

# CHAPTER I

## INTRODUCTION

### 1.1 Background

As a human being, primary, secondary, and tertiary needs must be fulfilled because they are essential for survival. The primary human need is a crucial aspect that must be fulfilled immediately, along with fundamental needs, so that humans can live their lives properly. The primary needs are food that humans have to consume daily due to stamina needs in the body, clothes to cover the human body, and shelter for humans to stay and rest. In terms of household needs, a family should prioritise their primary needs, as it is essential that these needs are met.

According to Badan Pusat Statistik (BPS), the net domestic gross of household consumption in Indonesia for the first quarter of 2025 is known to be 4.89%. It is known that Indonesia's economic growth throughout 2025 reached 0.02% from the first quarter of 2024. In addition, the Head of Badan Pusat Statistik (BPS), Amalia Adininggar Widyasanti, explained that household consumption for non-profit organisations increased by 3.07% in the first quarter of 2025, accounting for 21.06% of the economy. Moreover, Amalia stated that the continuous growth of household consumption is aligning with controlled inflation and people's purchasing power. High-growth consumption groups comprise restaurants and hotels, driven by the rise

in tourist activities during school holidays, Christmas, and New Year holidays (Tira Santia, 2024).

The phenomenon observed in Indonesia indicates that consumption behaviour differs based on the individual's background. According to Putri Nugraha et al. (2021), consumer behaviour refers to the actions or decisions made by individuals or groups (consumers) when purchasing or using products or services, involving a decision-making process to obtain the desired products or services. Within this book, Schiffman & Kanuk (2000) define consumer behaviour as the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.

With the rise of modern markets, consumer behaviour has changed significantly in terms of grocery shopping and meeting daily needs. The convenience of modern payment methods is a significant factor in this shift. In particular, households are focusing on long-term needs such as groceries, clothing, and fashion. Over time, purchasing habits have become more moderate, reflecting a change in consumer behaviour not just in Indonesia, but globally.

According to Kotler & Keller (2016), regarding consumer behaviour, it is to study how individuals, groups, and organisations choose, purchase, use, and how products, services, ideas, or experiences satisfy their needs and wants. Regarding the explanation above, it is essential for business actors to understand consumer behaviour for consumers to purchase the product or service that is offered. In

addition, there are three factors that influence consumer behaviour, which are the cultural factor, the social factor, and the personal factor (Kotler & Keller, 2016).

Repurchase intention is one of the factors that influence consumer behaviour. Repurchase intention is a consumer behaviour that indicates their commitment to purchasing again. According to Kotler et al. (2014), purchase intention will occur after the evaluation process. In the evaluation process, a person will create a list of product options to consider, assessing whether the product has met their expectations and whether they intend to repurchase it. The evaluation process is the consumer's assessment of a company's performance in terms of product, service, or price. If the product is great, service quality is excellent, and the price is low, it will increase consumers' purchase intention. Repurchase intention can be defined as the decision of a consumer who has a history of purchasing products and feels satisfied with their expectations.

Repurchase intention plays a crucial role in this research, as it is the primary objective of this study. Repurchase is the satisfaction felt by customers when making a purchase because the service provided meets customer expectations (Sugiharto & Valentino Wijaya, 2020). Customers who are satisfied with their initial purchase are more likely to make a repurchase. According to Anita et al. (2021), repurchase intention is defined as the likelihood of purchasing the same product again, considering prior experience. According to previous research conducted by Razak et al. (2014), the shopping experience reaches a quality of experience that consumers

depend on, so retailers should give serious attention to providing a good experience for their consumers, ensuring they will repurchase the product.

According to Cronin & Taylor (1992), repurchase intention is the behaviour of consumers who give positive responses to a company's service quality and have the intention to visit again and re-consume products from the company. Through the high-quality service provided to consumers, they will feel that their needs have been met, leading to increased repurchase intentions (Sugiharto & Valentino Wijaya, 2020). In addition, Cronin and Taylor (1992) demonstrated that perceived service quality leads to satisfaction, and that satisfaction has a significant positive effect on repurchase intention.

