

The Influence of Store Atmosphere and Product Assortment on Repurchase Intention with Customer Satisfaction as a Mediating Variable at MR. DIY Kayu Merah

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ABSTRACT

This study aims to analyze the influence of store atmosphere and product assortment on repurchase intention with customer satisfaction as a mediating variable among customers of MR. DIY Kayu Merah, Ternate. The study used a quantitative approach, with a purposive sampling method targeting 150 customers who had made at least three purchases. The data was collected through questionnaires and analyzed using the SEM-PLS method with SmartPLS 4.0 software. The results indicate that store atmosphere positively influences both customer satisfaction and repurchase intention. Meanwhile, product assortment significantly affects customer satisfaction but not repurchase intention directly. Furthermore, customer satisfaction positively impacts repurchase intention and mediates the relationship between both store atmosphere and product assortment with repurchase intention.

Keywords: Store Atmosphere; Product Assortment; Customer Satisfaction; Repurchase Intention

INTRODUCTION

In the modern era, consumer lifestyles tend to be more informed and critical when choosing a product. They often conduct in-depth research before making a purchase and are heavily influenced by recommendations from peers and influencers. This lifestyle impacts the modern business world, leading to shopping behavior that prioritizes practicality and convenience. As a result, there has been a shift in shopping locations towards online stores, posing a threat to physical stores in attracting consumers. Retail, as an activity of selling goods or services to individuals for personal, family, or household needs (Ma'ruf 2015).

In line with the current phenomenon, where the way of life of the general public is also undergoing several changes, considering how modern society lives as it happens, the process of meeting needs has also changed, namely the shift of Indonesian consumer trade that is becoming increasingly sophisticated, transitioning from traditional market trading to more contemporary exchanges. The current state has led to the emergence of many business models aimed at assisting consumers in fulfilling their needs, and the significantly rapid economic growth along with the diverse needs of the population, have made it necessary for business actors to innovate in terms of services, locations, and products to attract customers (Firzatullah & Dwiarta 2023).

As one of the most bustling industries today, retail business owners, especially those with a store-based retail model, must be able to anticipate market changes and adjust their business practices so that their products remain aligned with consumer lifestyles. Therefore, it is necessary to determine more effective and efficient marketing strategies, such as implementing an environment or store atmosphere that is designed to influence customers to decide to make a purchase.

Then, the product assortment, which is the totality of attributes offered by a company to meet the needs and desires of a consumer, leads to customer satisfaction which ultimately results in repurchase intention (Savitri and Wardana 2018).

Repurchase intention is the tendency of a consumer to repeatedly purchase a product or service within a certain period based on past experiences (Gultom 2023). Repurchase intention arises when consumers buy something for the second time or more. The reason they repurchase is usually because they are satisfied with the experience of using the product or service. Resti and Soesanto (2016) state that repurchase intention is the stage where respondents tend to take action after feeling satisfied.

Customer satisfaction serves as a benchmark for the company on how to move forward or even there are several things that need to be changed because customers feel dissatisfied or are in doubt. Certainly, this will pose a threat to the company. This means that if customer satisfaction is achieved, it indicates that the quality of service can meet consumer expectations, thereby leading to consumers having a repurchase intention (Hidayati 2021).

According to Kotler and Keller (2007), store atmosphere is one of the supporting factors for business where the atmosphere can make consumers feel differently for each store they visit. An attractive atmosphere can increase customer satisfaction, especially among the younger generation who are more sensitive to emotional experiences while shopping (Amir and Santi 2024).

To maintain customers' repurchase intention, companies must identify customer satisfaction, which can be determined by the number of products offered. With a larger variety of products available, customers will have more freedom to choose their desired items. The level of satisfaction can be seen from the product assortment that a store has. (Khoiriah 2017) states that the factors causing consumer satisfaction are the assortment of products provided in one place, where this diversity includes several aspects such as product completeness, types, brands, and size variations, as well as the availability of goods for sale. A product assortment offering can enhance customer satisfaction and lead them to make repeat purchases (Kemarauwana 2022).

