

Understanding Repurchase Intention and Consumer Word-of-Mouth in Uniqlo: The Role of Store Attributes, Brand Loyalty and Perceived Value

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Abstrak

Penelitian ini bertujuan untuk menganalisis bagaimana atribut toko memengaruhi niat pembelian ulang dan word-of-mouth (WOM) konsumen pada Uniqlo Store Cirebon melalui peran mediasi perceived value dan brand loyalty. Permasalahan utama yang diangkat adalah belum optimalnya pemahaman mengenai mekanisme psikologis dan sosial yang menghubungkan pengalaman berbelanja di toko fisik dengan perilaku pembelian ulang yang berkelanjutan. Penelitian menggunakan pendekatan kuantitatif dengan desain cross-sectional terhadap 83 responden yang dipilih secara purposive. Analisis dilakukan menggunakan Structural Equation Modeling (SEM) berbasis AMOS. Hasil penelitian menunjukkan bahwa atribut toko berpengaruh signifikan terhadap perceived value dan brand loyalty. Perceived value terbukti meningkatkan brand loyalty, namun tidak berpengaruh langsung terhadap niat pembelian ulang. Brand loyalty berpengaruh signifikan terhadap WOM dan repurchase intention, sementara WOM menjadi faktor paling dominan dalam mendorong pembelian ulang. Temuan ini menegaskan bahwa pengalaman berbelanja tidak cukup hanya menciptakan kenyamanan fisik, tetapi harus mampu menghasilkan nilai psikologis dan keterikatan emosional yang kemudian diperkuat melalui komunikasi sosial untuk mendorong perilaku pembelian ulang secara berkelanjutan.

Kata Kunci: Atribut Toko; Nilai yang Dirasakan; Loyalitas Merek; Komunikasi dari Mulut ke Mulut; Niat Pembelian Ulang.

Abstract

This study aims to analyze how store attributes influence consumers' repurchase intention and word-of-mouth (WOM) at Uniqlo Store Cirebon through the mediating roles of perceived value and brand loyalty. The main issue addressed in this study is the limited understanding of the psychological and social mechanisms that link in-store shopping experiences to sustainable repurchase behavior. This research employs a quantitative approach with a cross-sectional design involving 83 respondents selected using purposive sampling. Data were analyzed using Structural Equation Modeling (SEM) with AMOS software. The results indicate that store attributes have a significant effect on perceived value and brand loyalty. Perceived value is found to enhance brand loyalty but does not directly influence repurchase intention. Brand loyalty significantly affects both WOM and repurchase intention, while WOM emerges as the most dominant factor in driving repurchase behavior. These findings suggest that shopping experiences should not merely provide physical comfort but must also generate psychological value and emotional attachment, which are further reinforced through social communication to encourage sustainable repurchase behavior.

Keyword: Store Attributes; Perceived Value; Brand Loyalty; Word-of-Mouth; Repurchase Intention.

1. Introduction

The modern fashion retail industry is experiencing increasingly intense competition, requiring firms not only to offer high-quality products but also to create meaningful shopping experiences that can retain customers (Aaker, 2025; Dwivedi *et al.*, 2021). In this context, repurchase intention and word-of-mouth (WOM) have become important indicators, as they reflect the sustainability of the relationship between consumers and brands (Chatzoglou *et al.*, 2022; Jain & Sharma, 2022). However, a major issue identified in the literature is the lack of an integrated mechanism explaining how in-store experiences (store attributes) are translated into repurchase behavior. Most previous studies examine variables such as perceived value, brand loyalty, and WOM separately or focus only on direct relationships, thus failing to comprehensively explain the underlying psychological and social processes (Chaudhuri & Holbrook, 2020; Dam & Dam, 2021; Bazi *et al.*, 2020). In the context of physical retail, store attributes such as atmosphere, layout, comfort, and service interaction function as stimuli that influence consumers' perceptions and emotions. These perceptions subsequently shape perceived value and brand loyalty as internal responses, which ultimately affect WOM and repurchase intention as behavioral outcomes (Bitner, 1992; Kotler, 1973; Arora & Aggarwal, 2021; Hwang & Lee, 2022). Based on this research gap, the present study develops an integrated model based on the Stimulus–Organism–Response (S–O–R) framework to examine the relationships among store attributes, perceived value, brand loyalty, WOM, and repurchase intention (Mehrabian & Russell, 1974). This study focuses on consumers of Uniqlo Store Cirebon to better understand how in-store shopping experiences can drive sustainable repurchase behavior through psychological and social mechanisms.

