CUSTOMER EXPERIENCE AND SALES PROMOTION TOWARDS REPURCHASE INTENTION: AN INSIGHT INTO JAKARTA'S HIGHLY COMPETITIVE MINIMARKETS

Fini Yulida, Junaid Ali Saeed Rana[*], Wenny Candra Mandagie, Restiana Ie Tjoe Linggadjaya

STIE Jakarta International College, Indonesia.

*Corresponding Author: junaid.rana@jic.ac.id

ARTICLE INFO

ABSTRACT

The retail business sector is highly competitive in Indonesia, so minimarket businesses must seek ways to offer high-quality services to their customers to enhance their experience by providing sales promotions. This study measured the effect of customer experience and sales promotion on the repurchase intention of their customers in the Minimarket retail business in Jakarta – Indonesia. The data was gathered by surveying 150 customers of minimarkets in Jakarta using purposive sampling; the questionnaire was shared through Google forms. Analysis of the data was implemented through SPSS (v.25) and AMOS (v.26). AMOS is used to apply Structured Equation Modeling (SEM). Estimation with SEM is used as a robustness test to see the consistency of results with multiple linear regression. Such a technique provides a research gap and contribution to the literature. The results indicate that customer experience was influenced by 44% of repurchase intention, whereas sales promotion was influenced by 52% of repurchase intention. Therefore, the study accurately assesses that consumer experience and sales promotion collectively impact customers' repurchase intention by 47% at Jakarta (Indonesia) minimarkets. Retail companies are advised to continue to offer a good service for their customers to enhance their experience while shopping, accompanied by providing the best sales promotions so that customers' intention to repurchase at that specific minimarket would increase.

INTRODUCTION

Businesses face stiff competition from brick-and-mortar shops and online companies, especially in Indonesia. Increasing human needs create opportunities for the growth of a business that focuses on meeting those needs. One area of business that focuses on meeting the community's needs is the retail business. The retail business can be grouped according to shape, size, or modernity; they mainly focus on selling essential commodities for daily needs (Utomo, 2011). Modern retail businesses include minimarkets, supermarkets, and hypermarkets.

These minimarket retailers aim to increase and expand their number of outlets to grow the business, thus competing with supermarkets and hypermarkets to strengthen their sales performance (Pandin, 2009). In Indonesia, the top 3 minimarket businesses that are successfully running their businesses in terms of the number of outlets are Indomaret (17,681 outlets), Alfamart (15,102 outlets), and Circle K (391 outlets). This data clearly shows that Indomaret dominates the number of Indonesian minimarket outlets in 2020-2021.

With the scale and growth of minimarkets in Indonesia, the stiff competition has negatively impacted not just the small-scale traders. However, it has also introduced unhealthy competition among the mini-markets themselves. Many factors enable a consumer repurchase intention; one and the foremost is the service experienced by the customers from a particular minimarket outlet, as this will impact the consumer experience of shopping at a particular minimarket. Customer experience describes a consumer's feeling towards pleasure and satisfaction after using the purchased product and can see or hold the product (Kusnawati et al., 2018).

A healthy consumer experience in shopping at a particular minimarket would ultimately affect the intention to make a repurchase. However, some consumers always need hel shopping at minimarket outlets due to inconveniences in the s in-store layout, service, or price differences often found on the receipt and at the checkout. Therefore, a retail business must pay great attention to the satisfaction and comfort of its consumers while transacting at its outlet. (Sugianto, 2018).

Most of the products sold in these minimarkets are almost the same, thus enabling the minimarket entrepreneurs to find effective strategies to attract consumers by providing attractive sales promotions. The attitude of the Indonesian people is that they are always interested in different kinds of given promotions, which would be detrimental to their intention to repurchase. If the promotions given from one minimarket outlet are the same as those from other outlets, consumers will randomly choose which outlet they will enter without consideration. Thereforef sales promotion is vital to attract consumers, and in the end, these consumers make repurchases. They will refer minimarket outlets to their relatives if the consumer's experience matches their expectations.

The conclusion is that the manifestation of customer experience and sales promotion is one of the two critical factors in engaging customers to have a repurchase intention. The findings of this paper are generalized and ultimately combined into the research model to offer a more thorough understanding of repurchase intention at Indonesian minimarket outlets.