Several factors that influence repurchase intention are service quality of products or services, customer experience, and customer satisfaction (Faizal Anhar et al., 2018; Pranoto et al., 2023; Suryawirawan et al., 2022). In general, customer satisfaction refers to a person's feelings of disappointment that result from comparing a product or service's perceived performance to their expectations (Kotler & Keller, 2016). If the performance or experience falls short of expectations, the customer is likely to be dissatisfied. If it matches expectations, the customer is satisfied. If it exceeds expectations, the customer is highly satisfied or delighted. Customer satisfaction, as a mediating variable, is a feeling that is experienced by everyone as consumers, resulting from comparing performance results with what customers expect (Kotler & Keller, 2016). However, the customer satisfaction variable does not

show a mediating effect on the relationship between the dimensions of tangible, responsiveness, and assurance on repurchase intention (Pranoto et al., 2023). It can be concluded that customer satisfaction has a significant effect as an intervening variable between service quality and repurchase intention.

According to research conducted by Pranoto et al. (2023), the customer satisfaction variable has a significant effect on the repurchase intention variable. This finding aligns with a previous study conducted by Saragih et al. (2016), which concluded that customer satisfaction influences repurchase intention in music studios and recording businesses. Based on the earlier research, satisfaction has become a prior variable in supporting repurchase intention (Rose et al., 2012; Tsai et al., 2016). In online stores, it has been found that repurchase intention levels increase through customer satisfaction (Rose et al., 2012). Also, in traditional or offline channels, previous studies have discovered that satisfaction has a strong relationship with repurchase intention (Rust & Zahorik, 1993). Moreover, customer satisfaction has a slightly more substantial effect on repurchase intention.

Another factor that influences repurchase intention is the quality of the service. Service quality is an essential factor to consider for business actors; the influence of service quality on repurchase intention is very significant. The better the service quality provided by the business, the greater the consumer's intention to repurchase products or services. The service quality has a substantial and positive impact on repurchase intention (Faizal Anhar et al., 2018). The research conducted by Mukti et

al. (2021) showed that the service quality variable has a significant impact on the repurchase intention variable.

Service quality has been described as a form of attitude, related but not equivalent to satisfaction, that results from comparing expectations with performance (Parasuraman et al., 1988). In addition, when measuring perceived service quality, the level of comparison is what a consumer should expect, whereas in measures of satisfaction, the appropriate comparison is what a consumer would expect (Parasuraman et al., 1988), as noted in the research conducted by Cronin and Taylor (1992). According to previous research conducted by Pranoto et al. (2023), a significant relationship exists between service quality and customer satisfaction. The dimensions of the service quality variable consist of tangible, reliability, responsiveness, assurance, and empathy. Meanwhile, the dimensions of service quality that have a significant effect on repurchase intention, mediated by customer satisfaction, are reliability and empathy (Pranoto et al., 2023). It can be concluded that the service quality of products or services affects customer satisfaction.

Another factors that influence repurchase intention is customer experience, customer experience is the results of interactions both physically and psychologically between consumers and online products they have purchased, companies or other parts of the organisation, which cause reactions in the form of feelings, knowledge, and desire to act (Pratiwi Indriasari et al., 2021) In addition, previous research conducted by Anita et al., (2021) classify customer experience in offline and online

