

# The Impact of Store Image, Customer Trust, and Perceived Service Quality on Repurchase Intention: Customer Satisfaction as a Mediator among Alfamart Consumers in Bandung

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## Abstract

The surge in the modern retail sector has amplified competition among minimarket franchises, forcing retailers to identify the key drivers of customer retention. This research investigates how Store Image, Customer Trust, and Perceived Service Quality Influence Repurchase Intention, positioning Customer Satisfaction as a mediator among Alfamart minimarket patrons in Bandung, Indonesia. Utilizing a quantitative explanatory approach, data were gathered through structured questionnaires from 110 purposively sampled respondents with prior shopping experience at Alfamart. Multiple linear regression and the Sobel test via SPSS version 26 were applied to evaluate direct and indirect hypotheses. The conceptual framework posits that Store Image, Customer Trust, and Perceived Service Quality positively impact Customer Satisfaction, which in turn fosters Repurchase Intention. Additionally, Customer Satisfaction is anticipated to bridge the gap between these three antecedents and the intent to repurchase. Theoretically, this study enriches retail marketing literature by offering fresh empirical insights into repurchase behavior within modern retail. Practically, the insights can guide Alfamart's management and similar retail firms in crafting strategic initiatives to bolster satisfaction, loyalty, and sustainable repurchase rates.

## Keywords:

Store Image; Customer Trust; Perceived Service Quality; Customer Satisfaction; Repurchase Intention; Modern Retail.

## 1. INTRODUCTION

The global retail sector has undergone a dramatic evolution over the past ten years, propelled by rapid urbanization, digital integration, and shifting consumer purchasing habits (Keller, 2021). Modern retail formats, particularly convenience stores and minimarkets, have seamlessly integrated into daily routines by offering superior accessibility, diverse product selections, and streamlined shopping experiences (Gupta et al., 2024). As market rivalry among retail chains intensifies, retaining existing patrons has become just as critical as acquiring new ones. Consequently, operators are increasingly prioritizing the core drivers of repeat buying behavior to sustain long-term financial performance. Contemporary literature highlights that repurchase intention serves as a pivotal metric for business longevity, given that loyal consumers drive substantial sales growth, profitability, and sustainable competitive advantages (Zeithaml, Verleye, Hatak, Koller, & Zauner, 2020). The modern retail industry has achieved remarkable expansion, with Alfamart and Indomaret firmly capturing the convenience market share.

Despite their massive footprint and established brand equity, competition between these giants has grown fierce, as buyers are constantly presented with alternative choices offering identical items, pricing, and promotional campaigns (Katz, 2022; Magisa & Hardayu, 2023). Periodic shifts in consumer preferences reveal that expanding store networks or ensuring product availability alone cannot guarantee customer retention. Instead, companies must perpetually refine the in-store experience and solidify customer relations to stimulate repeat visits (Fam, Liat Cheng, Cham, Tan Chia Yi, & Ting, 2023; Taheri, Gannon, & Kesgin, 2020). This

dynamic elevates repurchase intention into a critical strategic issue for retail firms navigating highly competitive landscapes. Repurchase intention denotes a consumer's psychological readiness to buy products or services again following prior consumption experiences. As a behavioral intent, it mirrors customer loyalty and shapes future purchasing choices (Ramadhan & Asnawi, 2020; Wilson, Johnson, & Brown, 2024). Prior marketing literature consistently demonstrates that individuals with strong repeat intentions tend to maintain enduring relationships with retailers, generate positive word-of-mouth recommendations, and exhibit lower sensitivity to rival promotions (Pangestu & Erpurini, 2026; Sanchez, Abril, & Haenlein, 2020). Hence, identifying the catalysts of repurchase intent is vital for designing powerful retail marketing frameworks and boosting corporate competitiveness.

Store Image Variable among the key predictors of repurchase behavior, store image represents a focal point in retail marketing research. It encompasses the collective consumer perceptions regarding a store's physical aesthetics, product mix, interior atmosphere, spatial layout, hygiene standards, pricing strategies, and overall shopping environment. A compelling store image fosters gratifying shopping experiences, boosts perceived value, and deepens emotional bonds with the brand. Empirical data indicates that a favorable store image elevates satisfaction levels and indirectly shapes future buying intent via the customer's perceived experience. Nonetheless, past findings regarding its direct impact on repurchase intention remain divergent, pointing to the presence of intervening variables that clarify this mechanism. Another vital determinant is customer trust, defined as the consumer's faith in a retailer's reliability, transparency, ethics, and capacity to deliver on its promises consistently. Trust is paramount in modern brick-and-mortar retail, where buyers demand fair pricing, authentic merchandise, safe transactions, and dependable service. When trust is established, clients form deeper psychological ties, perceive lower risks, and demonstrate a higher willingness to stay loyal to the outlet (Amiroh & Puspitadewi, 2021; Chaudhary, Jain, Gupta, & Aggarwal, 2025).

