

Factors that Influence Customer Satisfaction and Repurchase Intention

Elvina Elvina^{1*},

(elvinasyah@gmail.com)

Master of Management, Faculty of Economics and Business, Esa Unggul University,
Bekasi, Jawa Barat

Primasatria Edustama²

(primasatria@esaunggul.ac.id)

Master of Management, Faculty of Economics and Business, Esa Unggul University,
Bekasi, Jawa Barat

(Submit: 29th December 2025, Revised: 1st February 2026, Accepted: 2nd February 2026)

ABSTRACT

This study aimed to analyze the combined effects of interaction with the staff, physical environment, product quality, product variety, and digital payment on customer satisfaction and their subsequent impacted on repurchase intention in modern sports retail context (Sport Station stores). Customer satisfaction was also tested as a mediating variable. This research employed a quantitative approach with 150 respondents selected through purposive sampling. The Structural Equation Modeling approach based on Partial Least Squares (SEM-PLS) was used to examine the data. The results revealed that interaction with the staff, product variety, and digital payment significantly influence customer satisfaction, while physical environment and product quality did not. Customer satisfaction had a strong effect on repurchase intention and acted as a significant mediator. These findings highlighted the importance of enhancing staff interaction, product variety, and digital payment systems to foster customer loyalty. These results provided new insights into customer behaviour in sports retail industry. This study also opened opportunities for future research by incorporating emotional or digital experience variables into customer satisfaction models.

Keywords: *Interaction with the Staff; Product Variety; Digital Payment; Customer Satisfaction; Repurchase Intention*

1. INTRODUCTION

Understanding customer repurchase intention is crucial for business growth and competitiveness (Lee, 2023). Long-term customer relationships encourage repeat purchases (Manivel, 2024), even when prices increase, as long as customers feel they receive added value (Dean & Suhartanto, 2019). Many companies therefore focus on retaining existing customers because it is more efficient than acquiring new ones (Khoah et al., 2020). The sports equipment market has grown rapidly as these products have become part of a modern lifestyle, leading to intense competition and the need to understand customer satisfaction, loyalty, and preferences (Manivel, 2024). Customer satisfaction is a key driver of repurchase intention (Aslam & Farhat, 2020; Chatzoglou et al., 2022) plays an important role in strengthening loyalty (Jasin & Firmansyah, 2023; Puspasari et al., 2022). Several factors influence customer satisfaction, including staff interaction, store environment, product quality, product variety, and digital payment systems, all of which shape the shopping experience and encourage customers to return

(Chatzoglou et al., 2022). Research also shows that a poor physical environment reduces customer comfort (Hwang et al., 2023), while positive staff interaction increases satisfaction and purchase frequency (Balakrishnan & Christopher, 2023; Calvo-Porrall, 2020). Additionally, high product quality builds trust (Donnelly et al., 2020), product variety improves convenience, and digital payments enhance transaction speed and ease (Lu & Pauwels, 2024). Together, these factors contribute significantly to customer satisfaction and ultimately strengthen repurchase intention.

Although many studies have examined customer satisfaction and repurchase intention in the retail industry (Aslam & Farhat, 2020; Chatzoglou et al., 2022; Cunningham & De Meyer-Heydenrych, 2021), research specifically focused on sporting goods stores is still limited. This segment has unique characteristics compared to other retail sectors such as food, fashion, or cosmetics. Previous studies also tend to examine only one or two variables separately (Kim et al., 2024; Rashid & Rokade, 2023), without combining factors such as physical environment, product variety, and digital payment into one comprehensive model. In addition, research on the mediating role of customer satisfaction remains scarce, especially in Indonesia's sports equipment retail context, even though this understanding is important for developing more effective marketing strategies (Jasin & Firmansyah, 2023; Puspasari et al., 2022). Due to the fast expansion of competitors in the sports retail sector, which has resulted in a drop in current sales as consumer demand has become more dispersed among several rival businesses, Sport Station was chosen as the research site.

The purpose of this study is to analyze how staff interaction, physical environment, product quality, product variety, and digital payment influence customer satisfaction in a sports equipment store, and how customer satisfaction affects repurchase intention. This study also examines the mediating role of customer satisfaction between these variables and repurchase intention. Furthermore, the results are expected to provide practical recommendations for developing more effective and efficient marketing strategies to increase customer satisfaction and encourage customers to repurchase at sports equipment retail stores.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

Staff interaction, physical environment, product quality, product variety, and digital payment are grouped as independent variables which are assumed to influence repurchased intention, with customer satisfaction as mediator. The connection between these variables is described through the framework as follows.

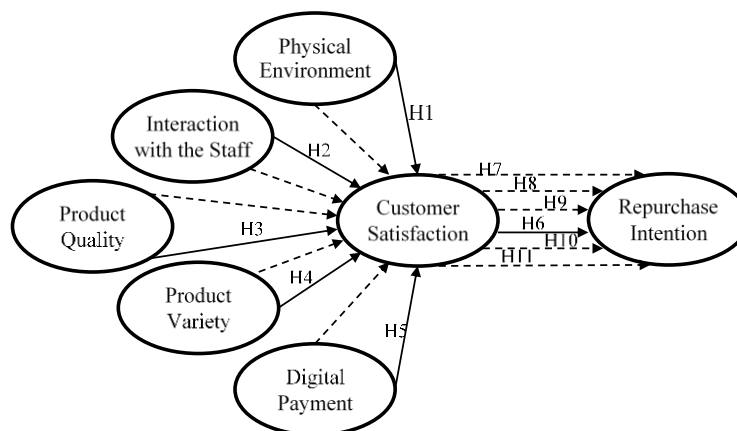


Figure 1: Conceptual framework
Source: processed by Author (2025)

The Relationship between Physical Environment and Customer Satisfaction

Physical environmental factors such as natural lighting, sound, temperature, and smell variables influence customer satisfaction (Talantikite & Bencherif, 2021). Customer perception of the store as a whole is influenced by cleanliness, lighting, layout, comfort, and visual ambiance, which can lead to increased customer satisfaction. One researcher stated about the cause-and-effect relationship between the physical environment and customer satisfaction and helped decision makers choose effective solutions to improve environmental quality by considering customer satisfaction (G.-Q. Wang et al., 2025).

Physical environment correlates significantly with customer satisfaction (Almanwari et al., 2024). In addition, other researchers have stated that the physical and social environment significantly influence customer satisfaction (Hanaysha et al., 2021; Nguyen-Phuoc et al., 2024). Physical environmental factors such as natural lighting, sound, temperature, and smell variables influence customer satisfaction (Talantikite & Bencherif, 2021). Therefore, the researcher made a hypothesis:

H₁: Physical environment has a positive effect on customer satisfaction

The Relationship Between Interaction with the Staff and Customer Satisfaction

Interaction with the staff that includes friendliness, responsiveness, and clear communication helps customers have a good perception of the company, which ultimately increases customer satisfaction. By having interaction between sellers and buyers through just a few questions about the product, buyers are more likely to stay in the store longer because they feel satisfied and visit the store regularly (Bruckberger et al., 2023). According to Xue et al. (2021), positive interactions with staff enhance customer satisfaction, which in turn helps establish and sustain a competitive advantage. Although customers often seek lower product prices, the quality of service provided by store employees still exerts a significant positive influence on customer satisfaction (Calvo-Porrall, 2020).

Terblanche (2018) also discussed that interaction with the staff has a positive and significant influence on customer satisfaction. Other research findings reveal that interaction with the staff is a significant factor that influences product purchase intentions (Ismail, 2025). In addition, other researchers stated that there is a positive relationship between interaction with the staff, customer satisfaction, and repurchase intention (Law et al., 2022). Therefore, the researcher made a hypothesis:

H₂: Interaction with the staff has a positive effect on customer satisfaction

The Relationship between Product Quality and Customer Satisfaction

Products with good quality, such as durability, functionality, and conformity to customer expectations, increase customer satisfaction because customers feel they are getting value for their money. Product quality, as seen from the expiration date, safety, and halal also affects customer satisfaction (Abigail et al., 2024). Product quality, such as superior materials and shape, is important in increasing customers' desire to buy (Kovač et al., 2021).