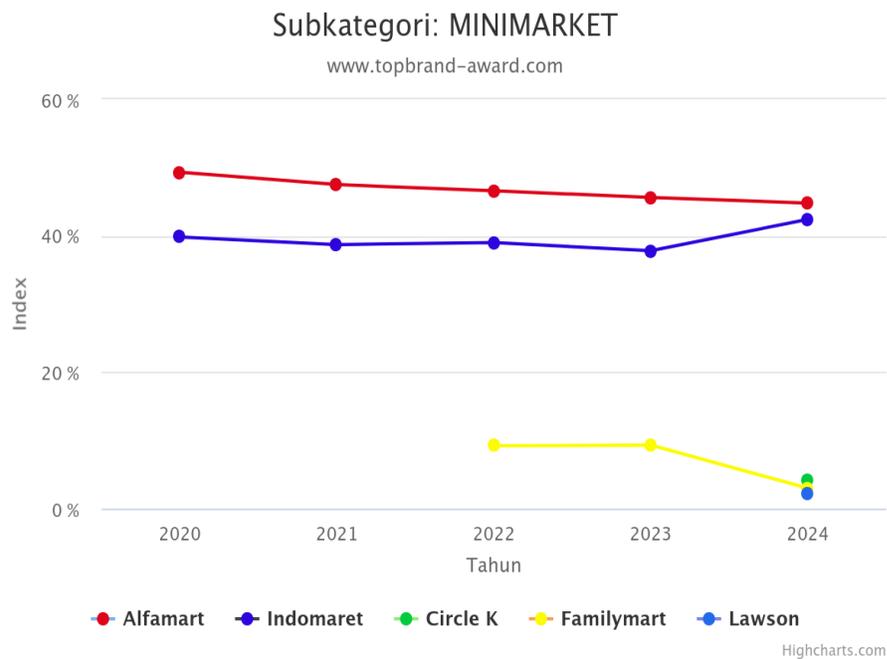
channels consisting of product experience, staff service experience, customer service experience, shopping process experience, and shopping environment experience. In addition, the result of previous research conducted by Pratiwi Indriasari et al., (2021) is that customer experience has a significant and positive impact on repurchase intention. The online purchasing experience is affecting the online repurchase intention of customers.

Customer experience has become a crucial part of the value creation process for retailers. In the shopping process, actively guiding and creating a positive emotional experience can lead to excellent customer satisfaction and customer loyalty (Anita et al., 2021). In addition, according to Artusi et al. (2020), the current situation is one where online store and offline store shopping complement each other, allowing retailers to build their markets by integrating these multiple channels. Zarantonello & Schmitt (2010) stated that product experience can increase customer satisfaction levels. Thus, the shopping procedure also must meet customer satisfaction in terms of its efficiency, which determines a store's competitiveness. Moreover, according to Pratiwi Indriasari et al. (2021), customer satisfaction refers to the extent to which consumers perceive that specific attributes of a product, service, or company meet their expectations after purchase. The relationship between customer experience and customer satisfaction is positive and significant (Pratiwi Indriasari et al., 2021). The more experience with online purchasing, the higher the satisfaction level of online purchasing. Furthermore, the explanation of the relationship between customer

experience and repurchase intention, mediated by customer satisfaction, reveals a significant impact. In other words, customer satisfaction may mediate the relationship between the customer experience variable and the repurchase intention variable (Pratiwi Indriasari et al., 2021). This finding aligns with the previous research conducted by Putu et al. (2016), which stated that the customer experience variable has an impact on the repurchase intention variable through the customer satisfaction variable.

The retail sector, especially minimarkets, is experiencing heightened competition as these stores proliferate across nearly all cities in Indonesia. Minimarkets have successfully employed a franchise strategy to expand their branch network, significantly boosting their presence. This expansion has made minimarkets a preferred shopping destination, increasingly replacing the traditional roles of small local shops and markets. However, with this rapid growth comes intensified competition, compelling minimarket businesses to devise effective marketing strategies. To formulate these strategies, it is essential for them first to understand the factors that consumers consider when choosing a minimarket. By applying these insights, minimarkets can develop targeted marketing approaches to attract and retain customers in a competitive market environment. Mini Markets with substantial competitive advantages can effectively influence potential customers' shopping choices (Akhmad Perdana et al., 2021). On the other hand, minimarkets that fail to understand and analyse the desires, needs, and purchasing decision processes of their

potential customers are likely to struggle in convincing these customers to choose their store. This lack of understanding can lead to poor performance and unmet business expectations.



