantity	Percentage
North Jakarta	20	8,0%
West Jakarta	15	6,0%
South Jakarta	27	10,8%
Central Jakarta	21	8,4%
East Jakarta	23	9,2%
Outside Jakarta	144	57,6%
Total	250	100%

Source: Primary data processed by the authors (2026).

The majority of respondents came from outside DKI Jakarta (57.6%), showing that Café Acaraki has cross-regional appeal, both as a culinary destination and a cultural experience.

Measurement Model Test Results (Outer Model)

External model *testing* was carried out to ensure the validity and reliability of the construct before testing the structural model (Hair et al., 2017). The results of the estimation of the measurement model using SmartPLS 4 are shown in Figure 1.

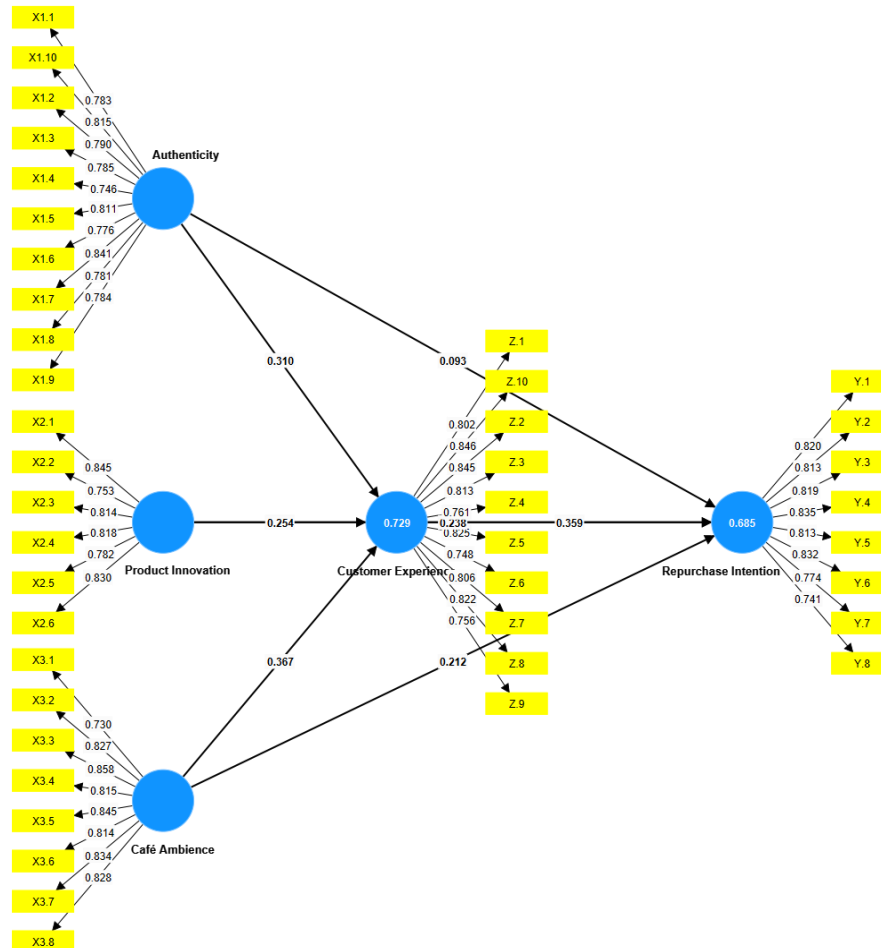


Figure 1. SmartPLS 4 Structural Model Test Results

Source: Primary data processed using SmartPLS 4 (2026).

The convergent validity was evaluated through the *outer loading* value (threshold > 0.70) and *Average Variance Extracted* ($AVE \geq 0.50$) (Hair et al., 2014; 2017). A summary of the *outer loading* value of each indicator is presented in Table 10.

