

THE INFLUENCE OF SERVICE QUALITY, STORE ATMOSPHERE, AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION OF FASHION PRODUCTS AT MECCA GALLERY STORE MATANGKULI

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Abstract

This study aims to determine the influence of service quality, store atmosphere, and customer satisfaction on the repurchase intention of fashion products at Mecca Gallery Store Matangkuli. The research method used in this study is a quantitative approach. The instruments in this study include validity and reliability tests, classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests, determination test (R^2), and hypothesis testing (t-test). The study was conducted on customers who had previously purchased fashion products at Mecca Gallery Store Matangkuli. The data used in this study is primary data collected through questionnaires distributed to 102 respondents. The data analysis technique employed is multiple linear regression analysis using SPSS 26.0. The results of this study indicate that, partially, the service quality variable does not have a significant effect on repurchase intention, while store atmosphere has a positive and significant effect on repurchase intention, and customer satisfaction also has a positive and significant effect on repurchase intention.

Keywords: *Service Quality, Store Atmosphere, Customer Satisfaction, Repurchase Intention.*

INTRODUCTION

The growth of the fashion industry in Indonesia has been accompanied by significant changes in the way people live their lives. Every economic actor faces intense competition to attract customers and maintain their presence in the market. Business actors must be able to act creatively and innovatively in response to the increasingly fierce competition within the business environment. The current business environment is highly dynamic and presents maximum uncertainty. Therefore, economic actors must be competitive in attracting and retaining loyal customers. Most producers have responded by designing products that cater to the lifestyle needs of today's society. The lifestyle-related needs most frequently purchased by the Indonesian population can be observed from survey data obtained from Tempo.co in June 2020.



Source: data.tempo.co

Figure 1.1 Percentage of Frequently Purchased Products

Figure 1.1 shows that the most frequently purchased or in-demand product in Indonesia is clothing, accounting for 76%. This indicates that the fashion trend is experiencing rapid growth in Indonesia.

According to Sihabuddin (2020) in the book "Communication Behind Fashion", fashion or a person's style of dress is closely associated with image and how it is worn. A highly fashionable individual indirectly portrays themselves as someone with a modern lifestyle who consistently follows clothing trends in order to appear stylish and attractive wherever they go.

To appear stylish and fashionable, clothing has become one of the basic human needs. This is an important factor in purchase intention, as individuals choose clothing that suits the situation and conditions for their comfort. A customer's desire to purchase a particular product is influenced by their feelings and perceptions. When a person feels happy and satisfied after purchasing a good or service, they are more likely to be interested in buying that product or service again.

Repurchase intention, also known as "repeat purchase intention," is the result of an individual's evaluation of a product that has been previously used or consumed. Repurchasing reflects a customer's motivation to buy again in the future and indicates how satisfied they are with the product. It represents the level of consumer satisfaction with a previously purchased product. According to Emes & Sari (2019), consumers who are satisfied with the services provided by a company or organization tend to show a repurchase intention, making them more likely to return and make another purchase.

Consumers' desire to repurchase fashion items is strongly influenced by their personal preferences and needs. When individuals find a clothing style or brand that aligns with their personality and provides a positive experience, they are more likely to repurchase products from that brand. By understanding customer preferences and consistently maintaining product and service quality, fashion businesses can build strong relationships with their customers. This, in turn, fosters a desire to return and enhances brand loyalty. Therefore, fashion stores strive to provide the best service, comfort, and satisfaction in order to encourage repeat purchases.

There are many fashion stores in Matangkuli offering similar products, including Mecca Gallery, which faces intense competition from neighboring stores, particularly those selling clothing. Mecca Gallery, located in Matangkuli, stands out as one of the prominent fashion businesses by providing a wide range of clothing products that cater primarily to women's needs. In addition, the store offers branded apparel that has established a reputation among consumers.

Mecca Gallery offers a broad selection of products, ranging from children's clothing to apparel for teenagers and adults, thus meeting the fashion needs of various age groups. However, the store places greater emphasis on apparel for teenagers and adults, while its collection of children's clothing remains limited.

Mecca Gallery was founded by Suryani in 2020 and continues to operate to this day. Originally located on Pasar Inpres Street in Matangkuli, the store has since relocated to a new site in front of the Matangkuli mosque. In addition to maintaining a strong presence in the local market, the store utilizes social media platforms such as Instagram, TikTok, and WhatsApp as effective advertising tools.

