THE INFLUENCE OF HEDONIC VALUE AND CUSTOMER EXPERIENCE ON CONSUMER DECISION-MAKING: A STUDY OF FOREIGN BRAN RETAIL IN INDONESIA WITH CUSTOMER SATISFACTION AS MEDIATION

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Abstract

This study aims to fill the gap in the literature by exploring how hedonic value and customer experience influence consumen decision-making in foreign bran retail in Indonesia, with particular focus on the mediating role of customer satisfaction. This study consists of two independent variables, namely hedonic value and brand experience and one dependent variable, namely consumer decision-making and customer satisfaction as a mediating variable. The method used is quantitative where research data collection using questionnaires filled out by community respondents throughout Indonesia. The research results obtained are: a) There is a significant influence between hedonic value on brand satisfaction, b) there is a significant influence between hedonic value on consumer decision-making, c) there is a significant influence between brand experience on customer satisfaction, d) there is a significant influence between brand experience on consumer decision-making, e) there is no significant influence between customer satisfaction on consumer decision-making, f) customer satisfaction cannot mediate the effect of hedonic value on consumer decision-making, g) customer satisfaction cannot mediate the effect of brand experience on consumer decision-making.

Keywords: Hedonic Value, Brand Experience, Consumer Satisfaction, Consumer Decision Making, Foreign Brand Retailing

Introduction

The development of retail modernization trends in line with the rapid economic growth in Indonesia, accompanied by intense competition among foreign retail brands encourages retailers to compete in presenting their stores to be the first choice of consumers through the implementation of various attractive strategies. With the presence of these retail strategies, consumers can experience a shopping experience that influences their purchasing decisions, not only based on rational considerations, but also involves emotional factors. (Anggraini & Sulistyowati, 2020).

Foreign branded products in Indonesia are not only evaluated based on their functionality, but also based on various other factors that influence consumers' perceptions and purchasing decisions. Consumers often consider aspects such as logo design, packaging quality, tagline clarity, promotional media effectiveness, and advertising strategies (Jennifer & Buntu Laulita, 2023). In addition, factors such as brand image, trust in the product, and user experience also play an important role. Successful foreign brands in Indonesia are usually able to adapt their marketing strategies to align with local values and preferences, create strong emotional connections with consumers, and build a positive reputation in the Indonesian retail market. In the context of retail, foreign brands such as ZARA, Uniqlo, H&M, Sephora, Miniso, and Daiso have managed to attract the attention of consumers around the world. These brands not only offer quality products, but also unique and fun shopping experiences. For example, ZARA and Uniqlo are known for their modern and sleek store designs, while Sephora offers a cosmetic shopping experience with a large selection of products and beauty consultation services.

The consumer decision-making process when shopping refers to the mental and behavioral steps that occur when a consumer is in a store and makes a decision to buy or not buy a product. It involves a series of mental processes such as the recognition of needs or wants, the search for information about the product, the evaluation of options, and finally the decision to make a purchase or postpone the purchase (Pranggabayu & Lestari Andjarwati, 2022). Consumers can choose products that satisfy, or adjust to their needs and lifestyle. According to Utami (2017), the things that influence a person's purchase are personal, location and cultural factors. One of the influencing factors is hedonic value.

Hedonic value refers to the emotional satisfaction or pleasure derived from an experience, product, or service. It also includes the joy, satisfaction, or enjoyment one gets from an activity or item. In a consumer context, hedonic value plays an important role as it influences customer preferences, purchase decisions and satisfaction. Products or experiences that are high in hedonic value tend to attract consumers and create stronger emotional connections. The current predisposition in society to enjoy shopping encourages the growth of hedonistic behavior in individuals, which then leads them to shop for personal satisfaction (Syafri & Besra, 2019)

Based on the above-mentioned foreign retail brands in the context of market globalization, these brands offer more than just a product or service, they create an entire experience that engages consumers. These

brand experiences form the foundation of how consumers evaluate, respond and make decisions regarding foreign retail brands. From product design to in-store interactions, each of these brand elements plays an important role in shaping consumer perceptions and preferences. A brand must engage in actions to form a bond with consumers. The more connected the consumer is, the more the brand will have a positive outcome (Ferreira et al., 2019). Angeleo & Laulita (2022) explained that customers are now willing to pay more for products from reputable brands because they expect a quality shopping experience and adequate service. Consumers believe that top brands provide a good shopping experience and adequate service, from customer service to post-purchase assistance.