2. Literature Review

The theoretical foundation of this study is grounded in the Stimulus–Organism–Response (S–O–R) framework developed by Mehrabian & Russell (1974). The S–O–R model explains that environmental stimuli influence individuals' internal psychological states before generating behavioral responses. In consumer behavior research, this framework has been widely applied to explain how external cues in the retail environment shape consumers' cognitive and affective evaluations that ultimately determine purchasing behavior. Within the context of physical fashion retail, store-related cues such as atmosphere, layout, cleanliness, accessibility, and service interaction may function as environmental stimuli that influence consumers' perceptions of value and emotional attachment. These internal evaluations subsequently manifest in behavioral outcomes such as word-of-mouth (WOM) communication and repurchase intention. The relevance of the S–O–R framework in retail studies lies in its ability to explain the psychological mechanism linking environmental experience with consumer behavioral responses. In modern fashion retail, store attributes represent important experiential cues that shape consumers' perceptions during the shopping process. The concept of store attributes is closely related to the servicescape perspective introduced by Bitner (1992), which emphasizes that the physical environment of a service setting influences customers' perceptions, emotions, and behaviors. Kotler (1973) conceptualized store atmosphere as a strategic marketing tool designed to evoke affective reactions that enhance customer evaluation and purchase probability. In practice, store attributes encompass several elements such as atmospheric comfort, visual merchandising, layout clarity, cleanliness, accessibility, and the overall quality of interaction within the store environment. Empirical studies consistently show that a favorable store environment contributes positively to customer evaluation and engagement. Fang *et al.* (2020) and Jeong & Kim (2020) demonstrated that store atmosphere significantly affects consumer responses through value perception and emotional evaluation. More recent studies by Alam & Purwanto (2024) and Ariesty & Ikhsan (2024) further confirm that store attributes play a strategic role in shaping customer loyalty and retail engagement.

RESEARCH ARTICLE

Perceived value represents the consumer's overall evaluation of the benefits received relative to the sacrifices made during the consumption process. Juran (1988) defined value as the balance between utility and cost, while subsequent marketing studies expanded the concept to include emotional and experiential dimensions of consumption. In retail settings, perceived value does not only arise from product quality or price fairness, but also from the overall shopping experience, including convenience, comfort, and symbolic benefits obtained during store interaction. Numerous studies highlight the importance of perceived value as a determinant of future consumer behavior. Cheng *et al.* (2021) demonstrated that positive value evaluation strengthens customer loyalty and influences post-purchase behavior. Brand loyalty reflects a deeply held commitment to repurchase and maintain preference toward a brand despite situational influences or alternative offerings (Oliver, 1999). In retail marketing, loyalty is considered an essential indicator of long-term customer relationships because it represents both behavioral repetition and emotional commitment toward the brand. Previous studies confirm that brand loyalty strongly influences post-purchase behavior. Hwang & Lee (2022) found that loyal consumers are more likely to demonstrate repurchase intention because they maintain consistent preference toward the brand. Nysveen & Pedersen (2022) further suggested that strong consumer-brand relationships reinforce purchasing continuity and strengthen behavioral commitment. In addition to repurchase behavior, loyalty also encourages advocacy behavior, where consumers share positive experiences and recommendations with others. Word-of-mouth communication represents informal interpersonal interaction through which consumers share opinions and recommendations regarding products or brands. Compared with firm-generated promotional communication, WOM is generally perceived as more credible because it originates from personal experience and peer interaction. Research indicates that WOM significantly influences consumer decision-making and purchasing behavior. Jain & Sharma (2022) showed that engaged consumers are more likely to communicate their experiences to others, while Hidajat & Damayanti (2022) reported that positive value evaluation encourages favorable WOM communication. Furthermore, WOM has been found to strengthen repurchase intention because social validation reinforces consumer confidence in prior consumption experiences. Chatzoglou *et al.* (2022) and Ding *et al.* (2022) emphasize that repurchase intention represents the continuation of a consumer-brand relationship after favorable evaluation. Within the S-O-R framework, repurchase intention can therefore be interpreted as the final behavioral response resulting from environmental stimuli, internal psychological evaluation, and social reinforcement mechanisms.

3. Research Methodology

This study employed a quantitative approach with a cross-sectional design to examine causal relationships among the study constructs measured at a single point in time (Sugiyono, 2020a). The model was developed within the Stimulus-Organism-Response (S-O-R) framework, where store attributes functioned as environmental stimuli, perceived value and brand loyalty represented internal organismic states, and word-of-mouth (WOM) and repurchase intention were specified as behavioral responses (Mehrabian & Russell, 1974). The variables investigated comprised store attributes (X), perceived value (Y1), brand loyalty (Y2), WOM recommendation (Z1), and repurchase intention (Z2). The population consisted of consumers of Uniqlo Store Cirebon who had previously purchased products directly from the physical store (e.g., apparel, jackets, or accessories). A non-probability purposive sampling technique was applied to ensure that respondents met the research requirements. The inclusion criteria were: (1) having made at least one in-store purchase at Uniqlo Store Cirebon and (2) being willing to complete the questionnaire fully. Sample size determination followed Roscoe's practical guideline suggesting a minimum sample of approximately ten times the number of variables, implying at least 50 respondents for five variables (Roscoe, 1975). The final sample comprised 83 respondents, exceeding the minimum requirement. This sample size is also considered acceptable for covariance-based Structural Equation Modeling (SEM), which commonly recommends a minimum of 5–10 observations per estimated parameter or indicator (Hair *et al.*, 2021; Schumacker & Lomax, 1996). Therefore, the use of AMOS for SEM