Table 10. Convergent Validity Test Results Based on Outer Loading Value

Variable / Dimension	Code	Outer Loading	Remarks
Repurchase — Transactional Interest	Y1–Y2	0,820 / 0,813	Valid
Repurchases — Referential Interest	Y3–Y4	0,819 / 0,835	Valid
Repurchase — Preferential Interest	Y5–Y6	0,813 / 0,832	Valid
Repurchase — Exploratory Interest	Y7–Y8	0,774 / 0,741	Valid
Consumer Experience — Sense	Z1–Z2	0,802 / 0,846	Valid
Consumer Experience — Feel	Z3–Z4	0,813 / 0,761	Valid
Consumer Experience — Think	Z5–Z6	0,825 / 0,748	Valid
Consumer Experience — Act	Z7–Z8	0,806 / 0,822	Valid
Consumer Experience — Relate	Z9–Z10	0,756 / 0,846	Valid
Product Authenticity — Continuity	X1.1–X1.2	0,783 / 0,790	Valid

Variable / Dimension	Code	Outer Loading	Remarks
Product Authenticity — Reliability	X1.3–X1.4	0,785 / 0,746	Valid
Product Authenticity — Integrity	X1.5–X1.6	0,811 / 0,776	Valid
Product Authenticity — Naturalness	X1.7–X1.8	0,841 / 0,781	Valid
Product Authenticity — Symbolism	X1.9–X1.10	0,784 / 0,815	Valid
Product Innovation — Product Quality	X2.1–X2.2	0,845 / 0,753	Valid
Product Innovation — Product Variants	X2.3–X2.4	0,814 / 0,818	Valid
Product Innovation — Style and Design	X2.5–X2.6	0,782 / 0,830	Valid
Café atmosphere — Exterior	X3.1–X3.2	0,730 / 0,827	Valid
Café Atmosphere — Interior	X3.3–X3.4	0,858 / 0,815	Valid
Café Atmosphere — Layout	X3.5–X3.6	0,845 / 0,814	Valid
Cafe Atmosphere — Point of Interest Display	X3.7–X3.8	0,834 / 0,828	Valid

Source: Primary data processed with SmartPLS 4, 2026

All indicators have an outer loading value above 0.70, so they are declared valid. The lowest value is found in the X3.1 indicator (0.730) and the highest in X3.3 (0.858), both in the Cafe Atmosphere dimension.

Table 11. Average Variance Extracted (AVE) Value

Variable	AVE
Product Authenticity	0,627
Product Innovation	0,652
Café atmosphere	0,672
Consumer Experience	0,645
Repurchase	0,650

Source: SmartPLS Data Processing Results, 2026

All variables have an AVE value above 0.50 (Hair et al., 2019), so that all constructs are declared to meet convergent validity.

Table 12. Results of Discriminant Validity Test Based on Heterotrait-Monotrait Ratio (HTMT)

	Product Authenticity	Café atmosphere	Consumer Experience	Product Innovation
Café atmosphere	0,789			
Consumer Experience	0,823	0,849		
Product Innovation	0,826	0,866	0,846	
Repurchase	0,751	0,806	0,835	0,822

Source: SmartPLS Data Processing Results, 2026

All HTMT values were below the threshold of 0.90 (Henseler et al., 2015), ranging from 0.751 to 0.866, so there was no problem of discriminant validity in the model.

Table 13. Fornell-Larcker Criterion

	Product Authenticity	Café atmosphere	Consumer Experience	Product Innovation	Repurchase
Product Authenticity	0,792				
Café atmosphere	0,734	0,820			
Consumer Experience	0,771	0,795	0,803		
Product Innovation	0,755	0,787	0,777	0,807	
Repurchase	0,705	0,752	0,784	0,753	0,806

Source: SmartPLS Data Processing Results, 2026

The root value of the AVE of each variable (diagonal, bolded) is greater than its correlation value with the other variables, so that the condition of discriminant validity according to the Fornell-Larcker (1981) criterion is met.