Measuring the extent to which consumers feel connected and make decisions in choosing and interacting with these foreign retail brands, a form of satisfaction with these brands is expected to influence consumer decisions. According to (Pramita & Danibrata, 2021) brand satisfaction is when making purchases and using products or services, consumers feel a certain sensation. When they find more benefits from the product or service they use. This study aims to examine how hedonic value and customer experience influence consumer decision-making in the context of foreign brand retailing in Indonesia, considering the mediating role of customer satisfaction. This study fills a gap in the literature by exploring the mediating role that has not been widely researched before. The results of this study are expected to provide new insight for retail managers in developing more effective marketing strategies, as well as enrich the literature on hedonic value and customer experience. This research not only makes theoretical contributions in the fields of marketing management and consumer behavior, but also offers practical recommendation for retail managers to improve customer satisfaction and consumer decision-making through better management of hedonic value and brand experience.

Literature Review
Hedonic Value
Hedonic value is a value that influences consumer interest in the use of certain products that are not basic needs, but are based more on subjective considerations, aiming to fulfill desires, obtain emotional satisfaction, and achieve personal pleasure (Pramita & Danibrata, 2021). Consumers seek personal satisfaction and pleasure when using a particular product. According to (Kazakeviciute & Banyte, 2012) Hedonic value refers to the value derived by customers from the subjective experience of fun, pleasure, and strong emotions associated with a product or service. It is an appreciation of the role of pleasure, surprise, and strong emotions felt by users through a product or service.

Brand Experience
In brand experience, consumers experience sensations, feelings, and cognitive reactions related to a brand that are triggered by various factors such as design, identity, communication, people, and the environment associated with the brand. In research (Nurhayati, 2020) Brand experience highlights the consumer perspective by examining the consumer experience itself, exploring how the experience influences consumer opinions, attitudes, and behavior. Brand experience starts from the stage of searching, buying, receiving services, to using products, either directly or indirectly through physical or non-physical interactions. Brand experience has a significant impact on customer loyalty, trust and satisfaction with the brand. A company or brand focuses on improving the experience for customers by providing more than expected, such as superior products, quality services, and interesting interactions (Suntoro & Silintowe, 2020).

Customer Satisfaction
Customer satisfaction is the level of satisfaction or emotional satisfaction felt by consumers towards a brand after they experience or use the products or services offered by the brand. It includes consumers' evaluation of the performance, quality, value, or benefits they derive from their interaction with the brand. Brand satisfaction can also include aspects such as fulfillment of expectations, fit with needs, and the level of emotional satisfaction felt after an experience with the brand. Ishak (2012) in (Ardane et al., 2021) defines satisfaction as a person's feelings of liking or disliking a product or brand after comparing performance or service with what is expected.

Consumer Decision-making
Decision-making is the steps in making a decision that involves identifying the situation, gathering information, and assessing the options. In the field of psychology, decision-making is interpreted as a thought process that results in the selection of beliefs or actions from various available alternatives. Decision-making can be logical or illogical, and is influenced by an individual's needs, preferences, and values (Isnaini et al., 2013). According to Scott and Bruce (1995) in (Abubakar et al., 2019) defines decision-making as the habitual and learned response patterns exhibited by individuals when faced with a problem or situation. Linking decision-making with cognitive style, because it is believed that those who gather information intuitively are more likely to be "information appraisers by feeling" while those who gather information systematically are more likely to be "information appraisers by thinking" according to Behling, Gifford and Tolliver (1980) in (Abubakar et al., 2019).

Effect of Hedonic Value on Customer satisfaction

Hedonic value on customer satisfaction shows a significant influence in consumer satisfaction with a brand. Hedonic value, which is related to pleasant subjective experiences and pleasure derived from a product or service, can influence how satisfied consumers are with the brand (Pramita & Danibrata, 2021) Experiences that provide pleasure or emotional satisfaction in interaction with the brand will form positive associations in consumers' minds towards the brand, which in turn increases their level of satisfaction with the brand. Results from research (Sitompul et al., 2023) proves that hedonic value has a positive and significant effect on satisfaction.

