

The Effect of Service Quality and Store Attempt on Repurchase Decisions on Indomaret Salatiga Minimarket Consumers with Sales Promotions as Mediation Variables (Study on The Millennial Generation)

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Abstract

The growth of the business sector is currently very fast, both in the small, medium and large business sectors which indicate progress. The number of new businesses, the more competition, so companies must have good services in order to create perceptions of consumer behavior and the attractiveness of repurchase decisions. This research uses quantitative methods that can be used to examine the population or certain samples. Based on the results of hypothesis testing, it can be concluded that service quality has a significant effect on consumers repurchase decisions at the Indomaret Salatiga minimarket. The results are the same for the store atmosphere variable which has a significant effect on the consumer repurchase decision of the millennial generation at the Indomaret Salatiga minimarket.

Keywords

service quality; store atmosphere; consumers



I. Introduction

The growth of the business sector is currently very fast, both in the small, medium and large business sectors which indicate progress. The number of new businesses, the more competition, so companies must have good services in order to create perceptions of consumer behavior and the attractiveness of repurchase decisions. Competition for services to consumers is getting tighter because services that give satisfaction to consumers are included in the consideration for later consumers to make decisions. Therefore, companies should provide maximum service, this is so that consumers do not move to other places (Bariroh, 2015). According to Sufiyanti et al., (2017) developments in today's business world in order to win the competition one of them by paying attention to the quality of service. The higher the company's leverage, the company tends to generate less cash, this is likely to affect the occurrence of earning management. Companies with high debt or leverage ratios tend to hold their profits and prioritize the fulfillment of debt obligations first. According to Brigham and Ehrhardt (2013), the greater the leverage of the company, it tends to pay lower dividends in order to reduce dependence on external funding. So that the greater the proportion of debt used for the capital structure of a company, the greater the number of liabilities that are likely to affect shareholder wealth because it affects the size of the dividends to be distributed. (Yanizzar, et al. 2020)

Every company will make efforts to gain market share that will grow, so companies must be able to provide the best possible service quality in order to compete with competitors. Good service will satisfy consumers so they can compete and get a leading position in every competition. Service quality is an act of fulfilling needs through the activities of others directly (Polla, Lisbeth, 2018). Service quality is the level of excellence expected by consumers to fulfill their desires (Nasution, 2018). From the above definition,

it can be concluded that service quality is one of the capabilities of companies that can meet expectations for consumers.

Therefore, in establishing good relationships with consumers by providing good service quality in running a retail business. Service quality is one of the main assets in describing the condition of consumers in comparing with what they expect and what they receive in evaluating quality (Dayu, 2019). Sari et al., (2016) suggested that the higher the quality of service, the higher the satisfaction and can influence the decision to repurchase. Nevertheless, according to Nasution (2018) The quality of service at minimarkets always maintains its service to consumers, so that the quality of service is not a major factor in determining repurchase decisions.

Store atmosphere is one of the important things that need to be considered, because with a good product arrangement and according to the type of product, consumers can easily find what to buy or need. The atmosphere of the store can cause an emotional response in providing consumer perceptions when making purchases, because the atmosphere of the store is an environmental design through visual communication, lighting, color, music and fragrance (Kwan, 2016). Usti & Fitriani (2018), divides the store atmosphere elements into four elements, namely: Exterior, General interior, Store Layout and Interior Display. According to Kartika & Syahputra (2017), in making their purchasing decisions, consumers will not only respond to the goods offered but also to the environment created by minimarkets.

The decision to repurchase by consumers certainly has to go through several stages, so companies must try to provide the best for consumers. Research from Mochamad Arifin Zulkarnain (2018), shows that each attribute in a store plays a role of its own importance and for a different format. However, this study limits using only a few components of the retail mix to be studied in accordance with the research limitations, namely Service Quality, Store Atmosphere, and Sales Promotion as mediating variables. Therefore, other retail mixes are beyond the scope of the study and there are limitations to avoid widening the subject matter so that the research is directed according to the objectives. The phenomenon that occurs today is that consumers tend to be more consumptive when shopping at minimarkets, because there are often unplanned product purchases (Andika & Hati, 2018).

Indomaret Minimarket is a retail company that implements a self-service system, so consumers can freely choose the products they want. Research on Indomaret in Salatiga has previously been carried out, but at different times and with different variables. The variables studied previously were consumer behavior, marketing mix, and halal label on product purchasing decisions at Indomaret, Salatiga City. The results of previous studies show a positive and significant influence on each variable (Meirita, 2019). This research needs to be re-examined because of the different variables, so that it will bring up new problem solving and phenomena.