**Figure 1.1** The Indomaret and Alfamart Comparison

Source: Top Brand Award (2024)

Figure 1.1 illustrates the brand comparison of minimarkets in Indonesia, indicating that Indomaret and Alfamart face high competition in the country. The data suggest that Alfamart is a popular brand known for its minimarket operations since 2020, but its sales have decreased by almost 5% over the last five years. The initial percentage of Alfamart is 49.30, then slightly declining to 44.80 in 2024, which shows that Alfamart consistently holds the highest index among the brands,

indicating it is a market leader. However, the gradual decline might indicate emerging competition or changes in consumer behaviour. Conversely, as the second most preferred brand of minimarket, Indomaret has remained relatively stable over the last five years, with a slight increase in 2024. It is known that the initial percentage is 39.80, then increased to 42.40. The slight uptick in 2024 could be due to strategic changes or market expansion efforts. The author is then interested in conducting research on Indomaret Banjarsari Raya in Tembalang, as it is known to be one of the largest retail stores in the area. Moreover, the convenience of facilities provided by its store makes customers want to repurchase and revisit.

**Table 1.1 Total amount and Sales target of Indomaret Banjarsari Raya (2019-2023)**

YEAR	TOTAL OF SALES	TARGET OF SALES	TARGET ACHIEVEMENT
2019	Rp 7.082.374.052	Rp 7.000.000.000	<b>101% (Achieved)</b>
2020	Rp 4.380.595.454	Rp 5.000.000.000	<b>88% (Unachieved)</b>
2021	Rp 4.038.610.278	Rp 5.000.000.000	<b>81% (Unachieved)</b>
2022	Rp 5.205.132.640	Rp 6.000.000.000	<b>87% (Unachieved)</b>
2023	Rp 5.887.896.461	Rp 7.000.000.000	<b>84% (Unachieved)</b>

Source: Primary Data (2024)

According to Table 1.1, the sales data from the Indomaret Banjarsari Raya outlet in Tembalang, there have been notable changes in performance over the last

five years. In the year 2019, sales amounted to Rp 7.082.374.052, achieving 101% of the target, reflecting excellent performance. Nevertheless, sales have plummeted significantly since 2020, reportedly as a result of the COVID-19 pandemic's impact on people's buying ability and limitations on activities. In 2020, sales achieved were just Rp 4.380.595.454 which means just 88% of the goal, dropping further in 2021 to Rp 4.038.610.278 (81% of target), reaching its lowest level in the past five years.

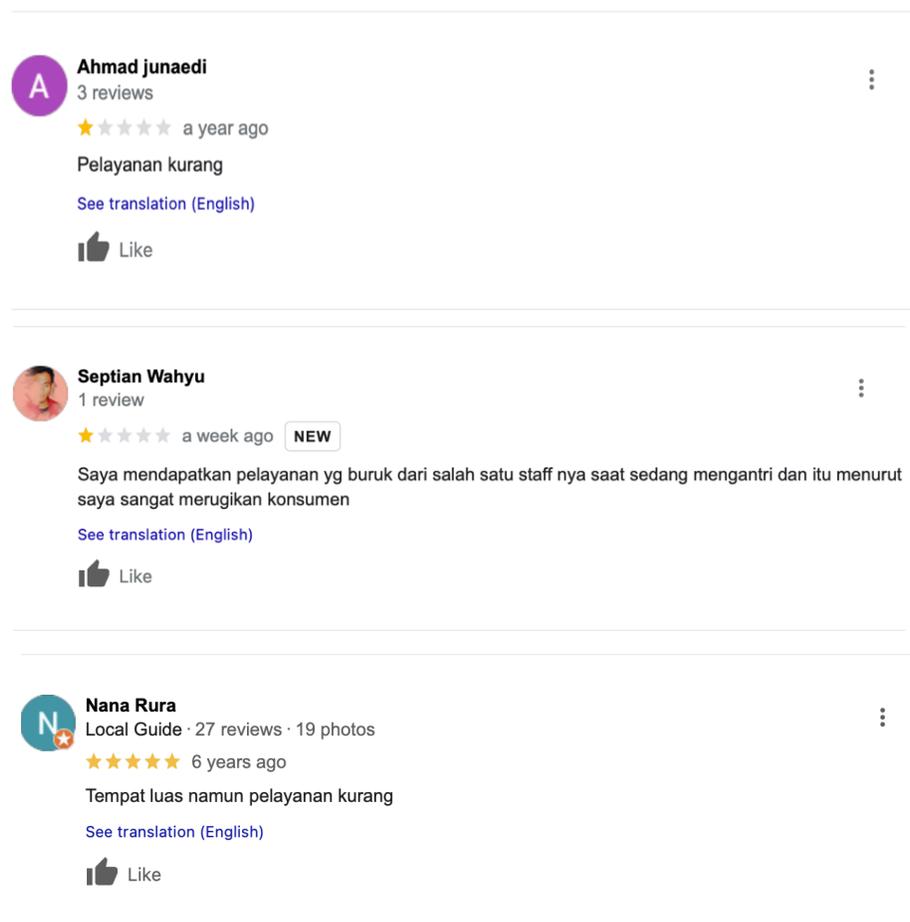
Even though there was a sales growth to Rp 5.205.132.640 in 2022, the target achievement rate fell short at 87% compared to expectations. By 2023, sales hit Rp 5.887.896.461, yet target achievement fell to 84%, showing a disparity between escalating sales targets and store capabilities. Overall, during the span of 2020-2023, the average target accomplishment stood at 85%, indicating the ongoing difficulties in reaching more ambitious goals.

