

The Influence of Store Atmosphere, Perceived Price, and Customer Experience on Repurchase Intention at Niceso Rungkut Surabaya

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ABSTRACT

The advancement of modern technology and economic growth have made Indonesia a very potential retail market, especially in the modern retail sector. In addition, retail competition is also increasing with the presence of foreign retailers competing with domestic retailers. The domestic retail industry in question is Niceso. The purpose of this research is to understand the reasons for purchase, perceptions of Niceso, and the level of consumer desire in influencing repeat purchase behavior at the store. This research employs a quantitative research method, and the measurement of variables is conducted using a Likert scale. The sampling technique uses non-probability sampling through a convenience sampling approach, and the sample size obtained is 102 respondents. The data analysis technique used is the PLS (Partial Least Square) method. This method is used to conduct validity and reliability tests, structural model, and hypothesis testing from the existing data. The results of this study indicate that store atmosphere, perceived price, and customer experience each contribute and have a significant influence on the repurchase intention of Niceso Rungkut Surabaya consumers.

INTRODUCTION

The advancements in modern technology and economic growth have driven a shift in consumer behavior towards a preference for convenience and efficiency. This has intensified competition among businesses, prompting them to innovate in terms of location, services, and products to attract customers. This has a significant impact on the lives of individuals, increasing their reliance on retail businesses that provide a wide range of products to meet their daily needs.

Indonesia's economic growth has propelled it into a major retail market, particularly in the modern retail sector. This has intensified competition, not only among domestic retailers but also with foreign retailers entering the Indonesian market (Anggraini & Sulistyowati, 2020). According to Kearney Global Retail Development Index (2023), Indonesia has made it into the top 10 among 44 other emerging markets. Indonesia's retail sales in 2023 reached USD 447 billion, surpassing the sales of several other countries. This demonstrates Indonesia's stability and readiness to face market competition with other developing countries.

The domestic retail industry also does not want to lose out to foreign industries entering Indonesia, such as Miniso, KKV, Mr. DIY, and other foreign retail stores. Niceso is an example of a domestic retail business. Niceso is a retail store that offers products similar to Miniso and Usopso.

High repurchase intention among consumers arises when a company has a visually appealing store atmosphere and also excels in pricing strategies. This combination attracts consumers and instills in them a desire to make repeat purchases of the company's products (Leindarita & Andriansa, 2022). Repurchase intention is the consumer's decision to make repeat purchases of products or services based on knowledge acquired from the same company, spending to obtain products through transactional, referential, preferential, and exploratory interest (Hellier, Geursen, Carr, & Rickard in Marwanto et al., 2022). When customers are satisfied, they are more likely to make future purchases, stay loyal to the brand or retailer they originally chose, and recommend it to others (Alrasyid et al., 2023).

Store atmosphere creates a perception of a business; this perception should be stimulated so that any emerging pressure immediately materializes into a purchase action (Kurniawan & Fitriyah, 2024). Store atmosphere influences a shop in providing comfort to customers as they choose the types of products they will buy (Sari et al., 2023). Sujana in (Angelita & Rachmi, 2021) defines store atmosphere as the interior elements that influence the sales atmosphere, particularly encompassing lighting, coloring, music, as well as aroma or fragrance. Additionally, product diversity provides consumers with options to choose and purchase products according to their preferences. With a positive store atmosphere, consumers are more likely to make repeat purchases as it has met their expectations.

Perceived price is the amount of money required as an exchange for products or services with the benefits provided. For companies, on the other hand, price will generate results by creating revenue (Maghfiroh & Aminah,

2024). From the consumer's perspective, perceived price is a crucial factor considered when purchasing products because price plays a key role in attracting and encouraging consumers to make repeat purchases. Febriana & Prabowo in (Dika et al., 2023) explain that perceived price is the way consumers comprehensively understand price information and attach lasting significance to it.

The experiences provided will create a lasting impression on consumers while they are buyers of the company's products. According to Klaus & Maklan in (Dexter, 2022), customer experience is defined as the cognitive and affective evaluation of consumers when they interact directly or indirectly with a service provider.

