

## **The Effect of Product Completeness, Store Attributes, and Store Atmosphere on Repurchase Intention Mediated by Customer Satisfaction Alfamart in West Bandung Regency**

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### **ABSTRACT**

This study aims to examine the effect of Product Completeness, Store Attributes, and Store Atmosphere on Repurchase Intention Mediated by Customer Satisfaction at Alfamart in West Bandung Regency. 117 consumers who experienced shopping at Alfamart in West Bandung Regency were involved as respondents. The method used to collect data is cross-sectional. The instruments that were used have undergone extensive reliability and validity testing. The strategy for data analysis is structural equation modeling (SEM) with SmartPLS version 3.0. Six of the 10 hypotheses that were proposed have been supported by actual data. The result of this study indicates that product completeness, and store attributes have a direct effect on repurchase intention. Meanwhile, store atmosphere has no effect either directly or indirectly on repurchase intention. It is believed that the study's findings would be beneficial for managers and future researchers in the industry being evaluated or similar retail sectors when it comes to developing relevant methods to improve the caliber of these attributes.

**Keywords :** *Customer satisfaction; Product completeness; Repurchase intention; Store atmosphere; Store attributes.*

### **INTRODUCTION**

Shopping has become a routine activity among people to fulfill their needs and desires (Muharezky, 2014). A retail company is a marketing that covers all aspects of the market, including direct sales to end consumers (Obsidian, 2019). Currently, modernization in Indonesia is developing rapidly in various sectors including trade, which is characterized by the increasing number of supermarkets and minimarkets (Hadi, 2018). Minimarkets are readily available in remote areas across Indonesia, offering essential items for daily needs (Hariyadi, 2016). According to Hariyadi (2016), individuals show greater confidence when making purchases at minimarkets that have well-known brands such as Alfamart.

Alfamart pioneered its first contemporary retail business in Tangerang, Banten (Soesanto et al., 2023). Three factors are used to assess brand performance as a benchmark for Top Brands. The three criteria include Mind Share, Market Share, and Commitment Share. The concept of mind share refers to a brand's ability to establish a notable and lasting impression on consumers in a certain product category. On the other hand, market share measures the brand's supremacy in the whole market and is closely related to customer buying habits. Commitment share indicates the effectiveness of the brand in encouraging repeat purchases from customers in the future. Based on data sources, it is known that there was a decrease in the average commitment share in the top brand index by 8% from 2019-2022 (topbrand-award.com). This phenomenon may indicate a decrease in repurchase interest as a problem faced by Alfamart.

The goal of this study is to determine the variables that influence the decision to buy the investigated item again on a specific conceptual model developed by (Mirzai et al., 2023). Product completeness affects repurchase intention through customer satisfaction according to (Mirzai et al., 2023) in the FMCG sector in Pakistan. Furthermore, Arianto & Patilaya, (2018), found that Product completeness was found to affect customer satisfaction through customer satisfaction at Sentosa partners in Bintaro. Completeness includes aspects of the type, brand, and availability of various sizes of products that are in accordance with the type of business being run and offered to customers to be owned, used or consumed (Raharjani, 2005). Alfamart, one of the main players in the retail sector,

was chosen to be the focus of this study's examination. After the above described information, the original theory is stated as follows:

H1: Product completeness has a positive effect on customer satisfaction

Then according to Mirzai et al., (2023) As part of Pakistan's FMCG business, the store's features help to improve consumer happiness. Meanwhile Megawati, (2021) found that customer satisfaction is influenced by the store attributes of the Emperor supermarket in Surabaya. In addition, A store's atmosphere is made up of the physical components that are used to entice consumers and mold opinions (Berman & Evans, 2018). According to research, Indomaret's retail environment in the Surabaya region has a big impact on how satisfied customers are (Suardyana & Tiarawati, 2022).

According to Ravenia, (2023) store atmosphere has the ability to influence the feelings or mood of someone who comes to the store so that it has the potential to affect their satisfaction in shopping. Based on the explanation above, the second and third hypotheses are proposed as below:

H2: Store attributes have a positive effect on customer satisfaction

H3: Store atmosphere has a positive effect on customer satisfaction

The results of Rosita's research, (2016) show that product completeness has a positive effect on repurchase intention. Based on the results of Pratama et al.'s research, (2023) shows that repurchase intention is influenced by product completeness at the minimarket angkasa mart Pekanbaru. According to Megawati (2021) that store attributes have a positive effect on repurchase intention. The same research results were also found by (Mirzai et al., 2023) that repurchase intention is influenced by store attributes in the FCMG sector in Pakistan. The results of Firika & Widyastuti's research, (2023) show that there is a positive influence of store atmosphere on repurchase intention. This is reinforced by Suardyana & Tiarawati's research, (2022) which shows that repurchase intention is influenced by the store atmosphere of Indomaret in the Surabaya area. Based on the explanation above, the fourth, fifth and sixth can be proposed as below:

H4: Product completeness has a positive effect on repurchase intention

H5: Store attributes have a positive effect on repurchase intention

H6: Store atmosphere has a positive effect on repurchase intention

Mirzai et al., (2023) found that customer satisfaction affects repurchase intention in several minimarket retailers in Pakistan. In addition, the same research results were found by Myung-soo & Seo, (2011) that repurchase intention is influenced by customer satisfaction at SSM supermarkets in Korea and according to Saad & Wahid, (2017) customer satisfaction affects repurchase intention at petrol station's convenience store Malaysia. Based on the explanation above, the seventh hypothesis can be proposed as below:

H7: Customer satisfaction has a positive effect on repurchase intention

Purwati, (2020) found that "customer satisfaction mediates product completeness on repurchase intention at pamella supermarket 4 scout yogyakarta. Puspaningrum, (2018) also found that customer satisfaction also plays a role as a mediating variable that mediates product completeness on repurchase intention at hypermart in Malang. In addition, customer satisfaction mediates store attributes on the repurchase intention of Tip Top supermarket in Rawa Mangun (Fariz, 2018). Mirzai et al., (2023) also found customer satisfaction mediates store attributes on repurchase intention in the FMCG sector in Pakistan. Fatimatuzzahroh, (2023) also found that customer satisfaction mediates store atmosphere on repurchase intention Rita pasaraya in Kebumen.

H8: Customer satisfaction mediates the effect of product completeness on repurchase intention

H9: Customer satisfaction mediates the effect of Store attributes on repurchase intention

H10: Customer satisfaction mediates the effect of store atmosphere on repurchase intention

## **METHODS**

This research uses survey methodology, which involves collecting data from a sample population through the use of questionnaires. This method seeks to assess theories and clarify causal relationships. Through external model tests that include composite reliability, discriminant validity, and convergent validity, this investigative tool has been validated and its consistency evaluated. During these stages, the Smart-PLS software version 3.0 was used. A strong correlation between the latent variables and the observable variables is indicated by a loading factor greater than 0.70. (Hamid & Anwar, 2019). However, according to Ghozali, (2014) the loading factor value > 0.50 - 0.60 can

mean that all measures of each variable are classified to be sufficient and can be used to measure what should be measured.

**Table 1.** Loading Factor and Composite Reliability Value

Manifest Variable	Loading Factor	Composite Reliability
<b>Product Completeness (PC)</b>		0.707
Alfamart provides complete product types	0.813	
Alfamart provides complete product brands	0.776	
Alfamart provides a complete variety of product sizes	0.804	
<b>Store attributes (SA)</b>		0.840
Alfamart's strategic location is easy to find	0.551	
There are facilities at Alfamart that support such as ATM machines that make it easy to make payments	0.667	
Services provided by Alfamart employees help provide information about a product	0.732	
<b>Store atmosphere (SAM)</b>		0.803
The layout of goods in Alfamart makes it easy for customers to find products to buy	0.746	
The lighting in Alfamart is good enough, adequate to see the product and find what is needed	0.628	
The displays in Alfamart can attract attention and help in choosing products	0.705	
<b>Customer satisfaction (CS)</b>		0.736
A feeling of pleasure when deciding to shop at Alfamart	0.669	
A feeling of pleasure when served well by Alfamart employees	0.635	
The feeling of pleasure arises when his expectations have been met by Alfamart	0.699	
<b>Repurchase intention (RI)</b>		0.689
I will come back to buy products at Alfamart	0.651	
I will recommend to friends and family to shop at Alfamart	0.692	
The intention to make Alfamart the first choice for shopping	0.704	
Willing to provide information to others about Alfamart	0.791	

Source: Output SEM-PLS version 3.0 (Primary Data, 2024)