This study will use AMOS to apply Structured Eequation Modeling (SEM). Estimation with SEM is used as a robustness test to see the consistency of results with multiple linear regression (using SPSS), as the latent/unobserved variables, are more relevant once estimated with SEM. Such a technique provides a research gap and contribution to the literature. This research will test the customer experience and sales promotion by the customers of three leading players of minimarkets (Indomaret, Alfamart, and Circle K) in Jakarta (Indonesia) towards repurchase intention by the customers. The study of the previous literature conducted by Maitlo et al. (2017), Nasermoadeli et al. (2013), and Hussain and Ali (2019) studies the model of customer experience with purchase intention for different types of businesses. Fachrudy and Zaini (2017), Kamran (2021), and Ratnasari (2019) studied the relationship between sales promotion and repurchase intention. This study will fill the literature gap by looking at customer experience and sales promotion as an antecedent for repurchase intention for the three minimarkets in Jakarta – Indonesia.

LITERATURE REVIEW
Customer Experience
Woodruff and Gardial (1996) stated in their traditional Customer Satisfaction Macro-Model that the outcomes of satisfaction by the customer, such as referrals, word of mouth, repeat purchases, and complaints, are advanced through a positive or negative disagreement between performance perceived

from a service organization and the actual performance expectation for that service. This trade-off between expected performance and actual performance will lead to customer satisfaction, causing favorable agreement and thus leading to an intention to purchase that product service again.

Factors contributing to customer experience are service quality, customer satisfaction, customer equity, and relationship marketing (Howard & Sheth, 1969), which were researched under different topics over the years. These include the process being buying behavior by a customer: as a process of customer experience and customer decision-making (1960 – 1970s); customer satisfaction and loyalty: attitudes about an experience and perceptions of a customer (1970s); service quality: mapping the customer journey and the elements of the customer experience (1980s); relationship marketing: responses of the customer are considered in the customer experience (1990s); customer relationship management (CRM): customer experience essentials that influence businesses outcomes (2000s); customer experience management, customer focus design, and customer centricity (2000 – 2010s); and finally customer engagement: role of the customer in that experience (2010s); as stated by Lemon and Verhoef (2016). Proper design and implementation are required to manage customer experience, which eventually serves as a crucial building block toward customer satisfaction (Lemon & Verhoef, 2016).

The social nature of customer experience can influence other experiences. Companies also have less overall control, but it is the customer journey and their customer experience that generate behavior (Katherine & Peter, 2016). From the retail business perspective, the customer experience acts as a multi-dimensional design, specifically stating holistic construction of the customer experience, which involves the customer's affective, cognitive, social, physical, and emotional responses to the retailer (Katherine & Peter, 2016). Customer experience can be categorized according to retail mix lines: price experience and promotion experience.

Sales Promotions
Promotion is part of the promotional mix in marketing activities and tactics that enter a market business or retain customers (Chang, 2017). Sales Promotion is a broad concept and includes all promotional activities besides personal selling, advertising, and public relations. Almost all of the producers use sales promotions for their goods and services as motivation towards changing buying behavior of their consumers.

Gilbert and Fackaria (2002) define sales promotion as an incentive or offer that induces retailers and manufacturers to get the desired sales results. Li et al. (2011) mention that in marketing strategy, sales promotion is a free marketing attempt, which is practiced in a limited time and tends to promote consumer purchases. The dynamic consumer market will change with ever-changing lifestyles, frequently presenting different promotional strategies, such as cash refunds, gifts for a pair of sports shoes, coupons and discounts, and cash or gifts for returned products.

Laroche et al. (2003) stated that a key element in sales promotion program involves some influence that offers an added incentive to purchase. Sales promotions can also be described as incentives used by retailers or manufacturers to incite trade with other sellers with other channel partners or with customers to buy a product, in addition to encouraging sellers to sell their goods (Shimp, 2003).