Product quality has a positive effect on customer satisfaction (Uzir et al., 2020). Other researchers also show that product quality significantly increases customer satisfaction (Mahat & Shekhar, 2024). From the research above, it can be stated that the product's superiority in terms of materials, shape, safety, durability, and diversity can increase customer satisfaction. Therefore, the researcher makes a hypothesis:

H₃: Product quality has a positive effect on customer satisfaction

The Relationship between Product Variety and Customer Satisfaction

Product Variety has a positive influence on customer satisfaction (Agarwal & Singh, 2018; Javed et al., 2021; Olugbenga, 2024). According to Terblanche (2018), product variety selection has a strong positive and significant relationship with overall customer satisfaction. Based on the findings of Teo et al. (2019), product variety increases the number of diverse choices that contribute positively to customer satisfaction.

From the results of the study Dewi & Andjarwati (2018) show that product variety directly affects customer satisfaction and indirectly affects repurchase intention through customer satisfaction as a mediator. From several studies above, it can be said that product variety, availability according to customer needs and desires can increase customer satisfaction. Therefore, researchers make a hypothesis:

H₄: Product variety has a positive effect on customer satisfaction

The Relationship between Digital Payment and Customer Satisfaction

The easier and faster the payment process through the digital system, the higher the satisfaction felt by customers because the shopping experience is more practical and efficient. Digital payments provide convenience, security, time saving, and convenience, so consumers are more likely to buy from businesses that offer mobile payments. Cashierless shopping systems can also present digital innovations that are positively perceived by buyers and can affect customer satisfaction.

The quality of the system and the security of certain mobile payments have a positive effect on customer satisfaction (M. Kim, 2022; J. H. Kim et al., 2022). Research by G. Wang (2024) show that digitalization has a positive impact on customer satisfaction. Lu & Pauwels (2024) argue that mobile payments can reduce average wait times for payment, save consumers time, and increase customer satisfaction. Therefore, researchers make a hypothesis:

H₅: Digital Payment has a positive effect on customer satisfaction

The Relationship between Customer Satisfaction and Repurchase Intention

Customers are satisfied when they have a positive experience with the goods or services they purchase. When customers are satisfied, they are more likely to trust the brand and become more loyal, which causes them to purchase the goods or services more often. Overall customer satisfaction results in repurchase intention by customers (Aslam & Farhat, 2020). In addition, customer satisfaction can be seen from customer loyalty and repurchase intention by customers (Nasir et al., 2021). Customer satisfaction with the seller of goods is an indicator of loyalty, which in turn is an indicator of repurchase intention by customers (Cunningham & De Meyer-Heydenrych, 2021). According to Ilyas et al. (2020), customer satisfaction factors as determinants of consumer loyalty and repurchase intention.

In addition, it was also found that consumer satisfaction has a positive impact on repurchase intention (Bhutto et al., 2023). It is also known that customer satisfaction has a strong and positive relationship with the intention to revisit (Thonora & Alfonsius, 2022). Customer satisfaction is a major factor in driving customer repurchase intention. Companies that focus on improving customer satisfaction can increase customer loyalty and ensure continued repeat purchases. Therefore, the researcher hypothesizes:

H₆: Customer satisfaction has a positive effect on repurchase intention

The Relationship between Physical Environment on Repurchase Intention through Customer Satisfaction

The tangible elements of a retail establishment that affect customers' perceptions and emotional reactions throughout the shopping experience are referred to as the physical environment. These elements include layout, lighting, cleanliness, visual design, and ambient conditions. By fostering a pleasant ambiance that promotes shopping convenience and lowers perceived effort, a well-designed and cozy physical space can increase customer satisfaction. According to earlier research, customers' moods and assessments of the service quality they receive are positively impacted by an appealing store environment (Talentikite & Bencherif, 2021; Nguyen-Phuoc et al., 2024). Additionally, since happy customers are more likely to return and suggest the store, customer satisfaction serves a critical mediating role in converting environmental perceptions into behavioral outcomes, such as repurchase intention (G.-Q. Wang et al., 2025). As a result, the relationship between the physical environment and repurchase intention is mediated by customer satisfaction. The following hypotheses are developed in light of this theoretical framework and actual data:

H₇: Interaction with the staff has a positive effect on repurchase intention through customer satisfaction

The Relationship between Interaction with the Staff on Repurchase Intention through Customer Satisfaction

Customer satisfaction in retail settings is greatly influenced by the quality of interpersonal connections between employees and consumers, which is reflected in interactions with the staff. This includes friendliness, responsiveness, product expertise, and desire to assist. During the purchasing experience, clients feel appreciated and understood when they connect with positive service members, which fosters emotional ease and trust. According to earlier research, competent and polite employees improve the whole service experience, which has a major beneficial impact on customer satisfaction (Uzir et al., 2020; Phuong & Trang, 2018). Additionally, because excellent service experiences strengthen connection to the store and decrease the possibility of migrating to competitors, pleased consumers typically generate stronger repurchase intentions (Mahat & Shekhar, 2024). Therefore, the relationship between staff interaction and repurchase intention can be explained by the mediating variable of customer satisfaction. The following assumptions are developed in light of this theoretical and empirical data:

H₈: Interaction with the staff has a positive effect on repurchase intention through customer satisfaction

The Relationship between Product Quality on Repurchase Intention through Customer Satisfaction

Product quality is a major factor in consumer assessment in retail settings and represents the overall excellence of items in terms of performance, durability, and reliability. Higher product quality improves customer satisfaction by matching or surpassing expectations, which in turn increases repurchase intention, according to empirical research (Uzir et al., 2020; Mahat & Shekhar, 2024). Research from a variety of industries, such as fashion (Kovač et al., 2021) and skincare (Abigail et al., 2024), confirms that product quality has a favorable impact on customer satisfaction, which in turn boosts repurchase intentions. Furthermore, studies show that the relationship between product quality and repurchase intention is mediated by customer satisfaction

(Raesi et al., 2024). As a result, the following theories are put forth:

H₉: Product quality has a positive effect on repurchase intention through customer satisfaction

The Relationship between Product Variety on Repurchase Intention through Customer Satisfaction

The breadth and depth of products a business offers is referred to as product diversity. This can improve customers' ability to choose products that suit their needs and tastes, enhancing perceived value and satisfaction. According to studies by Dewi & Andjarwati (2018), a wider range of product possibilities increases perceived choice and decreases the need to look elsewhere, which has a favorable impact on consumer satisfaction and repurchase intention in retail environments. Furthermore, studies by Teo et al. (2019) conducted in retail settings show that product diversity can have a direct impact on repurchase behavior. A wide product range lowers search costs and improves the shopping experience in a sports retail context, which increases consumer happiness and encourages repeat purchases. Therefore, the following hypothesis is proposed:

H₁₀: Product variety has a positive effect on repurchase intention through customer satisfaction

The Relationship between Digital Payment on Repurchase Intention through Customer Satisfaction

In retail contexts, digital payment solutions are crucial for improving transaction efficiency and ease. A more practical and effective shopping experience and increased customer satisfaction are the results of quicker and simpler payment procedures that cut down on waiting times and customer effort. Convenience, security, and time efficiency are some advantages of digital payments that have a beneficial impact on consumer satisfaction (M. Kim, 2022; Liu & Tse, 2018; Prasad et al., 2025). The perceived quality of services is further improved by innovations like mobile and cashierless payment methods. Customer satisfaction increases the likelihood that they will make another purchase, according to expectation-confirmation theory. As a result, the following theories are put forth:

H₁₁: Product variety has a positive effect on repurchase intention through customer satisfaction

3. RESEARCH METHOD

Instrument of Measurement

To test the research model, this study uses a quantitative approach to test the significance of the relationship between variables and their influence as formulated in the hypothesis. This study measures 7 variables, namely interaction with the staff, physical environment, product quality, product variety and digital payment, customer satisfaction and repurchase intention. Data measurement in this study uses an online questionnaire adopted from previous research (Ali et al., 2018; Ly & Ly, 2024; Terblanche, 2018). This study uses a Likert scale with a scale of 1-5 (1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree). The physical environment variable is measured with 5 questions, the interaction with the staff variable is measured with 4 questions, the product quality variable is measured with 4 questions, the product variety variable is measured with 4 questions, the digital payment variable is measured with 5 questions, the customer satisfaction variable is measured with 4

questions and the repurchase intention variable is measured with 4 questions. The number of measurements adopted is 30 questions and has been adjusted for respondents in Indonesia as shown in the details of the operational definition of the variables.