Table 14. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability (pa)	Composite Reliability (pc)
Product Authenticity	0,934	0,934	0,944
Product Innovation	0,893	0,895	0,918
Café atmosphere	0,930	0,931	0,942
Consumer Experience	0,939	0,940	0,948
Repurchase	0,923	0,927	0,937

Source: SmartPLS Data Processing Results, 2026

All Cronbach's Alpha and Composite Reliability values are well above the 0.70 threshold (Hair et al., 2019), so that the entire construct is declared reliable with very high internal consistency, and the analysis can proceed to the structural model evaluation stage.

Structural Model Test Results (Inner Model)

Table 15. R-square value

Variable	R-square	R-square Adjusted
Consumer Experience	0,729	0,725
Repurchase	0,685	0,680

Source: SmartPLS Data Processing Results, 2026

Product Authenticity, Product Innovation, and Cafe Atmosphere were able to explain 72.9% of the variation in Consumer Experience, while the four variables were able to explain 68.5% of the variation in Repurchase; the rest were explained by other variables outside the model.

Table 16. Value of Variance Inflation Factor (VIF)

	Consumer Experience	Repurchase
Product Authenticity	2,641	2,995
Product Innovation	3,199	3,437
Café atmosphere	2,984	3,482
Consumer Experience	—	3,686

Source: SmartPLS Data Processing Results, 2026

All VIF values were below the threshold of 5.00 (Hair et al., 2021; Kock, 2015), so the research model was free from multicollinearity problems.

Table 17. F-square values

	Consumer Experience	Repurchase
Product Authenticity	0.134 (small)	0.009 (no effect)
Product Innovation	0.074 (small)	0.052 (small)
Café atmosphere	0.167 (medium)	0.041 (small)
Consumer Experience	—	0.111 (small)

Source: SEM-PLS Data Processing Results, 2026

Based on Cohen's (1988) criteria, Café Atmosphere makes the most dominant contribution to Consumer Experience (moderate effect), while to Repurchase, Consumer Experience makes the largest contribution even though it is classified as a small effect, confirming its strategic role as a mediating variable.

Table 18. Q-square value

Variable	SSO	SSE	Q ²
Consumer Experience	2500,000	1347,730	0,461
Repurchase	2000,000	1136,612	0,432

Source: Processed with SEM-PLS, 2026

Both Q² values are above 0.35, which according to the criteria of Hair et al. (2017) shows the model has large/strong predictive relevance.

Table 19. Goodness of Fit (GoF) Value

Variable	AVE	R-square
Product Authenticity	0,627	—
Product Innovation	0,652	—
Café atmosphere	0,672	—
Consumer Experience	0,645	0,729
Repurchase	0,650	0,685
Average	0,649	0,707

Source: Processed with SEM-PLS, 2026

The GoF value was calculated by the formula $GoF = \sqrt{(AVE \times R^2)} = \sqrt{(0.649 \times 0.707)} = 0.678$. Referring to the criteria of Tenenhaus et al. (2005) and Akter et al. (2011), this value is well above the large GoF threshold (0.36), so the measurement and structural models have very strong fit qualifications.

Hypothesis Testing Results

Table 20. Direct Hypothesis Test Results

Intervariable Relationships	Coefficient (O)	T-Statistics	P-Values	Remarks
Product Authenticity → Consumer Experience	0,310	4,104	0,000	Significant
Product Innovation → Consumer Experience	0,254	2,417	0,016	Significant
Café Atmosphere → Consumer Experience	0,367	4,378	0,000	Significant
Product Authenticity → Repurchase	0,093	1,254	0,210	Insignificant
Product Innovation → Repurchase	0,238	2,433	0,015	Significant
Café Atmosphere → Repurchase	0,212	2,522	0,012	Significant
Consumer Experience → Repurchase	0,359	2,907	0,004	Significant

Source: Processed with SEM-PLS, 2026

Table 21. Indirect Hypothesis Test Results (Mediation)

Mediation Relationship	Coefficient (O)	T-Statistics	P-Values	Remarks
Product Authenticity → Consumer Experience → Repurchase	0,111	2,319	0,020	Full Mediation
Product Innovation → Consumer Experience → Repurchase	0,091	1,685	0,092	Not Mediating
Café Atmosphere → Consumer Experience → Repurchase	0,132	2,347	0,019	Partial Mediation

