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Determinants Of Repeat Purchase Decisions Among Retail Consumers: The Role Of Service Quality, Sales Promotions, And Product Variety

Gading Aryuda Brilliant Saputra[1], Riawan[2], Fery Setiawan[3]

[1,2,3] Fakultas Ekonomi Universitas Muhammadiyah Ponorogo

Corresponding Author : gadiiiiiiing@gmail.com, riawan13awan@gmail.com, ferysetyafeumpo@umpo.ac.id

Abstract

The increasingly fierce competition in the retail business demands companies to implement effective marketing strategies to encourage consumer repurchase decisions. This study aims to analyze the influence of service quality, sales promotion, and product variety on repurchase decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency. The study used a quantitative approach with an explanatory research design. The study population was all consumers of Syamsuna Supermarket, with a sample of 151 respondents selected using an accidental sampling technique. Data were collected through a questionnaire with a Likert scale and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) assisted by SmartPLS 4. The results showed that sales promotion and product variety had a positive and significant effect on repurchase decisions, while service quality had no significant effect. The research model was able to explain 70.6% of the variation in repurchase decisions, indicating strong predictive ability. In conclusion, consumer repurchase decisions at Syamsuna Supermarket are more influenced by the effectiveness of sales promotions and the variety of products available, while service quality plays a supporting role that does not directly encourage repurchase.

Keywords:Repurchase Decision, Service Quality, Retail Marketing, Sales Promotion, Product Variety

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INTRODUCTION

Retail competition in Indonesia continues to intensify, driven by the growing number of modern retail outlets offering similar products at competitive prices, diverse product variations, and increasingly consumer-focused services. This situation demands that retail companies develop effective marketing strategies to retain customers and create a sustainable competitive advantage. From a marketing perspective, a retail company's success is determined not only by its ability to sell products but also by its ability to create a satisfying shopping experience that encourages repeat purchases. purchasing decisions are decisions resulting from a thought process carried out by an individual or a group of people to fulfill their needs and wants, so that they can use the service, idea, or item obtained after making the purchasing decision (Rahayu, Santoso, Setiawan, 2022). Changes in increasingly rational and selective consumer behavior have made repeat purchase decisions a crucial indicator in assessing the success of retail marketing strategies (Kotler & Keller, 2016; Tjiptono, 2019). Empirical findings also indicate that the shopping experience, the quality of service interactions, and perceived consumer value play a crucial role in shaping repeat purchase intentions and decisions in the retail sector (Chatzoglou et al., 2022; Hanggara & Hussein, 2023).

This phenomenon is also evident in retail competition in Dolopo District, Madiun Regency, marked by the presence of various modern minimarkets and supermarkets that compete directly with local retailers. The presence of modern retail provides consumers with more choices in meeting their daily needs, thereby increasing demands for service quality, promotional effectiveness, and product completeness offered by each business actor. Service quality is a company's effort to provide good service, in the form of intangible actions without any element of ownership, focused on accurately meeting consumer needs and wants, so that consumers feel satisfied and that the service matches their expectations. Service quality is the level of excellence expected and the control over that level of excellence to meet customer desires. Within service quality, there are several dimensions, namely tangibles (physical evidence), reliability, responsiveness, assurance, and empathy (Dwiyantika Iriyani, 2024). Promotion is a form of communication from a company to consumers regarding the products or services offered, aimed at encouraging consumers to make a purchase (Fitriana, N. D., Nobelson, Setiadi, I. K., & Supriadi, Y. N. 2023).In increasingly competitive market conditions, retail companies are required to understand the characteristics of local consumers to maintain customer loyalty and increase repeat purchase frequency. Previous research has shown that retail marketing

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strategies oriented towards customer satisfaction can increase consumer loyalty and the tendency to make repeat purchases (Swastha, 2008; Hermansyah, 2024).

Syamsuna Supermarket, a local retailer in Dolopo District, faces complex challenges in retaining customers amidst this competition. Observations indicate that some consumers frequently compare prices, promotions, and product availability with competitors' outlets before making a purchase. Sales data from October 2025 to March 2026 also show fluctuations in the number of transactions and sales turnover, although there has been an upward trend in recent months. This indicates that consumer repurchase decisions are not yet fully stable and are still influenced by various marketing factors experienced during the shopping process. In the context of consumer behavior, repurchase decisions are the result of an evaluation of previous consumption experiences, influenced by perceptions of service quality, product value, and the overall shopping experience (Kotler & Keller, 2016; Chatzoglou et al., 2022).