The Population and Sample

The population in this study is the general public who have made purchases at the Sport Station store that sells sports equipment in Jakarta. In the sampling technique in this study, the researcher used the purposive sampling technique. The main requirement for respondents in this study is the general public who have made at least 2 purchases from the Sport Station sports equipment store in Jakarta and have visited frequently in the last 6 months. The researchers need a sample of at least 150 respondents (5 times the number of questions) according to the formula (J. F. Hair et al., 2014).

Analysis Techniques

This study uses the Structural Equation Model (SEM) and is processed using SmartPLS. SmartPLS software performs hypothesis testing, model measurement (outer model), and SEM statistical data analysis (Mehralian & Khazae, 2022). Researchers test the validity and reliability of the indicator by looking at the value of the external load and the average variance extracted (AVE). The indicator is considered acceptable or valid when the External Load Value is greater than 0.7 and the AVE is greater than 0.5 (J. F. J. Hair et al., 2017). Next, the reliability test of the indicator is done by looking at the Composite Reliability value and Cronbach's Alpha value, where if the Composite Reliability value is > 0.7 and the Cronbach's Alpha value is > 0.7 then it is declared reliable. To test the relationship between variables at the structural level, the f-square test was used (large > 0.35 , medium $0.15-0.35$, or weak < 0.15). The coefficient of determination (R^2) shows how the independent factors affect the variance of the dependent variable, and the ratio of the T statistic to the T-table at the 5% significance level is used to evaluate the hypothesis.

4. RESULTS AND DISCUSSION

Results

Outer Model

Analysis of measurement models seeks to ensure the validity and reliability of both the construct and its indicators. This measurement model test is carried out using internal consistency (Composite Reliability), convergent validity, indicator reliability (Average Variance Extract), and discriminant validity.

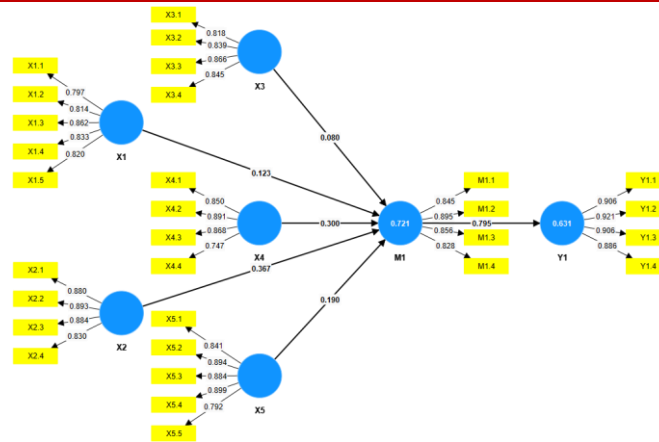


Figure 2: Model and outer loading
 Source: processed by Author (2025)

The PLS Algorithm model in the measurement model (outer model) of this research uses three criteria to analyse the data, including convergent validity, discriminant validity, and reliability.

Table 1: Outer loading and AVE

	Construct	Outer Loading	AVE	Result
Physical Environment	X1.1	0.797	0.682	Valid
	X1.2	0.814		
	X1.3	0.862		
	X1.4	0.833		
	X1.5	0.820		
Interaction with the Staff	X2.1	0.880	0.76	Valid
	X2.2	0.893		
	X2.3	0.884		
	X2.4	0.830		
Product Quality	X3.1	0.818	0.709	Valid
	X3.2	0.839		
	X3.3	0.866		
	X3.4	0.845		
Product Variety	X4.1	0.850	0.707	Valid
	X4.2	0.891		
	X4.3	0.868		
	X4.4	0.747		
Digital Payment	X5.1	0.841	0.745	Valid
	X5.2	0.894		
	X5.3	0.884		
	X5.4	0.899		
	X5.5	0.792		
Customer Satisfaction	M1.1	0.845	0.733	Valid
	M1.2	0.895		
	M1.3	0.856		
	M1.4	0.828		
Repurchase Intention	Y1.1	0.906	0.819	Valid
	Y1.2	0.921		
	Y1.3	0.906		
	Y1.4	0.886		

Source: data processed (2025)

The test results (Table 1) show that each indicator satisfies the terms of convergent validity, characterized by outer loading > 0.70 and AVE > 0.50 . This indicates that all indicators are valid because they meet the required correlation criteria.

Table 2: Fornel – Larcker criterion

	Customer Satisfaction	Physical Environment	Interaction with the Staff	Product Quality	Product Variety	Digital Payment	Repurchase Intention Extracted (AVE)
Customer Satisfaction	0.856						
Physical Environment	0.645	0.826					
Interaction with the Staff	0.718	0.587	0.872				
Product Quality	0.681	0.703	0.558	0.842			
Product Variety	0.691	0.535	0.484	0.684	0.841		
Digital Payment	0.612	0.472	0.471	0.551	0.490	0.863	
Repurchase Intention	0.795	0.628	0.646	0.689	0.633	0.623	0.905

Source: data processed (2025)

Based on discriminant validity with the Fornell-Larker Criterion method (table 2), the value of each main variable, such as customer satisfaction (0.856), physical environment (0.826), interaction with staff (0.872), product quality (0.842), product variety (0.841), digital payment (0.863) and repurchase intention (0.905) is higher than other variables. It can be concluded that the model is valid because it meets the criteria for discriminant validity.

Table 3: Reliability and validity value

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Customer satisfaction	0.878	0.879	0.917
Physical Environment	0.884	0.891	0.915
Interaction with the staff	0.895	0.895	0.927
Product Quality	0.863	0.865	0.907
Product variety	0.861	0.879	0.906
Digital Payment	0.914	0.916	0.936
Repurchase Intention	0.926	0.927	0.947

Source: data processed (2025)

After the validity test is conducted, the next step is to measure the reliability. This measurement is carried out using Cronbach's Alpha and Composite Reliability values, with each indicator expected to be above 0.70. Based on the results above (Table 3), the data meet the reliability test standards.

Inner Model

Analysis of structural models is conducted to identify and understand the relationship and influence of latent variables according to the underlying theory. Based

on the Goodness of Fit test, several results were obtained. The SRMR value is $0.064 < 0.10$, the Chi-square value is $930.587 > 0.05$, and the NFI value is $0.770 < 0.90$. These results prove that the structural model used has a favorable fit. Table 4 below displays the Goodness of Fit test results.