While current studies validate that consumer trust strongly enhances satisfaction and allegiance, its direct connection to repurchase intention varies across distinct retail environments. Alongside trust, perceived service quality is globally acknowledged as a cornerstone of consumer behavior. It captures how customers view staff responsiveness, reliability, assurance, empathy, and the physical elements of service execution (Tjiptono, 2017). Exceptional service delivery ensures a rewarding consumer experience, which optimizes satisfaction and strengthens the intention to revisit the establishment. Although numerous papers confirm a positive link between perceived service quality and repeat purchases, several researchers contend that customer satisfaction plays a more dominant role in translating service excellence into future buying actions. Customer satisfaction has long been recognized as a cornerstone construct in consumer behavior research. It represents the post-purchase evaluation of whether a retailer's offerings match or surpass expectations (Brodschelm, Vetter, Hüttl-Maack, Lazarovici, & Schumann, 2025; Savitha, Hawaldar, & Kumar, 2022).

Satisfied patrons generally demonstrate robust loyalty, advocate for the store through word-of-mouth, and hold higher repurchase intentions compared to dissatisfied ones. For this reason, customer satisfaction is frequently utilized as a mediating framework to explain how strategic marketing inputs translate into future behavioral intentions. Recent retail studies continue to confirm its role as a vital bridge that amplifies the impacts of store image, trust, and service quality on future purchasing choices. While prior research has explored the connections among store image, trust, service quality, satisfaction, and repurchase intention, several literature gaps persist. First, previous studies heavily emphasize digital shopping platforms, banking sectors, cosmetics retail, or e-commerce, leaving empirical data on Indonesia's modern minimarket landscape relatively scarce. Second, existing models often analyze only one or two predictors in isolation rather than consolidating Store Image, Customer Trust, and Perceived Service Quality into a unified framework. Third, conflicting empirical data regarding the direct impacts of these elements on repurchase behavior underscore the urgency of evaluating customer satisfaction as an underlying mediating mechanism. These gaps, this study introduces an integrated model evaluating how Store Image, Customer Trust, and Perceived Service Quality Affect Repurchase Intention, utilizing Customer Satisfaction as a mediator among Alfamart patrons in Bandung City. Theoretically, this research enriches retail marketing literature by validating an integrated model within the Indonesian modern retail environment. Practically, the conclusions offer actionable managerial insights for Alfamart executives and fellow retailers seeking to optimize customer satisfaction, cultivate brand loyalty, and maximize long-term repurchase rates within a highly saturated market.

## 2. RESEARCH METHOD

### 2.1. Research Design

This study utilized a quantitative method paired with an explanatory research framework to analyze the causal links between Store Image, Customer Trust, Perceived Service Quality, Customer Satisfaction, and Repurchase Intention. A quantitative approach is highly suitable for validating hypotheses and quantifying the strength of statistical connections between distinct variables. Furthermore, the explanatory framework allows for a detailed investigation into how independent variables exert both direct and indirect impacts on the dependent variable via an intervening mediator (Hair, Money, Samouel, & Page, 2007).

## 2.2. Research Setting and Target Population

The geographical locus of this study was Bandung, Indonesia, with the target population consisting of Alfamart minimarket consumers. The inclusion criteria specifically targeted patrons with prior purchasing experience at Alfamart, ensuring they possessed the necessary baseline to evaluate store image, credibility, service delivery, and satisfaction levels that shape future buying intent. Bandung was selected as the research location because it represents one of the largest metropolitan hubs in Indonesia, characterized by a dense concentration of modern retail outlets and aggressive rivalry among minimarket franchises.

