



Enhancing Repurchase Intention in Retail: the Role of Customer Satisfaction, Service Quality, and Product Assortment

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ABSTRACT

High competition in retail sector has encourage the actors to keep their attention to estimate next sales volume through determine repurchase intention. This study aims to find out the effects of product assortment and service quality on repurchase intention directly, and through mediating impact of customer satisfaction indirectly. We received 222 feedback online questionnaires through the technique of purposive sampling. Then, we were analyzed by assisting of PLS and SPSS Vs. 26 to descriptive analysis and SEM. We found all of the hypothesis proposed are supported, and partial contribution by customer satisfaction in both indirect effects.

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1. Introduction

Rapid changes in the retail environment are characterized by high intensity of competition, and increasing customer demand accompanied by an increasing customer expectations (Drosos et al., 2021), it is based on their past consumption and uses experience (Banerjee et al., 2018). In today's competitive retail market, service quality, customer expectations and demands on service levels have improved over time (Drosos et al., 2021). This is then accompanied by an increasing number of product varieties that have emerged which is relatively provide same benefits (Dou et al., 2021). Business success will depend on efforts that are able to influence consumer interest to make repeated purchases at the same place (Naeem, 2019). Customers who are interested in repurchasing are based on the availability of variety of products and services quality that make their expectations fulfilled (Beneke et al., 2013; Farida, 2019).

High consumer repurchase intention will have an impact on increasing the company's next sales volume (Dapas et al., 2019). Consumers who have high buying interest will also become loyal customers, and tend to recommend to their closest relatives (Lahindah & Siahaan, 2018). But since the presence of COVID 19, many changes have occurred, such as many people saving money because they are affected by layoffs in workplace (Hidayat et al., 2021), which results in a decrease in buying intention (Vadakkepatt et al., 2021), and their intention to buy in high volume (OECD, 2020).

The impact of COVID 19 had a negative effect on economic decline of most people, it has automatically made business actors lose part of their sales (OECD, 2020). The satisfaction that customers felt in the past does not guarantee them to continue shopping for same quality of products at their subscriptions (Yun & Hanson, 2020), it caused by high price sensitivity as a result of weakening of the community economy as a whole (Pratama et al., 2021), limited social mobility which weakens retail sales intensity (Yun & Hanson, 2020), and the tendency of many people to be frugal met their needs (OECD, 2020).

Meanwhile, the community is also faced onto new needs that seem mandatory, the method of activities that switch to digitalization and online has added to the basic household costs (Yuliani et al., 2021), and forcing additional in household cost (Confetto et al., 2020). In study of Rainy dan Widayanto (2019), found that product assortment and services quality in modern retail have significant and positive effects to reach customer satisfaction. This result supported previous study conducted by Fernandes dan Solimun (2018) then Hoe and Mansori (2018) also found satisfaction of customers significant and positively affected by service quality and product assortment. Furthermore, customer satisfaction found significant and positively affect customer repurchase intention (Saidani dan Arifin, 2012), and the role of customer satisfaction was succeed as mediator to ensure an increasing levels of customer repurchase intention Ghassani and Suryoko (2017). According to the previous result describes, we conclude that customer satisfaction is the key to boost the level of customer repurchase intention in retail.

2. Research Methods

This study kind of explanatory with using quantitative approach (Sekaran & Bougie, 2016), and was conducted in single time. The analysis methods uses divide into two, namely frequency distribution to descriptive analysis, then analysis technique by *structural equation model* (SEM) through *software* Smart PLS 3 (Hair et al., 2014), to testing reliability and validity, R-square, and path analysis test. We use PLS software based on SEM technique, because it is more accurate in multivariate analysis (Drosos et al., 2021; Goić et al., 2021).

3. Findings

3.1 Profile Participant

In profile participant, we were established into two criterion who can fill online questionnaire completely. First, they should have an age over than 17 years, and also was ever bought in the same outlets on at least one time.

Table 1.
Profile Participant

Classification	Quantity	Percentage	Profile	Quantity	Percentage
Gender					
Male	87	39,2%	Married	105	47,3%
Female	135	60,8%	Single	110	49,5%
Age					
17-30 y.o	171	77%	Widower	3	1,4%
31-40 y.o	39	17,6%	Widow	4	1,8%
>40 y.o	12	5,4%	Occupation		
Educational					
SHS/VHS	29	13%	Bureaucracy	55	24,8%
Diploma III	50	22,5%	Private Worker	80	36%
Bachelor	121	54,5%	Entrepreneur	35	15,8%
Master	21	9,5%	University Student	19	8,6%
Doctor	1	0,5%	Housewife	18	8,1%
Religion					
Muslim	213	95,9%	Other	15	6,7%
Kristen (P/K)	8	3,6%	Monthly Income		
Buddha	1	0,5%	< Rp 4.000.000	68	30,6%
			Rp 4.000.000 - 6.000.000	99	44,6%
			Rp 6.000.001 - 8.000.000	28	12,6%
			> Rp 8.000.000	27	12,2%