estimation was methodologically justified without requiring an additional power analysis. Two types of data were utilized. Primary data were collected directly from respondents using a structured questionnaire (Sugiyono, 2020a). Secondary data were obtained from documentation, scholarly publications (books and journal articles), online sources, and other relevant materials to strengthen contextual understanding and support the theoretical basis of the study. Data collection was conducted through a self-administered survey questionnaire consisting of close-ended statements designed to operationalize each construct. The measurement of store attributes was conceptually grounded in servicescape and store atmosphere perspectives, which emphasize how physical environments and experiential cues shape consumer perceptions and emotions (Bitner, 1992; Kotler, 1973). The operational indicators used in this study are summarized as follows. Store attributes (X) were measured as consumers' perceptions of the physical environment and shopping experience at Uniqlo, reflected in comfort, atmospheric fit, managerial attention to store ambience, enjoyment of shopping, experiential attractiveness, store image, perceived comfort provided to customers, and ease of store access: (a) Uniqlo has a comfortable atmosphere; (b) the store atmosphere is what I am looking for; (c) Uniqlo understands that store atmosphere is important; (d) Uniqlo is a pleasant place to shop; (e) Uniqlo offers an attractive shopping experience; (f) Uniqlo has a good image; (g) Uniqlo provides comfort for customers; and (h) the store location is easy to access. Perceived value (Y1) was defined as consumers' overall evaluation of the trade-off between benefits received and sacrifices made (Juran, 1988). It was measured through three indicators: (a) I feel I gain greater value when I obtain branded products at competitive prices; (b) receiving purchase offers increases my emotional attachment; and (c) I feel attached because I gain a sense of personal achievement.

Brand loyalty (Y2) represented a deep commitment to repurchase and maintain preference for the brand despite situational influences (Oliver, 1999). It was operationalized through eight items: (a) Uniqlo provides better service for program members; (b) Uniqlo gives more attention to members than to regular customers; (c) Uniqlo asks about members' personal well-being; (d) Uniqlo makes me feel valued for shopping there; (e) Uniqlo gives me a sense of belonging; (f) Uniqlo makes me feel I can trust the retailer; (g) Uniqlo makes me feel special as a customer; and (h) Uniqlo makes me feel close to the retailer. Word-of-mouth recommendation (Z1) was conceptualized as credible interpersonal communication that influences consumer decision-making (Hidajat & Damayanti, 2022). It was measured with two items: (a) I share information about Uniqlo with others; and (b) I enjoy giving information about Uniqlo to others. Repurchase intention (Z2) was defined as consumers' willingness and tendency to repurchase after prior consumption experiences (Aaker, 2025; Chatzoglou *et al.*, 2022; Ding *et al.*, 2022; Le & Nguyen, 2021). Six indicators were applied: (a) I will visit the Uniqlo store I usually visit regularly; (b) I intend to continue purchasing products from the Uniqlo store I usually visit in the future; (c) I will not buy products again at the Uniqlo store I usually visit (negatively worded; reverse coded); (d) I consider myself a loyal customer of the Uniqlo store I usually visit; (e) I will prioritize the Uniqlo store I usually visit for future purchases; and (f) I intend to recommend the Uniqlo store I usually visit to people around me. Data analysis was conducted using covariance-based SEM with AMOS to test both direct and indirect (mediated) effects among constructs consistent with the proposed path model. Path analysis in SEM enables simultaneous estimation of multiple causal relationships and represents an extension of multiple regression (Garson, 2016a; Kusnedi, 2006). Instrument validity was assessed by examining item-total correlations, where items were considered valid when the computed correlation exceeded the critical value of the correlation table. Reliability was evaluated using Cronbach's alpha, with coefficients above 0.70 indicating acceptable internal consistency (Sugiyono, 2020a). To clarify the mechanism of influence, the study reported direct effects, indirect effects, and total effects. Decomposition of effects is essential in models involving mediators (perceived value and brand loyalty), as the impact of stimuli on responses may occur through both direct and mediated pathways (Garson, 2016a; Hair *et al.*, 2021; Schumacker & Lomax, 1996). Hypotheses were tested based on the statistical significance of structural path coefficients, using p-values and/or critical ratios (CR) generated by AMOS; hypotheses were supported when coefficients were significant at the chosen error level (e.g., 1% or 5%) (Kusnedi, 2006). Model fit was evaluated using commonly reported goodness-of-fit indices in SEM, including Chi-square, p-value, RMSEA, GFI, CFI, and other comparative fit measures. The model was considered acceptable when these indices met

RESEARCH ARTICLE

recommended cutoff criteria (Hair *et al.*, 2021; Schumacker & Lomax, 1996). The study was conducted at Uniqlo Store Cirebon, located in CSB Mall (Cirebon Super Block) on Jl. Dr. Cipto Mangunkusumo, Cirebon City, West Java, Indonesia. This location was selected because it represents one of the major fashion retail outlets frequently visited by local consumers. Data collection was carried out over a four-month period, from September to November 2025, to ensure adequate respondent participation. Ethical considerations were carefully observed throughout the research process by maintaining respondent confidentiality, obtaining informed consent prior to participation, and ensuring that all collected information was used solely for academic research purposes in accordance with institutional research ethics guidelines.

4. Results and Discussion

4.1 Results

4.1.1 Respondent Characteristics and Cross-Tabulation

Descriptive statistics were used to describe the demographic characteristics of respondents and their shopping or visiting behavior in order to provide contextual understanding for interpreting the structural model results. These descriptive analyses help illustrate the profile of consumers who participated in the study and offer an overview of their engagement with Uniqlo Store Cirebon. Variables such as gender, age group, and frequency of store visits were examined to identify patterns in consumer behavior. In addition, cross-tabulation analysis was applied to highlight the dominant consumer segments within the sample. This approach allows clearer identification of the most active customer groups and their shopping tendencies. The results provide useful background information for interpreting the relationships among store attributes, perceived value, brand loyalty, word-of-mouth communication, and repurchase intention.