Previous research conducted (Rahmawati et al. 2020) found that store atmosphere has a significant impact on customer satisfaction. A good store atmosphere will increase customer satisfaction so that the satisfaction formed by this store atmosphere can influence repurchase intention. However, it is different from the research conducted (Utama 2022) which explains that store atmosphere does not have a significant effect on customer satisfaction. In this study, the store atmosphere does not have an effect because customer satisfaction cannot be felt by customers without making a purchase decision. Meanwhile, the research conducted by (Law and Fridayani 2024) shows that the store ambiance does not have a direct or indirect effect on repurchase intention. Furthermore, research by Savila and Tjahjaningsih (2023) shows that product assortment has a positive and significant impact on consumer satisfaction. Conversely, the findings from Muzakki and Sari (2023) indicate a positive yet non-significant effect, attributed to consumer perceptions of insufficient quality and relevance in the variety of products offered. Differences were also noted in Jaber's (2021) research, which revealed that product diversity has a positive and significant impact on repurchase intention. Meanwhile,

Hafiz (2024) found that although the effect is positive, product assortment does not significantly impact repurchase intention, suggesting that managers should direct their attention towards other more critical factors influencing repurchase behavior.

Based on the differences in findings in the research gap, this study was conducted to examine the influence of store atmosphere and product assortment on customer satisfaction and its implications for repurchase intention at the MR.DIY store in Kayu Merah.

According to Kotler Keller (2007), there are several key factors that influence consumers' desire to have purchase intentions, including psychological, personal, and social factors. From this, it can be concluded that the intention to repurchase is the customer's desire to make a purchase in the future due to a lack of trust and confidence, where the customer's desire to repurchase can bring benefits to the company.

Overall customer satisfaction reflects attitudes towards service providers, or emotional reactions to the discrepancy between what customers expect and what they receive (Ove C. Hansemark 2004).

Levy & Weitz (2001) define store atmosphere as the overall emotional effect created by the physical attributes of a store, which should satisfy both parties involved, the retailer and its consumers. According to several definitions, the most important aspect of a store is its environment, which must support the store's target market and persuade customers to purchase products.

A comfortable store atmosphere will create satisfaction for customers, making them want to stay longer in the store. From this satisfaction, it will attract consumers' interest to return and make repeat purchases. Jaber et al. (2021) state that the atmosphere positively influences the repurchase intention, thus the following hypothesis is formulated: H1: It is suspected that store atmosphere has a positive effect on repurchase intention.

If the store offers a diverse range of products, it will make it easier for store owners to attract consumers to visit their place because the more options the store provides, the easier it will be for consumers to choose products according to their desires. In relation to repurchase intention, as quoted from (Welsa 2021), the more diverse the products, the more satisfied consumers will be in selecting products. If consumers feel satisfaction in purchasing a product, it will increase the desire to have repurchase intention for that product. Then, empirically, research with different sample backgrounds has proven that product assortment has a positive and significant effect on repurchase intention, as revealed in the study by (Savila & Tjahjaningsih 2023). However, the results of the study by (Muzakki & Sari 2023) state that product diversity has a positive but not significant effect on repurchase intention. Thus, the following hypothesis is obtained: H2: It is suspected that product assortment has a positive effect on repurchase intention.

(Dessyana 2013) states that store atmosphere creates a certain feeling within customers that arises from the use of elements of interior design, lighting arrangement, sound layout, air conditioning system, and service. The atmosphere becomes one of the reasons for customers to visit a store. A comfortable and safe store atmosphere makes customers feel at home and provides satisfaction for them. Based on previous research indicating that store ambiance positively and significantly affects customer satisfaction, (Rahmawati et al. 2020). However, there

are findings that reveal that store atmosphere does not affect consumer satisfaction, (Law 2024). Thus, the following hypothesis is derived: H3: It is suspected that store atmosphere positively influences customer satisfaction.