Repurchase Intentions

The decision-making process for a consumer involves a sequence of rational actions before a purchase decision is made by a consumer (Schiffman & Kanuk, 2010). This procedure requires need or problem identification, the relevant information being searched, information evaluation, purchase, and after-purchase assessment (Engel et al., 1986). The purchase decision outcome would lead to subsequent refusal of the product and rational dissatisfaction or satisfaction and, therefore, an intention to purchase that product again (Schiffman & Kanuk, 2010). Kotler (1994) identified customer satisfaction as an individual sensation of pleasure by contrasting a product's performance and expectations. This occurs because of a customer's experience evaluation of their post-purchase.

Kotler (1994) affirms that the key to customer satisfaction is customer retention, which would result in an intention to repurchase (Hennig-Thurau & Klee, 1997). Therefore, the user experience of a customer's initial purchase will result in an intention to reject or repurchase. Repurchase intention refers to the decision to frequently repurchase a product or service in the future, thus, resulting in a repetition of purchasing a particular brand or a brand set (Oliver, 1999). A repurchase intention occurs at the affective, cognitive, behavioral intention, and actual behavioral levels. Several studies have established a link between post-purchase intention and customer satisfaction (Zeithaml et al., 1996; Cronin et al., 2000; Kuo et al., 2009).

An individual's intention to buy a product or service can be considered purchase intention. Chang (2017) defines purchase intention as the possibility of a customer's willingness to buy a particular product; the higher the consumer's purchase intention, the higher the probability of buying. In conditions where consumers get a positive response to consumer purchasing activities in the past from there, there will be reinforcement by having positive thoughts about what they receive, which allows individuals to make repeated purchases (Halim et al., 2014). Tourney and Littman (2003) confirm that purchase intention is the customer's expectation of which company they choose to buy from. Intention to purchase exhibits a reflection an actual buying behavior.

Conceptual framework

Consumer Experience on Repurchase Intention

Several previous types of research have studied the effect of customer experience on repurchase Intention. Cowley (2008) determined that customer experience may be viewed reflectively as more productive to justify the desired repurchase. Thus, if a customer has a positive experience, it can enable an intention to repurchase. The results from a study conducted by Nasermoadeli et al. (2013) showed that overall customer experience positively impacts repurchase intention. Another similar study by Maitlo et al. (2017) also inferred that the online customer experience was directly proportional and positively affected repurchase intention in an online environment. Supporting previous studies, Hussain and Ali (2019) conducted the same research, and the results showed a positive and significant effect of customer experience on consumer repurchase intention.

Based on the works mentioned above of literature and previous studies, the authors would like to hypothesize that customer experience has a positive relationship towards repurchase intention for customers of minimarkets, as follows:

H_1: Customer experience has a positive impact on repurchase intention at minimarkets.

Sales Promotion on Repurchase Intention

Recent research by Kamran (2021) shows that sales promotion significantly impacts consumer purchase intention in supermarkets in Pakistan. Fachrudy and Zaini (2017) conducted a study that analyzed the influence of sales promotion on repurchase intention in a grocery store, inferring a positive and significant effect. Another study by Chang (2017) also showed a similar result, significantly influencing sales promotion and repurchase intention in the tourism industry.

Based on the works mentioned above of literature and previous studies, the authors would like to hypothesize that sales promotion has a positive relationship with repurchase intention for customers of minimarkets, as follows:

H_2: Sales promotion has a positive impact on repurchase intention at minimarkets.

This study proposed a research model focusing on the effect of customer experience and sales promotion on repurchase intention at minimarkets.
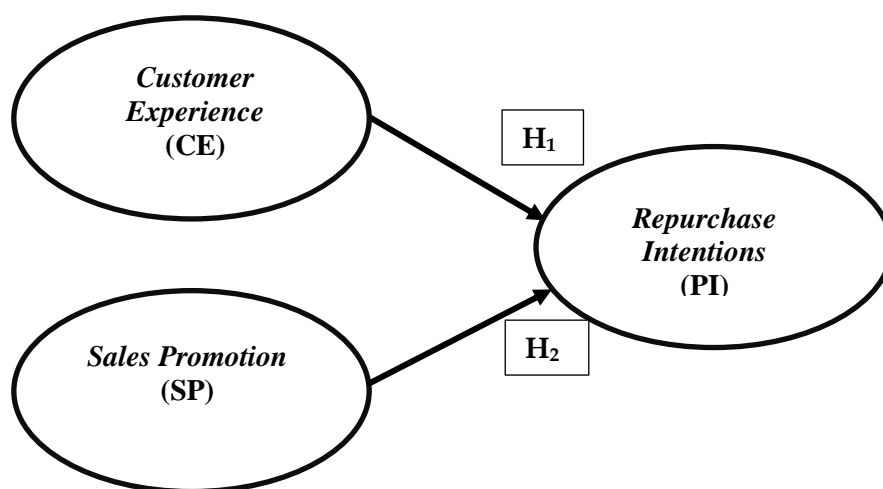