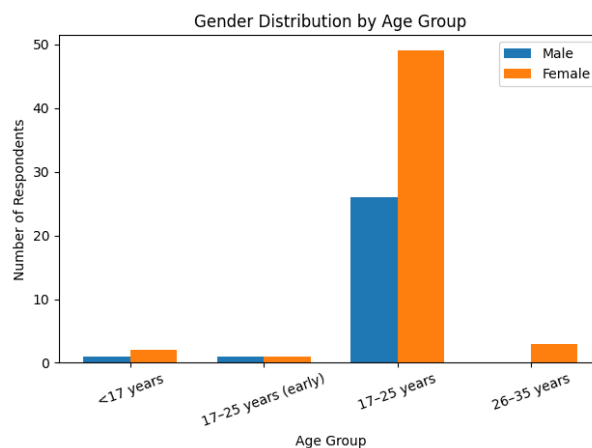


Figure 1. Gender by Age Group (Uniqlo Store Cirebon Respondents)

Gender by age (Figure 1) shows that the 17–25 age group represents the most dominant segment. Within this category, female respondents outnumber male respondents, indicating that young women constitute the most active group in Uniqlo shopping activities. In contrast, the <17 and 26–35 age groups appear less represented for both genders, suggesting comparatively lower engagement in these segments. This pattern is relevant for interpreting retail stimulus effects, as responses to store attributes may be more pronounced among highly active customer groups who are frequently exposed to physical-store experiences (Bitner, 1992; Kotler, 1973).

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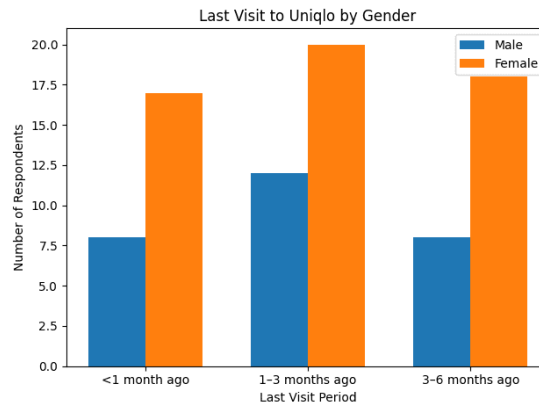


Figure 2. Age Group by Shopping Frequency

Age by shopping frequency (Figure 2) indicates that respondents aged 17–25 dominate the categories of shopping frequency, particularly in the groups visiting the store two to three times and more than three times. This pattern reflects stronger shopping involvement among younger consumers compared with other age segments. The 26–35 age group appears mainly concentrated in the two to three visits category, while higher-frequency purchasing within this group remains relatively limited. These results suggest that younger consumers tend to engage more actively with physical fashion retail environments. The dominance of this segment also implies greater exposure to in-store experiences, which may strengthen emotional attachment to the brand. Consequently, young consumers represent a strategic segment for developing loyalty and encouraging positive word-of-mouth communication (Hindratna & Suryono, 2025).

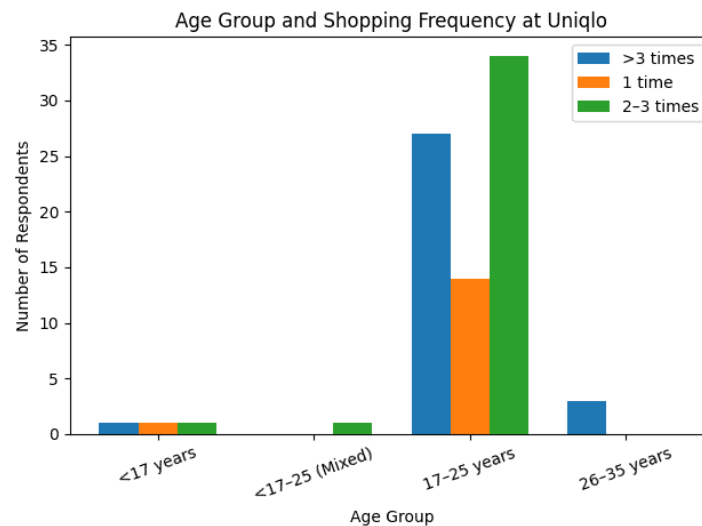


Figure 3. Gender by Last Visit Period

Gender by last visit period (Figure 3) shows that female respondents consistently dominate across all categories of last visit timing. The highest concentration occurs within the last 1–3 months, where the number of female customers exceeds male customers. From a managerial standpoint, this indicates that female customers represent a strategic segment for servicescape-based experience design and programs aimed at strengthening WOM and repeat purchasing behavior (Bitner, 1992; Kotler, 1973).

- 1.1.
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RESEARCH ARTICLE

4.1.2 Measurement Instrument Evaluation: Validity and Reliability

Prior to testing the structural model, the measurement instrument was evaluated to ensure that each indicator accurately measured its intended construct and produced consistent results. Validity was assessed using item–total correlation, and reliability was evaluated using Cronbach's alpha.