Table 4: Goodness of Fit

	Saturated model	Estimated model
SRMR	0.064	0.074
d_ ULS	1.882	2.533
d_ G	1.161	1.201
Chi-square	930.587	951.601
NFI	0.770	0.765

Source: data processed (2025)

The Model Contribution Test (F-square) is designed to evaluate the extent to which the independent variables influence the dependent variable in the context of the model being tested, with particular attention to partial effects. The F-Square test shows that customer satisfaction has a strong influence on customer satisfaction (1.712). Physical Environment has a medium influence on customer satisfaction (0.024), the relationship between Interaction with the staff and customer satisfaction is strong (0.280), product quality has a weak effect on customer satisfaction (0.008), product variety has a strong effect on customer satisfaction (0.162), and digital payment has a medium influence on customer satisfaction (0.083).

Table 5: F-Square test

	Customer Satisfaction	Physical Environment	Interaction with the Staff	Product Quality	Product variety	Digital Payment	Repurchase Intention
Customer Satisfaction							1.712
Physical Environment	0.024						
Interaction with the Staff	0.280						
Product Quality	0.008						
Product Variety	0.162						
Digital Payment	0.083						

Source: data processed (2025)

The R^2 value indicates how well the independent variables have to provide information about their dependent variables. The results of the analysis show that five independent variables have a significant influence on the formation of the mediating variable customer satisfaction, with a variation of 72.1% in the mediating variable (M1). This shows that these five independent variables have a significant influence on the mediating variable customer satisfaction. While 63% of the variation in the dependent variable (Y1) can be explained by a combination of the five independent variables + the mediating variable M1. Repurchase Intention is simultaneously influenced by the

variables of interaction with the staff, physical environment, product quality, product variety and digital payment, customer satisfaction, with an R2 value of 0.631. Thus, it can be interpreted that 63% of the variance of repurchase intention can be explained by the variables such as interaction with the staff, physical environment, product quality, product variety and digital payment, customer satisfaction, while the remaining 37% can be explained by other variables.

Table 6: R-Square

	R-Square	R-Square adjusted
Customer Satisfaction	0.721	0.711
Repurchase Intention	0.631	0.629

Source: data processed (2025)

Hyphotesis Testing Results

Based on the results of the output from researchers using 150 respondents, the path diagram in this study is shown in Figure 3.

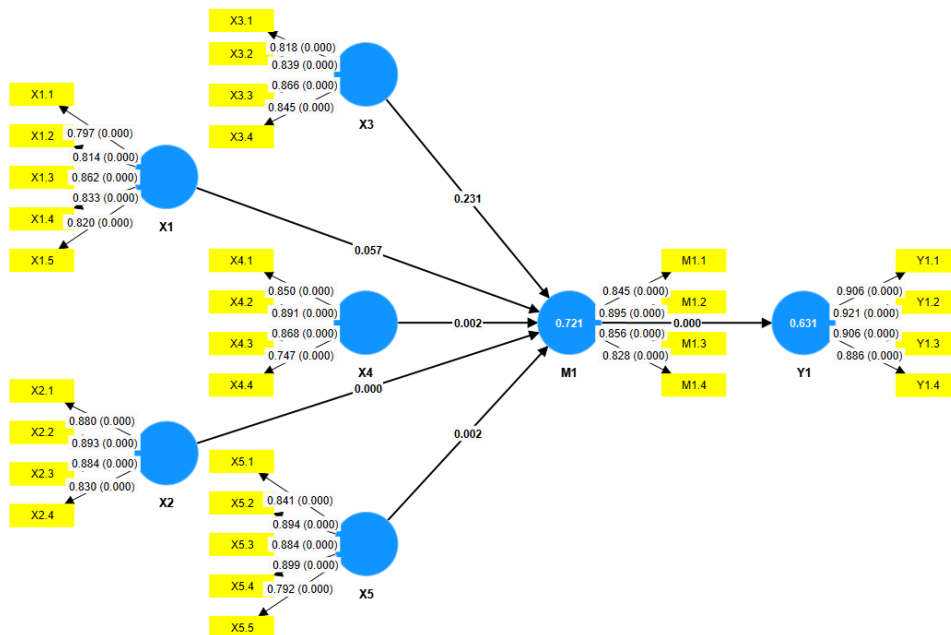


Figure 3: Part diagram T-statistic

Source: processed by Author (2025)

Direct Effect Test Results

Table 7: Direct effect test

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
PE->CS	0.123	0.125	0.078	1.577	0.057
IS->CS	0.367	0.354	0.101	3.624	0.000
PQ->CS	0.080	0.066	0.108	0.735	0.231
PV->CS	0.300	0.323	0.104	2.891	0.002
DP->CS	0.190	0.190	0.067	2.846	0.002
CS->RI	0.795	0.796	0.035	22.651	0.000

Source: data processed (2025)

Based on the hypothesis test table above, the direct impact test explained that:

1. Physical environment shows that the t-statistic is 1.577 (below 1.96) and the P-value is 0.057 (above 0.05). And product quality shows that t-statistic 0.735 (below 1.96) and P-value 0.231 (above 0.05). It can be concluded that the physical environment and product quality do not support the research hypothesis.
2. Interaction with the staff has a t-statistic of 3.624 (above 1.96) and P-value 0.000 (below 0.000). This finding confirms that interaction with the staff has a positive and significant effect on customer satisfaction
3. Product value has a t-statistic of 2.891 (above 1.96) and a P-value of 0.002 (below 0.000). This finding indicates that interaction with the staff has a positive and significant effect on customer satisfaction.
4. Digital payment has a t-statistic of 2.846 (above 1.96) and a P-value of 0.002 (below 0.05). This finding suggests that digital payments have a positive and significant effect on customer satisfaction.
5. Customer satisfaction has a t-statistic of 22.651 (above 1.96) and a P-value of 0.000 (below 0.05). It indicates that customer satisfaction positive and significant effect on repurchase intention

Specific Indirect Test Results

Table 8: Indirect Effect Test

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
PE->CS->RI	0.098	0.099	0.062	1.569	0.058
IS-> CS->RI	0.291	0.281	0.081	3.610	0.000
PQ-> CS->RI	0.063	0.053	0.087	0.729	0.233
PV-> CS->RI	0.238	0.257	0.082	2.916	0.002
DP-> CS->RI	0.151	0.151	0.054	2.795	0.003

Source: data processed (2025)

In Table 8, we can see the result of the specific indirect effect value or mediation test, indicates that:

1. The measurement results of the variables Physical Environment->Customer Satisfaction->Repurchase Intention show t-statistic 1.569 (below 1.66) and P-value 0.058 (above 0.05). It means that there is no significant relationship between Physical Environment and Repurchase Intention mediated by Customer Satisfaction.
2. The measurement results of the variables Interaction with the Staff->Customer Satisfaction->Repurchase Intention show t-statistic 3.610 (above 1.66) and p-value 0.000 (below 0.05). It means that there is a significant relationship between Interaction with the Staff and Repurchase Intention mediated by Customer Satisfaction.
3. The measurement results of the variables Product Quality->Customer Satisfaction->Repurchase Intention show t-statistic 0.729 (below 1.66) and p-value 0.233 (above 0.05). It means that there is no significant relationship between Product Quality and Repurchase Intention mediated by Customer Satisfaction.
4. The measurement results of the variables Product Variety->Customer Satisfaction->Repurchase Intention show t-statistic 2.916 (above 1.66) and p-value 0.002 (below 0.05). It means that there is a significant relationship between Product Variety and

Repurchase Intention mediated by Customer Satisfaction.

5. The measurement results of the variables Digital Payment->Customer Satisfaction->Repurchase Intention show t-statistic 2.795 (above 1.66) and p-value 0.003 (below 0.05). It means that there is a significant relationship between Digital Payment and Repurchase Intention mediated by Customer Satisfaction.