It is believed that factors like shifting consumer tastes, heightened competition, and the success of marketing tactics have impacted this performance. Moreover, the gradual rise in sales goals from Rp 5.000.000.000 in 2020 to Rp 7.000.000.000 in 2023 may not align with the trend of local economic recovery.

Marketers need to be able to persuade consumers to make more purchases in order to keep them as clients, the only task remaining to the marketer is to encourage repurchases. In simpler terms, marketers just need to consider how to generate desires to repurchase. Repurchase intention refers to a customer's desire or intention to make additional purchases, but it is not a guarantee that repurchases will happen because a

number of factors, including need, money, and other personal characteristics can still influence decisions.

According to (Pratiwi Indriasari et al., 2021a) repurchase intention is the tendency of consumers to repurchase the products they need through an online shop, tell a good story about purchasing online products, and recommend other people to buy products through an online shop.



**Figure 1.2** Review of Indomaret Banjarsari Raya

Source: Google Review (2024)

Based on Figure 1.2, the customer provided a negative review and rating in the Google review section, stating that the customer had a poor service experience at Indomaret Banjarsari, Tembalang. The customer also gives the worst assessment on Google, which means that some negative assessments can significantly impact the overall rating on Google. Additionally, negative comments can affect a consumer's intention to visit the store. Satisfaction is derived from the results of customer assessments of products or services that have provided a level of comfort, as this fulfilment can yield varying results (Irawan, 2002). Service quality is an obligation that companies undertake as an effort to gain customer trust (Sugiharto & Valentino Wijaya, 2020). Moreover, customer satisfaction is essential for the company. The company is obliged to make customers feel comfortable with the products or services, and also ensure that their expectations are fulfilled through the use of the products or services provided by the company.

Based on the variables of this research, repurchase intention is the main objective to be analysed due to the negative comments and low rating on Google reviews. The factors to be considered in this research are service quality, customer experience, and customer satisfaction. All these variables are interrelated and affect consumer behaviour. Based on the previous study, some results are significant, while others are insignificant. Thus, the author is interested in this topic regarding the consumer behaviour of Indomaret Banjarsari Raya in Tembalang, Semarang. The title of this research is **“The Effect of Service Quality and Customer Experience**

## **Toward Repurchase Intention Through Customer Satisfaction as an Intervening Variable”**

### **1.2 Identification Problem**

The service quality of Indomaret Banjarsari Raya is assessed as unfriendly and impolite by customers in Google review sections. Based on those problems, the identification problems in this research are:

1. Does Service Quality influence Repurchase Intention of Indomaret Banjarsari Raya in Tembalang?
2. Does Customer Experience influence Repurchase Intention of Indomaret Banjarsari Raya in Tembalang?
3. Does Service Quality influence Customer Satisfaction of Indomaret Banjarsari Raya in Tembalang?
4. Does Customer Experience influence Customer Satisfaction of Indomaret Banjarsari Raya in Tembalang?
5. Does Customer Satisfaction influence Repurchase Intention of Indomaret Banjarsari Raya in Tembalang?
6. Does Service Quality influence Repurchase Intention through Customer Satisfaction of Indomaret Banjarsari Raya in Tembalang?
7. Does Customer Experience influence Repurchase Intention through Customer Satisfaction of Indomaret Banjarsari Raya in Tembalang?

