

JURNAL ILMIAH

Bisnis dan Ekonomi Asia

Terakreditasi Sinta 3 SK No: 105/E/KPT/2022

<https://jurnal.stie.asia.ac.id/index.php/jibeka>

COST AND NON-COST FACTORS: THE IMPORTANCE OF REPURCHASE INTENTION TO FACING COMPETITION IN INDONESIAN RETAIL INDUSTRY

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Article's Information

DOI:

10.32815/jibeka.v18i1.1702

ISSN:

0126-1258

ISSN-E:

2620-875X

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ABSTRACT

In the current situation, certain retail businesses may have encountered difficulties in developing their businesses, particularly home appliance companies. This study aims to analyze the influence of sales promotion and service quality on customer repurchase intention at Ace Hardware Putri Hijau, Medan. Developing customer repurchase intention is crucial for business continuity nowadays. Improving sales promotion and service quality performances may be beneficial since sales promotion involves incentives to stimulate customer purchases and service quality emphasizes fulfilling customer needs, which can lead to achieving the company's objectives. Questionnaires were distributed to 100 Ace Hardware Putri Hijau, Medan respondents using a purposive sampling method. The data is analyzed based on multiple linear regression analysis. Based on the findings, it is concluded that sales promotion significantly influences customer repurchase intention, and service quality significantly influences customer repurchase intention. The simultaneous presence of sales promotion and service quality significantly influences customer repurchase intention.

Keywords: Sales Promotion, Service Quality, Customer Repurchase Intention

ABSTRAK

Dalam situasi saat ini, bisnis retail tertentu mungkin mengalami kesulitan dalam mengembangkan usahanya, terutama perusahaan peralatan rumah tangga. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh promosi penjualan dan kualitas pelayanan terhadap minat beli ulang pelanggan di Ace Hardware Putri Hijau, Medan. Mengembangkan minat beli ulang pelanggan sangat penting untuk kelangsungan bisnis saat ini. Meningkatkan performa promosi penjualan dan kualitas layanan mungkin bermanfaat karena promosi penjualan melibatkan insentif yang bertujuan untuk merangsang pembelian pelanggan dan kualitas layanan menekankan pada pemenuhan kebutuhan pelanggan, yang dapat mengarah pada pencapaian tujuan perusahaan. Kuesioner didistribusikan kepada 100 responden Ace Hardware Putri Hijau di Medan menggunakan metode purposive sampling. Data dianalisis berdasarkan analisis regresi linier berganda. Berdasarkan temuan, disimpulkan bahwa promosi penjualan memiliki pengaruh signifikan terhadap minat beli ulang pelanggan, kualitas layanan memiliki pengaruh signifikan terhadap minat beli ulang pelanggan. Promosi penjualan dan kualitas layanan secara simultan memiliki pengaruh signifikan terhadap minat beli ulang pelanggan.

Kata Kunci: Promosi Penjualan, Kualitas Pelayanan, Minat Beli Ulang Pelanggan



Introduction

The devastating Covid-19 pandemic that happened recently, has caused havoc in many countries including Indonesia, influencing the economic activities and has made it difficult for businesses. The business performance of companies in many countries during the crisis has been ranged from positive to negative. Many businesses in the retail industry had received various negative impacts. Retail businesses which provide daily necessities to consumers, such as supermarkets and convenience stores, have managed to survive and remain in a good condition. However, for the retail business which offers shopping products and luxuries items such as apparel or home appliances products have remained stagnant as those products are considered as non-essential, especially during the crisis. As a result, not a few of the businesses in this industry encounter difficulties in maintaining their business continuity.