Discussion

The Relationship between Physical Environment and Customer Satisfaction

The results show that customer satisfaction at Sport Station outlets is not significantly impacted by the physical environment. Customer satisfaction is influenced by the physical environment, which acts as an outward stimulus. However, since Sport Station stores are mostly found in sizable, contemporary shopping centers in Jakarta that already offer a cozy, hygienic, and uniform atmosphere, the impact of the store's physical surroundings seems to be diminished in this study. Because of this, environmental features including lighting, layout, temperature, and store design are perceived by customers as baseline expectations rather than differentiators, which lessens their effect on customer satisfaction.

This result contrast with earlier research that found a substantial correlation between the physical environment and customer satisfaction (Almanwari et al., 2024; Nguyen-Phuoc et al., 2024; G.-Q. Wang et al., 2025). These studies were mostly conducted in settings such as restaurants, cafés, and boutique fashion stores, where the store environment itself plays a crucial experiential role. Emotional reactions and pleasure are heavily influenced by ambient signals in such environments. On the other hand, our study supports the findings of Kovač et al. (2021), who contend that consumers value functional characteristics—such as product selection, brand availability, and service quality—over atmospheric aspects when it comes to fashion and branded retail goods. Indicators such as staff support, brand variety, and product category completeness are considered more important drivers of happiness in the Sport Station context than the physical environment.

The Relationship between interaction with the staff and customer satisfaction

The findings demonstrate that customer satisfaction at Sport Station stores is positively and significantly impacted by interactions with the staff. Staff engagement serves as a crucial social stimulus that directly influences customers' emotional and cognitive assessments, which are represented in customer satisfaction. Customers largely rely on staff for product suggestions and technical explanations in the athletic goods retail context, where products vary in size, function, performance attributes, and usage compatibility. As a result, metrics like staff friendliness, professionalism, responsiveness, and product expertise become crucial factors in determining customer satisfaction.

This result aligns with earlier research highlighting the value of interpersonal interaction in retail settings (Xue et al., 2021; Bruckberger et al., 2023), which emphasizes that positive staff interaction promotes comfort, enjoyment, and emotional attachment during the shopping experience. Customers are frequently exposed to comparable product assortments from rival shops in the particular context of Sport Station locations situated in large shopping malls in Jakarta. As a result, service engagement becomes a crucial differentiator that raises perceived value beyond the items' functional qualities. This aligns with relationship marketing theory, which holds that positive interactions between employees and customers deepen emotional ties and greatly increase consumer happiness. Therefore, in highly competitive retail contexts,

frontline employees have a critical role in creating pleasant customer experiences and maintaining customer satisfaction, as demonstrated by the substantial relationship found in this study.

The Relationship between product quality and customer satisfaction

The study's findings show that consumer happiness at Sport Station outlets is not significantly impacted by product quality. Customers at Sport Station buy products from well-known international brands, including Nike, Adidas, Puma, Reebok, Skechers, and Converse, all of which have substantial and well-established brand equity. Indicators such as durability, material quality, functionality, and safety are therefore seen as standard features rather than sources of added value, which lessens their influence on customer satisfaction because customers already perceive excellent product quality before they visit the store.

This finding contrasts with other research in sectors such as skincare, home appliances, and unbranded fashion items, where product quality varies more significantly and is crucial to customer satisfaction (Abigail et al., 2024; Mahat & Shekhar, 2024). This study, however, is consistent with Kovač et al. (2021), who contend that because customers rely more on brand reputation than on direct quality evaluation, product quality tends to have a lower influence on satisfaction in multi-brand retail contexts offering well-known names. Customers value other functional and experiential aspects, such as product variety, staff assistance, and transaction convenience, over quality indicators that are already presumed to be met in the Sport Station environment, which is situated in large shopping malls in Jakarta. Consequently, the weak correlation found in this study supports the idea that the impact of product quality on customer satisfaction varies across industries and contexts, especially in branded retail environments where customers' expectations of quality are well established before purchase.

The Relationship between product variety and customer satisfaction

The study's findings show that consumer happiness at Sport Station stores is positively and significantly impacted by product variety. According to consumer choice theory, a larger selection of goods lowers perceived purchase risk and raises the possibility that consumers will discover goods that suit their particular tastes. Product variety becomes a crucial factor in determining customer satisfaction in the sporting goods retail context, because customers vary in terms of sport type, size, performance requirements, and brand preferences. Indicators such as the availability of many brands, product models, sizes, and categories allow customers to assess options within a single store, improving convenience and perceived value.

This result aligns with earlier research that highlights how product variety can boost customer satisfaction by meeting a range of consumer needs (Javed et al., 2021; Olugbenga, 2024). Additionally, Terblanche (2018) contends that because product assortment quality increases shopping efficiency and minimizes the need to visit several stores, it is favorably correlated with overall happiness. Customers are subject to fierce competition from other sports shops in the particular setting of Sport Station outlets located in sizable shopping centers in Jakarta. Because of this, product variety serves as a crucial differentiator, allowing Sport Station to retain client satisfaction in the face of competitors' comparable pricing and brand offerings. Therefore, the substantial correlation discovered in this study supports the idea that, in fiercely competitive, multi-brand retail settings, product variety strategically influences consumer pleasure.

The Relationship between digital payments and customer satisfaction

The study's findings show that customer satisfaction at Sport Station locations is positively and significantly impacted by digital payments. Customer satisfaction is significantly influenced by how easy and useful digital payment systems are regarded to be. By reduce wait times, lowering in-person interactions, and increasing payment convenience, payment options such as QRIS, e-wallets, debit cards, and credit cards improve transaction efficiency. Customer satisfaction is positively impacted by a more seamless purchasing experience, which is facilitated by indicators such as transaction speed, system dependability, security, and payment flexibility.

This result aligns with earlier research that highlights how adopting digital payments improves customer satisfaction by increasing perceived value and service efficiency (Lu & Pauwels, 2024; Wang, 2024). Fast and frictionless payment methods become more crucial in the context of Sport Station stores situated in major shopping malls in Jakarta, where heavy consumer traffic and time constraints are typical. Consumer preferences for contactless and cashless purchases have been further strengthened by post-pandemic consumer behavior, making digital payment a crucial experience aspect that goes beyond the caliber of goods and services. As a result, the important correlation discovered in this study shows that digital payment systems are now strategic elements of the entire shopping experience that significantly improve customer happiness in contemporary retail settings rather than just transactional tools.

The Relationship between customer satisfaction and repurchase intention

The study's findings show that repurchase intention at Sport Station stores is strongly and significantly impacted by customer happiness. A post-purchase assessment in which customers contrast their expectations with their actual shopping experiences is reflected in customer satisfaction. Positive affective and cognitive reactions occur when expectations are fulfilled or surpassed, which raises the possibility of repeat purchases. Customers' intentions to make additional purchases are greatly influenced by indicators such as overall happiness, expectation fulfilment, and enjoyment from the shopping experience.

This result is in line with earlier studies (Bhutto et al., 2023; Cunningham & De Meyer-Heydenrych, 2021) that show that customer satisfaction is a significant predictor of customer loyalty and repurchase intention. Customers are faced with numerous alternative retailers offering similar branded products to those of other retailers that sell comparable branded products in the setting of Sport Station stores situated in major shopping malls in Jakarta. Customer satisfaction is a critical factor in determining whether customers choose to visit the same store again or go to a competitor in such a competitive environment. Repurchase intention is strengthened by satisfied customers' tendency to perceive better value and form favorable attitudes toward the retailer. In highly competitive, multi-brand retail contexts, consumer satisfaction plays a crucial role as a strategic motivator of repeat purchasing behavior, as demonstrated by the considerable association discovered in this study.

The Relationship between Physical Environment on Repurchase Intention through Customer Satisfaction

Since there is no discernible indirect impact on Repurchase Intention through Customer Satisfaction, the results suggest that the physical environment serves more as a hygiene factor than a motivating factor. Environmental variables, including lighting quality, cleanliness, layout, temperature, and general comfort are already highly controlled and routinely managed by mall managers in the context of Sport Station

stores situated in sizable, upscale shopping malls in Jakarta. Because of this, consumers often view these physical characteristics as essential needs rather than as features that provide value and boost customer happiness or promote repeat business.