### **1.3 Research Purposes**

The purpose of this research as follows:

1. To analyse the effect of Service Quality on Repurchase Intention of Indomaret Banjarsari Raya in Tembalang;
2. To analyse the effect of Customer Experience on Repurchase Intention of Indomaret Banjarsari Raya in Tembalang;
3. To analyse the effect of Service Quality on Customer Satisfaction of Indomaret Banjarsari Raya in Tembalang;
4. To analyse the effect of Customer Experience on Customer Satisfaction of Indomaret Banjarsari Raya in Tembalang;
5. To analyse the effect of Customer Satisfaction on Repurchase Intention of Indomaret Banjarsari Raya in Tembalang;
6. To analyse the effect of Service Quality on Repurchase Intention through Customer Satisfaction of Indomaret Banjarsari Raya in Tembalang;
7. To analyse the effect of Customer Experience on Repurchase Intention through Customer Satisfaction of Indomaret Banjarsari Raya in Tembalang.

### **1.4 Research Implication**

The implication of this research are as follows:

### 1. **Theoretical Implication**

The results of this study are intended as a reference for conducting further research, increasing knowledge, insight, and understanding of consumer behaviour, especially for service quality, customer experience, and customer satisfaction that affect repurchase intention in Indomaret Banjarsari Raya.

### 2. **Managerial Implication**

The results of this study can be used to help PT. Indomarco Prismatama faces challenges in presenting a more approachable and friendly image to its employees. In addition, it is also hoped that this can be used as input and additional information for Indomaret Banjarsari Raya, providing material for consideration and evaluation to improve service capabilities and marketing efforts, thereby maintaining their position as market leader.

### 3. **Social Implication**

By conducting this research, it is hoped that the research results obtained can increase the knowledge and insight of researchers in the field of consumer behaviour regarding repurchase intention. It can also help researchers better understand the importance of service quality and customer experience in a business.

## **1.5 Theoretical Framework**

### **1.5.1 Consumer Behaviour**

This study aims to understand the Repurchase Intention of Indomaret Banjarsari Raya in Tembalang, Semarang, which leads to consumer behaviour. The theory used in this study is Consumer Behaviour, which arises when consumers, in the hope of meeting their needs, will carry out activities such as searching for, buying, using, evaluating, or disposing of a product or service (Schiffman et al., 2012). Consumer behaviour typically determines the differentiation of a consumer's characteristics and patterns towards a product or service. However, in purchasing a product, consumers do not just buy it. Therefore, consumer behaviour also examines how an individual obtains, uses, and disposes of products and services offered by companies, whether through buying and selling, bartering, borrowing, or renting (Noel, 2009).

Previous research has shown that Consumer Behaviour is a valid model for testing consumer satisfaction when using products or services. Therefore, Consumer Behaviour is recommended as a variable for research if one wants to test consumer experience and satisfaction. It is known that consumer behaviour encompasses every activity that consumers undertake to fulfil their needs for products or services, including making decisions, obtaining, using, evaluating, and disposing of them. The main focus of consumer behaviour is the purchase decision-making process of a consumer when faced with a company's offering. To satisfy consumers, businesses

must fully understand and be aware of their wants and preferences, particularly when making decisions.

Using this knowledge, marketing strategies can be developed based on the company's understanding of its target market in order to thrive in it. The effectiveness of the marketing strategy will be measured by the responses of the target market, according to Solomon (2009). In addition, according to Andrian et al., (2022), the American Marketing Association (AMA) defines consumer behaviour as "the dynamic interaction between influence and cognition, behaviour, and events around us which humans carry out aspects of exchange in their lives." There are at least three important ideas in the above definition, namely:

1. Consumer behaviour is dynamic; meaning that generalizations made about consumer behaviour will be limited within a certain period of time.
2. Consumer behaviour involves interaction; consumer behaviour will be realized when the interaction between influence and cognition, behaviour, and surrounding events has an involvement.
3. Consumer behaviour involves exchange; consumer behaviour has an alignment with marketing where it emphasizes the exchanges that occur between consumers.