## 2.3. Sampling Technique and Sample Size

A non-probability, purposive sampling approach was selected to gather the study's sample. Participants were selected based on a strict set of pre-established criteria: (1) a minimum age of 17 years; (2) a history of shopping at Alfamart at least twice within the preceding six months; and (3) a willingness to participate voluntarily in the survey. Based on these parameters, a sample of 110 respondents was established. Purposive sampling is highly advantageous in this context as it ensures that data is harvested exclusively from individuals who hold sufficient, relevant experience aligned with the research goals (Campbell et al., 2020).

## 2.4. Data Collection and Measurement Scale

Primary data collection was executed using structured questionnaires distributed through both in-person and online channels to eligible participants. Measurement items across all variables were adapted from validated instruments used in preceding literature, utilizing a five-point Likert scale that spanned from 1 (strongly disagree) to 5 (strongly agree). The questionnaire operationalized five distinct constructs: Store Image, Customer Trust, Perceived Service Quality, Customer Satisfaction, and Repurchase Intention. Employing Likert-type scales is a widely endorsed practice for assessing consumer behavior and psychological intentions due to its capacity to yield dependable and uniform responses (Sarstedt, Hair Jr, Nitzl, Ringle, & Howard, 2020).

## 2.5. Instrument and Diagnostic Testing

Prior to executing hypothesis verification, the measurement scales underwent rigorous validity and reliability testing. Item validity was verified using the Pearson Product-Moment correlation technique, whereas instrument reliability was evaluated via Cronbach's Alpha, applying a baseline threshold of 0.70 to confirm adequate internal consistency (Hair et al., 2022; Sekaran & Bougie, 2021). Furthermore, classical assumption tests—encompassing normality, multicollinearity, and heteroscedasticity diagnostics—were performed to guarantee that the empirical data satisfied all requirements for multiple linear regression analysis.

## 2.6. Statistical Data Analysis

Data processing was carried out using IBM SPSS Statistics version 26. Initial descriptive analysis was applied to map the demographic profiles of the respondents and the distribution patterns of the variables. Next, multiple linear regression analysis was deployed to gauge the direct influences of Store Image, Customer Trust, and Perceived Service Quality on Customer Satisfaction and Repurchase Intention. Hypotheses were verified using the t-test with a alpha level of 5% ( $\alpha = 0.05$ ), and the coefficient of determination ( $R^2$ ) was computed to measure the variance explained by the explanatory variables (Sarstedt et al., 2020).

## 2.7. Mediation Analysis (Sobel Test)

To isolate and evaluate the mediating function of Customer Satisfaction, this study applied the Sobel test to calculate whether the indirect transmission from the independent predictors to Repurchase Intention via Customer Satisfaction was statistically meaningful. Mediation is confirmed when the Sobel calculation yields a p-value below 0.05 or a z-score surpassing  $\pm 1.96$ . The Sobel framework remains a conventional and highly transparent tool for mapping indirect mechanisms within regression-based quantitative frameworks (Rodriguez & Welsh, 2022).

## 2.8. Conceptual Framework

The conceptual framework constructed for this research posits that Store Image, Customer Trust, and Perceived Service Quality act as positive drivers of Customer Satisfaction, which subsequently accelerates Repurchase Intention. Concurrently, these three antecedent parameters are hypothesized to maintain direct paths toward Repurchase Intention, while Customer Satisfaction serves as the foundational mediating conduit that amplifies these overall dynamics.

### 3. RESULTS AND DISCUSSION

#### 3.1. Result

##### 3.1.1. Demographic Profile of Participants

A total of 110 eligible questionnaire responses were successfully gathered and examined in this research. The participants were enlisted via purposive sampling adhering to the defined parameters, which included patrons with prior shopping experience at Alfamart, a minimum age of 17 years, residency within Bandung City, and adequate exposure to evaluate the core constructs under investigation. The detailed demographic composition of the sample is outlined below to illustrate the baseline traits of the participants and to offer contextual grounding for the interpretation of subsequent empirical outcomes.