One of the retail companies in Indonesia that was affected by the crisis is PT Ace Hardware Indonesia Tbk. The company was founded in 1995 as a subsidiary of PT Kawan Lama, and its inaugural store was launched in Supermal Karawaci, Tangerang, in 1996. The business is engaged in home improvement and lifestyle products and has recently reached more than 215 stores established in over 51 cities. Ace Hardware Indonesia offers over 80,000 products, which are classified into three categories, such as household appliances, lifestyle, and toys and has succeeded in achieving its position as a market leader in this sector due to the high-quality products they produce. However, since 2020, the revenues of the business have been continually affected as a result of a decline in consumer purchasing power during the crisis which gives a big impact on Ace Hardware business stability. Due to the problem that has arisen, several of the Ace Hardware stores eventually had to stop operating.

Ace Hardware stores in various regions are equally affected, including Ace Hardware Medan. Ace Hardware Medan has as well been conducting various efforts to maintain its business continuity. There are a total of 10 store branches of Ace Hardware in Medan which are located at Plaza Medan Fair, Deli Park Mall, Sun Plaza, Centre Point Mall, Cambridge City Square and the remaining 4 stores are established at Komplek Cemara Asri Street, Juanda Street, Gatot Subroto Street, A. H. Nasution Street, and Putri Hijau Street.

Table 1. Data of Each Branches of Ace Hardware Stores in Medan

Store Branches in Medan	Rating
Ace Hardware – Plaza Medan Fair	5.0/ 5.0
Ace Hardware – Cemara Asri	5.0/ 5.0
Ace Hardware – Deli Park	4.7/ 5.0
Ace Hardware – Sun Plaza	4.6/ 5.0
Ace Hardware – Centre Point	4.6/ 5.0
Ace Hardware – Cambridge City Square	4.6/ 5.0
Ace Hardware - Juanda	4.5/ 5.0
Ace Hardware – Gatot Subroto	4.5/ 5.0
Ace Hardware – AH Nasution	4.5/ 5.0
Ace Hardware – Putri Hijau	4.5/ 5.0

Source: Google Ratings

After comparing the performance of each branch of Ace Hardware stores in Medan, it is found that Ace Hardware Putri Hijau as one of the store branches that is identified to be less favorable, concerning that Ace Hardware Putri Hijau has received a lower rating score as well as received many complaints from the customers. Throughout the past few years, customers have been complaining on similar issues to Ace Hardware Putri Hijau. Based on the complaints, it can be said that Ace Hardware Putri Hijau still needs improvement in the performance of the sales promotion and service quality.

In order to maintain its continuity during the crisis, Ace Hardware Putri Hijau has to strive more to fulfill the customer's wants and needs, as it relies heavily on the customer's purchase. Therefore, conducting research on customer purchasing behavior is really needed, especially about the repurchase intention behavior of the customers. Repurchase intention happens when customers make a second or subsequent purchase, with the primary motivator being the customer's positive experience with the product or service (Mahendrayanti & Wardana, 2021). Developing the repurchase intention of consumers will greatly benefit the business. If the consumer repurchase intention is increased, the revenue and income of the company will increase as well. Furthermore, if the consumer repurchase intention remains high, the company does not need to put much effort in acquiring new customers as they already have their regular customers (Widyartini & Purbawati, 2019).

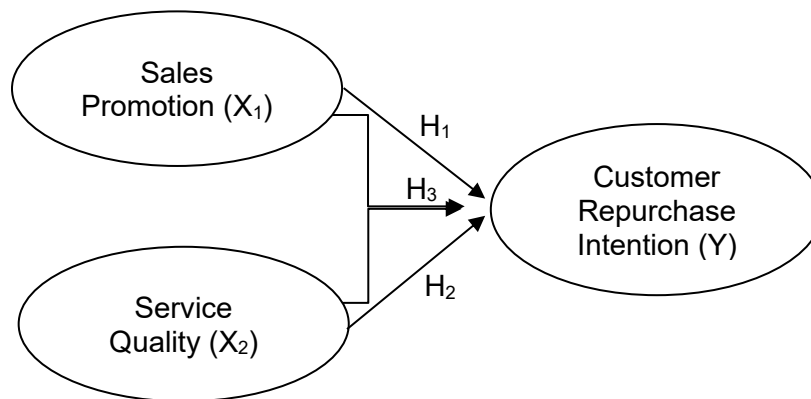
In attempt to stimulate the customer's interest to repurchase, Ace Hardware Putri Hijau can emphasize on improving the sales promotion. Sales promotion is one of the important elements of marketing activities, which refers to a set of short-term incentives offer aiming for encouraging the customers to make more frequent or regular purchases in larger amounts (Kotler & Keller, 2016). Sales promotion is generally used to stimulate customer purchase. Due to the benefits provided through the sales promotions, the customers who have previously purchased can as well be stimulated to have the interest in purchasing again in the future (Dharmawan & Jaolis, 2021).