Another problem is the lack of consistent consumer loyalty, despite various efforts to improve service and promotions at Syamsuna Supermarket. Some consumers still switch to other retailers when they find more attractive prices or a wider product selection. This phenomenon indicates that consumer satisfaction does not always automatically result in repeat purchase decisions. Various studies have suggested that service quality, sales promotions, and product variety are factors that potentially influence repeat purchase decisions. However, previous research has shown mixed results across industry contexts and consumer characteristics. Service quality has been shown to increase repeat purchases in various business sectors, while product variety and promotional strategies often exhibit varying degrees of influence depending on the characteristics of the market studied (Kusumo & Vidyanata, 2022; Pranoto et al., 2023; Oktavianto et al., 2023).

Based on these conditions, this study aims to analyze the influence of service quality, sales promotion, and product variety on consumer repurchase decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency. This study has high urgency because it can provide empirical information regarding the factors that determine the success of local retailers in retaining their customers amidst increasingly fierce competition. The novelty of the study lies in simultaneously testing the influence of service quality, sales promotion, and product variety on repurchase decisions in the context of local supermarkets in the South Madiun region, which is still relatively rarely studied in retail marketing literature. Thus, the results of this study are expected to enrich the study of consumer behavior and retail marketing while providing practical recommendations for

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managing Syamsuna Supermarket's marketing strategy to increase consumer loyalty and repurchase decisions (Tjiptono, 2019; Ramadhon & Tyas, 2025; Hermansyah, 2024).

METHODOLOGY

This study uses a quantitative approach with an associative and explanatory research type. The quantitative approach was used because the study aims to measure and analyze the influence of service quality, sales promotion, and product variety on consumer repurchase decisions based on numerical data obtained through a questionnaire. Associative research aims to explain the relationships and influences between the variables studied, while explanatory research is used to test hypotheses and explain the causal relationship between the independent and dependent variables empirically. The use of this method is considered appropriate for the research objective, which focuses on examining the influence of service quality, sales promotion, and product variety on consumer repurchase decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency (Sugiyono, 2019; Creswell & Creswell, 2023; Sudaryono, 2021).

The population in this study was all consumers who made purchases at Syamsuna Supermarket, Dolopo District, Madiun Regency during the study period. Because the population size is not precisely known and is dynamic, the sample was determined using an accidental sampling technique, a sampling technique based on chance, where consumers encountered by the researcher and who meet the research criteria can be respondents (Sugiyono, 2019). This technique was chosen because it makes it easier for researchers to obtain data from consumers who directly experience the quality of service, sales promotions, and product variety provided by Syamsuna Supermarket. The determination of the sample size refers to the recommendation of Hair et al. (2022) that the sample size in PLS-SEM analysis must be sufficient to produce stable model estimates. With 16 research indicators, the minimum sample size required is 128 respondents. To increase the reliability and power of statistical analysis, this study set a minimum sample size of 150 respondents (Hair et al., 2022; Ghozali& Latan, 2020).

Data collection in this study was conducted using a survey method by distributing questionnaires to respondents who met the research criteria. The questionnaire was used as the primary instrument because it can directly obtain primary data regarding consumer perceptions of service quality, sales promotions, product variety, and repurchase decisions. The research instrument was developed based on indicators developed from marketing and consumer behavior theories that have been used in various previous studies, thus having a strong conceptual basis (Kotler & Keller, 2016; Tjiptono, 2019). All

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statement items were measured using a Likert scale of 1 to 10, where the lowest score indicates very low levels of disagreement and the highest score indicates very high levels of agreement. The use of this scale allows respondents to provide a more detailed assessment of each statement, thereby increasing the sensitivity of the data measurement (Sugiyono, 2019; Sudaryono, 2021).

Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software. PLS-SEM analysis is a multivariate statistical technique that allows for comparison between various independent, mediating, and dependent variables in research. This analysis method can be applied to various types of data without having to depend on many assumptions, and does not require a large sample size (Rahmadhani, Purwaningrum, & Riawan, 2025).The PLS-SEM method was chosen because it is able to test complex relationships between latent variables, has good predictive capabilities, and is suitable for use in marketing and consumer behavior research aimed at developing and testing theoretical models (Hair et al., 2022). The analysis stage begins with the evaluation of the measurement model (outer model) which includes testing convergent validity through outer loading and average variance extracted (AVE) values, discriminant validity through the Fornell-Larcker criteria and heterotrait-monotrait ratio (HTMT), and construct reliability using composite reliability and Cronbach's alpha values (Ghozali& Latan, 2020; Hair et al., 2022). After the measurement model was declared to meet the criteria, the analysis continued with an evaluation of the structural model (inner model) which included testing the variance inflation factor (VIF), coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and path coefficient to assess the strength of the relationship between variables in the research model (Sarstedt et al., 2022).