Table 1. Respondent Characteristics (N = 110)

| Characteristics                 | Category                | Frequency | Percentage |
|---------------------------------|-------------------------|-----------|------------|
| Age                             | 17–20 years             | 10        | 9%         |
|                                 | 21–26 years             | 33        | 30%        |
|                                 | 27–32 years             | 19        | 17%        |
|                                 | 33–38 years             | 7         | 6%         |
|                                 | 39–44 years             | 16        | 15%        |
|                                 | >45 years               | 25        | 23%        |
|                                 | Total                   | 110       | 100%       |
| Gender                          | Male                    | 54        | 49%        |
|                                 | Female                  | 56        | 51%        |
|                                 | Total                   | 110       | 100%       |
| Occupation                      | Private employee        | 38        | 35%        |
|                                 | Housewife               | 29        | 26%        |
|                                 | Student (University)    | 14        | 13%        |
|                                 | Laborer                 | 13        | 12%        |
|                                 | Entrepreneur            | 4         | 4%         |
|                                 | Civil servant           | 4         | 4%         |
|                                 | School student          | 2         | 2%         |
|                                 | Others                  | 6         | 5%         |
|                                 | Total                   | 110       | 100%       |
| Residence                       | Bandung City            | 110       | 100%       |
| Knowledge of Alfamart           | Yes                     | 110       | 100%       |
| Shopping Frequency (Last Month) | Every day               | 14        | 13%        |
|                                 | 1–2 times per week      | 58        | 53%        |
|                                 | 3–5 times per week      | 27        | 25%        |
|                                 | Rarely (<4 times/month) | 11        | 10%        |
|                                 | Total                   | 110       | 100%       |

Based on processed primary data (2026),

The age distribution shows that the largest segment of respondents falls within the 21–26 age bracket (30%). This is followed by individuals over 45 years old (23%), 27–32 years (17%), 39–44 years (15%), 17–20 years (9%), and 33–38 years (6%). This pattern indicates that Alfamart's clientele in Bandung consists mostly of young adults who are well-accustomed to modern retail environments and regularly buy daily goods. In terms of gender, the sample is highly balanced, comprising 56 females (51%) and 54 males (49%). This near-equal split demonstrates that Alfamart successfully appeals to both male and female shoppers, highlighting the broad market reach of convenience stores in catering to diverse personal and domestic requirements. An analysis of occupations reveals that private sector employees constitute the largest segment (35%), followed by housewives (26%), university students (13%), and laborers (12%). The remaining percentage is distributed among entrepreneurs, civil servants, students, and other professions. These statistics show that Alfamart accommodates consumers from various career backgrounds, predominantly attracting working adults who frequently purchase everyday commodities. Crucially, all participants (100%) reside in Bandung and are familiar with the brand, confirming that the entire sample strictly adheres to the study's predetermined screening criteria. Furthermore, shopping frequency metrics indicate high customer loyalty: 53% of respondents visit Alfamart one to two times weekly, 25% shop three to five times a week, and 13% do so daily. Conversely, a mere 10% shop fewer than four times a month. This frequent patronage ensures that the respondents possess the necessary consumer experience to accurately assess store image, customer trust, perceived service quality, customer satisfaction, and repurchase intention.

### 3.1.2. Instrument Testing (Validity and Reliability)

Before performing hypothesis testing, the research instrument underwent evaluation to verify the validity and reliability of all measurement items. In quantitative methodologies, instrument testing is vital to confirm that the questionnaire precisely evaluates the target variables and yields stable data. This study utilized the Pearson Product-Moment correlation to analyze validity, whereas Cronbach's Alpha was applied to gauge reliability. Measurement items achieved validity if their correlation coefficients surpassed the critical threshold with a significance level under 0.05. For reliability, a construct was deemed acceptable if its Cronbach's Alpha value exceeded the standard benchmark of 0.70. 3.2.1 Validity Test The validity analysis demonstrated that every questionnaire item designed to measure Store Image (SI), Customer Trust (CT), Perceived Service Quality (PSQ), Customer Satisfaction (CS), and Repurchase Intention (RI) generated correlation coefficients above the statistical threshold. Additionally, all associated p-values were strictly below 0.05, confirming that each indicator accurately captured its respective latent construct. Consequently, all items were confirmed valid and preserved for the ensuing data analysis phase. Table 2 Summary of Validity Test Results.

Table 2. Summary of Validity Test Results

| Variable                  | Number of Items | Result              |
|---------------------------|-----------------|---------------------|
| Store Image               | 6               | All items are valid |
| Customer Trust            | 6               | All items are valid |
| Perceived Service Quality | 6               | All items are valid |
| Customer Satisfaction     | 5               | All items are valid |
| Repurchase Intention      | 5               | All items are valid |

Source: Processed primary data (2026).

The outcomes verify that every measurement indicator exhibited adequate construct validity. This demonstrates that the survey instrument successfully evaluated the participants' viewpoints regarding store image, customer trust, perceived service quality, customer satisfaction, and repurchase intention. Consequently, all items were deemed suitable for subsequent empirical testing.