Product assortment is the process of planning and managing products from one or more groups of products available in retail stores. Product groups are further categorized based on type and level of variety to assist retailers in planning the variety of products they need. Various e-commerce product assortments must fully meet the needs of offering many choices of whatever consumers are looking for. Consumers will feel happy because according to their expectations, they can receive the desired products. A study by (Jaber et al. 2021) titled "The Influence of Service Quality, Store Atmosphere, and Product Variety on Repurchase Intention Through Satisfaction as an Intervening Variable" shows that product variety has a significant impact on consumer satisfaction. However, there are research results that reveal that product variety is positive but not significant toward consumer satisfaction (Muzakki & Sari 2023). Thus, the following hypothesis is obtained: H4: It is suspected that product assortment has a positive effect on customer satisfaction.

Customer satisfaction is one of the reasons why consumers decide to shop again. If consumers are satisfied with a product, they are likely to continue purchasing and sharing their experiences with others regarding the product (Sunyoto, 2015:140). This is reinforced by a study conducted by (Savila & Tjahjaningsih 2023) which shows that customer satisfaction has a significant positive effect on repurchase intention. Thus, it can be concluded that the higher the customer satisfaction with a product, the higher the customer's intention to repurchase will be. Therefore, the following hypothesis is obtained: H5: It is suspected that customer satisfaction positively influences repurchase intention.

A comfortable store atmosphere will create customer satisfaction, allowing customers to linger longer in the store. This satisfaction will attract consumers to return and engage in repurchase intentions. If customers have made purchases and their expectations are met, customer satisfaction will be established, as stated by Philip Kotler (1995), who described customer satisfaction as the level of a person's feelings after comparing the performance of the product he experienced with his expectations. Based on research conducted by Rahmawati et al. (2020), it is explained that there is a significant influence of store atmosphere on repurchase intention mediated by consumer satisfaction. Thus, the following hypothesis is obtained: H6: It is suspected that customer satisfaction mediates the effect of store atmosphere on repurchase intention.

The more product assortments offered, the greater the likelihood of consumers having repurchase intention, as consumers feel there are more options that suit their needs and preferences. If consumers are satisfied with the products or services they use, they are more likely to return to that store for repeat purchases (Hellier et al. 2003). Research conducted by (Naura and Tjahjaningsih 2024) shows that high satisfaction will increase repurchase intention, making satisfaction a crucial factor in this process; the higher the level of satisfaction attained, the higher the repurchase intention becomes. Research has also been conducted by (Haris 2023) which indicates that indirectly, product assortment and repurchase intention have an impact on satisfaction, and satisfaction can mediate the relationship between product variety and repurchase intention. Thus, the hypothesis is obtained as follows: H7: It

is suspected that customer satisfaction mediates the effect of product assortment on repurchase intention.

METHOD

This study adopts a quantitative research approach and was conducted at MR. DIY Kayu Merah, Ternate. The sampling technique used is non-probability sampling, specifically purposive sampling. A total of 150 respondents were deliberately selected based on specific criteria, namely individuals who are at least 18 years old and have shopped at MR. DIY at least three times. This approach ensures that the sample consists of participants with relevant experience related to the research objectives.

Primary data were collected using a structured questionnaire distributed online via Google Forms. The questionnaire contained a series of statements designed to capture responses directly from the selected participants. In addition to primary data, secondary data were gathered through a literature review by analyzing relevant existing studies, articles, and other academic sources to support and contextualize the research findings.

RESULTS AND DISCUSSION

The characteristics of respondents sampled in this study are based on age, with the highest value found in the age group of 18-27 years, totaling 135 people with a percentage of 90%, while the lowest value is found in the age group of 28-38 years, totaling 15 people with a percentage of 10%. Based on gender, it is dominated by females with 106 people, representing 71%, while males only account for 44 people, representing 29%. Based on the highest level of education, high school/equivalent obtained the highest score with 84 people, representing 56%, while the lowest score was obtained by respondents with the last education of junior high school/equivalent, totaling 2 people with a percentage of 1%. Based on occupation, students dominate with 91 people, representing 61%, while the least number is 6 people, representing 4% who work as civil servants. Based on the average monthly expenditure, the highest value was obtained by respondents with expenditures of less than Rp 500,000 per month, totaling 75 people with a percentage of 50%, while respondents with expenditures of more than Rp 3,000,000 per month totaled 10 people with a percentage of 7%, representing the lowest value. Based on the frequency of purchases, the highest value is dominated by respondents who made purchases more than 3 times, totaling 135 people with a percentage of 90%, while the lowest value is found among respondents who made purchases 3 times, totaling 15 people with a percentage of 10%.