*Note: n = 222

Table 1 above shown participant profile in this study. The majority of customer involved are woman with percentages 60,8%, and 39,2% are man. With an age ranging 17 to 30 years as many as 77%, 31 to 40 as many as 17,6%, and 5,4% have an age over than 40. They were married as many as 47,3%, single 49,5%, widow 1,4%, and widower 1,8%, in which 95,9% of them are Muslim, 3,6% Cristian, and 0,5% Buddha. Our participants dominantly of private worker as many as 36%, work in bureaucracy as many as 24,8%, entrepreneurship 15,8%, university students 8,6%, housewife as many as 8,1%, and work in another job as many as 6,7%. As many as 54,5% holds bachelor degree, 22,5% Diploma III, 13% SHS/VHS, 9,5% master, and single person hold doctoral degree. Monthly income ranging IDR 4 to 6 million as many as 44,6%, less than IDR 4 million are 30,6%, Ranging IDR 6.000.001 to 8.000.000 are 12,6%, and 12,2% have monthly income greater than IDR 8 million were participated.

Table 2.
Validity, Reliability, R-square

	CA	CR	AVE	R Square
Product Assortment	0,745	0,854	0,661	
Customer Satisfaction	0,875	0,903	0,571	0,525
Service Quality	0,855	0,892	0,581	
Repurchase Intention	0,819	0,880	0,648	0,537

*Note: CA= Cronbach Alpha, CR= Composite Reliability, AVE= Average Variance Extracted

3.2 Validity, Reliability, and R-Square

The instrument is said to be valid and reliable when the Average Variance Extracted (AVE) score ≥ 0.5 , Composite Reliability and Cronbach Alpha scores ≥ 0.7 (Hair et al., 2010). In the structural model, there are several categories to representing the model used. Hair et al. (2010) stated that R-square outcome $\geq 0,67$ indicates a very good model, ranging 0,33 to 0,67 indicates a moderate model, and $\leq 0,33$ indicates a weak model.

According to the table 2 above, requirement scores by each variable has good reliability and declared valid, it evidenced by AVE scores had greater than 0,5, Cronbach Alpha and Composite Reliability greater than 0,7. We state that our indicators on each variable has passed for validity and reliability test. In regard to scores of R-squares, we found repurchase intention affected by our predictors as many as 53,7%, and customer satisfaction as many as 52,5%. We conclude that the model we used was good. The analysis of the R-squares scores above state that the first thing should evaluate when the retail want to increasing customer repurchase intention are product assortment and service quality. Because, it significantly contributes by 53,7%. And when the retail sector wants to maximizing customer satisfaction, as many as 52,5% it affects by how much variety of products provided, and what the management and sales representative service to guarantee customer convenient in shopping activities.

3.3 Hypothesis Outcome

To answering hypothesis of the research, the requirement which became references is one tail test for the one path relationship. If t-value $\geq 1,64$ (one tail test), p-value $\leq 0,05$, and original sample score to state the directions of variable relationship. When all requirements are fulfill that the hypothesis declared supported, and vice versa (Hair et al., 2010). Tabel 3 below shown it.

Table 3.
Hypothesis Outcome

	Original Sample (O)	SD	T Values	P Values	Information
Product Assortment -> Repurchase Intention	0,109	0,058	1,871	0,031	H1 = Supported
Service Quality -> Repurchase Intention	0,177	0,076	2,320	0,010	H2 = Supported
Product Assortment -> Customer Satisfaction	0,241	0,073	3,320	0,000	H3 = Supported
Service Quality -> Customer Satisfaction	0,543	0,062	8,719	0,000	H4 = Supported
Customer Satisfaction -> Repurchase Intention	0,520	0,066	7,884	0,000	H5 = Supported
Product Assortment -> Customer Satisfaction ->	0,125	0,040	3,107	0,001	H6 = Supported

	Original Sample (O)	SD	T Values	P Values	Information
Repurchase Intention Service Quality -> Customer Satisfaction -> Repurchase Intention	0,283	0,051	5,552	0,000	H7 = Supported

***Note:** One tail test, SD = Standard Deviation

Table 3 shown the effects of product assortment positive and significant to repurchase intention and customer satisfaction with t-value both 1,871 and 3,320 > 1,64 and p-value 0,031 and 0,000 < 0,05, stated that H1 and H3 supported. Then, positives and significant result also provided by service quality to repurchase intention and customer satisfaction with t-value both 2,320 and 8,719, then p-value 0,010 and 0,000, we decide H2 and H4 supported. In regard to the effect of customer satisfaction to repurchase intention we found H5 supported result with t-value of 7,884 and p-value 0,000. Furthermore, customer satisfaction in relationship between product assortment and service quality on repurchase intention significant and positively contributed through t-value of 3,107 and 5,552 > 1,64 both, then p-value 0,001 and 0,000. Thus, stated that H6 and H7 supported.