Figure 1: Research Model

METHOD

To achieve the objectives of the current study, a quantitative technique incorporated a questionnaire as a research tool. The population in this study were customers that have made some purchases at the sampled minimarkets (Indomaret, Alfamart, and Circle K) in Jakarta (Indonesia), using a sample of 150 customers. The paper used a non-probability sampling technique of purposive sampling. The data collection used a Google Forms questionnaire. Three scales were used to measure the relationship between the proposed variables in this study. The customer experience scale is adapted from Maklan and Klaus (2011), the scale of sales promotions is adapted from Laroche et al. (2003), and the repurchase intention scale uses Nguyen et al. (2013). All these scales employed a 5-point Likert scale.

The questionnaire is divided into five parts. A brief introduction of the questionnaire, the second part contains questions about respondents' demographic information, the third part contains questions about customer experience (8 items), the fourth part includes questions about sales promotions (10 items), and the fifth part contains questions about repurchase intention (5 items). Data processing in this study used SPSS software version 25 and AMOS (v26). SPSS is one of the programs used for data analysis and statistical calculations supporting this study. AMOS is used to apply Structured Eequation Modeling (SEM). Estimation with SEM is used as a robustness test to see the consistency of results

with multiple linear regression. The latent/unobserved variables are more relevant once estimated with SEM. Such a technique provides a research gap and contribution to the literature.

RESULT AND DISCUSSION

Utilizing factor analysis, tolerance, and the Variance Inflation Factor (VIF), the data were examined to assess the hypotheses (Hair et al., 2010) as the two most popular measures for analyzing regression analysis, multicollinearity, correlation, and path analysis. Statistical Package for Social Sciences (SPSS) version 25.0 and AMOS (v.26) were used to analyze and interpret the data. Estimation with SEM using AMOS is used as a robustness test to see the consistency of results with multiple linear regression generated by SPSS.

Table 1 illustrates the respondents' demographic data, including gender, age, occupation, income, area of residence, number of visits to minimarkets per week, and the choice of minimarkets. The sample demographics show almost an equal number of male and female respondents. Most respondents were adults, with 42.7% between 25 and 30 years old and 64.7% working for the private sector. The income for 51% of the respondents was generally between 4 million Rupiah to 8 million Rupiah, most of whom (29.3%) were based in South Jakarta. Generally, the respondents visited Indomaret (48.7%), and the frequency of their visit was between two to five times a week for 74% of the respondents.

Table 1: Descriptive Analysis

Demographic Profile	Frequency	Percentage	Demographic Profile	Frequency	Percentage
Gender			Between 8 and < 12	15	10%
Male	78	52%	Between 12 and < 15	5	3.3%
Female	72	48%	More than and equal to 15	6	4%
Total	150	100%			
Age			Total	150	100%
18 – 24 years	47	31.3%	**Residence (*in the area of DKI Jakarta*)**		
25 – 30 years	64	42.7%	Center	38	25.3%
31 – 35 years	33	22%	North	15	10%
More than 35 years	6	4%	South	44	29.3%
Total	150	100%	East	32	21.3%
Occupation			West	21	14%
Private sector employee	97	64.7%	Total	150	100%
Public sector employee	2	1.3%	**Frequency of Visits (*per week*)**		
			2 – 5 times	111	74%
Students	20	13.3%	6 – 10 times	34	22.7%
Entrepreneurs	14	9.3%	11 – 15 times	1	0.7%
Others	17	11.3%	More than 15 times	4	2.7%
Total	150	100%	Total	150	100%
Income (*in millions of Rupiah*)			**Types of Minimarkets**		
Less than 4	47	31.3%	Alfamart	39	26%
Between 4 and < 8	77	51.3%	Indomaret	73	48.7%
			Circle K	38	25.3%
			Total	150	100%

Table 2 illustrates the validity test for each construct, along with the items and their factor loading. According to Hair et al. (2010), the items with a factor loading of ≥ 0.50 were retained once the model was run in AMOS (v.26). Due to their low factor loading, four questions were excluded from the final analysis. The components excluded from the analysis are detailed in Table 2. The component matrix report generated by SPSS is also added.