The researcher conducted an initial study by collecting data through questionnaires filled out by 33 consumers who had visited or shopped at Niceso Rungkut Surabaya. The aim was to understand the reasons for purchase, perceptions of Niceso, and the level of consumers' willingness to repurchase at the store, based on their satisfaction. If consumers are satisfied, they will have a willingness to repurchase. The initial research provides a foundation for further study to serve as an evaluation material for Niceso in improving its competitiveness and sustainability in the retail business industry by focusing on three aspects. The first important aspect is store atmosphere. Next, another factor that significantly influences repurchase intention is perceived price. Positive, emotional, and memorable experiences are crucial in influencing consumers' desire to repurchase (customer experience).

The research findings from Musarofah (2020) using 100 samples state that store atmosphere does not influence repurchase intention. This contrasts with the study by Wardani & Purwanto (2023), which used 112 samples and found that store atmosphere significantly influences repurchase intention.

According to the research conducted by Marwanto et al., (2022), perceived price has a positive and significant effect on repurchase intention, whereas the research findings by Purnamawati et al., (2020) state that the perceived price variable has a negative effect on repurchase intention.

The research conducted by Amelina et al., (2020) shows that customer experience can have a positive and significant impact on repurchase intention. This aligns with the study by Ningsih & Hurnis (2023), which found that customer experience positively and significantly affects repurchase intention.

Therefore, this research is conducted to determine the influence of store atmosphere, perceived price, and customer experience on repurchase intention at Niceso Rungkut Surabaya.

THEORETICAL REVIEW

Repurchase Intention

According to Hellier in (Gosal & Setiobudi, 2020), repurchase intention is the planned decision of an individual to make a repeat purchase of a specific product or service, taking into account all experiences and situations that have occurred after the initial purchase, whether positive or negative responses. For marketers, repurchase intention is a top priority because it can emerge based on

influences from previous purchases. The variable of repurchase intention is measured by indicators referenced from Ferdinand in (Wardani & Purwanto, 2023), as follows: exploratory interest, referential interest, transactional interest, and preferential interest.

Store Atmosphere

Sumaryanti et al., as cited in (Nugrahaeni et al., 2021), explain that atmosphere focuses on the physical characteristics that project the store's image and impression to consumers. The term "store atmosphere" in marketing refers to the fusion of different physical aspects of a business, such as the architecture, displays, layout, lighting, aroma, music, and color harmony, that together form an impression in the minds of customers (Utami in Leindarita & Andriansa, 2022). According to Berman and Evans in (Laia et al., 2021), there are four store atmosphere elements that are used as indicators for measuring the store atmosphere variable. These are: exterior, general interior, store layout, dan interior point of interest display.

H1: Store atmosphere is suspected to have a positive influence on repurchase intention at Niceso Rungkut Surabaya.

Perceived Price

Perceived price is the relative cost that consumers must incur to obtain the desired product or service according to the perception of price affordability, price suitability for product quality, price competitiveness, and its suitability in obtaining benefits (Rangkuti in Marwanto et al., 2022). According to Kusdyah in (M. R. Sari & Lestari, 2019), perceived price can be characterized by price affordability, suitability with the service received, suitability with the facilities obtained, and a lower price comparison compared to competitors. According to Kotler in (Suryajaya & Sienatra, 2020), the indicators for measuring perceived price consist of four types, namely: product price affordability, price suitability with quality, price competitiveness, and price suitability with benefits.

H2: Perceived price is suspected to have a positive influence on repurchase intention at Niceso Rungkut Surabaya.

Customer Experience

According to Schmitt in (Ningsih & Hurnis, 2023), customer experience encompasses a variety of experiences derived from personal events. Based on Klaus & Maklan in (Dexter, 2022), customer experience is defined as the cognitive aspects and affective assessments of customers when they directly or indirectly engage with the service provider. Customer experience can be shaped by all touchpoints along the customer journey. Therefore, it is an overarching concept that encompasses various interactions from pre-purchase to post-purchase. According to Schmitt in (Ainurrochimah & Mahendri, 2023), there are several aspects or dimensions of customer experience that can be used as indicators for measuring the variable: sense experience, feel experience, think experience, act experience, dan relate experience.

H3: Customer experience is suspected to have a positive influence on repurchase intention at Niceso Rungkut Surabaya.