The physical environment usually functions as an external stimulus impacting emotional reactions and behavioral intentions. However, competing stores' capacity to differentiate the customer experience is hampered when environmental cues are uniform across the same mall. As a result, consumers seem to pay more attention to important and distinctive elements, including product variety, transaction ease, and employee engagement. This result supports Kovač et al. (2021), who contend that the physical environment has less of an impact in utilitarian, multi-brand retail contexts, but it contrasts with research done in experiential retail settings, such as restaurants and boutique fashion stores, where atmospheric elements play a more crucial role in shaping satisfaction (Almanwari et al., 2024; Nguyen-Phuoc et al., 2024).

The Relationship between Interaction with the Staff on Repurchase Intention through Customer Satisfaction

The results demonstrate the crucial mediating function of customer satisfaction in the service-behavior link by confirming that staff engagement has a large indirect effect on repurchase intention through customer satisfaction. Particularly in service-intensive retail settings, interpersonal interactions between staff and clients serve as a crucial evaluative foundation for consumer satisfaction. Customers frequently encounter greater perceived risk and knowledge asymmetry in sports shoe retailing when products contain functional performance aspects, including fit, comfort, and usage compatibility. As a result, crucial informational and emotional signals that lower uncertainty and raise perceived value are staff-related characteristics, including professionalism, product expertise, responsiveness, and friendliness. Employees at Sport Station stores in Jakarta's main malls serve as both transactional facilitators and service advisors, influencing consumers' emotive and cognitive assessments of their shopping experiences.

Employee engagement is a prominent social stimulus that directly influences the organism (customer satisfaction) prior to showing up as a behavioral reaction (repurchase intention). Staff contact gives greater distinction than physical environment characteristics, which are typically uniform across mall-based stores. This explains why, in contrast to certain other variables, employee contact has a strong mediated effect. The results are consistent with earlier research indicating that in utilitarian, multi-brand retail environments, employee-customer interaction has a greater impact on consumer happiness and loyalty than ambient or symbolic cues (Uzir et al., 2020; Javed et al., 2021; Mahat & Shekhar, 2024). Consumers expect efficiency and knowledge in Jakarta's competitive urban retail market, therefore when employees successfully meet these expectations, consumers are satisfied. This study adds to the body of research by confirming that, rather than employee interaction directly influencing repurchase intention, customer satisfaction functions as a psychological conversion mechanism, converting pleasant staff encounters into repeat purchase behavior.

The Relationship between Product Quality on Repurchase Intention through Customer Satisfaction

The findings show that product quality serves as a threshold attribute rather than a motivating element in this research environment, as it does not significantly influence repurchase intention through customer satisfaction. The degree to which performance surpasses expectations rather than just meeting them drives satisfaction and consequent

repurchase intention. Customers visit Sport Station, which mostly sells well-known sportswear brands, with strong preconceived notions about the dependability, longevity, and safety of the merchandise. Because of this, key product quality indicators—like material durability, functional performance, and safety—are seen as guaranteed qualities, which restricts their power to raise customer satisfaction above a reasonable threshold.

This result also shows that when certain qualities are constantly provided, they avoid unhappiness but do not actively produce satisfaction or loyalty. Product quality is mostly standardized and externally attributed to the brand rather than the store in multi-brand retail settings found in Jakarta's upscale shopping complexes. As a result, consumers assess their shopping experience more in terms of value-added components than inherent product attributes. This claim is supported by other research, which shows that when brand equity is already high, product quality has less impact on customer satisfaction and repeat purchase behavior in utilitarian and multi-brand retail formats (Kovač et al., 2021; Abigail et al., 2024). By showing that product quality is a required but inadequate condition for influencing consumer satisfaction and repurchase intention within the Indonesian urban retail context, this study adds to the body of current work.

The Relationship between Product Variety on Repurchase Intention through Customer Satisfaction

The findings show that, via customer satisfaction, product variety significantly influences repurchase intention. According to consumer choice theory, a more extensive and well-organized selection boosts perceived convenience and lowers search expenses, which raises customer satisfaction. Customers can evaluate options within a single store because of the Sport Station's product variety across categories, brands, sizes, and models, which increases customer satisfaction and promotes return business. This result aligns with earlier research that highlights the importance of product diversity in determining consumer satisfaction and repurchase intention in retail settings (Terblanche, 2018; Teo et al., 2019; Dewi & Andjarwati, 2018).

According to the findings, repurchase intention is significantly impacted indirectly by digital payment through customer satisfaction. Digital payment systems' perceived utility and ease of use boost customer satisfaction, which in turn raises repurchase intention. A more effective shopping experience is made possible in Sport Station stores through metrics such as transaction speed, payment security, and the availability of cashless solutions (e-wallets, QR payments, instalments), particularly in busy malls. According to earlier studies (Kim, 2022; Wang, 2024; Lu & Pauwels, 2024), digital payment convenience has a favorable impact on customer happiness and loyalty in contemporary retail contexts.

The Relationship between Product Variety on Repurchase Intention through Customer Satisfaction

The findings show that repurchase intention is significantly impacted indirectly by digital payment through customer satisfaction. This result can be explained by the fact that customers' assessments of the service experience are improved by perceived utility, convenience of use, and transaction efficiency. Customers anticipate quick, easy, and cashless payment methods, including e-wallets, QRIS, and debit or credit cards at Sport Station retailers in Jakarta's major shopping malls. The study's digital payment metrics, which include transaction speed, usability, security, and payment flexibility, have a direct impact on post-purchase assessments, which raises consumer satisfaction. Customers are more likely to view the entire shopping experience as convenient and

pleasurable when payment procedures cut down on waiting times and mental strain, which raises customer satisfaction.

This finding lends credence to the idea that, especially in urban retail settings with high time pressure and tech-savvy customers, digital payments function as an enhancement of the experience rather than just a transactional instrument. Customers easily credit the merchant for the obvious efficiency improvements provided by digital payment solutions. Previous research repeatedly demonstrates that the adoption of digital and mobile payment methods improves perceived service quality and convenience, which in turn increases customer satisfaction and repurchase intention (Uzir et al., 2020; Javed et al., 2021; Mahat & Shekhar, 2024). By showing that customer satisfaction completely mediates the relationship between digital payment and repurchase intention in the Jakarta sports retail context, this study extends previous research and highlights the strategic significance of integrating dependable and user-friendly digital payment systems to promote long-term customer loyalty.

5. CONCLUSIONS, IMPLICATIONS, SUGGESTIONS AND LIMITATION OF THE RESEARCH

This study analyze the combined effects of interaction with the staff, physical environment, product quality, product variety, and digital payment on customer satisfaction and their subsequent impact on repurchase intention in the modern sports retail context (Sport Station stores). Physical environment and product quality do not have a significant effect on customer satisfaction. This shows that customers pay more attention to the comfort of the mall where the store is located, which has a greater impact on their decision to visit again. The results of the study indicate that product quality does not have a significant effect on customer satisfaction, because the products at Sport Station come from well-known brands with strong brand image, so customers are already confident in their quality before buying. These results provided new insights into customer behaviour in the sports retail industry. Interaction with the staff, product variety, and digital payment have a positive and significant effect on customer satisfaction, indicating that the experience of direct interaction between customers and service providers, the diversity of product choices, and the ease of the payment system are important factors in shaping customer satisfaction. Customer satisfaction has a very significant effect on repurchase intention. Customers who are satisfied are more likely to buy goods again. The research model shows the R^2 value, stating that variations in customer satisfaction and repurchase intention can be explained by the variables studied. The results of the construct validity and reliability tests indicates that all indicators are valid and reliable, and the structural model meets the eligibility criteria.