It is evident from the variety of expert explanations previously provided that there is a close relationship between consumer behavior and human behavior, particularly that of consumers. This results in dynamic or shifting consumer

behaviour. These alternations will persist throughout time. To adapt to the pattern of human existence, consumer behavior will continue to change as long as the exchange process and the socioeconomic environment persist.

### **1.5.2 Service Quality**

Service quality has been described as a form of attitude, related but not equivalent to satisfaction, that results from comparing expectations with performance (Parasuraman et al., 1988). In addition, service quality is, by nature, a subjective concept, which means that understanding how customers perceive service quality is essential for understanding customer satisfaction, service quality, and customer value. (Rust & Oliver, 1994).

According to Parasuraman et al. (1988), previous research by Cronin and Taylor (1992) suggests that in measuring perceived service quality, the level of comparison is what a consumer should expect. In contrast, the appropriate comparison for measures of satisfaction is what a consumer would expect. Initially, Parasuraman et al. (1985) proposed that a higher level of perceived service quality results in increased consumer satisfaction. Thus, consumer satisfaction will increase if the services are delivered effectively and efficiently. Growth in consumer satisfaction will increase the likelihood that they will repurchase. Sales are expected to rise as a result of the increased interest in purchasing. Parasuraman et al. (1988) identify five dimensions of service related to customer expectations, namely:

1. **Tangibles:** Tangibles are concrete evidence of a company's ability to show the best for customers. Both in terms of the physical appearance of buildings, facilities, and supporting technology equipment, as well as the appearance of employees.
2. **Reliability:** Reliability refers to the company's ability to deliver services in accordance with consumer expectations, including speed, timeliness, accuracy, a sympathetic attitude, and other key aspects.
3. **Responsiveness:** Responsiveness is characterised by providing fast and responsive service, accompanied by a clear and understandable delivery method.
4. **Assurance:** Assurance is a guarantee and certainty obtained through the courtesy of employees, effective communication, and the knowledge they possess, thereby fostering consumer trust.
5. **Empathy:** Empathy involves giving sincere and personal attention to customers, which enables the accurate and specific understanding of consumer needs.

According to Parasuraman's above analysis, a company that offers good service quality can demonstrate its best qualities to clients, deliver services that meet client expectations, respond quickly to client inquiries, provide assurances and certainties that clients can rely on, and show clients that they are receiving sincere attention.

Service quality refers to a service provider's ability to satisfy consumers efficiently, thereby enhancing the business's performance. In the service sector, too, quality is a crucial element for a business's success. This is due to the realisation of its positive link with profits, increased market share, and customer satisfaction (Singaraj et al., 2019).

### **1.5.3 Customer Experience**

Customer experience refers to the internal, subjective response that customers have to any direct or indirect contact with a company (Meyer & Schwager, 2007). Direct contact typically occurs during the purchase, use, or service process and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands. It takes the form of word-of-mouth recommendation or criticism, advertising, news reports, reviews, and so forth.

Customer experience also concerns services such as brand, process, setting, provider, and offering (Jaakkola et al., 2015). Another study also mentions that customer experience considers the customer to play a leading role during the shopping activity. Customer experience in the context of the traditional store consists of many aspects, such as affordability, accessibility, service, tenant variety, retail mix, open comfy spaces, recreational activities, entertainment, communication, promotions, and environment (Calvo-Porrá & Lévy-Mangin, 2019). Product assessment and perceived quality, aesthetics and architectural design, escapism,

exploration, flow, socialisation, convenience, promotional offers, mall tenant mix, comparison of product prices, role-playing, attitude (Idoko et al., 2019), stores design, stores atmosphere, stores employees, self-congruity, stores selection, store merchandise, store service quality, stores prices, utilitarian value, hedonic value, store patronage (El Hedhli et al., 2017).