### 3.1.3. Reliability Test

A reliability analysis was performed utilizing Cronbach's Alpha to assess the internal consistency of the measurement metrics. The empirical findings reveal that all latent variables achieved Cronbach's Alpha scores above the standard 0.70 threshold, confirming satisfactory scale reliability. These results indicate that the questionnaire provided stable measurements for each construct and generated trustworthy feedback across the entire sample group.

Table 3. Reliability Test Results

| Variable                  | Cronbach's Alpha | Interpretation |
|---------------------------|------------------|----------------|
| Store Image               | > 0.70           | Reliable       |
| Customer Trust            | > 0.70           | Reliable       |
| Perceived Service Quality | > 0.70           | Reliable       |
| Customer Satisfaction     | > 0.70           | Reliable       |
| Repurchase Intention      | > 0.70           | Reliable       |

Source: Processed primary data (2026).

Taken together, the diagnostic evaluation of validity and reliability confirms that the research instrument possesses sound psychometric characteristics. Every indicator demonstrated empirical validity, and each latent construct exhibited acceptable internal consistency. As a result, the survey instrument satisfies the formal methodological criteria essential for conducting hypothesis testing via multiple linear regression and mediation analysis. These outcomes guarantee that the subsequent statistical tests will precisely evaluate and map the structural relationships linking Store Image, Customer Trust, Perceived Service Quality, Customer Satisfaction, and Repurchase Intention.

### 3.1.4. Classical Assumption Tests

Prior to executing the multiple linear regression analysis, classical assumption tests were applied to the dataset. This procedure ensures the regression model delivers reliable and unbiased estimates. The evaluations included in this study comprise normality, multicollinearity, and heteroscedasticity tests, with the outcomes detailed below.

#### 3.1.4.1. Normality Test

The normality test assesses whether the regression residuals display a normal distribution. For this purpose, the Kolmogorov–Smirnov test was employed. The normality requirement is met if the asymptotic significance value (Asymp. Sig.) exceeds 0.05. The findings reveal that the significance value of the residual data was above 0.05, confirming a normal distribution. Consequently, the normality assumption is satisfied, validating the regression model for subsequent hypothesis testing.



Table 4. Normality Test Results

| Test               | Significance | Criterion   | Conclusion           |
|--------------------|--------------|-------------|----------------------|
| Kolmogorov–Smirnov | > 0.05       | Sig. > 0.05 | Normally distributed |

### 3.1.4.2. The multicollinearity test

was executed to detect high correlations between independent variables using Tolerance 0.10 and Variance Inflation Factor VIF <10 metrics. All predictors—Store Image, Customer Trust, and Perceived Service Quality—met these criteria, confirming the absence of multicollinearity and ensuring each variable provides distinct data to the model. Read the full analysis at Processed primary data (2026).

Table 5. Multicollinearity Test Results

| Variable                  | Tolerance | VIF  | Conclusion           |
|---------------------------|-----------|------|----------------------|
| Store Image               | > 0.10    | < 10 | No multicollinearity |
| Customer Trust            | > 0.10    | < 10 | No multicollinearity |
| Perceived Service Quality | > 0.10    | < 10 | No multicollinearity |

Source: Processed primary data (2026).

### 3.1.4.3. Heteroscedasticity Test

The Glejser test was employed to evaluate heteroscedasticity, verifying whether residual variance remains uniform across all independent variables. A model successfully satisfies this requirement when the significance level for every predictor variable exceeds 0.05. The empirical results show that the significance values for Store Image, Customer Trust, and Perceived Service Quality were all above the 0.05 threshold. Consequently, the independent variables had no significant impact on the absolute residuals, confirming the absence of heteroscedasticity. These outcomes validate that the residual variance is homogeneous, fulfilling a key assumption for multiple linear regression.

Table 6. Heteroscedasticity Test Results

| Variable                  | Significance | Criterion   | Conclusion            |
|---------------------------|--------------|-------------|-----------------------|
| Store Image               | > 0.05       | Sig. > 0.05 | No heteroscedasticity |
| Customer Trust            | > 0.05       | Sig. > 0.05 | No heteroscedasticity |
| Perceived Service Quality | > 0.05       | Sig. > 0.05 | No heteroscedasticity |

Source: Processed primary data (2026).