The research procedure was carried out systematically, starting from the identification of phenomena and problem formulation based on the conditions of retail competition and consumer behavior at Syamsuna Supermarket, Dolopo District, Madiun Regency. The next stage was the preparation of a theoretical study, development of a conceptual framework, and formulation of research hypotheses based on relevant marketing and consumer behavior theories (Kotler & Keller, 2016; Tjiptono, 2019). After that, the research instrument was prepared and data were collected by distributing questionnaires to respondents who met the sample criteria. The collected data were then processed using SmartPLS 4 through the stages of outer model evaluation, inner model evaluation, and hypothesis testing using the bootstrapping technique. The final stage of the research was carried out by interpreting the analysis results, drawing conclusions,

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and compiling theoretical and practical implications that can be used as input for Syamsuna Supermarket managers in improving consumer repurchase decisions (Creswell & Creswell, 2023; Emzir, 2020; Hair et al., 2022).

RESEARCH RESULTS AND DISCUSSION

Respondent Overview

Table 1.Respondent Profile Based on Gender

No.	Gender	Number of people)	Percentage (%)
1	Man	71	47.0%
2	Woman	80	53.0%
	Total	**151**	**100%**

Source: Primary data processed by Excel, 2026

Based on gender, of the 151 respondents who participated in this study, 80 respondents or 53.0% were female and 71 respondents or 47.0% were male. This indicates that Syamsuna Supermarket consumers are predominantly female respondents, indicating that women tend to be more active in carrying out daily shopping activities than men.

Table 2. Respondent Profile Based on Age

No.	Age Group	Number of people)	Percentage (%)
1	< 20 years	11	7.3%
2	20 – 25 years	25	16.6%
3	26 – 35 years old	58	38.4%
4	36 – 45 years old	53	35.1%
5	> 45 years	4	2.6%
	Total	**151**	**100%**

Source: Primary data processed by Excel, 2026

Based on Table 2, it is known that the respondents in this study were dominated by the 26–35 years age group of 58 people (38.4%), followed by the 36–45 years age group of 53 people (35.1%), the 20–25 years age group of 25 people (16.6%), the age group under 20 years of 11 people (7.3%), and the age group above 45 years of 4 people (2.6%). These results indicate that most of Syamsuna Supermarket customers are in the

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productive age, namely between 26 and 45 years, which indicates that this age group is the main consumer segment that actively carries out daily shopping activities.

Variable Description

1. Respondent's Answer Description

Based on the results of distributing questionnaires to 151 respondents, respondents generally gave positive assessments to all research variables. For the service quality variable, the average value obtained was 8.67 which is included in the very high category. The highest average value for this variable was found in the indicator of employee service speed and responsiveness with a score of 8.76, while the lowest average value was found in the indicator of employee knowledge and ability in serving customers with a score of 8.54. This indicates that customers assess the quality of service provided by Syamsuna Supermarket as very good, both in terms of employee friendliness, speed of service, alertness in helping customers, and comfort while shopping.

In the sales promotion variable, the average value obtained was 8.73, which is included in the very high category. The highest average value in this variable was found in the indicator of additional reward or promotion programs that can increase customer interest in shopping with a score of 8.92, while the lowest average value was found in the indicator of providing discounts with a score of 8.35. These results indicate that the majority of respondents gave a very positive response to the various promotional activities carried out by Syamsuna Supermarket, and the promotional programs offered were considered able to increase consumer interest in making purchases.

Furthermore, in the product variety variable, an average value of 8.74 was obtained, which is included in the very high category. The highest average value in this variable is found in the indicator of product brand diversity that can be chosen by customers with a score of 8.81, while the lowest average value is found in the indicator of product quality conformity with customer expectations with a score of 8.63. This shows that customers feel that Syamsuna Supermarket provides a variety of products, both in terms of type, brand, size, and price options, making it easier for customers to meet their needs in one shopping location.

For the repeat purchase decision variable, the average value obtained was 8.72, which is categorized as very high. The highest average value for this variable was found in the indicator of intention to shop again at Syamsuna Supermarket with a score of 8.79, while the lowest average value was found in the indicator of willingness to recommend

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Syamsuna Supermarket to others with a score of 8.66. These results indicate that customers have a very strong tendency to shop again at Syamsuna Supermarket in the future.