Source: Processed with SEM-PLS, 2026

The Influence of Product Authenticity, Product Innovation, and Café Atmosphere on Consumer Experience

The three exogenous variables were proven to have a positive and significant effect on Consumer Experience (H1, H2, H3 accepted), with Cafe Atmosphere as the most dominant predictor ($\beta = 0.367$; $t = 4.378$), followed by Product Authenticity ($\beta = 0.310$) and Product Innovation ($\beta = 0.254$). Qualitatively, the results of the interview with Acaraki manager confirmed that process transparency through the concept of *open bar*, the use of original rhizomes from Wonogiri and Solo, as well as ISO 22000, HACCP, BPOM, and Halal MUI certification strengthened the perception of product authenticity. Innovations in coffee-style brewing techniques (*espresso machines*, V60, *rockers*) and seasonal menus such as "Moringacha Latte" have succeeded in breaking the stigma of herbal medicine as an ancient drink. Meanwhile, lighting management, natural spice aromas from *live brewing*, music control, and adaptation of interior concepts according to branch locations (heritage in Kota Tua, Javanese in PIK, modern in malls) make the atmosphere of the café the most powerful factor in shaping a memorable experience. This finding is in line with Han and Ryu (2019) who found that *servicescape* has a significant effect on customer *experiential value* in wellness-concept restaurants.

Effect on Direct Repurchases

Product Innovation ($\beta = 0.238$; $p = 0.015$), Cafe Atmosphere ($\beta = 0.212$; $p = 0.012$), and Consumer Experience ($\beta = 0.359$; $p = 0.004$) had a positive and significant direct effect on Repurchases (H5, H6, H7 accepted), while Product Authenticity had no significant effect directly ($\beta = 0.093$; $p = 0.210$; H4 rejected). These findings are consistent with Pratama and Suwitho (2022) and Chen and Chen (2019) who found that the authenticity of *wellness products* functions as a basic quality requirement (*must-have quality*) that does not automatically encourage repeat purchases without an experience evaluation process, but is different from Wong and Aaker (2020) who found a significant direct influence on *organic wellness* products. On the other hand, the success of menu innovation and café atmosphere in encouraging direct repurchase is in line with Chukwunwem and Ndubueze (2021) and Kurniati and Wiyanto (2021).

The Role of Consumer Experience Mediation

Consumer Experience fully *mediates* the influence of Product Authenticity on Repurchase ($t = 2.319$; $p = 0.020$) and partially *mediates* the effect of Café Atmosphere on Repurchase ($t = 2.347$; $p = 0.019$), but does not mediate the effect of Product Innovation ($t = 1.685$; $p = 0.092$) because innovation has a strong direct drive on repurchase decisions. This means that the authenticity of new products can encourage repurchase if it is successfully transformed into a valuable consumer experience, while café atmosphere can encourage repurchase both directly and through experience reinforcement. These findings confirm the importance of Consumer Experience as a strategic bridge between product attributes and the physical environment with consumer transactional loyalty, in line with Lemon and Verhoef (2020) and Nguyen et al. (2022).

Results of Qualitative Analysis (NVivo)

NVivo-based qualitative analysis of the results of interviews with *the Barista Supervisor* and *Marketing Manager* of Acaraki was conducted to strengthen and confirm the quantitative findings of SEM-PLS on each research variable.