In the researcher's initial interview with Mecca Gallery regarding customer visit patterns, it was revealed that the store receives only about five visitors per day. However, not all of them make purchases; most visitors come merely to browse and leave without buying anything. Of those visitors, only about one to two individuals actually make a purchase. This data indicates that while the number of visitors is relatively high, the conversion rate to actual purchases is low. The following is the sales data from the past four years.

Table 1.1
Average Sales Volume Over the Past Four Years

No	Year	Average Sales Volume
1.	2020	Rp. 1.2 Billion
2.	2021	Rp. 1 Billion
3.	2022	Rp. 889 Million
4.	2023	Rp. 741 Million

Source: Mecca Gallery Store, Matangkuli

Based on the data presented in Table 1.1 above, it can be seen that Mecca Gallery Store has experienced a continuous decline in sales. In 2020, the highest sales reached IDR 1.2 billion, followed by a decrease of IDR 200 million in 2021, with a total of IDR 1 billion. In the following year, 2022, sales declined again by IDR 111 million,

totaling IDR 889 million. Subsequently, in 2023, another decrease of IDR 148 million occurred, resulting in total sales of IDR 741 million.

Based on my observations and conversations with several customers at Mecca Gallery, many expressed dissatisfaction with the service, store atmosphere, and overall customer experience. This dissatisfaction is mainly due to the perceived low quality of the clothing, which was considered uncomfortable to wear, and the high prices, which led customers to prefer shopping at other stores.

In addition to dissatisfaction, customers have also expressed complaints about the quality of service and the store's atmosphere. Customers reported that the staff appeared indifferent when they arrived and were inattentive when questions were asked. Furthermore, the store environment was considered uncomfortable due to the limited parking space, muddy road conditions, and the shop's layout, which was too deep and dimly lit, making customers feel uneasy. Based on the researcher's interview with the store owner, another factor contributing to the decline in sales is the recent relocation of the store, which has caused confusion and difficulty for customers in finding its new location. (Interview with the owner of Mecca Gallery, May 15, 2024).

Considering the background and issues mentioned above, the author is interested in conducting a study entitled **"The Influence of Service Quality, Store Atmosphere, and Customer Satisfaction on Repurchase Intention of Fashion Products at Mecca Gallery Store Matangkuli."**

LITERATURE REVIEW

1. The Influence of Service Quality on Repurchase Intention

To run a business, consumer evaluations of service quality, whether positive or negative, play a crucial role in influencing their interest in repurchasing a product. Success is determined by service quality; companies that can deliver exceptional service to their customers are more likely to survive and succeed in a competitive market (Wiradarma & Respati, 2020). According to Ramya (2019), service refers to the provider's efforts to effectively fulfill customer satisfaction while simultaneously enhancing business performance. Every interaction within the service provided impacts the final outcome, including consumer attitudes, preferences, satisfaction levels, loyalty, and the desire to repurchase (Chang et al., 2020). Businesses require service quality because if a company provides poor service that does not meet customer expectations, it will result in a loss of customer interest (Fahrni, 2020). Conversely, if a company delivers excellent service, customers are more likely to make repeat purchases (Fahrni, 2020).

According to a study by Ardiansyah (2023) conducted at Hammerstout in Bandung involving 100 respondents, service quality has a positive and significant impact on repurchase intention. Similarly, Purnamawati (2020) found that service quality positively influenced repurchase interest in the Bandung Collection service center in Kuta Utara District, Badung. However, Ambar's (2023) research found that service quality did not have a significant effect on repurchase intention. A similar result was reported by Zahara Fonna (2024), whose study found that good service did not influence the intention to repurchase.

2. The Influence of Store Atmosphere on Repurchase Intention

When selecting and evaluating clothing, customers seek a comfortable place with a pleasant atmosphere. This indicates that the purchasing environment can influence customer emotions through various in-store elements, which in turn may lead to increased purchases (Sucahoyo et al., 2022). If customers are satisfied with the store atmosphere, they are more likely to purchase additional items (Yoeniargo & Dyatmika, 2020). A well-designed store environment aims to attract customers and enhance their interest in making repeat purchases. Store atmosphere has a significant impact on buyers' emotions, ultimately affecting their purchasing decisions. Two key emotional responses, satisfaction and the desire to shop, can emerge as a result of this emotional state. A previous study by Soebandi et al. (2020) found that store atmosphere significantly influences repurchase intention.