Overall, the results of the respondents' descriptions of their answers indicate that service quality, sales promotions, product variety, and repurchase decisions are all in the very high category with an average range of 8.67 to 8.74. This condition indicates that customers have a very good perception of the service, promotions, and product completeness offered by Syamsuna Supermarket, thus encouraging repurchase decisions.

2. Partial Least Square Model Scheme

The analysis method used in this study is Partial Least Square (PLS) with the help of SmartPLS 4 software. The selection of this method is based on its ability to analyze relationships between variables simultaneously with an adequate level of accuracy. The selection of this method is based on its ability to analyze relationships between variables simultaneously, both the relationship between indicators and constructs and the relationship between constructs in the research model. PLS-SEM analysis is carried out through several stages, namely: (1) designing a conceptual model and measurement model (outer model) as well as a structural model (inner model); (2) testing the measurement model through convergent validity, discriminant validity, and construct reliability tests; (3) testing the structural model by looking at the values of the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2); (4) conducting hypothesis testing using bootstrapping procedures to obtain t-statistics and p-values; and (5) interpreting the results of the analysis to answer the research objectives and test the formulated hypotheses. The structural description of the research model that has been designed can be seen through the model diagram generated from the SmartPLS 4 program below. The structural description of the research model that has been designed can be seen through the model diagram generated from the PLS program below:

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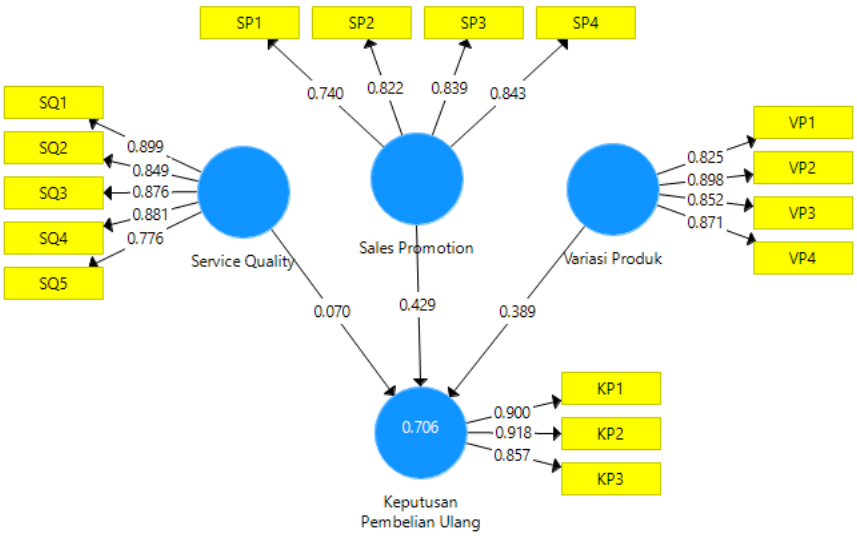


Figure 1. Partial Least S quare model schematic

Measurement Model (Outer Model)

1. Validity Test

Validity testing in SmartPLS includes two types: convergent validity and discriminant validity. Both tests aim to verify that each indicator accurately represents the construct being measured. This testing is conducted at the outer model stage, which examines the relationship between indicators and their latent variables. If all indicators meet the validity requirements, the analysis can proceed to the next stage, the inner model.(RevoEdu, 2025).

2. Convergent Validity.

Table 3. Average Variance Extracted

Variables	AVE value	Status
Repurchase Decision	0.796	Valid
Sales Promotion	0.660	Valid
Service Quality	0.735	Valid
Product Variations	0.743	Valid

Source: Primary data processed by SmartPLS 4, 2026

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Based on the results of the convergent validity test using the Average Variance Extracted (AVE) value, all research variables were declared valid because they had an AVE value above 0.50. The AVE values obtained were Repurchase Decision of 0.796, Sales Promotion of 0.660, Service Quality of 0.735, and Product Variation of 0.743. These results indicate that each construct is able to explain more than 50% of the indicator's variance, so the indicators used have represented the construct well and are worthy of being continued to the next stage of analysis.