The choice of research location in Salatiga is because it is closer to the current place of residence so it is easy to reach and economical. Researchers want to prove whether the existence of Indomaret in small cities can compete and run well as in other cities. Until now, there are many similar minimarket outlets such as Alfamart, Alfamidi, BC Mart and Putra Karya Mart. which is spread across Salatiga and is a small town so that it makes the competition wider. The success of the company to be able to survive and develop cannot be separated from the existence of sales promotions, so the company can increase its sales (Rami, 2015). In this regard, one of the factors the company can develop is by using sales promotions that will mediate the relationship between service quality and store atmosphere on repurchase decisions.

Competition in some retail businesses have various options in unique services, such as competition on sales promotions (price discounts, package price deals and cashback). In this case, it is very important in the marketing strategy used by the company to promote its products to consumers. Therefore, in order for a promotion to be delivered properly and appropriate for consumers, this strategy must be integrated and comprehensive (N. Wahyu, 2020). This is in accordance with the opinion of Sinambow & Trang (2015), sales promotion activities carried out not only function as a communication tool between companies and consumers, but as a tool to influence consumers in purchasing activities to suit their wants and needs. To be able to carry out a strategy that is in line with the type of product and its focus on the Indomaret target market, it is carried out periodically which is integrated with sales promotion activities.

Based on this background, the formulation of the problem in this study is to determine the effect of service quality and store atmosphere on repurchase decisions for Indomaret Salatiga minimarket consumers with sales promotion as a mediating variable (study on the millennial generation). Related to this problem, a description of research questions arises, namely: 1). Does the quality of service affect the decision to repurchase? 2). Does the atmosphere of the store affect the decision to repurchase? 3). Does the quality-of-service affect sales promotion? 4). Does the store atmosphere affect sales promotion? 5). Does the quality of service affect the decision to repurchase through sales promotion as a mediating variable? and 6). Does the store atmosphere affect the decision to repurchase through sales promotion as a mediating variable?

The purpose of this study is to find out or show evidence that sales promotions strengthen the influence of service quality and store atmosphere on repurchasing decisions for the millennial generation at the Indomaret Salatiga minimarket. This research was conducted to provide practical benefits that are expected to increase knowledge about the effect of service quality and store atmosphere on repurchase decisions with sales promotion as a mediating variable. Related to the results of this study, it contributes in reference to understand how high the quality of service and store atmosphere is to repurchase decisions with sales promotion as a mediating variable for companies, especially marketing managers. That way companies can maximize performance and academics can conduct further research with different variables in influencing repurchase decisions and examine other variables as mediating or moderating variables.

II. Review of Literature

The type of research used is associative, associative research aims to determine the extent to which two or more variables can influence or are related (Bujung, Altje, 2020). This research uses quantitative methods that can be used to examine the population or certain samples. In sampling, it will usually be done randomly, while the instruments used in research are used for data collection. Data analysis uses quantitative methods, aiming to test the established hypotheses (Ilat & Parengkuan, 2018). This study uses two independent variables, namely service quality (X1) and store atmosphere (X2); and one dependent variable, namely the decision to repurchase (Y); and one mediating variable, namely sales promotion (X3).

III. Result and Discussion

3.1 Respondent Profile

The data collection of this research comes from primary data in the form of an online questionnaire that is submitted to respondents according to the criteria of this study. Respondents in this study were millennial generation consumers aged 22-30 years who actively shopped at Indomaret Salatiga. The number of online questionnaires distributed via *google form* collected 140 respondent data. Of the online questionnaires distributed, the questionnaires that can be processed are 120 (85.7%). This can happen because the online questionnaire that was filled out by the respondents did not match some of the specified criteria, namely 20 (14.3%).

Table 2. Identity of Respondents

Respondent Criteria		Number of Respondents	Percentage (%) of Respondents
Gender	Man	59	42.1
	Woman	81	57.9
Age	22-24 Years	64	45.7
	25-27 Years	47	33.6
	28-30 Years	29	20.7
Shopping at Indomaret	Once	140	100
	Never	0	0
Shop at Indomaret >1	Once	139	99.3
	Never	1	0.7

Source: Primary data processed, 2022

From table 2 it can be seen that gender has a different percentage between men and women, the percentage of respondents with male sex (42.1%) is less than respondents with female sex (57.9). When viewed from the age group of respondents, most of them are in the age group of 22-24 years, with a percentage (45.7%) of 64 people. There are 140 respondents who have made purchases at Indomaret Salatiga, but 139 people have repeated purchases more than once.