**Table 2** Cross Loading Value

Symbol Size	Customer satisfaction (CS)	Product Completeness (PC)	Repurchase Intention (RI)	Store Attributes (SA)	Store Atmosphere (SAM)
CS1	0.669	0.488	0.440	0.370	0.363
CS2	0.635	0.445	0.423	0.388	0.451
CS3	0.699	0.419	0.404	0.486	0.360
PC1	0.521	0.813	0.543	0.543	0.500
PC2	0.485	0.776	0.527	0.375	0.499
PC3	0.606	0.804	0.516	0.589	0.583
R1	0.345	0.340	0.651	0.430	0.385
R2	0.385	0.400	0.692	0.428	0.312
R3	0.513	0.601	0.704	0.418	0.428
R4	0.522	0.500	0.791	0.504	0.358
SA1	0.288	0.197	0.263	0.551	0.333
SA2	0.296	0.363	0.425	0.667	0.444
SA3	0.563	0.584	0.494	0.732	0.475
SAM1	0.435	0.564	0.368	0.381	0.746
SAM2	0.356	0.375	0.340	0.518	0.628
SAM3	0.425	0.432	0.379	0.457	0.705

The samples used in this study are people who are at least 17 years old and have shopped at Alfamart at least once. The majority of children in Alfamart minimarkets and students in this age group are considered to have sufficient cognitive capacity to answer all statements in the questionnaire, based on empirical data. Table 3 shows a total of 117 individuals who were sampled. Respondents' shopping trip data was collected using a convenience sampling technique.

**Tabel 3** Respondent Profile

Description	Absolute Number	Relative Number
<b>Gender</b>		
Male	34	36,1%
Female	83	63,9%
<b>Age</b>		
17 – 21 years	56	40,6%
22 – 26 years	43	37,2%
27 – 31 years	10	13,9%
>31 years	8	8,3%
<b>Occupation</b>		
Student	10	19,4%
Student	69	45,6%
Public Servant	6	11,7%
Entrepreneur	7	12,8%
Privat employee	22	19,4%
Housewife	1	0,6%
Village apparatus	1	0,6%
Public administration	1	0,6%
<b>Domicile</b>		
West Bandung Regency	117	100%
Bandung Regency	-	-
Bandung City	-	-
Cimahi City	-	-
<b>Visitor Characteristics</b>		
Have visited Alfamart at least once	117	100%

This study uses primary data obtained from customers who have shopped at Alfamart to draw conclusions. This study meets the criteria of cross-sectional design because it collects data periodically (every week) and not continuously over a long period of time. Using Google Form as an intermediary, researchers distributed questionnaires for data collection. Different options chosen from the fit model menu in SEM - PLS serve as the foundation for the third iteration of Partial Least Square (PLS) Structural Equation Modeling (SEM). The normal fit index (NFI) value of 0.455 is between 0.00 and 1.00, while the standardized root mean square residual (SRMR) value of 0.099 is less than 0.10. These findings suggest that the model is thought to be suitable for further investigation.

## RESULT

The suggested model can be used as a basis for evaluating statistical hypotheses based on the data that came before it. By comparing the t-statistic with the 1.65 t-table and the  $\alpha$  value of 0.05 in the one-way test, the bootstrapping approach was utilized to evaluate the validity of the hypothesis. Table 4 provides a detailed summary of the results obtained from testing 10 statistical hypotheses.

**Table 4** Statistical Hypothesis Test Results

Hypothesis	Description	Path Coefficient	T-Statistic	P-Value	Description
H1	PC => CS	0.414	4.379	0.000	Supported
H2	SA => CS	0.268	2.665	0.008	Supported
H3	SAM => CS	0.139	1.442	0.149	Not Supported
H4	PC => RI	0.336	3.500	0.000	Supported
H5	SA => RI	0.271	2.633	0.008	Supported
H6	SAM => RI	-0.022	0.177	0.860	Not Supported
H7	CS => RI	0.251	2.566	0.010	Supported
H8	PC => CS => RI	0.104	2.343	0.019	Supported
H9	SA => CS => RI	0.067	1.135	0.257	Not Supported
H10	SAM => CS => RI	0.035	1.789	0.074	Not Supported

Based on the results of statistical hypothesis testing, it is known that H1 and H2 are supported by empirical data. Product completeness contributes greatly to the onset of customer satisfaction with a path coefficient of 0.414, thus indicating that the completeness of the type, brand and size variation

of products perceived by consumers has an impact on the onset of a sense of pleasure, fulfillment of desires and satisfaction with the completeness of products at Alfamart. While store attributes contribute to the onset of customer satisfaction in second place with a path coefficient of 0.268, thus indicating that strategic location, complete facilities and a good service system affect the onset of a sense of pleasure, fulfillment of expectations and satisfaction with the completeness of products at Alfamart. This logical inference illustrates that this research is in line with and strengthens the findings of Mirzai et al. (2023). The results of the first and second hypothesis tests obtained research results supported the findings of Mirzai et al., (2023) and Herdiansyah, (2020). On the other hand, store atmosphere has no effect on customer satisfaction.