H1: Hedonic value has a significant positive influence on customer satisfaction at foreign brand retailers in Indonesia

The Effect of Hedonic Value on Consumer Decision-making

Hedonic value on Consumer Decision-making shows an important influence on how individuals make decisions. When individuals perceive high hedonic value from a product or experience, this can influence their decision-making. The pleasure and satisfaction felt from the hedonic aspect tends to influence how individuals choose and act on a situation. Results from research (Batoteng & Nur Fitri Amalia Gading, 2020) shows that hedonic value has a positive and significant effect on decision-making. Furthermore, research (Wardhani & Kusumahadi, 2021) shows that hedonic value has a positive and significant effect on decision-making.

H2: Hedonic value has a significant positive influence on consumer decision-making at foreign brand retailers in Indonesia.

The Influence of Brand Experience on Customer Satisfaction

Brand experience on customer satisfaction has a significant positive impact on consumer satisfaction with a brand (Gultom & Hasibuan, 2021). Experiences that consistently give a positive or satisfying impression in every interaction with the brand build a positive perception in the consumer's mind towards the brand. As a result, consumers are more likely to feel satisfied with the brand because of the pleasant or satisfying experiences they have had. Results from research (Irawati, 2021) shows that brand experience has a positive and significant effect on customer satisfaction.

H3: Brand Experience has a significant positive influence on customer satisfaction at foreign brand retailers in Indonesia

The Influence of Brand Experience on Consumer Decision-Making

Brand experience on decision-making is when consumers have a strong positive experience with a brand, which can influence how they make decisions regarding brands in the future. Satisfying experiences, whether through interactions with products, services, or the overall brand environment, can shape positive perceptions and deeper beliefs in the brand, therefore the research results obtained have a positive and significant effect on decision-making (Tarigan, Yoel Kesatria Kuasa, 2019). Research (Junita, 2020) shows that the relationship between brand experience and decision-making has a positive and significant effect.

H4: Brand Experience has a significant positive influence on consumer decision-making at foreign brand retailers in Indonesia

The Influence of Customer Satisfaction on Consumer Decision-Making

Brand satisfaction plays a crucial role in fostering a positive relationship and favorable perceptions among consumers, thereby influencing their decision-making processes and behaviors towards the brand. When consumers experience satisfaction with a brand, they are more inclined to repeatedly choose the brand for future purchases or engagements (Permana et al., 2019). Recent research by (Made et al., 2022) further confirms that customer satisfaction significantly enhances decision-making outcomes, underscoring its pivotal impact on consumer choices and brand interactions.

H5: Customer satisfaction has a significant positive influence on consumer decision-making at foreign brand retailers in Indonesia

The Effect of Customer Satisfaction Mediates the Relationship of Hedonic Value to Consumer Decision-Making

The effect of customer satisfaction as a mediator in the relationship between hedonic value and decision-making is that when consumers experience high satisfaction with a brand after experiencing high hedonic value, this affects their decision-making. The satisfaction mediates or becomes a link between the two variables. Research (Ruslim et al., 2023) shows the effect of customer satisfaction mediating the relationship between hedonic value and decision-making has a positive and significant effect. With the mediating role of customer satisfaction, hedonic value not only affects direct decisions, but also indirectly through increased satisfaction with the brand.

H6: Customer satisfaction mediating has a significant positive the relationship between hedonic value on consumer decision-making at foreign brand retailers in Indonesia

The Effect of Customer Satisfaction Mediates the Relationship Between Brand Experience and Consumer Decision-Making

In the research (Quan et al., 2020) shows that customer satisfaction mediates the relationship between brand experience and decision-making with a positive and significant effect. When consumers have a strong experience with a brand, this can shape their perception of the brand, which then affects how they make decisions. If the level of satisfaction with the brand is high after a good experience, this could mediate the relationship between a positive brand experience and their chosen decision-making style. The research shows that customer satisfaction plays an important role in linking brand experience with the consumer decision-making process.

H7: Customer satisfaction mediating has a significant positive the relationship between brand experience on consumer decision-making at foreign brand retailers in Indonesia

Methods

This research method is a quantitative study that uses a questionnaire as a data collection method. The basis for using the survey method is because the survey is an appropriate method for obtaining data on consumer attitudes, motivations, and preferences in a study (Sugiyono, 2019). Research variables include independent variables consisting of Hedonic Value, Brand Experience, mediating variables, namely Customer satisfaction, and the dependent variable Consumer Decision-making.