Table 2: Constructs' validity test (factor loading using AMOS v.26, component Matrix using SPSS)

Constructs	Code	Items	Factor loading	Component Matrix
Customer Experience (CE)	CE1	I want to choose between different minimarkets to get the best experience.	0.62	0.661
	CE2	It is important for me to receive a good experience from various minimarket.	0.68	0.731
	~~CE3~~	~~I stick with my chosen minimarket because I need to decide to buy at other minimarkets.~~	~~0.38~~	0.475
	~~CE4~~	~~It is more important to have a good experience than to shop for a better price.~~	~~0.41~~	0.480
	CE5	It is essential for minimarket to be flexible in dealing with consumers and pay attention to consumer needs.	0.59	0.691
	CE6	It is essential that the people I deal with are good; they listen, are polite, and make me feel comfortable.	0.51	0.605
	~~CE7~~	~~I am already a customer; they treat customers well, so why should I go elsewhere?~~	~~0.46~~	0.557
	CE8	This minimarket gives me good service.	0.57	0.626
Sales Promotion (SP)	~~SP1~~	~~I read store flyers to decide which store to go to.~~	~~0.49~~	0.557
	SP2	Before shopping, I compare all the brand promotions and prices a minimarket promotes.	0.72	0.778
	SP3	Promotions can save me a lot of money.	0.70	0.734
	SP4	When I take advantage of promotional offers, I feel good.	0.73	0.761
	SP5	When I buy a product with a promotional offer, I am getting a good deal.	0.81	0.817
	SP6	I enjoy buying the products promoted in this minimarket.	0.74	0.762
	SP7	Receiving product promotional offers makes me feel like a good shopper.	0.69	0.716
	SP8	I usually go to a regular minimarket, but I will buy it there if I see a promotional offer from another minimarket.	0.61	0.655
	SP9	I am more inclined to buy at minimarkets that have promotions.	0.61	0.670
	SP10	If the minimarket I subscribe to is having a promotion, I will increase the amount of my purchase.	0.65	0.690
Repurchase Intention (PI)	PI1	I will soon buy products at this minimarket.	0.69	0.787
	PI2	I want to have a product in this minimarket.	0.78	0.839
	PI3	I will buy products at this minimarket in the near future.	0.79	0.859
	PI4	I am sure I can buy products at this minimarket anytime.	0.60	0.732
	PI5	I will recommend this minimarket to my friends.	0.65	0.746

Cronbach's alpha was used to assess the reliability test. Reliability is considered sufficient if Cronbach's alpha is between 0.60 and 0.70 and considered strong if the values fall between 0.70 and 0.80 (Hair et al., 2010). Table 3 shows the constructs' reliability values, ranging from 0.830 for sales promotions to 0.882 for repurchase intention, which means the questionnaire is highly reliable.

Table 3: Reliability test

Constructs	Cronbach's alpha	Number of Items
Customer Experience	0.730	8
Sales Promotions	0.883	10
Repurchase Intention	0.852	5

The classical assumption test was conducted to test for multicollinearity, heteroskedasticity, autocorrelation, and normality. The findings of the classical assumption test are summarized in Table 4, with the reported values, acceptable threshold, and summary.