The limitations of the study are the limited location coverage, namely this study was only conducted on Sport Station customers who are in one or several specific locations, so it does not represent customers in a wider geographic area. Sampling is based on the frequency of visits. Respondents are customers who have visited at least twice in the last six months, which may not include the perspective of new customers or those who are not yet attached to the brand. This study has not considered factors such as brand image, word of mouth, or emotional value that can also affect customer satisfaction and repurchase intention.

The managerial implications of this study indicate that Sport Station should prioritize improving services in the aspects of interaction with the staff, product variety, and digital payment, as all three have been shown to have a significant effect on customer satisfaction and repurchase intention. Staff training must be strengthened to

improve service quality, reliability, professionalism and good knowledge of the product. While product diversity must always be available to stay relevant to trends and meet customer needs, well-known brands. On the other hand, the digital payment system must be fast, secure, and easy to use, with features such as instalments or cashback. This finding also confirms that customer satisfaction plays an important mediator role in driving customer loyalty. Although physical environment and product quality do not have a significant effect, both are still relevant, especially in creating a pleasant shopping experience. This study supports the development of emotion-based marketing strategies and encourages further studies that integrate digital and emotional variables into customer satisfaction models.

6. REFERENCES

- Abigail, J., Sari, V. P., & Saputra, D. (2024). *The Influence of Product Quality and Online Shopping Experience (OSE) on Consumer Loyalty Through Customer Satisfaction on Local Skincare Products*. *Procedia Computer Science*, 234, 537–544. <https://doi.org/10.1016/j.procs.2024.03.037>
- Agarwal, A., & Singh, M. R. P. (2018). *The Relationship Between Retail Experience, Customer Satisfaction, and Behavioral Intention: Exploring the Consumer Shopping Behavior in Unorganized Retail Settings*. *Indian Journal of Marketing*, 48(1), 9. <https://doi.org/10.17010/ijom/2018/v48/i1/120733>
- Ali, F., Kim, W. G., Li, J., & Jeon, H.-M. (2018). *Make it delightful: Customers' experience, satisfaction and loyalty in Malaysian theme parks*. *Journal of Destination Marketing & Management*, 7, 1–11. <https://doi.org/10.1016/j.jdmm.2016.05.003>
- Almanwari, H. S. A., Md Saad, N. H., & Zainal, S. R. M. (2024). *The influence of environment and location, personal motivation, and fee and price on satisfaction, attituding and behavioural loyalty among international students in Oman*. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(2), 100285. <https://doi.org/10.1016/j.joitmc.2024.100285>
- Aslam, W., & Farhat, K. (2020). *Impact of after-sales service on consumer behavioural intentions*. *International Journal of Business and Systems Research*, 14(1), 44. <https://doi.org/10.1504/IJBSR.2020.104145>
- Balakrishnan, R., & Christopher, P. B. (2023). *Examining the Role of Customer Satisfaction and Brand Image as Mediators Between Service Quality and Repurchase Intent with Reference to India's International Airlines*. *Revista de Gestão Social e Ambiental*, 18(1), e03629. <https://doi.org/10.24857/rgsa.v18n1-010>
- Bhutto, M. Y., Khan, M. A., Sun, C., Hashim, S., & Khan, H. T. (2023). *Factors affecting repurchase intention of organic food among generation Z (Evidence from developing economy)*. *PLOS ONE*, 18(3), e0281527. <https://doi.org/10.1371/journal.pone.0281527>
- Bruckberger, G., Fuchs, C., Schreier, M., & Osselaer, S. M. J. Van. (2023). *Retailing Groundedness: How to improve customer experience, brand perceptions, and customer loyalty through feelings of groundedness*. *Journal of Retailing*, 99(4), 594–604. <https://doi.org/10.1016/j.jretai.2023.11.004>
- Calvo-Porrá, C. (2020). *Ambient Encounters in Retail "Discounters" (pp. 1–22)*. <https://doi.org/10.4018/978-1-7998-2220-2.ch001>
- Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). *Factors affecting repurchase intentions in retail shopping: An empirical study*. *Heliyon*, 8(9), e10619. <https://doi.org/10.1016/j.heliyon.2022.e10619>
-

- Cunningham, N., & De Meyer-Heydenrych, C. (2021). Premium versus affordable clothing retailers: what are customer expectations for satisfaction and repurchase intentions? *International Journal of Retail & Distribution Management*, 49(6), 752–771. <https://doi.org/10.1108/IJRDM-07-2020-0265>
- Dean, D., & Suhartanto, D. (2019). The formation of visitor behavioral intention to creative tourism: the role of push–Pull motivation. *Asia Pacific Journal of Tourism Research*, 24(5), 393–403. <https://doi.org/10.1080/10941665.2019.1572631>
- Dewi, S. J. K., & Andjarwati, A. L. (2018). Pengaruh Kualitas Produk dan Harga Terhadap Niat Beli Ulang Dengan Kepuasan Sebagai Variabel Intervening (Studi Pada Pelanggan Jilbab Rabbani di Surabaya Timur). *Jurnal Ilmu Manajemen*, 6(3). <https://core.ac.uk/download/pdf/230763887.pdf>
- Donnelly, S., Gee, L., & Silva, E. S. (2020). UK mid-market department stores: Is fashion product assortment one key to regaining competitive advantage? *Journal of Retailing and Consumer Services*, 54, 102043. <https://doi.org/10.1016/j.jretconser.2020.102043>
- Hair, J. F. J., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107. <https://doi.org/10.1504/IJMDA.2017.087624>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hanaysha, J. R., Al Shaikh, M. E., & Alzoubi, H. M. (2021). Importance of Marketing Mix Elements in Determining Consumer Purchase Decision in the Retail Market. *International Journal of Service Science, Management, Engineering, and Technology*, 12(6), 56–72. <https://doi.org/10.4018/IJSSMET.2021110104>
- Hwang, J., Tung, T., & Cho, H. (2023). Why do consumers leave fast fashion stores? Role of shoppers' confusion. *Journal of Fashion Marketing and Management: An International Journal*, 28(1), 186–207. <https://doi.org/10.1108/JFMM-04-2022-0080>
- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020). Reflective Model of Brand Awareness on Repurchase Intention and Customer Satisfaction. *The Journal of Asian Finance, Economics and Business*, 7(9), 427–438. <https://doi.org/10.13106/jafeb.2020.vol7.no9.427>
- Ismail, I. J. (2025). Halal brand quality and halal food purchasing intention among university students: The moderating effect of customer-employee interactions. *Social Sciences & Humanities Open*, 11, 101352. <https://doi.org/10.1016/j.ssaho.2025.101352>
- Jasin, M., & Firmansyah, A. (2023). The role of service quality and marketing mix on customer satisfaction and repurchase intention of SMEs products. *Uncertain Supply Chain Management*, 11(1), 383–390. <https://doi.org/10.5267/j.uscm.2022.9.004>
- Javed, S., Rashidin, M. S., & Jian, W. (2021). Predictors and outcome of customer satisfaction: moderating effect of social trust. *Decision*, 48(1), 27–48. <https://doi.org/10.1007/s40622-020-00258-2>
- Khoa, B. T., Nguyen, T. D., & Nguyen, V. T.-T. (2020). Factors affecting Customer Relationship and the Repurchase Intention of Designed Fashion Products. *Journal of Distribution Science*, 18(2), 17–28. <https://koreascience.kr/article/JAKO202014862060996.page>
- Kim, W. Bin, Kim, C., Go, I., Fukuda, R., & Imai, M. (2024). Actions are more than just words: Relationships between word-of-mouth, personal interaction, and product