Conceptual Framework

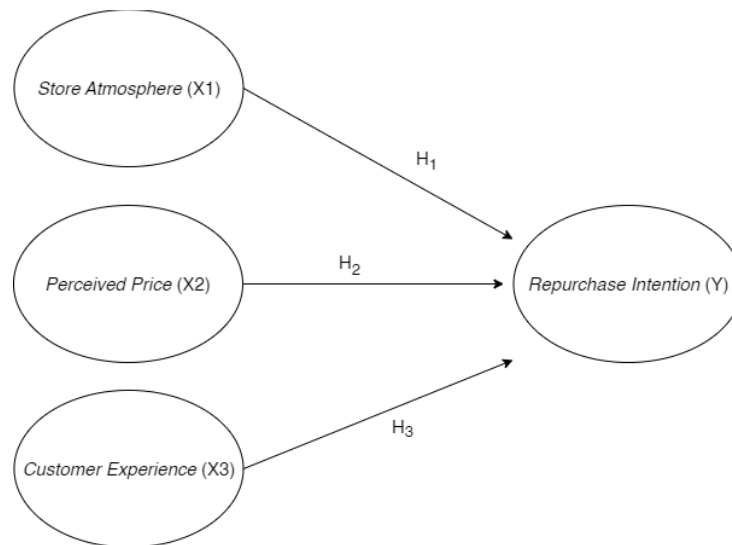


Figure 1. Conceptual Framework

METHODOLOGY

A quantitative, causal research design is used in this study. The population used in this research is people who have ever made a purchase at Niceso Rungkut Surabaya. Non-probability sampling method using the convenience sampling technique. The sample determination in this study uses the Ferdinand approach, which requires a minimum sample size of five times the number of indicators. The total sample size is equal to the number of all indicators using parameters and multiplied by 6. In this study, the total number of indicators used is 17 indicators, so the minimum sample size in this research is 102 respondents, with the calculation $17 \times 6 = 102$. The measurement of variables uses a Likert scale with respondent answer choices scored from 1 to 5. The analysis technique applies Partial Least Square (PLS). The data analysis steps include validity and reliability testing, structural model, and hypothesis testing. Due to limitations in resources such as manpower, funds, and time, this study cannot research the entire population. Therefore, the researcher chose to use a sample that represents a portion of that population.

RESULTS

The indicators validity is determined by assessing the factor loading values between variables and indicators. Adequate validity is achieved if the factor loading exceeds 0.5 and the T-Statistic value is above 1.96. Factor loading indicates the correlation between indicators and the variable; meeting the criteria of over 0.5 for factor loading and above 1.96 for the T-Statistic value ensures both validity and statistical significance.

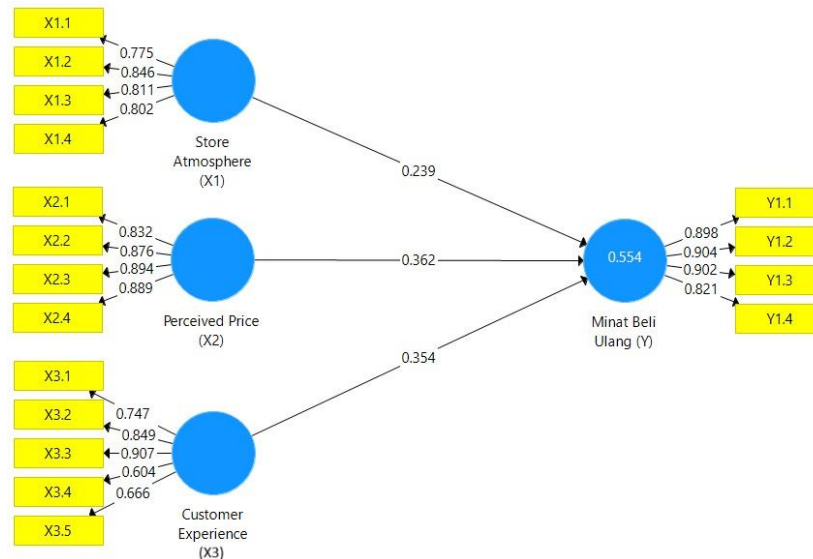


Figure 2. Outer Model with Factor Loading, Path Coefficient, and R-Square

All reflective indicators within the variables store atmosphere (X1), perceived price (X2), customer experience (X3), and repurchase intention (Y) are known to indicate factor loading values above 0.50 based on the outer model diagram. When the estimation results of all the indicators match the diagram's results, they are deemed to have good validity or convergent validity.