Table 4: Classical Assumption Test

No.	Assumption Test	Reported Value	Acceptable Value	Summary
1	Multicollinearity	VIF (CE) =1.410 VIF (SP) = 1.410	VIF < 10	No multicollinearity
2	Heteroskedasticity	CE (absresidual) = 0.646 SP (absresidual) = 0.944	Absresidual > 5% (or 0.05)	No heteroskedasticity
3	Autocorrelation	Durbin-Watson value of 2.126	Should be within 1.7609 – 2.391	No autocorrelation
4	Normality	Kolmogorov-Smirnov Test value of 0.738	Normal distribution > 5% (or 0.05)	Test distribution is normal

Multiple linear regression was used to measure the effectiveness of the customer experience and sales promotion on the repurchase intention and to examine the hypotheses. The findings of the F-test show a significance of 0.000, which is < 5%, indicating that at least 1 predictor influences the criterion.

Table 5: F-test – ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	887.737	2	443.869	75.426	.000[b]
Residual	870.952	148	5.885		
Total	1758.689	150			
a. Dependent Variable: PI					
b. Predictors: (Constant), SP, CE					

The findings of the regression analysis of customer experience to make an additional purchase are presented in Table 6. A p-value of less than 0.05 indicates that customer experience predicts a consumer's intention to repurchase. The findings establish a strong and positive connection between customer experience and repurchase intention. As a result, hypothesis one is accepted. The findings of the regression analysis employed to ascertain the influence of sales promotion on customers' intention to make an additional purchase are displayed in Table 6. The results show a significant relationship between sales promotion and repurchase intention. A p-value of less than 0.05 indicates that sales promotion predicts repurchase intention, hence accepting the second hypothesis.

Table 6: T-test Results

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.386	1.559		.889	.376		
CE	.368	.052	.485	7.060	.000	.709	1.410
SP	.163	.035	.320	4.654	.000	.709	1.410
a. Dependent Variable: PI							

The present study utilized the computer program AMOS (v.26) to test for robustness to see the consistency of results with multiple linear regression generated by SPSS. In addition, the paper used path analysis to examine the impact of the two latent variables of consumer experience and sales

promotion towards the dependent variable repurchase intention. The study model, which relates to consumer experience and sales promotion to make more purchases (repurchase intention), is explained in Figure 2 (output of AMOS v.26). Some of the items were removed that had a factor loading of less than 0.50 (as indicated in Table 2).
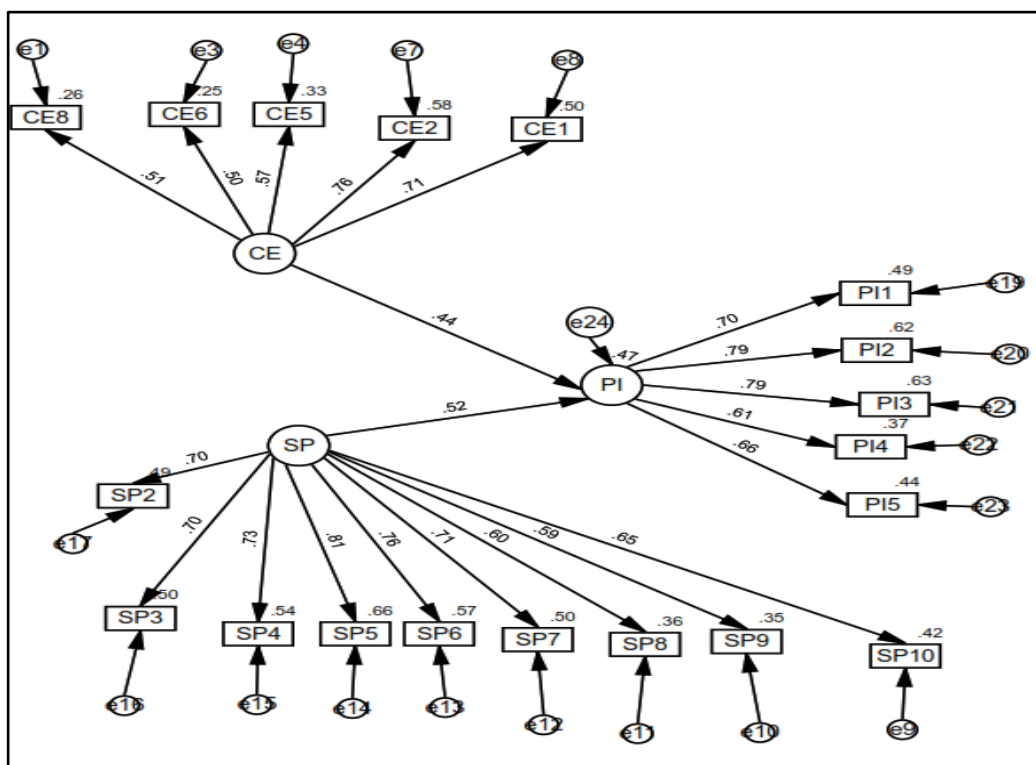