3.2 Descriptive statistics

Descriptive statistics are used to present the data obtained to make it easier to read and provide a general description of the characteristics of each research variable (quality of service, store atmosphere, repurchase decisions and sales promotions). Judging from the minimum, maximum, average (mean) and standard deviation values that can be presented in table 3:

Table 3. Descriptive Statistics

Variable	N	Min	max	Average	Std. Deviation
Service quality	120	17	30	26.2	2.82
Store Atmosphere	120	15	30	26.4	3.42
Repurchase Decision	120	12	30	25.5	3.66
Sales promotion	120	16	30	25.1	3.72

Source: Data processed 2022

From table 3 it can be seen that the maximum value of the purchasing quality variable is 30 and the minimum value is 17. The average value is 26.2 with a standard deviation of 2.82. The store atmosphere variable has a maximum value of 30 and a minimum value of 15. The average value is 26.4 with a standard deviation of 3.42. The re-purchase decision variable has a maximum value of 30 and a minimum value of 12. The average value is 25.5 with a standard deviation of 3.66. The sales promotion variable has a maximum value of 30, a minimum value of 16 with an average value of 25.1 and a standard deviation of 3.72.

3.3 Test Instrument Data

Testing the instrument in this study by testing the validity and reliability. The results of instrument testing can be explained as follows:

a. Validity Test

The validity test was conducted to determine whether each item in the instrument was valid or not valid for a questionnaire. The questionnaire is said to be valid if the question can reveal something that is measured by the questionnaire. The validity test was carried out by calculating the correlation between the constituent indicators and the total score of the variables. R table is searched with a significance level of 0.05 with (n) 120, then the obtained r table is 0.181. If the correlation is above 0.181, it can be concluded that the questions in the questionnaire are valid. The results of the questionnaire validity test of the four variables studied are presented in the following table:

1) Service quality

Table 4. Service Quality Validity Test

Items	R table	R. count	Information
KP 1	0.181	0.582	Valid
KP 2	0.181	0.678	Valid
KP 3	0.181	0.671	Valid
KP 4	0.181	0.675	Valid
KP 5	0.1181	0.609	Valid
KP 6	0.1181	0.681	Valid

Source: Data processed 2022

Table 4 shows that the question items on the questionnaire with a calculated r value are greater than r table. So, it can be concluded that the questions or indicators on the service quality variable are declared valid.

2) Store Atmosphere

3)

Table 5. Test the Validity of the Store Atmosphere

Items	R table	R. count	Information
ST 1	0.1181	0.581	Valid
ST 2	0.1181	0.657	Valid
ST 3	0.1181	0.593	Valid
ST 4	0.1181	0.772	Valid
ST 5	0.1181	0.604	Valid
ST 6	0.1181	0.809	Valid

Source: Data processed 2022

Table 5 shows that the question items on the questionnaire with a calculated r value are greater than r table. So, it can be concluded that the question items or indicators on the store atmosphere variable are declared valid.

4) Repurchase Decision

Table 6. Test the Validity of Repurchase Decisions

Items	R table	R. count	Information
KPU 1	0.1181	0.768	Valid
KPU 2	0.1181	0.773	Valid
KPU 3	0.1181	0.799	Valid
KPU 4	0.1181	0.581	Valid
KP 5	0.1181	0.731	Valid
KP 6	0.1181	0.721	Valid

Source: Data processed 2022

Table 6 shows that the question items on the questionnaire with a calculated r value are greater than r table. So, it can be concluded that the questions or indicators on the repurchase decision variables are declared valid.

5) Sales promotion

Table 7. Sales Promotion Validity Test

Items	R table	R. count	Information
PP 1	0.1181	0.509	Valid
PP 2	0.1181	0.657	Valid
PP 3	0.1181	0.584	Valid
PP 4	0.1181	0.603	Valid
PP 5	0.1181	0.756	Valid
PP 6	0.1181	0.758	Valid

Source: Data processed 2022

Table 7 shows that the question items on the questionnaire with a calculated r value are greater than r table. So, it can be concluded that the questions or indicators on the sales promotion variable are declared valid.

b. Reliability Test

Reliability testing is used to measure the questionnaire which is an indicator of the variable. To be able to test the reliability by using a statistical test that is said to be reliable if *Cronbach's alpha* is more than 0.60 (> 0.60). to test the reliability of the instrument, then use SPSS analysis. The results of reliability testing can be seen in the following table:

Table 8. Reliability Test

Research variable	<i>Cronbach's Alpha.</i> value	Minimum Limit of <i>Cronbach's Alpha</i>	Information
Service quality	0.719	0.60	Reliable
Store Atmosphere	0.755	0.60	Reliable
Repurchase Decision	0.799	0.60	Reliable
Sales promotion	0.719	0.60	Reliable

Source: Data processed 2022

Table 8 shows the results of *cronbach's alpha* on the instrument used has a value greater than 0.6 with the value of *cronbach's alpha* for variables of service quality 0.719, store atmosphere 0.755, repurchase decisions 0.799, and sales promotion 0.719, it can be concluded that the instrument in this study is reliable.

c. Normality Test

The normality test in this study used the *Kolmogorov Smirnov test* by comparing the significance values. Research can be said to have a normal distribution if the significance value is greater than 0.05.

Table 9. Normality Test Results

Residual Value	Minimum Residual Value	Information
0.288	0.05	Normal

Source: Data processed 2022

Table 9 shows the residual value in the normality test of 0.288. This means that the residual value is greater than the significance value of 0.05. So it can be concluded that all the data in this study have a normal distribution.

3.4 SEM test

a. Theory-Based Model Testing

SEM testing is used to complete multilevel models to test complex and multilevel hypotheses. In testing the hypothesis, SEM has the advantage of explaining the pattern of relationships between indicators and their constructs and being able to test *multiple relationships* between latent constructs. The theory-based model testing was carried out with AMOS Software with the results shown in the following figure:

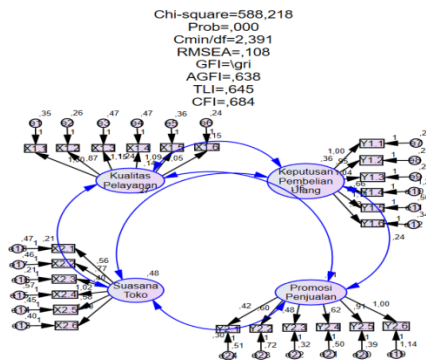


Figure 2. Results of the Initial Research Model

After modifications were made based on the AMOS recommendation, the diagram above gives the results of the *Goodness of Fit* (GOF) test on the unfit model, so further modifications are needed. Modification is done by removing indicators that have a higher residual. After further modifications, it produces GOF outputs that are categorized as good according to the data and can be analyzed at a later stage. In summary, the results of these modifications have been arranged in the following table:

Table 10. Goodness of Fit Indices. Test Results

<i>Goodness of Fit Indices</i>	Cut off value	Model Results	Information
<i>Chi-Squares</i>	Little Value	39,536	Little Value
Probability	0.05	0.401	<i>Good Fit</i>
CMIN/DF	2.00	1.040	<i>Good Fit</i>
RMSEA	0.08	0.018	<i>Good Fit</i>
GFI	0.90	0.941	<i>Good Fit</i>
AGFI	0.90	0.905	<i>Good Fit</i>
TLI	0.95	0.991	<i>Good Fit</i>
CFI	0.95	0.994	<i>Good Fit</i>

3.5. Discussion of Research Results

a. The Influence of Service Quality on Repurchase Decisions

The test results show that the service quality variable influences the consumer repurchase decisions of the millennial generation at the Indomaret Salatiga minimarket store. The results of the relationship between service quality variables and repurchase decisions are in line with previous research from (Santika, 2019) which showed that service quality had an effect on repurchase decisions. This shows that the quality of service provided by the Indomaret Salatiga minimarket can influence consumer repurchase decisions. Rosalina (2018) argues that if service quality performance can exceed the desired level of service, consumers are very happy and will make repeat purchases. Not only that, but consumers will remain loyal to Indomaret Salatiga and spread positive *word of mouth*. So that good service quality needs to be considered so that employees can maintain good service quality related to a friendly attitude, polite in providing service, trustworthy and the ability to overcome consumer problems when shopping so that consumers feel comfortable and satisfied.

b. The Influence of Store Atmosphere on Repurchase Decisions

The test results prove that the store atmosphere variable influences the repurchase decisions of millennial generation consumers at the Indomaret Salatiga minimarket store. The results of the relationship between store atmosphere variables and repurchase decisions are in line with previous research from (Isabella et al., 2021) which showed that store atmosphere influenced repurchase decisions. With these results, this shows that the atmosphere of the Indomaret Salatiga minimarket store can influence consumers repurchase decisions. One of the important things for retail stores to do is to provide a comfortable store atmosphere, because it affects consumer enjoyment when shopping. With a comfortable store atmosphere, it can attract more consumers, motivate unplanned purchases, find groceries easily, and provide a satisfying shopping experience (Yulinda, Erwin, 2021) . Therefore, it can be explained that the atmosphere of the store affects the chances of a repeat purchase decision at Indomaret Salatiga.