Table 1. Validity Test Results (Item–Total Correlation) $r\text{-table} = 0.216$ ($df = 81$; $\alpha = 0.05$)

Variable	Indicator	r-count	r-table	Decision
Store Attributes (X1)	X1.1	0.785	0.216	Valid
	X1.2	0.841	0.216	Valid
	X1.3	0.723	0.216	Valid
	X1.4	0.722	0.216	Valid
	X1.5	0.724	0.216	Valid
	X1.6	0.738	0.216	Valid
	X1.7	0.818	0.216	Valid
	X1.8	0.647	0.216	Valid
Perceived Value (Y1)	Y1.1	0.782	0.216	Valid
	Y1.2	0.832	0.216	Valid
	Y1.3	0.869	0.216	Valid
Brand Loyalty (Y2)	Y2.1	0.718	0.216	Valid
	Y2.2	0.815	0.216	Valid
	Y2.3	0.804	0.216	Valid
	Y2.4	0.702	0.216	Valid
	Y2.5	0.827	0.216	Valid
	Y2.6	0.730	0.216	Valid
	Y2.7	0.816	0.216	Valid
	Y2.8	0.837	0.216	Valid
Word-of-Mouth (Z1)	Z1.1	0.929	0.216	Valid
	Z1.2	0.921	0.216	Valid
Repurchase Intention (Z2)	Z2.1	0.785	0.216	Valid
	Z2.2	0.718	0.216	Valid
	Z2.3	0.704	0.216	Valid
	Z2.4	0.849	0.216	Valid
	Z2.5	0.883	0.216	Valid
	Z2.6	0.844	0.216	Valid

All indicators across Store Attributes (X1.1–X1.8), Perceived Value (Y1.1–Y1.3), Brand Loyalty (Y2.1–Y2.8), Word-of-Mouth (Z1.1–Z1.2), and Repurchase Intention (Z2.1–Z2.6) showed $r\text{-count} > r\text{-table}$ (0.216), indicating that all items are valid and suitable for further analysis. A technical note is that item Z2.3 is negatively worded ("I will not buy products again..."), and therefore reverse coding was applied to ensure interpretive consistency.

Table 2. Reliability Test Results (Cronbach's Alpha)

Variable	Cronbach's Alpha	Threshold	Decision
Store Attributes (X1)	0.885	> 0.70	Reliable
Perceived Value (Y1)	0.765	> 0.70	Reliable
Brand Loyalty (Y2)	0.909	> 0.70	Reliable
Word-of-Mouth (Z1)	0.832	> 0.70	Reliable
Repurchase Intention (Z2)	0.875	> 0.70	Reliable

RESEARCH ARTICLE

All constructs demonstrated Cronbach's alpha values above 0.70, indicating adequate internal consistency (Sugiyono, 2020). Brand Loyalty exhibited the highest reliability ($\alpha = 0.909$), reflecting very strong internal consistency.

4.1.3 Structural Model Results (SEM/AMOS)

The causal relationships among constructs were examined using covariance-based SEM with AMOS. Conceptually, the model follows the S-O-R mechanism: store attributes as stimulus, perceived value and brand loyalty as organism, and WOM and repurchase intention as response (Mehrabian & Russell, 1974). Model evaluation considered overall goodness-of-fit and the significance of structural path coefficients (Hair *et al.*, 2022; Schumacker & Lomax, 1996). The path coefficients reported below are unstandardized estimates, as displayed by default in AMOS output. Therefore, coefficients exceeding 1.0 reflect the original measurement scale and do not necessarily indicate estimation problems. Statistical inference is based primarily on p-values and theoretical consistency.

Table 3. Goodness-of-Fit Indices (Full Model)

Fit Index	Cut-off	Result	Interpretation
p-value	≥ 0.05	0.736	Good fit
Chi-square	Smaller is better	0.113	Good fit
CMIN/DF	≤ 3.00	0.113	Good fit
RMSEA	≤ 0.08	0.000	Good fit
GFI / AGFI	≥ 0.90	0.999 / 0.992	Good fit
TLI / CFI	≥ 0.95	1.030 / 1.000	Good fit
NFI	≥ 0.90	1.000	Good fit

The full structural model demonstrates an excellent level of fit based on the goodness-of-fit evaluation. The statistical results indicate a p-value of 0.736 and an RMSEA value of 0.000, both of which meet the recommended thresholds for acceptable model fit. In addition, all comparative fit indices exceed the commonly suggested cut-off values, indicating that the proposed model adequately represents the observed data structure. These results confirm that the relationships among the constructs can be interpreted reliably within the structural framework. A Tucker-Lewis Index (TLI) slightly above 1.0 may occur in highly fitted models and should not necessarily be interpreted as an estimation error, particularly when the analysis involves relatively small sample sizes.