The population in this study are consumers who have made purchases at foreign brand retailers such as (ZARA, Uniqlo, H&M, Miniso, Sephora, etc.). A purposive sampling technique was used to ensure the respondents had relevant experience with foreign brand retailing. Purposive sampling is a sampling technique with certain criteria or considerations (Sugiyono, 2019). Data is collected with a time horizon approach in the form of cross-sectional studies, where it is collected only at one time (Sekaran & Bougie, 2016). The selected sample met the following criteria: (1) Respondents over 18 years of age (2) Respondents who earn > 1,000,000, and (3) Respondents are consumers of foreign brand retail such as (ZARA, Uniqlo, H&M, Miniso, Sephora, etc.). To determine the sample size, aiming to obtain sample adequacy, the researcher needs to calculate the number of variables studied, provided that the minimum sample size used is based on the following provisions, namely the number of question indicators times 10 (Hair et al., 2019). The number of question indicators in this study were 20 questions, because the number of respondents used in this study were 202 respondents.

The indicators in this study were measured using a Likert Scale. A score of 1 means that the respondent strongly disagrees with a statement, while a score of 5 means that the respondent strongly agrees. Data analysis was carried out using the Structural Equation Model (SEM) through the SmartPLS 3.0 application

Results and Discussion

Based on the questionnaires distributed, data were obtained showing the distribution of respondents based on the characteristics of the respondents. The description of respondents as objects in this study is seen from various characteristics, namely gender, age, employment status, and income.

Table 1. Respondent Characteristics

Respondent Characteristics	Category	Total	Percentage (%)
Gender	Male	15	7.43
	Female	187	92.57
Age	18 - 25 Years old	191	94.55
	26 – 30 Years old	9	4.46
	>30 Years old	2	0.99
Jobs	Student	185	91.58
	Freelance	5	2.48
	Self-employed/Entrepreneur	4	1.98
	Permanent Employees	8	3.96
Income	Rp 1.000.000 – Rp 2.000.000	152	61.88
	Rp 2.000.000 – Rp 3.000.000	16	7.92
	Rp 3.000.000 – Rp 4.000.000	15	7.43
	>Rp 5.000.000	10	4.95

Source: Data results processed in 2024

Based on Table 1, it is known that the highest number of respondents were women totaling 187 or 92.5%, while for men there were 15 or 7.5%. This shows that respondents who filled out the questionnaire were dominated by women. Then in the age category, Table 1 shows that the most respondents were aged 18-25 years, namely 191 or 94.5%, then respondents aged 26-30 years were 8 or 4.5%, and those aged over 30 years were 2 or 1%. Judging from the age of the respondents who filled in, a larger percentage was aimed at productive age who often went shopping.

Next is the employment category, Table 1 shows that the most respondents are those who are students/students, namely 185 or 91.5%, followed by respondents who are permanent employees totaling 8 or 4%, then respondents with the status of self-employed/entrepreneur and freelance workers, which are 4 and 5 or 2% and 2.5% respectively. This shows that those who fill in are dominated by students. Then in the income category, it shows that the most respondents are in the income range of Rp 1,000,000 - Rp 2,000,000 totaling 152 or 61.8%, then respondents in the income range of Rp 2,000,000 - Rp 3,000,000 totaling 16 or 8%, respondents in the income range of Rp 3,000,000 - Rp 4,000,000 totaling 15 or 7.5%, and respondents in the opinion range above Rp 5000,000 totaling 10 or 5%. Most of the respondents who filled in had opinions below Rp 3,000,000, indicating limited purchasing power. This is in line with the respondents, the majority of whom are students, who do not yet have jobs with large incomes.