Besides sales promotion, in order to retain the customers, Ace Hardware Putri Hijau should also strive to strengthen the service quality, considering that service quality is also one of

the factors that can affect the consumer repurchase interest. Service quality refers to the totality of features and characteristics of service that is predicated on the capability in fulfilling the customer needs (Kotler and Keller, 2016). According to Tjiptono (2016), service quality is the standard of excellence expected when it comes to meeting the customer needs. With the high quality of service, customers will be more likely to be satisfied as it can fulfill their expectations and needs, which can lead to an increase of interest to make a repeat purchase in the future.

Research Model

Figure 1 Research Model



There are 3 hypotheses proposed in this research, as follows:

- H₁: Sales promotion has an influence on customer repurchase intention of Ace Hardware Putri Hijau, Medan
- H₂: Service quality has an influence on customer repurchase intention of Ace Hardware Putri Hijau, Medan
- H₃: Sales promotion and service quality simultaneously have an influence on customer repurchase intention of Ace Hardware Putri Hijau, Medan

Method

This research is conducted using the quantitative approach. The type of research design implemented in this research is conclusive, including the descriptive and causal research. The population of this research involves the individuals in Medan that have ever visited and made a purchase at Ace Hardware Putri Hijau and the sample size is determined to be 100, which is obtained from the calculation using the formulation for an unknown number of populations. Non-probability sampling technique, particularly the purposive sampling is being implemented by limiting the respondents based on desired characteristics with the aim of receiving a more accurate answer. Data collection is performed using primary data and secondary data. Questionnaire as the main instrument to collect respondents' responses. The collected data from questionnaires are then analyzed based on multiple

linear regression analysis using SPSS 26.0 version software. The variables examined in this study consist of sales promotion and service quality, which serve as independent variables, while customer repurchase intention is considered the dependent variable.

Result and Discussion

Multiple Linear Regression

Multiple regression analysis enables to measure the degree of the relationship between the independent variables and the dependent variable and the regression coefficients determine the importance of each independent variable in predicting the dependent variable (Muhid, 2019). In this study, multiple regression analysis is employed to assess the impact of sales promotion (X_1) and service quality (X_2) on customer repurchase intention (Y). The analysis will be conducted using the SPSS 26.0 software program. The outcomes of the multiple linear regression test are presented in the table below.

Table 2. Multiple Linear Regression Analysis

Model	Coefficients ^a			t	Sig.
	B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta		
(Constant)	.270	2.190		.123	.902
1 Sales Promotion	.212	.053	.260	3.990	.000
Service Quality	.577	.056	.672	10.293	.000

a. Dependent Variable: Customer Repurchase Intention

Source: SPSS V.26 Data Output (2022)

The equation of multiple linear regression in this research is as follows:

$$Y = 0.270 + 0.212X_1 + 0.577X_2 \dots\dots\dots(1)$$

Based on the equation provided, it can be inferred that the independent variables and dependent variable exhibit a positive relationship. This is evident from the positive coefficients assigned to both sales promotion (X_1) and service quality (X_2), indicating that each independent variable has a significant linear impact on the dependent variable. Therefore, the outcomes of the multiple linear regression analysis can be elaborated upon in the following manner:

1. The constant value obtained is equal to 0.270, which means if the value of sales promotion (X_1) and service quality (X_2) is 0, then the value of the customer repurchase intention (Y) will remain 0.270.
2. The regression coefficient obtained for sales promotion (X_1) is equal to 0.212, which is a positive value. This indicates that the sales promotion variable and customer repurchase intention variable have a positive relationship, which means that an increase in the sales promotion value will increase the customer repurchase intention value as well. As a result, if sales promotion increases by 1 unit, then the customer repurchase intention will also increase by 0.212 unit.