- attachment. *Journal of Retailing and Consumer Services*, 81, 103994. <https://doi.org/10.1016/j.jretconser.2024.103994>
- Kim, J. H., Jang, J., Kim, Y., & Nan, D. (2022). A Structural Topic Model for Exploring User Satisfaction with Mobile Payments. *Computers, Materials & Continua*, 73(2), 3815–3826. <https://doi.org/10.32604/cmc.2022.029507>
- Kim, M. (2022). How can I Be as attractive as a Fitness YouTuber in the era of COVID-19? The impact of digital attributes on flow experience, satisfaction, and behavioral intention. *Journal of Retailing and Consumer Services*, 64, 102778. <https://doi.org/10.1016/j.jretconser.2021.102778>
- Kovač, I., Palić, M., & Tolić, M. (2021). The Importance and Significance of the Marketing Mix Elements in a Fashion Retailing. *InterEULawEast: Journal for the International and European Law, Economics and Market Integrations*, 8(1), 15–38. <https://doi.org/10.22598/iele.2021.8.1.2>
- Law, C. C. H., Zhang, Y., & Gow, J. (2022). Airline service quality, customer satisfaction, and repurchase intention: Laotian air passengers' perspective. *Case Studies on Transport Policy*, 10(2), 741–750. <https://doi.org/10.1016/j.cstp.2022.02.002>
- Lee, H. J. (2023). A Study on Korean Customers' Intentions to Repurchase for the Sustainable Growth of the Athleisure Market. *Sustainability*, 16(1), 69. <https://doi.org/10.3390/su16010069>
- Liu, P., & Tse, E. C.-Y. (2018). Exploring factors on customers' restaurant choice: an analysis of restaurant attributes. *British Food Journal*, 120(10), 2289–2303. <https://doi.org/10.1108/BFJ-10-2017-0561>
- Lu, S. Q., & Pauwels, K. (2024). More transactions but a lower average transaction value: How mobile payment apps influence consumer purchases through time-savings. *International Journal of Research in Marketing*, 41(4), 761–776. <https://doi.org/10.1016/j.ijresmar.2024.08.004>
- Ly, R., & Ly, B. (2024). Digital payment systems in an emerging economy. *Computers in Human Behavior Reports*, 16, 100517. <https://doi.org/10.1016/j.chbr.2024.100517>
- Mahat, P., & Shekhar, S. K. (2024). Enhancing sustainability with improved cook stoves: an analysis of product quality, consumer satisfaction and word-of-mouth through expectancy disconfirmation theory. *International Journal of Energy Sector Management*. <https://doi.org/10.1108/IJESM-09-2024-0037>
- Manivel, R. (2024). Decoding Customer Engagement in the Sports Shoe Industry: A Focus on Brand Loyalty and Customer Satisfaction. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4824003>
- Mehralian, M. M., & Khazaei, P. (2022). Effect of Digital Marketing on the Business Performance of MSMEs during the COVID-19 Pandemic: The Mediating Role of Customer Relationship Management. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4195985>
- Nasir, M., Adil, M., & Dhamija, A. (2021). The synergetic effect of after sales service, customer satisfaction, loyalty and repurchase intention on word of mouth. *International Journal of Quality and Service Sciences*, 13(3), 489–505. <https://doi.org/10.1108/IJQSS-01-2021-0015>
- Nguyen-Phuoc, D. Q., Ho-Mai, N. T., Truong, T. M., Nguyen, M. H., & Li, Z.-C. (2024). The role of physical and social environments on the loyalty toward urban rail services: A consideration of stations and onboard. *Transport Policy*, 159, 328–344. <https://doi.org/10.1016/j.tranpol.2024.10.028>
-

- Olugbenga, O. O. (2024). *Impact of Customer Satisfaction on Organizational Performance in Nigeria's Brewery Industry*. *British Journal of Management and Marketing Studies*, 7(3), 102–115. <https://abjournals.org/bjmms/papers/volume-7/issue-3/impact-of-customer-satisfaction-on-organizational-performance-in-nigerias-brewery-industry/>
- Phuong, N. N. D., & Trang, T. T. D. (2018). *Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam*. *Marketing and Branding Research*, 5, 78–91. <https://doi.org/10.19237/MBR.2018.02.01>
- Prasad, K. D. V, Soni, H., Shyamsunder, C., Singh, S., & Srinivas, V. (2025). *The impact of mobile-wallet factors on customer satisfaction and customer loyalty : A study of B-schools in Hyderabad*. 5(1), 351–367.
- Puspasari, A., Nurhayaty, E., Riftingasari, D., Yuniarti, P., Suharyadi, D., Martiwi, R., Adawia, P. R., & Baharuddin. (2022). *The Effect Of Service Quality Perception And Company Image On Customer Satisfaction And Their Impact On Customer Loyalty Indihome*. *International Journal of Social and Management Studies*, 3(2). <https://www.ijosmas.org/index.php/ijosmas/article/view/177>
- Raesi, S., Paloma, C., & Yusmarni. (2024). *The Impact of Product Quality on Customer Satisfaction and Loyalty toward Hydroponic Vegetables in Padang City: Gender as Moderation Variable*. *IOP Conference Series: Earth and Environmental Science*, 1323(1), 012012. <https://doi.org/10.1088/1755-1315/1323/1/012012>
- Rashid, A., & Rokade, V. (2023). *Impact of Retail Service Quality on Customer Reactions: The Mediating Effect of Retailer Personality*. *Indian Journal of Marketing*, 53(2), 43. <https://doi.org/10.17010/ijom/2023/v53/i2/172632>
- Talantikite, S. I., & Bencherif, M. (2021). *Effect of Spatial Ambiances on the Patient Satisfaction and Well-Being in Hospitals: The Case of UHC Ibn Sina Annaba and UHC Benbadis Constantine—Algeria*. *HERD: Health Environments Research & Design Journal*, 14(3), 83–107. <https://doi.org/10.1177/1937586720986106>
- Teo, B. C., Rathi, K. N. B. A., & Saidi, S. N. S. B. M. (2019). *Store Image Attributes and Customer Satisfaction of Convenience Store and Implications on Retail Innovation: The Malaysian Shopper Experience*. *Malaysian Journal of Consumer and Family Economics*, 22(1), 19. <https://majcafe.com/wp-content/uploads/2022/11/2019-Vol-22-S1-Article-11.pdf>
- Terblanche, N. S. (2018). *Revisiting the supermarket in-store customer shopping experience*. *Journal of Retailing and Consumer Services*, 40, 48–59. <https://doi.org/10.1016/j.jretconser.2017.09.004>
- Thonora, B. E., & Alfonsius, A. (2022). *The Influence of Product Quality on Customer Satisfaction in Bank Sinarmas Medan Branch*. *Proceeding National Conference Business, Management, and Accounting*, 5, 250–260. <http://ojs.uph.edu/index.php/NCBMA/article/download/5822/2598>
- Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020). *Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates?* *Heliyon*, 6(12), e05710. <https://doi.org/10.1016/j.heliyon.2020.e05710>
- Wang, G.-Q., Zhu, B.-W., Wang, K., Li, X.-Y., & Xiong, L. (2025). *Links between cue combinations of physical environments and consumer satisfaction in themed restaurants from a systematic approach—avoidance perspective*. *International Journal of Hospitality Management*, 126, 104055.

<https://doi.org/10.1016/j.ijhm.2024.104055>

Wang, G. (2024). *The issue of interconnections and mutual influence of digital transformation in international trade: How digitization affects customer satisfaction?* *Heliyon*, 10(18), e36854.

<https://doi.org/10.1016/j.heliyon.2024.e36854>

Xue, J., Rasool, Z., Khan, M. A., Khan, A. I., Khan, F., Khan, A. A., Shoukat, R., & Ali, H. (2021). *The Influence of Substituting Prices, Product Returns, and Service Quality on Repurchase Intention.* *Complexity*, 2021, 1–17.

<https://doi.org/10.1155/2021/4167340>