Table 2. Descriptive Statistics

Indicator	Mean	Median	Min	Max	Standard Deviation
HV1	4.287	4.000	3.000	5.000	0.542
HV2	4.485	5.000	3.000	5.000	0.529
HV3	4.327	4.000	2.000	5.000	0.623
HV4	4.347	4.000	2.000	5.000	0.612
HV5	4.272	4.000	2.000	5.000	0.689
BE1	4.089	4.000	2.000	5.000	0.851
BE2	4.025	4.000	2.000	5.000	0.741
BE3	4.025	4.000	2.000	5.000	0.829
BE4	3.861	4.000	1.000	5.000	0.960
BE5	4.272	4.000	1.000	5.000	0.697
BS1	4.401	4.000	2.000	5.000	0.591
BS2	4.233	4.000	2.000	5.000	0.645
BS3	4.317	4.000	3.000	5.000	0.570
BS4	4.376	4.000	2.000	5.000	0.560
BS5	4.302	4.000	2.000	5.000	0.699
CDM1	4.307	4.000	3.000	5.000	0.576
CDM2	4.272	4.000	3.000	5.000	0.572
CDM3	4.307	4.000	2.000	5.000	0.641
CDM4	4.119	4.000	2.000	5.000	0.728
CDM5	4.361	4.000	1.000	5.000	0.616

Based on Table 2 above, it shows that each indicator in the Hedonic Value variable is very good because the average value is 4.343, but there needs to be an increase due to several indicators that are below the average value, namely HV1, HV3, and HV5. When visiting foreign brand retailers such as ZARA, Uniqlo, H&M, Sephora, Miniso, and Daiso offer a unique and enjoyable shopping experience, from an attractive store atmosphere to satisfying customer service.

Then the brand experience variable is very good because the average value is 4.054, but there needs to be an increase in several indicators that are below the average value, namely BE2, BE3, and BE4. Foreign brand retailers such as ZARA, Uniqlo, H&M, Sephora, Miniso, and Daiso understand the importance of creating a memorable shopping experience to attract and retain customers. A good brand experience not only increases consumer satisfaction, but also builds loyalty and drives purchase decisions.

Furthermore, the customer satisfaction variable is very good because the average value is 4.3258, but there is a need for improvement in several indicators that are below the average value, namely BS2, BS3, and BS5. Foreign brand retailers such as ZARA, Uniqlo, H&M, Sephora, Miniso, and Daiso build a high level of satisfaction among consumers with quality consistency and a satisfying shopping experience.

Then the consumer decision-making variable is very good because the average value is 4.2732, but there needs to be an increase in several indicators that are below the average value, namely CDM2 and CDM4. This shows that every consumer decision is influenced by certain factors such as pleasure and pleasant experiences.

Table 3. Validity and Reliability Test Results

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Hedonic Value	0.738	0.759	0.835	0.559
Brand Experience	0.509	0.512	0.753	0.505
Customer satisfaction	0.601	0.618	0.783	0.547
Consumer Decision-making	0.506	0.518	0.751	0.502

Source: SmartPLS 3.0 Data Processing

The reliability test uses two methods, namely composite reliability and Cronbach's Alpha, the value must be greater than> 0.7, although 0.6 is still acceptable. Based on Table 2, it can be seen that all variables have a Composite Reliability value greater than 0.6. According to (Jogiyanto & Abdillah, 2009) Composite Reliability is considered better in estimating the internal consistency of a construct.

Another measurement that is also used to test reliability is to use the AVE value. The minimum recommended AVE value is 0.5 but 0.4 is acceptable because if the AVE is less than 0.5 but the Composite Reliability is higher than 0.6 and convergent validity meets the conditions (Jogiyanto & Abdillah, 2009).

Table 4. Result of Direct Effect and Indirect Effect

Variable	Path Coefficients	Standard Deviation	t-Statistic	P-Value	Result
Direct effects					
Brand Experience → Customer satisfaction	0.322	0.084	3.785	0.000	Accepted
Brand Experience → Consumer Decision-making	0.406	0.080	5.046	0.000	Accepted
Customer satisfaction → Consumer Decision-making	0.084	0.094	0.872	0.384	Rejected
Hedonic Value → Customer satisfaction	0.379	0.080	4.736	0.000	Accepted
Hedonic Value → Consumer Decision-making	0.203	0.084	2.421	0.016	Accepted
Indirect effects					
Brand Experience → Customer satisfaction → Consumer Decision-making	0.028	0.033	0.791	0.429	Rejected
Hedonic Value → Customer satisfaction → Consumer Decision-making	0.030	0.036	0.036	0.387	Rejected

Source: SmartPLS 3.0 Data Processing

Direct Effect

Brand experience affects customer satisfaction, based on Table 3, the test results show that brand experience has a positive effect on customer satisfaction. At a significant level of 5% it is 3.785> 1.96 and P Value 0.000. The path coefficient value is 0.322 which indicates that the relationship between brand experience and customer satisfaction is positive. The standard deviation value of 0.084 indicates that the data collected has a small variation (homogeneous), meaning that this hypothesis is accepted..