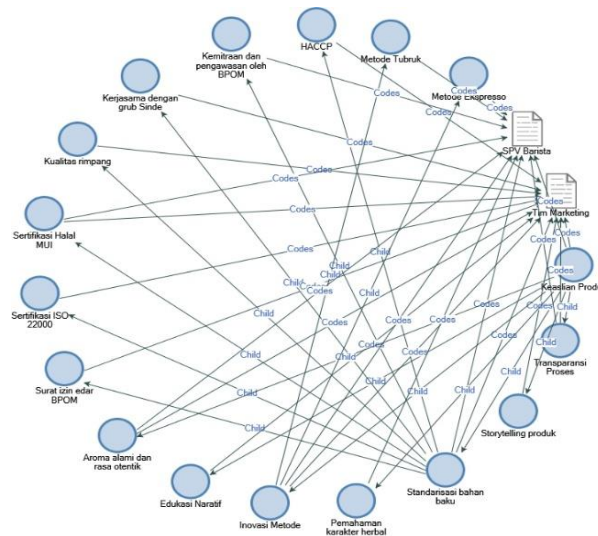


Figure 2. Results of NVivo Product Authenticity Analysis

Source: Interview data processed using NVivo by the authors (2026).

Code mapping shows that the authenticity of Acaraki products is built through process transparency (*open bar concept*), the use of original rhizomes without artificial flavors, narrative explanations by baristas, and the possession of ISO 22000, HACCP, BPOM, and Halal MUI certifications that strengthen consumer confidence in the naturalness of raw materials (Steinhauser et al., 2021; Amos et al., 2023).

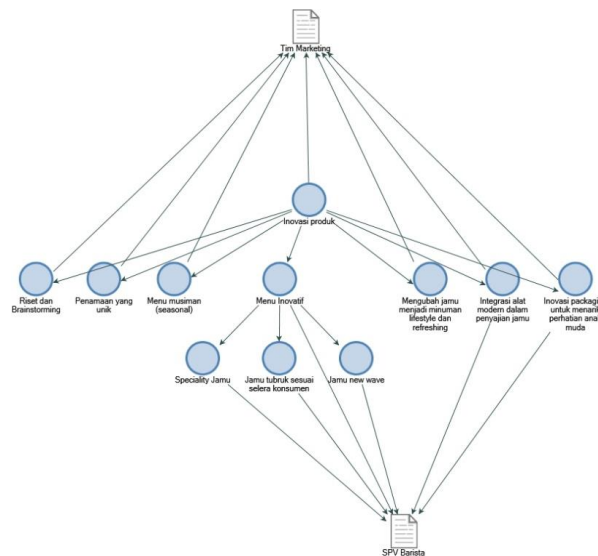


Figure 3. Results of NVivo Product Innovation Analysis

Source: Interview data processed using NVivo by the authors (2026).

Product innovation is reflected in the use of modern brewing tools, unique menu naming such as "Moringacha Latte", aesthetic packaging, and trend research with *R&D teams* to respond to the preferences of Generation Z and Millennials, in line with García-Segovia et al. (2022) and Kim and Lee (2023).

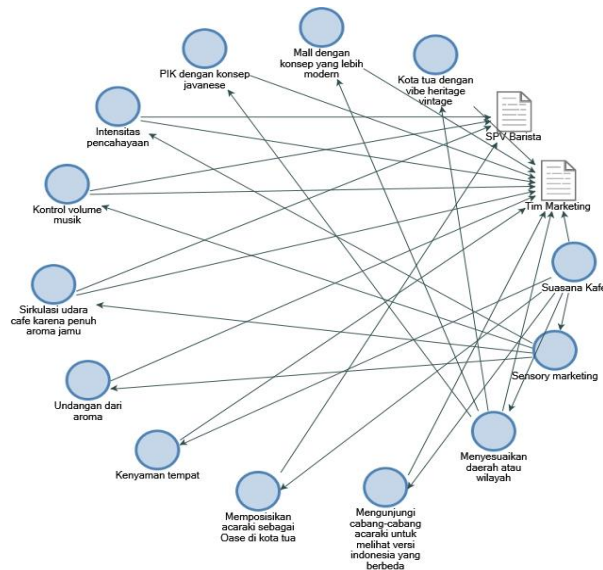


Figure 4. Results of NVivo Analysis of Café Atmosphere

Source: Interview data processed using NVivo by the authors (2026).

The atmosphere of the café is formed through *sensory marketing strategies* (setting lighting, music, and natural spice scents) and adapting the interior concept according to the character of the branch area.