Table 4. Outer Loading Values

	Repurchase Decision	*Sales Promotion*	*Service Quality*	Product Variations
KP1	0.900			
KP2	0.918			
KP3	0.857			
SP1		0.740		
SP2		0.822		
SP3		0.839		
SP4		0.843		
SQ1			0.899	
SQ2			0.849	
SQ3			0.876	
SQ4			0.881	
SQ5			0.776	
VP1				0.825
VP2				0.898
VP3				0.852
VP4				0.871

Source: Primary data processed by SmartPLS 4, 2026

Based on the outer loading test results, all indicators in the Repurchase Decision, Sales Promotion, Service Quality, and Product Variety variables had values above 0.70. These results indicate that all indicators have met convergent validity criteria and adequately represent the constructs being measured. Therefore, all indicators are declared valid and suitable for use in further analysis.

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3. Discriminant Validity

Table 5. Fornell – Larcker Values

	Repurchase Decision	*Sales Promotion*	*Service Quality*	Product Variations
Repurchase Decision	0.892			
Sales Promotion	0.806	0.812		
Service Quality	0.702	0.770	0.857	
Product Variations	0.799	0.829	0.773	0.862

Source: Primary data processed by SmartPLS 4, 2026

Based on the results of the discriminant validity test using the Fornell-Larcker criteria and cross-loading, all variables in this study were declared valid. The square root of the AVE value for each construct was greater than its correlation with other constructs, and each indicator had the highest cross-loading value for the construct it measured. These results indicate that each variable has clear empirical differences and all indicators have met the requirements for discriminant validity.

Table 6. Cross Loading Values

	Repurchase Decision	*Sales Promotion*	*Service Quality*	Product Variations
KP1	0.900	0.786	0.666	0.783
KP2	0.918	0.700	0.611	0.730
KP3	0.857	0.661	0.596	0.611
SP1	0.621	0.740	0.667	0.629
SP2	0.604	0.822	0.672	0.700
SP3	0.655	0.839	0.568	0.696
SP4	0.726	0.843	0.604	0.669
SQ1	0.561	0.668	0.899	0.668
SQ2	0.607	0.729	0.849	0.668
SQ3	0.598	0.694	0.876	0.678
SQ4	0.585	0.605	0.881	0.644

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SQ5	0.641	0.597	0.776	0.648
VP1	0.605	0.697	0.568	0.825
VP2	0.729	0.704	0.631	0.898
VP3	0.669	0.740	0.746	0.852
VP4	0.740	0.720	0.715	0.871

Source: Primary data processed by SmartPLS 4, 2026

Based on the results of the discriminant validity test using cross-loading, all indicators in the variables of Repurchase Decision, Sales Promotion, Service Quality, and Product Variety were declared valid. This is indicated by the higher cross-loading value of each indicator on the construct it measures compared to the other constructs. Thus, all indicators have good ability to differentiate the constructs they measure, thus meeting the criteria for discriminant validity and are suitable for use in research.

4. Reliability Test

Table 7. ValuesCronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Repurchase Decision	0.872	0.921
Sales Promotion	0.827	0.885
Service Quality	0.909	0.933
Product Variations	0.884	0.920

Source: Primary data processed by SmartPLS 4, 2026

Based on the results of the reliability test using Cronbach's Alpha and Composite Reliability, all variables in this study were declared reliable because they had values above the minimum limit of 0.70. The Repurchase Decision variable had a Cronbach's Alpha value of 0.872 and Composite Reliability of 0.921; Sales Promotion 0.827 and 0.885; Service Quality 0.909 and 0.933; and Product Variety 0.884 and 0.920. These results indicate that all indicators have good internal consistency and can be relied upon in measuring the research constructs, so that the analysis can proceed to the structural model testing stage (inner model).

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Structural Model (Inner Model)

1. **R-Square (R2)**

Table 8. R-Square (R^2) Value

	R Square	R Square Adjusted
Repurchase Decision	0.706	0.700

Source: Primary data processed by SmartPLS 4, 2026

Based on the test results, the R Square value of Repurchase Decision is 0.706 and R Square Adjusted is 0.700. These results indicate that Sales Promotion, Service Quality, and Product Variety are able to explain 70.6% of the variation in Repurchase Decision, while the remaining 29.4% is influenced by other factors outside the research model. This value is considered high according to the criteria of Hair et al. (2019) and Chin (1998), thus indicating that the model has good predictive ability and is suitable for use in hypothesis testing.