Brand experience affects consumer decision-making, based on Table 3, the test results show that brand experience has a positive effect on Consumer Decision-making. At a significant level of 5% it is 5.046> 1.96 and P Value 0.000. The path coefficient value is 0.406 which indicates that the brand experience relationship is positive. The standard deviation value of 0.080 indicates that the data collected has a small variation (homogeneous), meaning that this hypothesis is accepted.

Customer satisfaction affects consumer decision-making, based on Table 3, the test results show that customer satisfaction has no positive effect on Consumer Decision-making. At a significant level of 5% it is 0.872 <1.96 and P Value 0.384. The path coefficient value is 0.084 which indicates that the brand experience relationship is positive but weak. The standard deviation value of 0.094 indicates that the data collected has a high variation, therefore this hypothesis is rejected.

Hedonic value affects customer satisfaction, based on Table 3, the test results show that hedonic value has a positive effect on customer satisfaction. At a significant level of 5% it is 4,736> 1.96 and P Value 0.000. The path coefficient value is 0.379 which indicates that the relationship between brand experience and customer satisfaction is positive. The standard deviation value of 0.080 indicates that the data collected has a small variation (homogeneous), meaning that this hypothesis is accepted.

Hedonic value affects consumer decision-making, based on Table 3, the test results show that hedonic value has a positive effect on Consumer Decision-making. At a significant level of 5% it is 2.421> 1.96 and P Value 0.016. The path coefficient value is 0.203 which indicates that the relationship between brand experience and customer satisfaction is positive. The standard deviation value of 0.084 indicates that the data collected has a small variation (homogeneous), meaning that this hypothesis is accepted.

Indirect Effect

Based on Table 3, the test results show that customer satisfaction does not have a positive effect on brand experience on Consumer Decision-making. At a significant level of 5% it is 0.791 <1.96 and P Value 0.429. The path coefficient value is 0.028 which indicates that the brand experience relationship is positive but

weak. The standard deviation value of 0.033 indicates that the data collected has very low variation, therefore this hypothesis is rejected.

Based on Table 3, the test results show that customer satisfaction does not have a positive effect on hedonic value on Consumer Decision-making. At a significant level of 5% it is $0.036 < 1.96$ and P Value 0.387. The path coefficient value is 0.030 which indicates that the brand experience relationship is positive but weak. The standard deviation value of 0.036 indicates that the data collected has very low variation, therefore this hypothesis is rejected

Table 5. R-Square Test Results

Variable	R^2	R^2 Adjusted	Description
Customer Satisfaction	0.362	0.356	Moderate
Consumer Decision-making	0.346	0.336	Moderate

Source: SmartPLS output version 3.0

Based on Table 4 customer satisfaction has an R2 value of 0.362 and R2 adjusted 0.346, indicating a moderate contribution to the regression model in explaining variations in the data. This indicates that customer satisfaction significantly influences, although it does not absolutely dominate in the model. Table 4 shows Consumer Decision-making with an R2 value of 0.356 and R2 adjusted of 0.336, indicating a moderate contribution to the regression model in explaining variations in the data. This also indicates that Consumer Decision-making significantly influences, although it does not absolutely dominate in the model.

Discussion

Effect of Hedonic Value on Customer satisfaction

In this study, it was found that Hedonic Value will have a significant impact on customer satisfaction. Because the T-statistic value is 4.736, which is greater than 1.96. Thus, hypothesis H1 which says "Hedonic Value perceived by consumers affects customer satisfaction" can be accepted. This result indicates that the higher the hedonic value customer feel, the more satisfied they are with the brand. This is in accordance with previous research by (Pramita & Danibrata, 2021)which shows that the pleasant subjective experiences can increase customer satisfaction. Hedonic value is a positive and significant predictor. In other words, efforts to increase consumer shopping satisfaction can be made by increasing their hedonic value (Ruslim et al., 2023).