Furthermore, the results of statistical hypothesis testing that H4, H5, and H7 are supported by empirical data. In this case, product completeness makes the highest contribution to the onset of repurchase intention with a path coefficient of 0.336. With the meaning that the completeness of the type, brand, and size variation of products perceived by consumers has an impact on their desire to shop again at Alfamart. While store attributes make the highest contribution to the onset of repurchase intention in second place with a coefficient of 0.271 this finding implies that a strategic location, complete facilities, and a good service system have an impact that makes him plan to shop again so that he tries to shop again at Alfamart. Meanwhile, customer satisfaction makes the highest contribution to the emergence of repurchase intention in third place with a path coefficient of 0.251. "This finding implies that customers have a positive shopping experience, are satisfied with the service they receive, and their expectations are met. As a result, they are more likely to buy at Alfamart in the future. The logical inference illustrates that this study is in line with and strengthens the findings of Mirzai et al., (2023), Firika & Widyastuti, (2023), Purwati, (2020), Rosita, (2016) and Suardyana & Tiarawati, (2022). On the other hand, store atmosphere has no effect on repurchase intention.

The results of testing the statistical hypothesis H8 are supported by empirical data. In this case, product completeness makes the highest contribution to the onset of repurchase intention through customer satisfaction with a path coefficient of 0.104. This finding implies that the completeness of the type, brand and variety of product sizes perceived by consumers has an impact on their desire to shop again which makes them plan to shop again so that they try to shop again at Alfamart due to pleasure, fulfillment of expectations and feeling satisfied when shopping. This logical inference illustrates that this research is in line with and strengthens the findings of Pratama et al., (2023), Pratiwi & Gadeng, (2018) and Purwati, (2020). However, in this study customer satisfaction does not mediate the effect of store attributes and store atmosphere on repurchase intention, which means that expectations are not met and do not feel satisfied in the facilities, service system and atmosphere in Alfamart, which makes consumers not want to shop again at the minimarket.

## **Conclusion**

The study showed that consumer happiness and the chance of repeat purchases are directly impacted by the degree of product completeness and the store's atmosphere. Additionally, a mediator in the relationship between product completeness and desire to repurchase was shown to be consumer satisfaction. The development of the idea of product completeness by Mirzai et al. (2023) is a distinctive feature of this research. The convenience sampling strategy used to choose the sample for this study limits the ability to generalize the findings to the entire population. The study also showed that the relationship between shop environment and repurchase intention is not mediated by customer satisfaction. Consequently, it is suggested that future studies think about putting forth substitute factors that could directly affect repurchase intention without changing the subject of the study. Future researchers can learn more about strategic experiential modules (SEMs) referring to Schmitt's (1999) thinking where experiential marketing does not only focus on sense and feel but also think, act, and relate. That way this research aims to provide a solution to the low repurchase intention at Alfamart, Managers at Alfamart need to understand the factors that might increase repurchase intention. The results of this study indicate that repurchase intention is directly impacted by customer happiness, store qualities, and product completeness.

### Suggestion

That way this research aims to provide solutions to the low repurchase intention at Alfamart, Managers at Alfamart need to understand the factors that might increase repurchase intention. The results of this study indicate that repurchase intention is directly impacted by customer happiness, store qualities, and product completeness.

**First**, Alfamart managers can design experience marketing programs that are relevant to product completeness. The product completeness measure consists of satisfaction with the completeness of product types, product brands and product size variations. To increase product completeness, Alfamart managers plan to compare the variety of products offered in their stores with other minimarkets, increase the variety of local brands compared to global brands, or conduct interviews with Alfamart managers and employees to learn about their product supply strategy. The more attractive and complete Alfamart's product selection, the more likely customers will want to buy there again. **Second**, Alfamart managers can design experiential marketing programs that are relevant to store attributes. The size of store attributes consists of location, facilities, and services provided by employees. The recommended program designed by Alfamart managers in improving store attributes is to adjust the location to the target market based on the demographics of the surrounding population, improve the safety and comfort of the environment around the store, provide modern technology such as self-checkout, efficiency and convenience in managing customer queues. **Third**, Alfamart managers can design experience marketing programs that are relevant to customer satisfaction. Service development looks at the ability of employees to serve consumers, as well as attractive appearance including using neat uniforms and their ability to respond to consumers are factors that contribute to increasing customer satisfaction measures ". **Fourth**, to ensure comfort and safety, Alfamart managers need to develop by maintaining, repairing, and cleaning some existing facilities and will increase one of the supports for consumers who shop at Alfamart so that it will increase repurchase intention.

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