The variance of the indicators produced by the latent variable is reflected in the measurement that follows using the Average Variance Extracted (AVE) value. If the AVE value is greater than 0.5, the latent variable's validity is deemed to be good.

Table 1. Average Variance Extracted

	<i>Average Variance Extracted (AVE)</i>
<i>Customer Experience (X3)</i>	0,582
<i>Repurchase Intention (Y)</i>	0,778
<i>Perceived Price (X2)</i>	0,762
<i>Store Atmosphere (X1)</i>	0,655

The AVE test results for the variables are as follows: store atmosphere (X1) is 0.655, perceived price (X2) is 0.762, customer experience (X3) is 0.582, and repurchase intention (Y) is 0.778. All four variables exhibit values exceeding 0.5, suggesting that the overall variables in this study possess good validity.

Construct reliability is assessed by the composite reliability value. A construct is deemed reliable when this value exceeds 0.70, signifying that the indicators consistently measure the latent variable.

Table 2. Composite Reliability

	Composite Reliability
<i>Customer Experience (X3)</i>	0,872
<i>Repurchase Intention (Y)</i>	0,933
<i>Perceived Price (X2)</i>	0,928

<i>Store Atmosphere (X1)</i>	0,883
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The composite reliability test results show that the store atmosphere (X1) is 0.883, perceived price (X2) is 0.928, customer experience (X3) is 0.872, and repurchase intention (Y) is 0.933. All four variables show composite reliability values above 0.70, indicating that all the variables in this study are reliable.

Table 3. Latent Variable Correlations

	<i>Customer Experience (X3)</i>	<i>Repurchase Intention (Y)</i>	<i>Perceived Price (X2)</i>	<i>Store Atmosphere (X1)</i>
<i>Customer Experience (X3)</i>	1,000	0,635	0,475	0,454
<i>Repurchase Intention (Y)</i>	0,635	1,000	0,588	0,487
<i>Perceived Price (X2)</i>	0,475	0,588	1,000	0,242
<i>Store Atmosphere (X1)</i>	0,454	0,487	0,242	1,000

The average correlation values between the variables in the table above indicate a modest average correlation. The highest correlation is observed between the customer experience (X3) and repurchase intention (Y) variables, at 0.635. This suggests that the association between customer experience (X3) and repurchase intention (Y), out of all the factors in the study model, is stronger than the relationships between the other variables.

Table 4. R-Square

	R Square
Repurchase Intention (Y)	0,554

The R² value for Repurchase Intention (Y) is 0.554, which can be interpreted to mean that the model is able to explain 55.4% of the variance in Repurchase Intention (Y) as influenced by the independent variables store atmosphere (X1), perceived price (X2), and customer experience (X3). The remaining 44.6% is explained by other variables outside of this study.

The Q²- or Q-Square predictive relevance for the structural model can be used to calculate the research model' Goodness of Fit. It is clear from the Q² calculation result of 0.554 that the research model satisfies predictive relevance requirements and is excellent. Additionally, the hypothesis testing outcomes are detailed in Table 5, showing coefficients and T-statistic values from the inner model.

Table 5. Path Coefficients

	<i>Path Coefficients (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
<i>Store</i>	0,239	0,240	0,080	2,968	0,003

Atmosphere (X1) -> Repurchase Intention (Y)					
<i>Perceived Price (X2) -> Repurchase Intention (Y)</i>	0,362	0,348	0,097	3,730	0,000
<i>Customer Experience (X3) -> Repurchase Intention (Y)</i>	0,354	0,370	0,100	3,527	0,000

From the table above, it can be concluded that the hypothesis states:

Hypothesis 1: The hypothesis that store atmosphere has a positive influence on repurchase intention at Niceso Rungkut Surabaya can be accepted. The path coefficients of 0.239 and a T-statistic value of 2.968 > 1.96 (from the $Z\alpha = 0.05$ table value) or P-values of 0.003 (less than 0.05), Therefore, the relationship is statistically significant (positive).