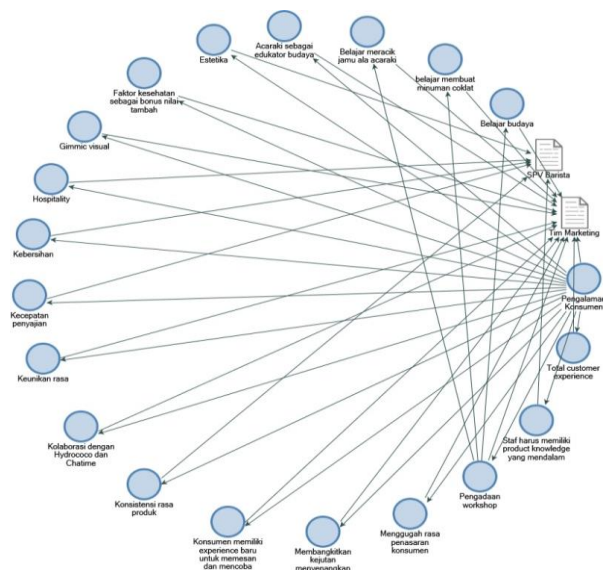


Figure 5. Results of NVivo Consumer Experience Analysis

Source: Interview data processed using NVivo by the authors (2026).

Consumer experience is formed from staff competence (*product knowledge*), *hospitality*, consistency of taste, brand collaboration, and interactive workshop "Acaraku Journey" that creates emotional attachment (Suharto & Kusumawati, 2023; Nguyen et al., 2022).



Figure 6. Overall Map of NVivo Mapping Results

Source: Interview data processed using NVivo by the authors (2026).

Overall, repurchases are driven by digital loyalty programs, product *bundling*, responsive complaint handling, and educational interactions through social media that keep Acaraki at the *top-of-mind* of consumers (Zhang et al., 2021; Riyanto & Hidayat, 2024; Alves et al., 2023). These qualitative results consistently support and enrich the quantitative findings of SEM-PLS across all study variables.

CONCLUSION

The results of the SEM-PLS and NVivo analyses involving 250 consumers of Café Jamu Acaraki Jakarta showed that Product Authenticity, Product Innovation, and Café Atmosphere had positive and significant effects on Consumer Experience, with Café Atmosphere emerging as the most dominant predictor. Product Innovation and Café Atmosphere also had direct and significant effects on Repurchase Intention, whereas Product Authenticity did not have a direct significant effect. Consumer Experience was proven to significantly influence Repurchase Intention and fully mediated the relationship between Product Authenticity and Repurchase Intention, while partially mediating the relationship between Café Atmosphere and Repurchase Intention. However, Consumer Experience did not mediate the influence of Product Innovation because Product Innovation had already demonstrated a strong direct effect. These findings confirm that the authenticity of jamu ingredients and cultural values serves as a fundamental quality attribute that encourages repurchase behavior when translated into meaningful consumer experiences, while presentation innovations and a comfortable café atmosphere can directly strengthen transactional loyalty. Based on these findings, further research is suggested to expand the conceptual framework by incorporating additional variables, such as price perception, service quality, and brand trust, to improve the explanatory capacity of the model for repurchase intentions. Future studies may also extend the research location to Acaraki branches in shopping malls or business districts to examine the consistency of findings across different

contexts. In addition, longitudinal research designs and mixed-methods approaches that integrate quantitative and qualitative data from the early stages of data collection are recommended to provide a more comprehensive understanding of the dynamics of wellness tourism consumer behavior over time.

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CONFLICT OF INTEREST

The authors declare that there are no conflicts of interest related to the conduct of the research, preparation, or publication of this article.

AUTHOR CONTRIBUTIONS

All authors contributed to the preparation of this article. Dwiarum Pinilih Hari Murti was responsible for the conceptualization of the study, data collection and analysis, interpretation of the results, and manuscript preparation. The other authors contributed to the review, editing, and final approval of the manuscript.

GENERATIVE AI STATEMENT

The authors declare that no generative artificial intelligence was used in the preparation of this article.

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