3. The regression coefficient obtained for service quality (X_2) is equal to 0.577, which is a positive value. This indicates that there is also a positive relationship between the service quality variable and customer repurchase intention variable, which means that an increase in the service quality value will increase the customer repurchase intention value as well. as a result, if service quality increases by 1 unit, then the customer repurchase intention will also increase by 0.577 unit.

Coefficient of Determination Test

According to Mooi and Sarstedt (2019), coefficient of determination or R square is a measurement used in regression analysis to quantify the amount of variance held by the dependent variable that can be described by the independent variable. The coefficient of determination has a value between 0 and 1. When the value is close to one, it indicates that the independent variables can explain a significant portion of the variation in the dependent variable. Conversely, when the value is close to zero, it suggests that the independent variables have limited ability to describe the variation in the dependent variable.

In this research, the adjusted R^2 is being used since it can provide a more accurate result than the R^2 . The coefficient of determination result is as follows:

Table 3 Coefficient of Determination Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 ^a	.626	.618	1.953

a. Predictors: (Constant), Service Quality, Sales Promotion

Source: SPSS V.26 Data Output (2022)

Based on the provided table, it is apparent that the R value is 0.791, while the adjusted R^2 value stands at 0.618. This indicates that as much as 61.8% of the Customer Repurchase Intention is influenced by sales promotion and service quality. Meanwhile, the remaining 38.2% is influenced by other factors or variables such as product quality and brand image which are not being discussed in this research.

The value of R^2 can also be classified into a simpler classification, where 0.50, 0.30, and 0.10 can be classified into strong, moderate, and weak categories respectively (Mooi and Sarstedt, 2019). In this research, the value of R^2 and adjusted R^2 is equal to 0.626 and 0.618 respectively. This indicates that both sales promotion and service quality exert a significant influence on customer repurchase intention, highlighting their strong impact.

t-Test

The t-test is a statistical hypothesis test utilized to assess the impact of each independent variable on the dependent variable (Ghozali, 2018). Its purpose is to determine the significance of the partial regression coefficient. In this study, the t-test will be employed to

determine whether sales promotion (X_1) and service quality (X_2) have a partial and significant influence on customer repurchase intention (Y).

The t-test follows certain criteria, wherein the null hypothesis (H_0) is rejected when the significance (Sig.) value is below 0.05. On the other hand, if the Sig. value is above 0.05, the null hypothesis (H_0) is accepted. Besides that, there is another basis of decision making for the t-test, which the H_0 is rejected if the t_{count} value is greater than t_{table} value and H_0 is accepted if the t_{count} value is lower than t_{table} value. The t-test is conducted using the SPSS 26.0 version program and provides the result as follows:

Table 4 t-test Result

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	.270	2.190			.123	.902
1 Sales Promotion	.212	.053	.260		3.990	.000
Service Quality	.577	.056	.672		10.293	.000

a. Dependent Variable: Customer Repurchase Intention

Source: SPSS V.26 Data Output (2022)

Based on the provided table, it is evident that the Sig. value for the sales promotion variable is 0.000, which is below the threshold of 0.05. Additionally, the t_{count} value for the sales promotion variable is 3.990, surpassing the t_{table} value (1.984). This implies that the sales promotion variable has a partially significant impact on the customer repurchase intention variable. Furthermore, the Sig. value for the service quality variable is also 0.000, below the threshold of 0.05. Moreover, the t_{count} value for the service quality variable is 10.293, exceeding the t_{table} value (1.984). These findings suggest that the service quality variable also partially holds a significant influence on the customer repurchase intention variable. In conclusion, it can be deduced that each independent variable has a partial and significant influence on the dependent variable. As a result, the research hypotheses for H_1 and H_2 are accepted.