(Chin 1998) reveals that a loading factor value >0.70 indicates that the indicator has strong convergent validity. However, if the loading factor value is <0.70 , then the indicator must be removed from the analysis as it is considered weak in accurately measuring the latent variable. Below is the output data table before and after removing the weak indicators:

Table 1. Outer Loading Value Before Elimination

	Customer Satisfaction	Product Assortment	Repurchase Intention	Store Atmosphere
X1.1				0,747
X1.10				0,666
X1.11				0,614
X1.2				0,696
X1.3				0,487
X1.4				0,771
X1.5				0,831
X1.6				0,655
X1.7				0,790
X1.8				0,702
X1.9				0,703
X2.1		0,892		
X2.2		0,887		
X2.3		0,904		
X2.4		0,923		
Y.1			0,871	
Y.2			0,800	
Y.3			0,872	
Y.4			0,863	
Z.1	0,864			
Z.2	0,890			
Z.3	0,899			
Z.4	0,846			

Table 2. Outer Loading Values After Elimination

	Customer Satisfaction	Product Assortment	Repurchase Intention	Store Atmosphere
X1.1				0,797
X1.4				0,791
X1.5				0,837
X1.7				0,833
X1.8				0,736
X1.9				0,717
X2.1		0,892		
X2.2		0,887		
X2.3		0,904		
X2.4		0,923		
Y.1			0,872	
Y.2			0,800	
Y.3			0,872	
Y.4			0,863	
Z.1	0,865			
Z.2	0,890			
Z.3	0,899			
Z.4	0,846			

From the table 2 above, it can be seen that the outer loading values of all statement items for the store atmosphere variable (X1), product variety (X2), repurchase intention (Y), and customer satisfaction (Z) are all above 0.7, indicating that all statement items are considered to have good validity in explaining their latent variables.

Table 3. Value Average Variance Extracted (AVE)

Variable	Average variance extracted (AVE)
Customer Satisfaction	0,766
Product Assortment	0,813
Repurchase Intention	0,726
Store Atmosphere	0,618

Table 3 it can be seen that the AVE value is more than 0.5. It can be said that all indicators of the variables store atmosphere, product assortment, repurchase intention, and customer satisfaction are valid or it can be said that the constructs can already explain the variance of their items.

Table 4. Test Reliabilitas Cronbach's Alpha dan Composite Reability

Variable	Cronbach's alpha	Composite reliability (rho_a)
Costumer Satisfaction	0,898	0,898
Product Assortment	0,923	0,928
Repurchase Intention	0,874	0,881
Store Atmosphere	0,876	0,876

It can be said to meet good reliability, so the values of Cronbach's alpha and composite reliability must be greater than 0.7 (Chin, 1998). The results of the construct reliability testing showed results that met the testing criteria, where all constructs had composite reliability values above 0.7 and Cronbach's alpha above 0.7, so it can be concluded that all variables in this study have good reliability.

Table 5. Koefisien Determinasi (R-Square)

Variable	R-square	R-square adjusted
Costumer Satisfaction	0,660	0,655
Repurchase Intention	0,637	0,629

Table 5 above shows that the R2 value of the customer satisfaction variable (Z) is 0.660 or 66% and the R2 value of the Repeat Purchase Intention variable (Y) is 0.637 or 63.7%, which means that both models are quite good at explaining the variation in the data.