2. Direct Effect Analysis

Table 9. Direct Effect Value

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
*Sales Promotion_* -> Repurchase Decision	0.429	0.426	0.124	3,448	0.001
Service Quality-> Repurchase Decision	0.070	0.085	0.103	0.683	0.495
Product Variation -> Repurchase Decision	0.389	0.373	0.122	3,200	0.001

Source: Primary data processed by SmartPLS 4, 2026

Based on the results of the direct effect test using SmartPLS, it is known that the Sales Promotion variable has a positive and significant effect on Repurchase Decisions (β = 0.429; t = 3.448; p = 0.001), so the hypothesis is accepted. The Product Variation variable also has a positive and significant effect on Repurchase Decisions (β = 0.389; t = 3.200; p = 0.001), so the hypothesis is accepted. Conversely, Service Quality does not have a significant effect on Repurchase Decisions (β = 0.070; t = 0.683; p = 0.495), so

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the hypothesis is rejected. Thus, consumer Repurchase Decisions are more influenced by Sales Promotion and Product Variety, while Service Quality has not shown a significant effect.

3. Hypothesis Testing

Table 10. Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Conclusion
*Sales Promotion_* -> Repurchase Decision	0.429	0.426	0.124	3,448	0.001	Accepted (Significant)
Service Quality-> Repurchase Decision	0.070	0.085	0.103	0.683	0.495	Rejected (Not Significant)
Product Variation -> Repurchase Decision	0.389	0.373	0.122	3,200	0.001	Accepted (Significant)

Source: Primary data processed by SmartPLS 4, 2026

DISCUSSION

*Service Quality*Influence on Repeat Purchase Decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency

Based on the results of the hypothesis testing that has been conducted, the t-statistics value of 0.683 and p-value of 0.495 were obtained for the influence of Service Quality on Repurchase Decisions. The t-statistics value is smaller than 1.96 and the p-value is greater than 0.05, so it can be concluded that Service Quality does not have a significant effect on Repurchase Decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency. Thus, the first hypothesis in this study is rejected.

The results of this study indicate that the high or low quality of service provided by Syamsuna Supermarket does not directly encourage consumers to make repeat purchases. When viewed from each service quality indicator, the indicator of accuracy and suitability of employee service obtained an average score of 8.66, the indicator of speed and responsiveness of service was 8.76, the indicator of employee knowledge and

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ability was 8.54, the indicator of employee friendliness and attention was 8.69, and the indicator of cleanliness and tidiness of supermarket facilities was 8.69. Although all of these indicators are in the very high category, this does not necessarily encourage consumers to make repeat purchases significantly.

This situation can be explained by the characteristics of Syamsuna Supermarket, located in Dolopo District, Madiun Regency. This sub-district has distinct consumer characteristics compared to those of modern retail consumers in urban areas. Consumers in this area are generally regular customers who are already very familiar with the conditions, layout, and service standards at Syamsuna Supermarket. Therefore, good service quality is considered normal and has become the minimum expected standard, not a special factor that encourages them to return. In other words, friendly service and clean facilities are no longer primary considerations, but are now seen as conditions that should be present.(Agiesta et al., 2021).

Consumers in Dolopo District tend to prioritize price, promotion, and product availability in their repeat purchase decisions over service quality. This reflects the socioeconomic conditions in the district, which are generally highly oriented toward economic value in every purchasing decision. While respondents rated service speed and employee friendliness highly, they appear to be insufficient to generate repeat purchase decisions independently without the support of promotions and product diversity.

The findings of this study can be explained through consumer behavior theory, which states that consumers will evaluate various attributes they consider most valuable in the purchasing decision-making process. When an attribute consistently meets consumer expectations, it tends to no longer be a differentiating factor in determining subsequent purchasing decisions.(Keller, 2016)In the context of Syamsuna Supermarket, service quality, including promptness, employee responsiveness, friendliness, and facility cleanliness, has reached such a high level that it is considered the standard of service that consumers should receive. Consequently, service quality is no longer the dominant factor influencing repurchase decisions. Consumers instead pay more attention to other attributes that provide direct benefits, such as more affordable prices, attractive promotions, and complete product availability. This condition indicates that service quality functions as a supporting factor that maintains customer satisfaction, but is not necessarily the primary factor driving repeat purchases.(Keller, 2016).

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***Sales Promotion*Influence on Repeat Purchase Decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency**

Based on the results of the hypothesis testing that has been conducted, the t-statistics value is 3.448 and the p-value is 0.001 for the influence of Sales Promotion on Repurchase Decisions. The t-statistics value is greater than 1.96 and the p-value is smaller than 0.05, so it can be concluded that Sales Promotion has a positive and significant effect on Repurchase Decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency. Thus, the second hypothesis in this study is declared accepted.