F-Test

The F-test is employed to ascertain whether all independent variables collectively have a simultaneous impact on the dependent variable (Ghozali, 2018). In this study, the F-test is utilized to determine whether sales promotion (X_1) and service quality (X_2) have a significant simultaneous influence on customer repurchase intention (Y).

Similar to the criteria for the t-test, in the F-test, the null hypothesis (H_0) is rejected when the significance (Sig.) value is below 0.05. Conversely, H_0 will be accepted when the Sig. value is greater than 0.05. In addition, there is also another basis of decision making for the F-test, which the H_0 is rejected if the F_{count} value is greater than F_{table} value and H_0 is accepted if the F_{count} value is lower than F_{table} value. The F-test is conducted using the SPSS 26.0 version program and provides the following result:

Table 5 F-test Result

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	619.012	2	309.506	81.145	.000 ^b
	Residual	369.978	97	3.814		
	Total	988.990	99			

a. Dependent Variable: Customer Repurchase Intention

b. Predictors: (Constant), Service Quality, Sales Promotion

Source: SPSS V.26 Data Output (2022)

Based on the provided table, it can be concluded that the obtained Sig. value is 0.000, which is lower than the threshold of 0.05. Furthermore, the obtained F_{count} value is 81.145, exceeding the F_{table} value (3.09). These findings indicate that both the sales promotion variable and the service quality variable have a significant simultaneous influence on the customer repurchase intention variable. Therefore, it can be concluded that both of the independent variables simultaneously have significant influence towards the dependent variable and the hypothesis in this research for H_3 is accepted.

Influence of Sales Promotion on Customer Repurchase Intention

The data analysis, particularly for the t-test results, shows that sales promotion partially has a significant influence on the customer repurchase intention at Ace Hardware Putri Hijau, Medan. Ace Hardware Putri Hijau provides a variety of attractive promotions to its customers, including discounts, rebates, vouchers, price packs, and many more. Not only giving attractive promotions, but Ace Hardware Putri Hijau is also concerned about customer convenience for the promotion duration. As a result, customers perceived the promotion durations as reasonable. The period of promotions is also varied; for specific promotions, the term is shorter, which can be in a range of days, while for the longer duration, the promotion can last for a range of months. In addition, Ace Hardware Putri Hijau always offers promotions at the appropriate time and occasion. Ace Hardware Putri Hijau tends to provide its promotions through social media when people are still active so that the promotional posts can be easily noticed. Moreover, Ace Hardware Putri Hijau always offers attractive promotions for celebrating special occasions or big days. Those promotions also correspond to the event, making them more engaging. Thus, it is no wonder many customers are willing to purchase more when the promotions are held.

The outcomes of this research align with the statement made by Kotler and Keller (2016), which emphasized that sales promotion is primarily implemented to stimulate the customers interest to conduct more frequent or regular purchases and in larger amount as well as to attract those customers or switchers away from the products of competitors. In addition, according to (Dharmawan & Jaolis, 2021), stated that customers who have previously purchased on the products or services may have the interest to purchase again when the sales promotion offer can provide a range of benefits.

The results of this study are also supported by the research conducted by Yudha and Supprapti (2018), which stated that sales promotion has a partial and significant influence on customer repurchase intention. Sales promotion has a favorable and significant influence on the intention of customers to repurchase (Faisal et al., 2022), (S. Shihab et al., 2022), (Prianika & Bertuah, 2023).