c. The Effect of Service Quality on Sales Promotion

The test results prove that the service quality variable has no effect on sales promotions for the millennial generation at the Indomaret Salatiga minimarket store. The results of this test are in line with the results of previous researchers who also support the existence of an unaffected relationship between service quality and products currently in sales promotion, namely research conducted by (Octafilia, Yusnita, Wijaya, 2020) . This shows that the high and low quality of service cannot affect sales promotions on certain products carried out by Indomaret Salatiga. The quality of service provided is not the only reason for consumers to be interested in products that are currently under sales promotion.

If the quality of service is good but not followed by a unique sales promotion, it will not bring consumers to buy (Fitra, 2017) . This shows that good service quality is not enough to attract consumers to buy products that are being promoted, but also must carry out attractive sales promotions. It can be interpreted that the quality of service at the Indomaret Salatiga minimarket is not a benchmark for consumers to buy products that are being promoted.

d. The Effect of Store Atmosphere on Sales Promotion

Tests on store atmosphere variables and sales promotions give the results that store atmosphere affects sales promotions for the millennial generation at the Indomaret Salatiga minimarket store. The results of this test are in line with the results of previous researchers, namely Ayatina & Sumarmi (2020) who also support the existence of an influential relationship between store atmosphere and sales promotion. Badarudin, Willem (2021) argues that the store atmosphere is one of the important supporting factors that are needed for a product to be able to compete with other products in conducting sales promotions. It can be interpreted that a good store atmosphere may not necessarily influence consumers to make purchases on products that are currently in sales promotion. This can be interpreted that the atmosphere of the shop at Indomaret Salatiga is not a benchmark for consumers in making decisions to buy a product that is currently in sales promotion.

e. The Effect of Service Quality on Repurchase Decisions through Sales Promotion as a Mediation Variable

The test results prove that the sales promotion variable is proven not to be able to influence and not have an impact on service quality on the decision to repurchase millennial consumers at the Indomaret Salatiga minimarket store. Consumers who shop really expect good service quality and in accordance with their expectations based on the need to be able to meet consumer expectations will increase repurchase decisions (Rizky Renata & Prabawani, 2018) . The quality of service is assessed as a whole by consumers of the services received when shopping. It can be judged that there are some or all of the consumer assessments carried out that do not meet consumer expectations optimally, so it is very unlikely for consumers to make repeat purchases. This is believed to be what makes sales promotions unable to strengthen the influence of service quality on the millennial generation's repurchase decisions at the Indomaret Salatiga minimarket store.

f. The Influence of Store Atmosphere on Repurchase Decisions through Sales Promotion as a Mediation Variable

The test results prove that the sales promotion variable cannot influence and does not have an impact on the atmosphere of the store on the decision to repurchase the Salatiga generation of consumers at the Indomaret Salatiga minimarket store. The atmosphere of the store is a very important physical characteristic, because it will make consumers comfortable when shopping and feel happy when choosing products to make purchases because of the atmosphere of the Indomaret store. In this case the atmosphere of the store has several comprehensive assessments, so that consumers will judge as a whole when shopping. Consumers feel that some or the whole atmosphere of the Indomaret Salatiga minimarket store does not optimally meet consumer expectations, so consumers are reluctant to make repeat purchases. This is believed to be what makes sales promotions unable to maximize the influence of the store atmosphere on the purchasing decisions of millennial consumers at the Indomaret Salatiga minimarket store.

IV. Conclusion

Based on the results of hypothesis testing, it can be concluded that service quality has a significant effect on consumers repurchase decisions at the Indomaret Salatiga minimarket. The results are the same for the store atmosphere variable which has a significant effect on the consumer repurchase decision of the millennial generation at the Indomaret Salatiga minimarket. While the service quality variable does not significantly affect the sales promotion of the millennial generation at the Indomaret Salatiga minimarket. The results on the store atmosphere variable have a significant effect on the sales promotion of the millennial generation at the Indomaret Salatiga minimarket. This shows that the millennial generation consumers at the Indomaret Salatiga minimarket pay attention to the comfortable and good atmosphere of the store to make purchasing decisions on promo products. The test results on sales promotions cannot influence and have no impact on service quality in influencing repurchase decisions. The test results also show that sales promotions cannot

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