Hypothesis 2: The hypothesis that perceived price has a positive influence on repurchase intention at Niceso Rungkut Surabaya can be accepted. The path coefficients of 0.362 and a T-statistic value of 3.730 > 1.96 (from the $Z\alpha = 0.05$ table value) or P-values of 0.000 (less than 0.05), Therefore, the relationship is statistically significant (positive).

Hypothesis 3: The hypothesis that customer experience has a positive influence on repurchase intention at Niceso Rungkut Surabaya can be accepted. The path coefficients of 0.354 and a T-statistic value of 3.527 > 1.96 (from the $Z\alpha = 0.05$ table value) or P-values of 0.000 (less than 0.05), Therefore, the relationship is statistically significant (positive).

The Influence of Store Atmosphere on Repurchase Intention

The study found that the store atmosphere has a substantial impact on repurchase intention at Niceso Rungkut Surabaya. This suggests that a more favorable store atmosphere can encourage customers to revisit Niceso Rungkut Surabaya and make repeat purchases. The analysis based on the loading factors of the store atmosphere variable reveals that the indicator with the highest percentage is the general interior. By paying attention to good interior design, the store can create an atmosphere that supports branding, enhances customer comfort, and influences their repurchase behavior. This is consistent with previous studies conducted by Nugrahaeni et al., (2021), Leindarita & Andriansa (2022), Wardani & Purwanto (2023), and Azmi et al., (2024), which revealed that store atmosphere has a positive and significant impact on repurchase intention.

The Influence of Perceived Price on Repurchase Intention

The study found that the perceived price has a substantial impact on repurchase intention at Niceso Rungkut Surabaya. This indicates that the better the perceived price perceived by consumers, the more it can increase the repurchase intention of Niceso Rungkut Surabaya consumers. The study based on the loading factor on the perceived price variable reveals that price competitiveness is the indication with the highest percentage. Price competitiveness allows consumers to compare prices of different products. This can influence repurchase intention because competitive pricing can attract customers to choose the product or service again in the future. These findings are consistent with the research conducted by Gosal & Setiobudi (2020) and Marwanto et al., (2022), which state that perceived price has a positive and significant influence on repurchase intention.

The Influence of Customer Experience on Repurchase Intention

The study conducted revealed that Customer Experience significantly influences Repeat Purchase Intention at Niceso Rungkut Surabaya. This indicates that the better the customer experience offered, the more it can influence an increase in consumer interest in repurchasing at Niceso Rungkut Surabaya. The study based on the loading factor on the customer experience variable reveals that think experience is the indication with the highest percentage. Think experience aims to engage consumers' interest and encourage them to think. This may affect their decision to repurchase the goods or service in the future because they feel confident in the quality and value provided by the brand. These findings are consistent with the research conducted by Amelina et al., (2020), which stated that customer experience has a positive and significant influence on repurchase intention. These findings are also in line with Ningsih & Hurnis (2023), who found that customer experience can influence repurchase intention.

CONCLUSIONS AND RECOMMENDATIONS

According to the test results, the store atmosphere can encourage and contribute to the emergence of repurchase intention at Niceso Rungkut Surabaya. This indicates that the better the store atmosphere offered, the more it can influence the increase in consumer interest in making repeat purchases. Furthermore, the better the perceived price and customer experience offered by Niceso Rungkut Surabaya, the higher the level of consumer interest in making repeat purchases. Provide some conclusions and the implementation of the research results. The recommendations the author can provide for future researchers are to explore and develop other diverse variables related to repurchase intention, so that subsequent research can provide a more comprehensive insight into other factors influencing repurchase intention. For Niceso Rungkut Surabaya, it is expected to enhance the store atmosphere to be more attractive, improve perceived price, and offer a better customer experience to encourage consumers to make repeat purchases.

FUTURE STUDY

Future studies should delve into other diverse variables that influence repurchase intention. This could include factors such as social media engagement, customer service quality, product variety, and brand loyalty. By examining these additional variables, researchers can provide a more comprehensive understanding of the complex factors that drive consumer behavior.

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