In summary, the classical assumption test results confirm that the regression model fulfills all econometric requirements. The residuals display a normal distribution, the independent variables are free from multicollinearity, and the model exhibits no heteroscedasticity. Consequently, the dataset is suitable for multiple linear regression analysis and subsequent mediation testing, ensuring that the estimated regression coefficients provide a reliable basis for hypothesis testing.

### 3.1.5. Hypothesis Testing

Hypothesis evaluation was carried out via multiple linear regression analysis, utilizing IBM SPSS Statistics version 26. This process aimed to assess the direct impacts of Store Image, Customer Trust, and Perceived Service Quality on Customer Satisfaction and Repurchase Intention, alongside the mediating function of Customer Satisfaction. Statistical significance was set at a 5% threshold ( $\alpha = 0.05$ ). Accordingly, a hypothesis was supported if the p-value fell below 0.05 and the empirical t-value surpassed the critical t-table value.

#### 3.1.5.1. Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) was evaluated to measure the explanatory power of the estimated regression models. For the first model, which predicted Customer Satisfaction, the (R<sup>2</sup>) value reached 0.803. This indicates that Store Image, Customer Trust, and Perceived Service Quality collectively account for 80.3% of the variance in Customer Satisfaction, while the remaining 19.7% is driven by alternative variables omitted from the model. Concurrently, the second regression model generated an (R<sup>2</sup>) value of 0.742, demonstrating that 74.2% of the fluctuation in Repurchase Intention is explained by Store Image, Customer Trust, Perceived Service Quality, and Customer Satisfaction. The residual 25.8% is ascribed to external factors outside the scope of this investigation. These statistics confirm that both models exhibit substantial explanatory capacity.

#### 3.1.5.2. Mediation Analysis

The mediating function of Customer Satisfaction was assessed using the Sobel test to verify the statistical significance of the indirect paths from Store Image, Customer Trust, and Perceived Service Quality to Repurchase Intention. The empirical results of the Sobel test reveal that all three indirect effects were statistically significant. Consequently, these findings validate that Customer Satisfaction effectively operates as a mediator within the framework of this research model.

### 3.2. Discussion

#### 3.2.1. The Effect of Store Image on Customer Satisfaction

The study shows that store image has a positive and significant impact on customer satisfaction with Alfamart in Bandung City. This result indicates that customers who perceive Alfamart as having a clean environment, attractive store layout, diverse product offerings, and convenient facilities tend to experience higher satisfaction. A positive store image can create a more comfortable shopping environment, strengthen positive perceptions of the retailer, and enhance customers' overall shopping experience (Ndengane, Mason, & Mutize, 2021).

This finding is consistent with previous studies showing that store image plays an important role in shaping customer satisfaction (Fuentes-Blasco, Moliner-Velázquez, Servera-Francés, & Gil-Saura, 2017; Hitt, M., Ireland, R., & Hoskisson, 2016; Terblanche, 2018). However, the strength of this relationship may differ depending on the characteristics of the retail environment and customer expectations. In highly competitive retail markets, customers may consider store image together with other factors such as price, product availability, location, and service quality. Therefore, a positive store image alone may not always guarantee high customer satisfaction. In the context of Alfamart in Bandung City, the significant effect may be explained by the importance of convenience and familiarity in consumers' daily shopping activities. Customers who frequently visit convenience stores may place greater value on a clean, organized, and easily accessible shopping environment. Thus, store image becomes an important component of the overall shopping experience and contributes significantly to customer satisfaction (Cachero-Martínez & Vázquez-Casielles, 2017; Lee & Wu, 2017).

#### 3.2.2. The Effect of Customer Trust on Customer Satisfaction

The findings show that customer trust has a positive and significant effect on customer satisfaction. Customers who believe that Alfamart provides authentic products, transparent prices, and dependable services tend to report better shopping experiences (Du, Hu, & Vakil, 2021; El Bakkouri, Raki, & Belgnaoui, 2022). Trust can also reduce customers' concerns about purchasing decisions and create confidence that the retailer will fulfill its promises. This finding supports previous research indicating that trust contributes to customer satisfaction (Listiyana, 2023; Malau, Lubis, & Siregar, 2024). Nevertheless, the effect of trust on satisfaction may not be equally strong in all retail contexts. Some customers may place greater emphasis on price, product availability, store location, or service efficiency than on trust, particularly when purchasing low-risk and frequently purchased products. In the context of Alfamart, however, trust may remain important because customers repeatedly interact with the same retail brand and expect consistent product quality, pricing, and service. Therefore, repeated positive experiences can strengthen trust, which subsequently contributes to higher satisfaction. This finding also supports relationship marketing theory, which positions trust as an important foundation for maintaining long-term customer relationships.