Table 4. Structural Path Estimates and Hypothesis Testing (Full Model)

Hypothesis	Path	β (Estimate)	p-value	Decision
H1	$Y2 \leftarrow X1$	0.431	< 0.001	Supported
H2	$Z1 \leftarrow X1$	0.023	0.598	Not supported
H3	$Y1 \leftarrow X1$	0.299	< 0.001	Supported
H4	$Z2 \leftarrow Y2$	0.304	< 0.001	Supported
H5	$Z1 \leftarrow Y2$	0.136	< 0.001	Supported
H6	$Y2 \leftarrow Y1$	1.315	< 0.001	Supported
H7	$Z2 \leftarrow Y1$	0.054	0.775	Not supported
H8	$Z1 \leftarrow Y1$	0.252	0.014	Supported
H9	$Z2 \leftarrow Z1$	1.580	< 0.001	Supported

The results indicate that store attributes significantly influence brand loyalty ($\beta = 0.431$; $p < 0.001$) and perceived value ($\beta = 0.299$; $p < 0.001$), supporting H1 and H3. However, store attributes do not directly affect WOM ($\beta = 0.023$; $p = 0.598$), rejecting H2. Perceived value strongly affects brand loyalty ($\beta = 1.315$; $p < 0.001$) and significantly influences WOM ($\beta = 0.252$; $p = 0.014$), supporting H6 and H8, but does not directly affect repurchase intention ($\beta = 0.054$; $p = 0.775$), rejecting H7. Brand loyalty significantly

RESEARCH ARTICLE

influences WOM ($\beta = 0.136$; $p < 0.001$) and repurchase intention ($\beta = 0.304$; $p < 0.001$). WOM has the strongest direct effect on repurchase intention ($\beta = 1.580$; $p < 0.001$).

4.1.4 Model Trimming and Final Structural Model

Model trimming was performed to improve model parsimony by removing structural paths that were not statistically significant while maintaining the theoretical integrity of the model. Paths with significance values greater than 0.05 were considered for elimination from the initial structural model. Based on this criterion, two non-significant relationships were removed, namely the path from store attributes to word-of-mouth ($X1 \rightarrow Z1$) with a p-value of 0.598 and the path from perceived value to repurchase intention ($Y1 \rightarrow Z2$) with a p-value of 0.775. Meanwhile, the path from perceived value to word-of-mouth ($Y1 \rightarrow Z1$) was retained because it remained statistically significant at the $\alpha = 0.05$ level, with a p-value of 0.014.

Table 5. Structural Path Estimates (Trimmed Model)

Path	β (Estimate)	C.R.	p-value	Significance
$Y1 \leftarrow X1$	0.299	8.155	< 0.001	Significant
$Y2 \leftarrow X1$	0.431	3.993	< 0.001	Significant
$Y2 \leftarrow Y1$	1.315	5.447	< 0.001	Significant
$Z1 \leftarrow Y2$	0.220	8.519	< 0.001	Significant
$Z2 \leftarrow Y2$	0.315	5.024	< 0.001	Significant
$Z2 \leftarrow Z1$	1.597	8.159	< 0.001	Significant

All retained paths in the trimmed structural model show positive coefficients and are statistically significant at the $p < 0.001$ level. This indicates that the relationships among the key constructs remain robust after removing non-significant paths from the initial model. Store attributes significantly predict both perceived value and brand loyalty, confirming their role as the primary environmental stimulus influencing consumer evaluation. Perceived value strongly predicts brand loyalty, suggesting that value perception functions as an internal mechanism that fosters consumer commitment toward the brand. Furthermore, brand loyalty significantly drives both word-of-mouth communication and repurchase intention. Among all predictors, word-of-mouth emerges as the most dominant factor influencing consumers' intention to repurchase within the model.

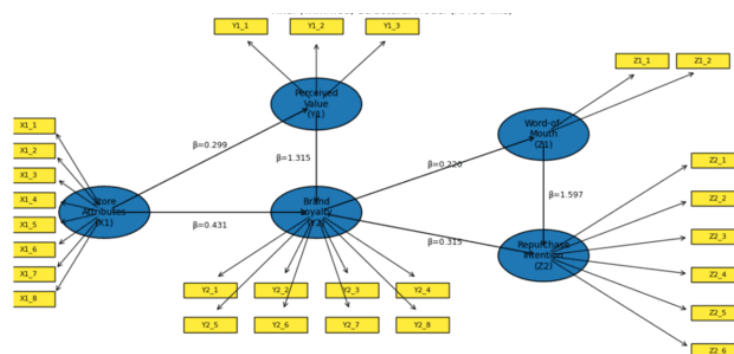


Figure 4. Final (Trimmed) Structural Model

4.1.5 Decomposition of Effects

Effect decomposition was conducted to distinguish direct, indirect, and total effects, following SEM/path analysis principles (Garson, 2016; Hair *et al.*, 2022; Kusnedi, 2006). The decomposition values are based on unstandardized estimates; therefore, values greater than 1.0 reflect original measurement scales rather than estimation anomalies.