These findings are consistent with research by Emes and Sari (2019), who found that store atmosphere positively and significantly affects repeat purchase intention. Azhagan and Nithya (2020) further support this statement, noting that elements of store atmosphere, such as proper layout, storefront design, lighting, and exterior aesthetics, encourage customers to enter, spend more time inside, and increase their desire to purchase again. However, Prabowo (2018) found that the store environment does not have a direct effect on repurchase intention.

3. The Influence of Customer Satisfaction on Repurchase Intention

Consumer satisfaction refers to the level of happiness an individual experiences after purchasing a product. Consumers continuously evaluate the products they buy, and if the product fails to meet their expectations, they may

feel disappointed. Conversely, if the product meets expectations and provides a pleasant experience, consumers are more likely to feel satisfied and may recommend it to others. According to Winda & Semy (2020), satisfied customers tend to be loyal and provide positive feedback about the company, while dissatisfied customers are more likely to express negative feedback. When customers are pleased with both the product and the service, the company's market reputation will improve (Ralahallo, 2022). One of the main objectives of a company is to ensure customer satisfaction, as it brings significant positive impacts to the business. Every business aims to meet consumer needs (S. Kurniawa et al., 2021). When customers are satisfied with certain goods and services, they are more likely to choose them again when they need similar products or services. This is a crucial factor in competitive markets. In other words, satisfaction plays a vital role in influencing customer decisions to make repeat purchases, which ultimately contributes significantly to the company's sales volume (Nabila et al., 2022).

The findings of this study are consistent with those of Vriandi (2023), who found that customer satisfaction has a positive and significant effect on repurchase intention. Similarly, Zahara Fonna (2024) also found that customer satisfaction positively and significantly affects repurchase interest, and the same result was reported by Izul Fuadi & Budiantono (2021). These findings clearly indicate that higher levels of customer satisfaction are positively associated with the likelihood of repeat purchases. Consumers tend to return for future purchases when there are improvements in product quality, service, and satisfaction that align with their expectations.

Conceptual Framework

The conceptual framework is the result of deep and critical thinking used to draw conclusions from the research findings. The research variables: independent and dependent are theoretically connected through this structure. According to Sugiyono (2021), a conceptual framework is a conceptual model that explains how theory interacts with various elements identified as key issues. The conceptual framework illustrates how the variables in the study are interrelated.

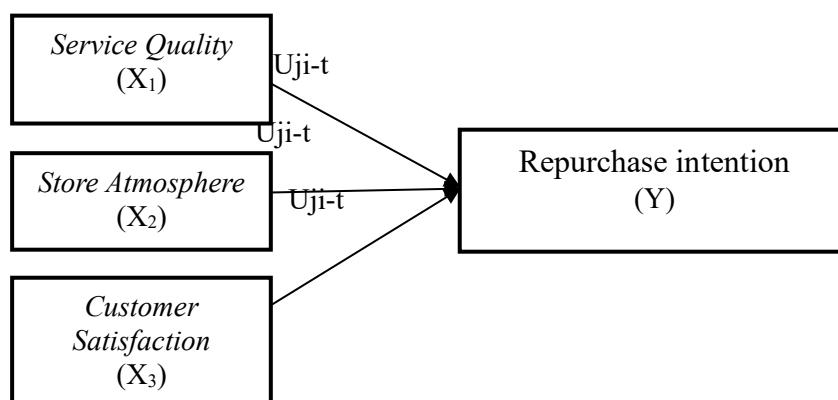


Figure: Conceptual Framework

Hypothesis Development

Based on the conceptual framework above, the hypotheses of this study are as follows:

- H₁: It is hypothesized that service quality has a significant effect on repurchase intention of fashion products at Mecca Gallery Matangkuli.
- H₂: It is hypothesized that store atmosphere has a significant effect on repurchase intention of fashion products at Mecca Gallery Matangkuli.
- H₃: It is hypothesized that customer satisfaction has a significant effect on repurchase intention of fashion products at Mecca Gallery Matangkuli.