#### 3.2.3. The Effect of Perceived Service Quality on Customer Satisfaction

The regression analysis shows that perceived service quality has a positive and significant effect on customer satisfaction. Customers tend to be more satisfied when Alfamart employees are friendly, polite, responsive, and able to provide efficient service. This finding is consistent with the SERVQUAL perspective, which emphasizes the importance of service performance in shaping customer evaluations (Datta & Vardhan, 2017). Previous retail studies have similarly demonstrated that reliable and responsive services contribute to customer satisfaction (Bahadur, Khan, Ali, & Usman, 2020). However, service quality does not necessarily influence satisfaction in the same way across all retail environments. In self-service convenience stores, for example, customers may have limited interaction with employees and may place greater importance on transaction speed, product availability, store accessibility, and convenience. Therefore, the significant relationship found in this study suggests that employee responsiveness and service efficiency remain relevant even in a relatively self-service retail format. The difference may also be explained by the characteristics of Alfamart customers in Bandung, who may expect fast and efficient service because convenience is one of the primary reasons for visiting a minimarket. Thus, service quality contributes to satisfaction not only through interpersonal interactions but also through the efficiency and reliability of the overall shopping process.

#### 3.2.4. The Effect of Store Image on Repurchase Intention

The results show that store image has a positive and significant influence on customers repurchase intention. Customers who perceive Alfamart as clean, comfortable, organized, and professionally managed are more likely to return and purchase products again. A positive store image can reduce uncertainty about future shopping experiences and create expectations of consistent service and convenience.

This result is consistent with previous research indicating that store image positively influences customers' intention to repurchase (Shamsher, 2016). However, the influence of store image on repurchase intention may be weaker when consumers have many alternative retailers offering similar products and prices. In such circumstances, customers may easily switch stores based on promotions, location, or product availability. The significant result in this study may therefore be explained by Alfamart's established presence

and accessibility in Bandung City. A familiar and positive store image can reduce customers' perceived effort when choosing where to shop, making them more likely to return to a store they already know and trust.

### **3.2.5. The Effect of Customer Trust on Repurchase Intention**

The findings demonstrate that customer trust has a positive and significant effect on repurchase intention. Customers who trust Alfamart are more likely to continue purchasing from the retailer because they believe that the store provides reliable products and services. Trust reduces perceived risk and increases confidence in future purchasing decisions (Cardoso et al., 2022).

This finding supports previous research emphasizing trust as an important determinant of repeat purchasing behavior. However, trust may not always be sufficient to generate repurchase intention when consumers are strongly motivated by price promotions or competing alternatives. In the minimarket sector, where competitors frequently offer similar products and promotional programs, customers may switch retailers despite having trust in a particular store. Therefore, the significant relationship found in this study suggests that trust remains an important foundation for repurchase intention, but its effect should be considered alongside other factors such as price, convenience, promotions, and product availability.

### **3.2.6. The Impact of How Much Customers Think the Service Is Good on Their Desire to Buy Again**

The statistical analysis indicates that perceived service quality has a positive and significant effect on repurchase intention. Customers who experience friendly employees, fast transactions, and reliable services are more likely to return to Alfamart. Positive service experiences can increase the perceived value of shopping and encourage customers to repeat their previous purchasing behavior.

This finding is consistent with previous retail marketing studies showing that good service quality contributes to customer loyalty and repurchase intention (Tajeddini, Thilini, Javad, & Sikandar, 2023). Nevertheless, the influence of service quality may vary depending on the type of retail business. For routine purchases, customers may prioritize convenience, location, and price over interpersonal service. Therefore, the significant effect observed in this study may indicate that service quality at Alfamart is not limited to employee interactions but also includes transaction efficiency, responsiveness, and the ability to provide a smooth shopping experience. These factors may become particularly important when customers repeatedly visit the same store.

### **3.2.7. The Effect of Customer Satisfaction on Repurchase Intention**

The findings show that customer satisfaction has a positive and significant effect on repurchase intention. Satisfied customers are more likely to return to Alfamart because their previous shopping experiences met or exceeded their expectations. Satisfaction can also encourage positive attitudes toward the retailer, recommendations to others, and continued purchasing behavior.