Table 6. Path Coefficients

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Store Atmosphere Repurchase Intention ->	0,250	0,255	0,094	2,672	0,008
Product Assortment Repurchase Intention ->	0,134	0,134	0,111	1,208	0,227
Store Atmosphere Customer Satisfaction ->	0,278	0,282	0,087	3,193	0,001
Product Assortment Customer Satisfaction ->	0,572	0,565	0,082	6,984	0,000
Customer Satisfaction >Repurchase Intention -	0,475	0,470	0,097	4,902	0,000

The results of hypothesis testing can be stated to have a significant effect if: The T-Statistic value > 1.96 and P value < 0.05. The following is an explanation of the path coefficient results:

- The results of the direct effect test of the store atmosphere variable on repurchase intention show a path coefficient value of 0.250, a t-statistic value of 2.672 > t table (1.960), and a P-Value of 0.008 < 0.050. This indicates that the store atmosphere has a positive effect on repurchase intention, thus H1 is accepted.
- The results of the test of the direct effect of the product assortment variable on repurchase intention show a path coefficient of 0.134, a t-statistic value of 1.208 < t table (1.960), and a P-Value of 0.227 > 0.050. This indicates that product assortment does not have an effect on repurchase intention, therefore H2 is rejected.
- The results of the test on the direct influence of the store atmosphere variable on customer satisfaction showed a path coefficient of 0.278, a t-statistic value of 3.193 > t table (1.960), and a P-Value of 0.001 < 0.050. This indicates that the store atmosphere has a positive effect on customer satisfaction, so H3 is accepted.

- d. The results of the test on the direct influence of the product assortment variable on customer satisfaction showed a path coefficient of 0.572, a t-statistic value of 6.984 > t table (1.960), and a P-Value of 0.000 < 0.050. This indicates that product assortment has a positive effect on customer satisfaction, thus H4 is accepted.
- e. The results of the direct effect test of the customer satisfaction variable on repurchase intention show a path coefficient value of 0.475, a t-statistic value of 4.902 > t-table (1.960), and a P-Value of 0.000 < 0.050. This indicates that customer satisfaction has a positive effect on repurchase intention, hence H5 is accepted.

Table 7. Specific Indirect Effect

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Store Atmosphere -> Customer Satisfaction -> Repurchase Intention	0,132	0,132	0,050	2,636	0,008
Product Assortment -> Customer Satisfaction -> Repurchase Intention	0,272	0,266	0,069	3,950	0,000

Based on table 7, it can be seen that the influence of store atmosphere on Repurchase Intention through customer satisfaction as a mediating variable shows a path coefficient value of 0.132 with a t-statistic value of 2.636. This value is greater than 1.96 and the p-value of 0.008 is less than 0.05. Therefore, it can be concluded that customer satisfaction mediates the influence of store atmosphere on repurchase intention. Meanwhile, the influence of product assortment on repurchase intention through customer satisfaction as a mediating variable shows a path coefficient value of 0.272 with a t-statistic value of 3.950. This value is greater than 1.96 and the p value of 0.000 is less than 0.05. Therefore, it can be concluded that customer satisfaction mediates the influence of product assortment on repurchase intention.

Table 8. Variance Accounted For (VAF)

Variable Path	Direct Effect	Indirect Effect	Total Effect	VAF Value
X1 → Z → Y	0.278	0.132	0.382	0.345
X2 → Z → Y	0.572	0.272	0.406	0.672

The results of the indirect effect calculations using the VAF formula in table 8 above yielded a value of 34.5%. The VAF value is greater than 20%, indicating that the variable customer satisfaction partially mediates the effect of store atmosphere on repurchase intention. Furthermore, the results of the indirect effect calculations using the VAF formula yielded a value of 67.2%. The VAF value is greater than 20%, indicating that customer satisfaction partially mediates the effect of product assortment on repurchase intention.

Discussion

The results of the study confirm that the first hypothesis is accepted. This indicates that the more positively customers perceive the store atmosphere, the higher their intention to repurchase at MR. DIY Kayu Merah. This finding is consistent with the research of Rahmawati et al. (2020), which demonstrates that repurchase intention emerges from the successful creation and management of a favorable store atmosphere. Such an environment fosters positive customer perceptions during their in-store experience, which can indirectly influence their intention to make future purchases. A pleasant initial experience contributes to a sense of comfort while shopping, and when the store atmosphere is perceived

positively overall, customers are more likely to associate their experience with having made the right decision, thereby increasing the likelihood of repurchase.