Customer experience is defined as the experience with the environment and the relationship between customers and service providers (Gentile et al., 2007). Additionally, according to Kim and Choi (2013), customer experience is influenced by time, place, and context. It plays an essential role in creating value. Moreover, customer experience also defines customer interaction in the context of the product, staff, service, shopping environment, and shopping procedure (Pei et al., 2020).

According to Schmitt, (1999) there are five dimensions of customer experience, namely:

1. Sense: This dimension is related to the five senses of customer experience, such as touch, smell, sight and others, including style, colour, and theme. One of the key principles of sense is cognitive consistency/sensory variety.
2. Feel: Feel marketing appeals to customers' inner feelings and emotions, with the objective of creating affective experiences that range from mildly positive moods linked to a brand to strong emotions of joy and pride.
3. Think: Think marketing appeals to the intellect to create cognitive, problem-solving experiences that engage customers creatively. Think

appeals to target customers' convergent and divergent thinking through surprise, intrigue and provocation.

4. Act: Act marketing enriches customers' lives by targeting their physical experience, showing them alternative ways of doing things, alternative lifestyles and interactions. Rational approaches to behaviour change are just one of many options for behavioural change. Changes in lifestyles and behaviours are often motivational, inspirational, and emotional in nature, and are often motivated by role models.
5. Relate: Relate marketing contains aspects of sense, feel, think, and act marketing. However, relate marketing expands beyond the individual's personal, private feelings, thus relating the individual to something outside his/her private state. Relate campaigns appeal to the individual's desire for self-improvement. They appeal to the need to be perceived positively by individual others. They relate the person to a broader social system.

#### **1.5.4 Repurchase Intention**

Repurchase Intention is the consumer behaviour that shows their commitment to purchasing. According to Kotler et al. (2014), purchase intention will occur after the evaluation of the alternative process. In the evaluation process, a person will create a list of product options to consider, determining whether the product has met their expectations and whether they intend to repurchase it. The evaluation process is the consumer's assessment of a company's performance in terms of product, service,

or price. If the product is great, service quality is excellent, and the price is low, it will increase consumers' purchase intention. In addition to supporting the statement, according to Hasan (2013), repurchase interest is a purchase interest based on past purchasing experiences. Customers who are happy with the product are more likely to repurchase it. Transactional interest, referential interest, preferential interest, and explanatory interest are all associated with future behaviour of re-consumption of the same product (repeat intention to buy) (Hasan, 2013).

Based on previous research, according to Hawkins & Mothersbaugh (2010), repurchase intention refers to a previous customer's intention to buy the same brand or product they have previously purchased. In addition, the customer's repeat buying will be influenced by the customer's preference for products and encouraged by good service quality (Yulisetiarni et al., 2017). The repurchase intention could be influenced by customer behaviour aspects, such as customer satisfaction (Pranoto et al., 2023). Once a consumer feels satisfied with a product, the brand will have an attachment in the consumer's mind and heart, so the consumer will make a repeat purchase. The satisfaction felt by the consumer will encourage them to make a repurchase and even become loyal to the brand and the store, so they will spread information about the brand to others. It is supported by Hellier et al. (2003), who stated that overall customer satisfaction with a service quality is strongly associated with the behavioural intention to return to the same service provider.

Repurchase intention can be considered a decision made by a consumer, as they have a history of purchasing a product and feel satisfied with their expectations. Therefore, the consumer makes a repeat purchase from the same brand or product. According to (Hellier et al., 2003), repurchase intention can be measured with three indicators:

1. Intention to purchase with the same amount

The wants to use product as the same amount as the first time use.

2. Intention to purchase by increasing the quantity

The wants to increase quantity or the total of using in the next purchase.

3. Intention to purchase by increasing the frequency or intensity

The wants to gain intensity or purchasing frequency.

According to Hasan (2013) there are four dimensions of repurchase intention as follows:

1. Transactional Intention

The tendency of consumers to always repurchase products they have consumed in Indomaret Banjarsari Raya.

2. Referential Intention

Consumers' willingness to recommend products they have consumed in Indomaret Banjarsari Raya to others.

3. Preferential Intention