RESEARCH ARTICLE

Table 6. Decomposition of Effects (Full Model)

Relationship	Direct Effect	Indirect Effect	Total Effect
X1 → Y1	0.299	0.000	0.299
X1 → Y2	0.431	0.394	0.825
Y1 → Y2	1.315	0.000	1.315
X1 → Z1	0.023	0.187	0.210
Y1 → Z1	0.252	0.179	0.430
Y2 → Z1	0.136	0.000	0.136
Y1 → Z2	0.054	1.079	1.133
Z1 → Z2	1.580	0.000	1.580
Y2 → Z2	0.304	0.215	0.519

Two key results are evident. First, the effect of perceived value on repurchase intention is dominated by indirect influence (1.079), indicating that perceived value does not drive repurchase intention directly but operates through loyalty and WOM. Second, WOM shows the strongest direct effect on repurchase intention (1.580), confirming WOM as the primary driver of repeat purchasing behavior in this context. In the trimmed model, WOM continues to exhibit the strongest influence on repurchase intention ($\beta = 1.597$). The total effect of brand loyalty on repurchase intention increases because loyalty also affects repurchase indirectly through WOM, indicating that loyalty-driven advocacy strengthens repeat purchase behavior.

4.1.6 Summary of Key Findings within the S–O–R Framework

Overall, the SEM results demonstrate a structural pattern consistent with the Stimulus–Organism–Response (S–O–R) model (Mehrabian & Russell, 1974). Store attributes, positioned as the environmental stimulus, significantly shape perceived value and brand loyalty, which function as internal organismic states. These internal evaluations subsequently lead to behavioral responses in the form of word-of-mouth (WOM) and repurchase intention. The key findings of this study indicate that: (1) store attributes significantly influence both perceived value and brand loyalty; (2) perceived value strengthens brand loyalty; (3) brand loyalty significantly drives both WOM and repurchase intention; and (4) WOM emerges as the strongest predictor of repurchase intention. This structural pattern suggests that effective physical retail strategies extend beyond merely creating a comfortable store environment. Retailers must ensure that in-store experiences meaningfully transform consumers' value evaluations and foster strong brand attachment before sustainable repurchase behavior can be achieved. In this context, WOM operates as a critical reinforcement mechanism that amplifies loyalty into continued purchasing behavior.

4.2 Discussion

The positive influence of store attributes on perceived value and brand loyalty aligns with the servicescape and store atmosphere frameworks. According to Bitner's (1992), physical environmental elements such as layout design, cleanliness, comfort, accessibility, signage, and service cues shape customers' perceptions and emotional responses, which subsequently affect their evaluation of the overall consumption experience. Similarly, Kotler (1973) conceptualized store atmosphere as a deliberately designed marketing tool intended to evoke affective responses that enhance consumer evaluation. In the context of modern fashion retail, a well-organized, comfortable, and easily navigable store environment increases cognitive efficiency and emotional comfort, thereby elevating perceived value and strengthening brand attachment. Empirical findings consistently support this relationship, demonstrating that store environment and in-store experience significantly influence loyalty formation and behavioral intentions (Alam & Purwanto, 2024; Ariesty & Ikhsan, 2024; Fang *et al.*, 2020; Jeong & Kim, 2020; Kusumajaya & Yoestini, 2024; Molinillo *et al.*, 2021). Moreover, branding literature emphasizes that physical touchpoints are critical in reinforcing brand meaning and strengthening long-term equity (Aaker, 2025; Chaudhuri & Holbrook, 2020; Le & Nguyen, 2021). Thus, when Uniqlo successfully delivers a coherent and pleasant physical environment, consumers are more likely to perceive the shopping experience as valuable and develop enduring loyalty toward the brand.

The strong coefficient linking perceived value to brand loyalty can be explained through Juran's (1988) conceptualization of value as the consumer's evaluation of benefits relative to sacrifices. In fashion retail, customers assess not only product quality but also efficiency of the shopping process (time, effort, convenience), service reliability, and experiential consistency. When consumers perceive high value, they tend to form commitment-based loyalty, consistent with Oliver's (1999) loyalty framework. Within the S–O–R model, perceived value functions as an internal psychological state mediating environmental stimuli and behavioral responses (Mehrabian & Russell, 1974a). Empirical research confirms that perceived value often serves as a foundational mechanism preceding loyalty formation (Arora & Aggarwal, 2021; Cheng *et al.*, 2021; González-Rodríguez *et al.*, 2022; Putri, 2024). Additionally, relationship marketing and customer engagement literature highlight that value perception enhances emotional attachment and brand trust, both of which reinforce loyalty (Dwivedi, Ismagilova, Hughes, *et al.*, 2021; Islam *et al.*, 2021). Therefore, perceived value should be interpreted not merely as transactional satisfaction, but as a psychological catalyst transforming store stimuli into durable brand commitment. The results indicate that loyalty significantly influences both word-of-mouth (WOM) and repurchase intention. Theoretically, loyalty encompasses not only repeat purchasing behavior but also advocacy behavior (Oliver, 1999). Loyal customers tend to share positive experiences as a form of cognitive consistency and brand endorsement. From a relational marketing perspective, loyalty naturally extends into advocacy, making WOM an organic consequence of strong brand commitment (Rismiati, 2023). WOM literature further emphasizes that interpersonal communication possesses greater credibility and persuasive power than firm-generated communication (Ahmad *et al.*, 2022; Hidajat & Damayanti, 2022). In digital and omnichannel retail contexts, advocacy behavior also strengthens repurchase intention by reinforcing social validation and emotional attachment (Hwang & Lee, 2022; Nysveen & Pedersen, 2022). Thus, loyalty acts as a pivotal mechanism translating internal evaluations into both communicative and behavioral outcomes.