The Effect of Hedonic Value on Consumer Decision-making

In this study it was found that hedonic value has a significant influence on consumer decision making. Karema T-statistic value of 2.421 which means greater than 1.96. Thus, the H2 hypothesis which says "Hedonic Value perceived by consumers affects consumer decisions" can be accepted. This shows that the emotional aspects obtained from a product or service can influence how consumers make decisions. Research by Zuhriah et al (2020) supports these findings by stating that hedonic value has a positive effect on decision making. This result is also in line with the results obtained by Al Hafiyya (2021) which states that as hedonic value increases, purchase intention also increases and the results can be meaningful for estimating purchase value.

The Influence of Brand Experience on Customer Satisfaction

Brand Experience was also found to have a significant influence on customer satisfaction, with a T-statistic value of 4.256. A consistent positive experience in every interaction with the brand builds positive perceptions in the minds of consumers, which in turn increases their level of satisfaction. Research by Gunawan & Wellyantony (2021)supports these findings, showing that a positive brand experience can increase customer satisfaction.

The Influence of Brand Experience on Consumer Decision-making

In this study, it was found that hedonic value has a significant impact on consumer decision-making. Karema T-statistic value of 5.046 which means greater than 1.96. Thus, hypothesis H4 which says "Brand Experience affects Consumer Decision-making" can be accepted. This study shows that satisfying interactions with the brand can form positive perceptions and deeper beliefs towards the brand, which influence consumers' future decisions.. This result is in line with the results obtained by (Acica, 2023) where Brand Experience has a positive and significant effect. In his research states that the higher the Brand Experience, the more purchases will increase.

The Effect of Customer Satisfaction on Consumer Decision-making

In this study, it was found that Customer Satisfaction is not significant to consumer decision-making. Karea T-statistic value of 0.872 which means smaller than 1.96. Thus, hypothesis H5 which says "Customer Satisfaction on Consumer Decision-making" is rejected. The results showed that Customer Satisfaction has no effect on Consumer Decision-making. This shows that in this study, customer satisfaction is not strong enough to influence consumer decision-making.

The Influence of Customer Satisfaction as a mediator on Hedonic Value on Consumer Decision-making

In this study, it was found that hedonic value does not have a significant impact on consumer decision-making. Karea T-statistic value of 0.036 which means smaller than 1.96. Thus, hypothesis H6 which says "Customer Satisfaction as a mediator of Hedonic Value on Consumer Decision-making" is rejected. The results showed that customer satisfaction cannot mediate the effect of hedonic value on consumer decision-making. This means that hedonic value itself is not strong enough to influence decision making through customer satisfaction in the context of this study.

The Influence of Customer Satisfaction as a mediator of Brand Experience on Consumer Decision-making

In this study, it was found that hedonic value does not have a significant impact on consumer decision-making. Karea T-statistic value of 0.791 which means smaller than 1.96. Thus, hypothesis H7 which says "Customer Satisfaction as a mediator of Brand Experience on Consumer Decision-making" is rejected. The results showed that customer satisfaction cannot mediate the effect of brand experience on consumer decision-making. This means that the brand experience itself is not strong enough to influence decision making through customer satisfaction in the context of this study.

Conclusion

There is a significant positive relationship between hedonic value and consumer satisfaction. Consumers derive emotional satisfaction and pleasure from their interactions with foreign brand retailers, which enhances their overall satisfaction levels. Additionally, hedonic value significantly influences consumer decision-making, with consumers being more likely to choose products that offer higher emotional satisfaction. Brand experience also has a notable impact on both customer satisfaction and consumer decision-making. Positive interactions with the brand across various touchpoints build a favorable perception and enhance customer satisfaction. However, customer satisfaction does not directly influence consumer decision-making in this study. This indicates that while satisfaction is important, it may not be the sole determinant in the decision-making process for foreign brand retail consumers in Indonesia. Furthermore, customer satisfaction does not mediate the relationship between hedonic value and consumer decision-making, nor does it mediate the relationship between brand experience and consumer decision-making. This suggests that the impact of hedonic value and brand experience on decision-making occurs independently of customer satisfaction.

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