The second hypothesis, however, is rejected. This suggests that product assortment, although potentially attractive to consumers, is not a strong enough factor to drive repurchase intention on its own. The variety of products does not necessarily guarantee high quality, which could explain the relatively low average score observed for the product assortment variable. This implies that not all available products at MR. DIY Kayu Merah meet customer expectations in terms of quality. This finding aligns with the study by Adela and Meylani (2024), which emphasizes that product quality is a key determinant of repurchase intention. When customers perceive that the available assortment lacks in quality, they are less inclined to make repeat purchases, despite the variety.

The third hypothesis is accepted. The findings reveal that both physical and emotional elements of the store atmosphere—such as appropriate lighting, pleasant background music, cleanliness, and an organized product layout—play a significant role in enhancing customer satisfaction. Kotler (1973) has underscored the impact of sensory stimuli, including lighting, music, store layout, and even scent, in shaping customers' emotional experiences and satisfaction levels. This is further supported by the research of Munawaroh and Simon (2023), which identifies store atmosphere as a more influential determinant of customer satisfaction than service quality, highlighting its pivotal role in the overall shopping experience.

The fourth hypothesis is also accepted. This suggests that the product assortment at MR. DIY Kayu Merah contributes positively to customer satisfaction by enriching their shopping experience. The diversity of products—considering factors such as color variety, functionality, and availability—ensures that customers are more likely to find items that suit their individual needs. This result supports the study by Savila and Tjahjaningsih (2023), which shows that a comprehensive and well-curated product assortment can significantly enhance satisfaction, particularly in modern retail environments where consumers value the ease of accessing suitable products.

The fifth hypothesis is accepted as well. The findings confirm that customer satisfaction—derived from both the store atmosphere and the perceived value of the product assortment—leads to a stronger repurchase intention. In this study, customer satisfaction is conceptualized as a reflection of the success of previous shopping experiences. When customers feel satisfied, they are more likely to believe that the positive experience can be replicated, which in turn reinforces their desire to revisit the store. This is in accordance with the research by Savitri and Wardana (2018), which affirms that customer satisfaction has a significant and positive effect on repurchase intention. Thus, it can be concluded that enhancing customer satisfaction is a critical pathway to fostering repurchase behavior.

The sixth hypothesis is also accepted. It demonstrates that a pleasant store atmosphere does not directly trigger repurchase intention, but rather cultivates a sense of satisfaction, which subsequently becomes the primary driver for repurchase behavior. In essence, satisfaction acts as a mediating variable that links the perception of the store atmosphere to the intention to make future purchases. This finding underscores the importance of focusing not only on creating a positive store

environment, but also on ensuring that it effectively translates into customer satisfaction, which is a prerequisite for encouraging loyalty.

Finally, the seventh hypothesis is accepted. The results indicate that the product assortment only influences repurchase intention when customers are already satisfied with the available products. In this regard, product assortment serves as a stimulus that shapes consumer perception. However, the effectiveness of this stimulus is contingent upon the quality of the offerings. Without adequate quality, diversity alone is insufficient to inspire repeat purchases. This conclusion is in line with the study by Desara et al. (2021), which found that product assortment does not inherently lead to repurchase intention unless it meets consumer expectations and contributes to their satisfaction. Therefore, customer satisfaction acts as a crucial intermediary that connects the perception of product assortment to the eventual formation of repurchase intention.

CONCLUSION

This research concludes that the store atmosphere plays an important role in encouraging repeat purchases, both directly and through customer satisfaction. Meanwhile, product variety does not directly influence the repurchase intention, but still contributes through increased satisfaction. Customer satisfaction serves as the main link between store atmosphere and product variety with the repurchase decision. Therefore, retailers are advised to create a comfortable store atmosphere and provide a diverse and quality product range to maintain customer satisfaction and loyalty, as satisfied customers are likely to return to shop. It is recommended for future researchers to avoid or reduce the use of Google Forms in studies that ask about experiential matters, and to further expand the scope of research, so that they can observe what factors may influence repurchase intention aside from the variables that have already been studied.

Acknowledgment

The author would like to thank the management of MR. DIY Kayu Merah for permitting data collection and the academic supervisors at Universitas Khairun for their guidance throughout the research.

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