METHOD

Research Object and Location

The object examined in this study is the customers of Mecca Galery store, observed through repurchase intention, service quality, store atmosphere, and customer satisfaction. The research was conducted at Mecca Galery Store, located on the road in front of the Matangkuli Mosque, in the former BPD bank building, Matangkuli District, North Aceh Regency.

Operational Definition of Variables

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Service Quality (X_1): Service quality refers to fulfilling customers' needs and desires through prompt service that meets their expectations. Store Atmosphere (X_2): Store atmosphere refers to the physical features of a store that create an appealing impression for customers. Customer Satisfaction (X_3): Customer satisfaction is the feeling of pleasure or disappointment experienced by someone after comparing a product's actual performance with their expectations. Repurchase Intention (Y): Repurchase intention is the buyer's behavior that indicates their desire to return and engage in another transaction or repurchase the same product they have previously bought.

Data Analysis Method

In this study, a statistical-based data analysis technique is used, namely multiple linear regression analysis, with the assistance of SPSS version 26.0 to test the proposed hypotheses. The formula for the multiple linear regression model is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y	= Repurchase intention
α	= Constant
$\beta_1, \beta_2, \beta_3$	= Regression Coefficient
X_1	= Service Quality
X_2	= Store Atmosphere
X_3	= Customer Satisfaction
e	= Error Term

RESULTS AND DISCUSSION

The aim of this study is to determine the effect of service quality (X_1), store atmosphere (X_2), and customer satisfaction (X_3) on repurchase intention (Y) of fashion products at Mecca Gallery Store Matangkuli. Therefore, to analyze the effects, multiple linear regression analysis is used. The results of the multiple linear regression analysis using SPSS version 26.0 are as follows:

Multiple Linear Regression Test Results				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	5.215	1.206	
	service quality (X_1)	0.107	0.078	0.116
	store atmosphere (X_2)	0.176	0.082	0.213
	customer satisfaction (X_3)	0.417	0.075	0.517

Source: Processed by the researcher (2024)

Hypothesis Testing

Partial Test Results (t-test)

The purpose of the partial test is to determine the extent to which each independent variable individually influences the dependent variable. An independent variable has a significant partial effect on the dependent variable if the t-value (t_{count}) > t_{table} value and the significance value is < 0.05.

With a sample size of 102, three independent variables, and a significance level of 5%, the t_{table} value obtained is:

$$\begin{aligned}
 t_{\text{table}} &= (\alpha/2; n-k) \\
 &= (0,05/2 ; 102-3) \\
 &= (0.025; 99) \\
 &= 1,984
 \end{aligned}$$

The following are the results of the partial test of this study:

		Partial Test (t-test)				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	5.215	1.206		4.324	0.000
	service quality (X ₁)	0.107	0.078	0.116	1.378	0.171
	store atmosphere (X ₂)	0.176	0.082	0.213	2.141	0.035
	customer satisfaction (X ₃)	0.417	0.075	0.517	5.552	0.000

Source: Processed by the researcher (2024)

The results of the partial test presented in the table above can be explained as follows:

1. The service quality variable has a significance value of 0.171, which is greater than 0.05. The calculated t-value is $1.378 < t_{\text{table}} (1.984)$, so the service quality variable does not significantly affect the repurchase intention variable. Therefore, the first hypothesis, H1: the service quality variable has a significant partial effect on repurchase intention, is "rejected."
2. The store atmosphere variable has a significance value of 0.035, which is less than 0.05. The calculated t-value is $2.141 > t_{\text{table}} (1.984)$, so the store atmosphere variable has a significant effect on the repurchase intention variable. Therefore, the second hypothesis, H2: the store atmosphere variable has a positive and significant partial effect on repurchase intention, is "accepted."
3. The customer satisfaction variable has a significance value of 0.000, which is less than 0.05. The calculated t-value is $5.552 > t_{\text{table}} (1.984)$, so the customer satisfaction variable has a significant effect on the repurchase intention variable. Therefore, the third hypothesis, H3: the customer satisfaction variable has a positive and significant partial effect on repurchase intention, is "accepted."

CONCLUSION

Based on the results of the analysis conducted on the influence of service quality, store atmosphere, and customer satisfaction on repurchase intention, it can be concluded that:

1. Service quality has an insignificant effect on repurchase intention.
2. Store atmosphere has a positive and significant effect on repurchase intention.
3. Customer satisfaction has a positive and significant effect on repurchase intention.

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