The finding that WOM is the strongest predictor of repurchase intention highlights the importance of social reinforcement in fashion retail decision-making. Consumers often feel more confident repeating purchases when their positive experiences are socially validated. WOM not only reflects personal satisfaction but also strengthens commitment through mechanisms of social justification and normative reinforcement. Empirical studies confirm that peer communication significantly shapes repurchase intention and long-term behavioral sustainability (Chatzoglou *et al.*, 2022; Gao & Bai, 2021). In contemporary retail ecosystems, especially among younger consumers, peer influence and community interaction amplify brand attachment and purchasing continuity (Bazi *et al.*, 2020; Rather *et al.*, 2022). Therefore, WOM functions not merely as an outcome variable but as a powerful behavioral amplifier that transforms loyalty into sustained repurchase behavior. The non-significant direct effect of store attributes on WOM supports the logic of the S–O–R framework. Environmental stimuli rarely trigger communicative behavior directly without first influencing internal psychological states. Store attributes must first be translated into perceived value and loyalty before WOM emerges. Decomposition analysis confirms that the influence of store attributes on WOM operates predominantly through indirect pathways. In other words, customers do not automatically recommend a store merely because it is comfortable; they recommend it when that comfort generates perceived value and brand attachment (Aaker, 2025). Managerially, this implies that improvements in servicescape must be coupled with strategies that make value tangible and emotionally meaningful. The non-significant direct relationship between perceived value and repurchase intention suggests that value alone is insufficient to generate repeat purchasing behavior. Perceived value represents a cognitive-affective evaluation that may be situational. Repurchase decisions in fashion retail often depend on brand commitment, emotional attachment, identity congruence, and social reinforcement rather than purely transactional evaluations (Juran, 1988; Kim, 2021). Consistent with prior studies, loyalty and relational factors tend to exert stronger influence on repurchase intention than value assessments alone (Chatzoglou *et al.*, 2022; Lee *et al.*, 2023). Thus, perceived value should be conceptualized as a precursor to loyalty rather than a standalone driver of repurchase. This study strengthens the validity of the Stimulus–Organism–Response (S–O–R) framework in explaining consumer behavior in modern physical fashion retail. The findings indicate that environmental stimuli do not directly

generate behavioral outcomes but operate through internal psychological states, particularly perceived value and brand loyalty. In addition, WOM emerges as the most dominant predictor of repurchase intention, highlighting the importance of social communication in reinforcing sustainable purchasing behavior. These results suggest that affective and social mechanisms play a greater role in behavioral continuity than purely transactional evaluations. Practically, retailers should prioritize WOM by creating shareable in-store experiences, translate servicescape improvements into tangible consumer benefits, strengthen loyalty programs to enhance emotional commitment, and implement targeted WOM activation strategies focusing on dominant consumer segments, particularly young female shoppers.

5. Conclusion

Based on the results of the Structural Equation Modeling (SEM) analysis and the discussion within the Stimulus–Organism–Response (S–O–R) framework, this study produces several important conclusions regarding consumer behavior in physical fashion retail. First, retail store attributes function as significant environmental stimuli that shape consumers' internal psychological evaluations. Elements such as store layout, atmosphere, comfort, accessibility, and overall store image positively influence both perceived value and brand loyalty among consumers of Uniqlo Store Cirebon. This finding confirms the central role of the physical retail environment in shaping customer experience and evaluation. In accordance with the servicescape perspective, the physical setting of a retail store does not merely provide a transactional space but also creates experiential value that affects emotional responses and consumer attachment. Consequently, the design and management of store attributes become essential in building favorable consumer perceptions that encourage continued engagement with the brand. Second, perceived value and brand loyalty operate as critical mediating mechanisms that explain how store attributes influence consumer behavior. The results demonstrate that perceived value significantly strengthens brand loyalty, while brand loyalty directly and significantly affects both repurchase intention and word-of-mouth (WOM) behavior. In this relationship structure, perceived value does not directly stimulate repurchase intention; instead, it contributes indirectly through the formation of brand commitment. This finding indicates that consumers who perceive strong benefits from their shopping experience are more likely to develop emotional attachment and preference toward the brand. Loyalty therefore becomes the psychological bridge that transforms positive evaluations into sustained behavioral responses. These results highlight the importance of maintaining consistent experiential quality in physical retail environments so that favorable value perceptions can be converted into long-term consumer commitment. Third, WOM emerges as the strongest predictor of repurchase intention, indicating that interpersonal communication among consumers plays a crucial role in sustaining purchasing behavior. Positive recommendations and information sharing strengthen consumer confidence and validate previous shopping experiences, thereby increasing the likelihood of repeat purchases. The findings also confirm that the integrated S–O–R model effectively explains the mechanism of consumer behavior in the context of Uniqlo Store Cirebon. Structurally, the model demonstrates that loyalty formation and WOM represent the main pathways through which in-store experiences are converted into sustainable repurchase behavior. These results imply that the success of physical fashion retail depends not only on product quality but also on the ability to generate psychological value and social validation that reinforce long-term customer commitment. For managerial practice, retailers should continuously optimize store attributes, strengthen personalized loyalty programs, and encourage WOM communication. Future research may expand this model by incorporating additional mediating variables such as customer satisfaction, brand trust, or emotional attachment, and by examining broader retail contexts to improve the generalizability of the findings.

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