Influence of Service Quality on Customer Repurchase Intention

Based on the data analysis, referring to the t-test results, it shows that service quality partially has a significant influence on the customer repurchase intention at Ace Hardware Putri Hijau, Medan. Ace Hardware Putri Hijau has been striving to provide good service quality to its customers. They start with the neatness of the employees' appearance, where they must always wear their uniforms to maintain their cohesiveness. As the company's representatives serve the customers, the employees must show a neat and pleasing appearance, reflecting their good company reputation. Not only the appearance of employees matters, but their performance when providing customer service is also being ensured. Ace Hardware, Putri Hijau employees are known to be capable of providing services to the customers' needs, where they can provide solutions to every customer's needs. Furthermore, the employees are informative as they can provide information that can be helpful for the customers. Besides being informative, Ace Hardware Putri Hijau employees are always alert to customers needing help. Ace Hardware Putri Hijau is also considered capable of assuring customers, particularly in making transactions, since Ace Hardware Putri Hijau is trustable and can offer a convenient transaction process to customers.

The results is in line with the theory of Tjiptono (2016), which stated that customers are more likely to have higher satisfaction when the products or services performance provided can meet their expectations and needs, which will then lead to generate the interest to repurchase or reuse in the future. Additionally, according to Sulistiyowati (2018), it is also stated that customers tend to compare what they have perceived from the performance with their expectations, then the degree of satisfaction can be determined. The growing satisfaction of customers can provide a good basis for repeat purchases.

This research result is as well supported by the research of (Bahruzen et al., 2020), which stated that service quality partially has a significant influence on customer repurchase intention. Service quality demonstrated a positive and significant effect on repurchase intention (Irawan & Albari, 2023), (Desara et al., 2021), (Khuzafah et al., 2023).

Contrary to the findings of (Ellitan et al., 2022), the results of this study do not support their conclusion that service quality has an insignificant and negative impact on repurchase

intention. Providing excellent service does not guarantee customer retention and repeat purchases.

Influence of Sales Promotion and Service Quality on Customer Repurchase Intention

Based on the data analysis, referring to the F-test results, it shows that both sales promotion and service quality variables simultaneously have significant influence on the customer repurchase intention at Ace Hardware Putri Hijau, Medan. Besides that, sales promotion and service quality are also identified to have a positive relationship with customer repurchase intention, which means that performing good sales promotion and service quality can also increase customer repurchase intention. Conversely, if the sales promotion and service quality are badly achieved, the customer repurchase intention may decline. This research result is as well supported by the research of Wulandari (2016), which stated that both sales promotion and service quality exert a simultaneous and significant influence on customer repurchase intention.

The process of repurchasing represents the actual act of buying, while repurchase intention refers to the customer's desire and willingness to make future purchases from the same dealer or seller (Hilal & Top, 2019). The primary goal of sales promotion is to boost sales volume by implementing impactful tactics that motivate customers to engage in purchases (Munte et al., 2022). By offering optimal sales promotions, it is possible to enhance customers' intention to repurchase (Yulida et al., 2023). Reducing promotional activities will lead to declining customers' inclination to make repeat purchases (Sianturi et al., 2019).

Service quality is acknowledged as a critical factor that enables an organization to distinguish itself from competitors (Mirza et al., 2021). Every company should prioritize the provision of quality service (Poernomo et al., 2022). The provision of good service quality facilitates customers in making repeat purchases (Soebandhi et al., 2020). Improved service quality is directly linked to a higher inclination for repurchase, indicating that customers are more likely to make repeat purchases when the quality of service is enhanced (Yahya et al., 2019).

Conclusion

The study's findings partially reveal that sales promotion significantly affects the intention to repurchase, and service quality strongly affects the repurchase intention at Ace Hardware Putri Hijau, Medan. Analyzing the test outcomes demonstrates that the prevailing factor influencing repurchase intentions at Ace Hardware Putri Hijau, Medan, is service quality. Additionally, the study concurrently demonstrates that both sales promotion and service quality distinctly influence the customer's intention to repurchase at Ace Hardware Putri Hijau, Medan.

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