The original sample value of 0.429 indicates that the influence of Sales Promotion on Repurchase Decisions is positive, which means that the better and more attractive the sales promotion program offered by Syamsuna Supermarket, the higher the consumer's tendency to make repeat purchases at that place. When viewed from each sales promotion indicator, the indicator for providing discounts obtained an average score of 8.35, the indicator for additional gift or promotion programs that can increase shopping interest was 8.92, and the indicator for ease of understanding and attractiveness of the promotions offered was 8.73. Of the three indicators, the additional gift or promotion program received the highest rating from respondents, which indicates that Syamsuna Supermarket consumers responded very positively to promotional programs that provide added value beyond just discounts.

This situation is highly relevant to the characteristics of consumers in Dolopo District, Madiun Regency, who are generally a shopping community that places a high value on price. For consumers in the district, every dollar saved through promotional programs has significant significance in their purchasing decisions. Promotional programs such as direct gifts, special price offers for certain products, and product bundling promotions have proven to be effective in creating a unique appeal that encourages consumers to return to Syamsuna Supermarket not just once but also to shop again in the future.

Furthermore, easy-to-understand promotional information is also a key factor in the effectiveness of sales promotions at Syamsuna Supermarket. Consumers who can easily understand and access information about current promotions are more likely to take advantage of the offers, leading to increased visits and repeat purchases. This demonstrates that Syamsuna Supermarket has been quite successful in communicating its promotional programs to consumers in the Dolopo District.

The results of this study align with the concept that sales promotions are an effective marketing tool for influencing consumer behavior, particularly in encouraging

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repeat purchase decisions. Consumers who perceive added value from a promotional program are more likely to be motivated to make repeat purchases at the same location.(Permana, Mitariani, 2022)This finding confirms that sales promotion is the variable with the most dominant influence compared to other variables in this study, as reflected in the original sample value of 0.429, which is the largest value among the three exogenous variables tested.

Product Variety Influences Repeat Purchase Decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency

Based on the results of the hypothesis testing that has been conducted, a t-statistic value of 3.200 and a p-value of 0.001 were obtained for the effect of Product Variety on Repurchase Decisions. The t-statistic value is greater than 1.96 and the p-value is smaller than 0.05, so it can be concluded that Product Variety has a positive and significant effect on Repurchase Decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency. Thus, the third hypothesis in this study is declared accepted.

The original sample value of 0.389 indicates that the influence of Product Variety on Repurchase Decisions is positive, which means that the more diverse the products available at Syamsuna Supermarket, the higher the consumer's tendency to make repeat purchases. When viewed from each product variety indicator, the indicator of the availability of various types of products needed by customers obtained an average score of 8.75, the indicator of the variety of product brands that customers can choose from was 8.81, the indicator of the variety of product sizes or packaging was 8.75, and the indicator of the suitability of product quality to customer expectations was 8.63. Of the four indicators, the diversity of product brands received the highest rating from respondents, which indicates that Syamsuna Supermarket consumers really appreciate the availability of various brand choices for one type of product, so that consumers can adjust their choices to their preferences and purchasing power.

This situation is highly relevant to the characteristics of consumers in Dolopo District, Madiun Regency, who come from diverse socioeconomic backgrounds. The availability of various brands at varying price points provides consumers with flexibility in choosing products that suit their needs and financial capabilities. Furthermore, the availability of a variety of product sizes and packaging makes it easier for consumers to tailor purchases to their individual household needs, whether on a small or large scale. This eliminates the need to travel to other stores just to find a specific brand or size, making Syamsuna Supermarket a primary and efficient choice for meeting daily needs.

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The results of this study are in line with the findings which state that product diversity has a positive and significant effect on consumer repurchase interest.(Hapsari, 2022)Product variety has a positive effect on consumer repurchase intention in retail stores, where the completeness and diversity of products are the main attractions that encourage consumers to shop again. Product variety and completeness influence consumer repurchase intention through customer satisfaction as an intervening variable. One of the main strategies of retailers in retaining consumers is through managing the completeness and diversity of products that can meet all consumer needs in one shopping place.(Utami, 2018).

***Service Quality, Sales Promotion,*and Product Variations Simultaneously Influence Repurchase Decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency**

Based on the results of the tests that have been carried out, the R Square value for the Repurchase Decision variable was obtained at 0.706 with an Adjusted R Square value of 0.700. This value indicates that the Service Quality, Sales Promotion, and Product Variety variables are simultaneously able to explain the Repurchase Decision variable by 70.6%, while the remaining 29.4% is influenced by other variables outside the research model.