This finding supports the expectation-confirmation theory, which suggests that customers are more likely to repurchase when their experiences meet or exceed their expectations. Previous research has also identified customer satisfaction as an important determinant of repurchase intention (Chinedu, Haron, Osman, & Hayatu, 2020). However, satisfaction does not always guarantee repurchase because customers may still change retailers due to promotional offers, price differences, location, or product availability. Therefore, the significant relationship found in this study should be interpreted as an important contributor rather than the sole determinant of repurchase intention. In the context of Alfamart, customer satisfaction may encourage repeat purchasing because satisfied customers perceive lower uncertainty and greater convenience when returning to a familiar retailer.

The role of customer satisfaction in the connection between how a store is viewed and the desire to buy again. The Sobel test shows that customer satisfaction plays a major role in connecting store image with the likelihood of customers buying again. This means that a positive image of the store not only makes customers buy again but also helps them want to buy again more by making them happier with their experience. Customers who like the way Alfamart's store looks and feels tend to be happier, and that makes them more likely to come back and shop again.

The mediating effect shows that customer satisfaction acts as a key psychological process that helps turn customers' positive views of a store into future buying actions (Gounaris, Dimitriadis, & Stathakopoulos, 2010).

The role of customer satisfaction in connecting customer trust with the intention to buy again. The mediation analysis also shows that customer satisfaction plays a key role in linking customer trust to the likelihood of repurchasing. Customers who trust Alfamart usually feel more satisfied, and this satisfaction makes them more likely to buy from them again. Trust helps people want to buy again both directly and through other ways (SAB & Maya Ariyanti, 2024). This shows that having trust from customers isn't enough on its own to get them to buy again, unless they also have good shopping experiences.

The role of customer satisfaction in connecting perceived service quality with the desire to buy again. In the end, the Sobel test shows that customer satisfaction plays a major role in connecting how customers view service quality with their intention to buy again. Customers who get great service from Alfamart staff feel



happier, and this happiness encourages them to come back to the store and keep buying things. (Maharani, Prawitasari, Anomsari, & Haziroh, 2024)

#### 4. CONCLUSION

This investigation evaluated how Store Image, Customer Trust, and Perceived Service Quality Affect Repurchase Intention, positioning Customer Satisfaction as a mediator among Alfamart clients in Bandung. The empirical data indicate that Store Image, Customer Trust, and Perceived Service Quality each exert a significant positive effect on Customer Satisfaction. This suggests that favorable perceptions of the retail space, enhanced institutional trust, and high-quality service interactions collectively drive superior customer satisfaction. Additionally, the analysis confirms that Store Image, Customer Trust, Perceived Service Quality, and Customer Satisfaction all significantly and positively stimulate Repurchase Intention. Notably, Customer Satisfaction emerges as a pivotal factor driving consumers to return to Alfamart for subsequent purchases. Satisfied patrons demonstrate a higher likelihood of sustaining long-term patronage, generating positive word-of-mouth, and projecting stronger future purchase intent. The mediation assessment reveals that Customer Satisfaction significantly bridges the paths connecting Store Image, Customer Trust, and Perceived Service Quality to Repurchase Intention. These outcomes imply that the individual impacts of store atmosphere, consumer trust, and service standards on future purchase intent are amplified through heightened satisfaction. Thus, customer satisfaction operates as a vital psychological mechanism transforming positive buyer perceptions into repeated buying actions. From a theoretical standpoint, this research enriches retail marketing literature by offering empirical insights into the combined impacts of Store Image, Customer Trust, and Perceived Service Quality on Repurchase Intention via Customer Satisfaction within the Indonesian modern retail sector. From a practical perspective, the results imply that Alfamart executives should continuously refine store aesthetics, secure customer trust through transparent operations, and elevate service quality by training responsive and professional front-line personnel. Such strategic measures are anticipated to solidify customer satisfaction, foster consumer loyalty, and ultimately accelerate repeat purchase rates within a highly competitive market. Nevertheless, this research carries certain limitations. The scope was confined to shoppers within Bandung and utilized a cross-sectional approach, which could limit the broader generalizability of the insights. Future investigations should expand the geographic reach, employ longitudinal methods, and integrate other determinants—such as price fairness, promotional activities, customer experience, brand loyalty, or electronic word-of-mouth (e-WOM)—to capture a more holistic view of consumer repurchase dynamics in the modern retail industry.

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