3.4 Mediating Contribution

The total amount of mediating effect is an extent measure of the mediating variable contributes as a link among variables (Sekaran & Bougie, 2016). Full mediation indicates a high level of importance because through this role, the intended output can be achieved maximally (Dunn et al., 2003).

Table 4.

Mediating Contribution		
	VAF= Indirect Effect/ (Total Effect) x 100	Information
Product Assortment > Customer Satisfaction > Repurchase Intention	0,125/ (0,109 + 0,125) = 46,58%	Partial
Service Quality > Customer Satisfaction > Repurchase Intention	0,283/ (0,177 + 0,283) = 61,52%	Partial

Meanwhile, the role of partial mediation plays an important role in bridging the relationship between variables that leads to optimizing the achievement of goals. Low mediation effect said that no almost no contribution achieve optimal goals (Dunn et al., 2003). Table 4 above is the results based on VAF calculation. We found both indirect effects categorized partial mediation, and explanation related findings will provide in the next section.

4. Conclusion

The high expectations of customers when they intend to make repeat purchases have become a challenge for retailers (Gauri et al., 2021). The quality of services provided by retailers is used to improve the retail position and emphasize the importance of unique and convenient services (Obeng et al., 2016). Although information about product assortment relatively ease to obtain, but difficult for consumers to know which is suit products and fits their budget (Hoe & Mansori, 2018). Divers in product and quality of services will assisting customer to make easier purchasing decision to be more accurate (Amron, 2018). In our study found that customer repurchase intention significant and positively affected by product assortment and service quality.

In terms of service quality, we found several elements that influence customer ratings, such as the cleanliness and comfort they feel when shopping, as well as the physical environment of the store which is considered the best among its competitors. In addition, the respondents of this study were dominated by groups with undergraduate education and the majority of them were millennials with an age range of 17 to 30 years who were very sensitive and needed comfort and cleanliness in shopping, especially in the current COVID-19 pandemic situation. Reported from OECD (2020), in the midst of COVID-19 pandemic, customers prefer cleanliness and convenience in shopping, because their concern for their health is higher than in previous times. Cruz dan Vitales (2015) argues that knowledgeable and educated customers will tend to understand more about the product they are going to buy and be more sensitive in assessing a service than those with low education.

Wu and Li (2018) customers will adjust their finances with their consume and feel. So that their repurchase intention is very dependent on the number of available alternative products and how fulfilled their expectations are with the perceived service. Product assortment acts as an alternative that encourages them to adjust their spending budgets and find the right product, because negative economic impact of the pandemic, which makes most people save on their daily expenses. In addition, the majority of research respondents have an income of less than 6 million rupiah. So that currently customers will compare more products and their benefits with other similar products to get satisfaction in shopping (Park & Thangam, 2019). This study also finds that product diversity and retail service quality have a significant and positive effect on customer satisfaction. We found several previous studies from Andrei et al. (2017); Azizah (2020) and Viciliawati (2018).

The diversity of products sold at a supermarket or store will also reflect the image and standardization of a store (Farida, 2019), thus as many as variety of product display, will impacting on an increasing store's image. We did analyzed, product diversity also provides flexibility for customers to prefers, so that it has an impact on their satisfaction. (Lombart et al, 2018) said that satisfaction felt by customers result in repurchase intention automatically. Our findings support previous studies of Agarwal and Gowda (2020); Fernandes and Solimun (2018), and Banerjee et al. (2018), which is states that how important services quality and product assortment in retail. In the other hand, Park and Thangam (2019) found customer satisfaction contribution will increasing repurchase intention in retail, and it is representative form to proven their lyalty to products, service, and place.

We also found the same result, in which contribution of customer satisfaction post-purchase partially mediates as many as 61,52% in the relationship between service quality and repurchase intention. Our findings announce how important cleanliness and convenient store amid COVID 19 pandemic. In term of product assortment, customer satisfaction partially mediates as many

as 46,58% to enhancing repurchase intention. Meaning that, satisfaction perceived by customers is on the basis of alternative of products provided and the accuracy of choices. Furthermore, the customers feel they have a lot of space to adapting their budget. We support several literatures related finding (Lombart et al, 2018; Park & Thangam, 2019; Rainy & Widayanto, 2019; Razak, 2019; Terblanche, 2018; Vadakkepatt et al, 2021).

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