Referring to Hair et al.'s (2019) criteria, the R Square value of 0.706 is considered strong because it is close to 0.75. This indicates that the research model has good ability to explain consumer repurchase decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency.

The results of this study illustrate that consumers' decisions to return to shop at Syamsuna Supermarket are not influenced by a single factor, but rather by a combination of service quality, sales promotions, and product variety experienced during shopping. From the service quality aspect, consumers assess employee friendliness, willingness to help customers, speed of service at the cashier, and a comfortable shopping environment as factors that support the shopping experience. Although partially service quality does not show a significant influence, good service remains a supporting factor that can create consumer comfort and satisfaction when shopping.

From a sales promotion perspective, Syamsuna Supermarket regularly offers various promotional programs, such as discounts on certain products, special price offers, and easily accessible promotional information for customers. These promotions can attract consumer attention, increase purchase intention, and encourage repeat purchases

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in the future. Attractive promotions also create the perception that consumers receive added value and benefits from each transaction.

Meanwhile, product variety is a crucial factor in encouraging repeat purchases. Syamsuna Supermarket offers a wide range of household essentials, staples, food and beverages, hygiene products, prayer supplies, and other daily necessities in a variety of brands, sizes, and price points. This comprehensive product offering makes it easy for consumers to meet their various needs in one place, reducing the need to shop at other stores. This creates convenience and comfort, ultimately encouraging consumers to return to Syamsuna Supermarket.

Based on these results, it can be understood that consumer repeat purchasing decisions at Syamsuna Supermarket are formed through a combination of good service, attractive promotions, and the availability of a variety of products.(Tjiptono, 2012)t. These three factors together create a positive shopping experience, thereby increasing the tendency of consumers to return to shop at Syamsuna Supermarket, Dolopo District, Madiun Regency.

Based on the results of the tests that have been carried out, the R Square value for the Repurchase Decision variable was obtained at 0.706 with an Adjusted R Square value of 0.700. This value indicates that simultaneously, the Service Quality, Sales Promotion, and Product Variety variables are able to explain the Repurchase Decision variable by 70.6%, while the remaining 29.4% is explained by other variables not included in this research model.

Referring to the criteria proposed by Hair et al. (2019), the R Square value of 0.706 is above the value of 0.50 which is categorized as moderate and close to the value of 0.75 which is categorized as substantive or high, so this research model can be said to have a good level of prediction. This indicates that together, the three exogenous variables in this study, namely Service Quality, Sales Promotion, and Product Variety, provide a significant contribution in explaining the variability of consumer Repurchase Decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency.

Although partially Service Quality does not have a significant effect on Repurchase Decisions, the presence of this variable in the model still contributes to explaining the variability of Repurchase Decisions as a whole along with Sales Promotion and Product Variety variables. This finding confirms that in the context of Syamsuna Supermarket, Dolopo District, Madiun Regency, sales promotion and product variety are the two main factors that are most dominant in encouraging consumers to make repeat purchases,

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while service quality needs to be improved and optimized further in order to provide a more significant impact on consumer repurchase decisions in the future.

CONCLUSION

The results of the study indicate that sales promotion and product variety have a positive and significant effect on consumer repurchase decisions at Syamsuna Supermarket, Dolopo District, Madiun Regency. The sales promotion variable is the most dominant factor in influencing repurchase decisions, followed by product variety. Conversely, service quality does not have a significant effect on repurchase decisions. Simultaneously, the three variables are able to explain 70.6% of the variation in repurchase decisions, indicating that the research model has strong predictive ability. This finding indicates that consumers consider the economic benefits obtained through promotional programs and the availability of diverse products more than service aspects in deciding to shop again.

This study has limitations because it was only conducted at one local supermarket with a limited area coverage, so generalization of the research results still needs to be done carefully. In addition, there are still 29.4% of other variables outside the model that have the potential to influence repurchase decisions, such as price, location, customer satisfaction, store image, and customer loyalty. Therefore, further research is recommended to add these variables and expand the object and area of research to obtain more comprehensive results. Practically, Syamsuna Supermarket management needs to maintain and improve the effectiveness of sales promotion programs and expand the variety of products available to meet consumer needs. On the other hand, service quality still needs to be continuously improved to be able to provide added value and support the creation of a better shopping experience.

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