Figure 2: Output of Research Model – Standardized Regression Weights (AMOS v.26)

Table 7 illustrates the regression weights of the studied variables. The research model's overall fit indices were acceptable (NFI = 1.00, CFI = 1.00, RMSEA = 0.114). Hooper et al. (2008) mentioned that a good model fit would be achieved if the values of NFI and CFI were > 0.95.

Table 7: Path Analysis and Regression Weights

Paths	Estimate	S.E.	C.R.	P Label
Repurchase Intention ← Customer Expectation	0.506	.129	3.924	***
Repurchase Intention ← Sales Promotions	0.466	.091	5.104	***

Note: *** significant at 0.001 level.

The Structured Equation Modelling (SEM) results support the study hypotheses presented in Table 7. The results support the hypothesis that customer expectation positively and significantly impacts repurchase intention (p ≤ 0.001). The estimation value is 0.506, which means that for every one-unit increase in customer experience, there is a 0.506-unit increase in repurchase intention. Moreover, with an estimated value of 0.446 and a p-value of significant at 0.001, sales promotion considerably impacts repurchase intention, serving as a significant predictor of such intention. As the results reported by SPSS and AMOS are close to one another, it can be concluded that the results are robust.

The study findings revealed that customer experience at minimarkets in Jakarta positively and significantly affects consumers' repurchase intention; by producing a t-test = 3.924 (C.R. value in Table 7), which is greater than the t-value of 2.33 at p-value < 0.001, indicating customer experience

accurately predicts the repurchase intention of the customers at minimarkets in Jakarta by an estimate of 0.44 (path coefficient in Figure 2). These results are aligned with Nasermoadeli et al. (2013), Maitlo et al. (2017), and Hussain and Ali (2019), who have proven that customer experience influences consumers' repurchase intention. Therefore, the minimarkets in Jakarta must provide a good customer experience to their clients by opening more cashier lines or introducing self-checkout counters. Hence, customers have a more pleasant experience while shopping at minimarkets. They also need to take note of any items that are frequently enquired about by the customers and should try to either stock or restock that item in their inventory. Hence, customers are more willing to continue shopping (repurchase intention) at a specific minimarket, which needs to be done for all the branches of those minimarkets to ensure consistency in customer experience.

The evaluation of this study also confirms that the sales promotion offered by minimarkets is a strong and positive predictor of customer repurchase intention. Analysis of the data reveals that t-test = 5.104 (C.R. value in Table 7), which is greater than the t-value of 2.33 at p-value < 0.001, indicating sales promotion accurately predicts the repurchase intention of the customers at minimarkets in Jakarta by an estimate of 0.52 (path coefficient in Figure 2). These results are consistent with results reported by Fachrudy and Zaini (2017), Chang (2017), and Kamran (2021), validating that sales promotion is a valid predictor for customer repurchase intention. Therefore, these minimarkets should work on cutting down the cost of printing the sales promotion flyers and should display them in-store and on their Mobile Apps or their social media accounts, so customers are fully aware of those promotions, and this needs to be done consistently, to ensure customers do come back to the minimarket to fully utilize their sales promotions and hence stay loyal to that specific minimarket.

This study concludes that customer experience and sales promotion simultaneously and positively relate to customers' repurchase intention. These results are evident from Table 7, where both the relationships were accepted and showed a positive relationship. The coefficient of correlation (R2) was reported as 0.47 (squared multiple correlations of PI in Figure 2), which indicates that customer experience and sales promotion collectively impact repurchase intention by 47%, and the exogenous factors explain the remaining 53% of the variation. Therefore, minimarkets should use these internal factors of sales promotion and customer experience to their maximum benefit to increase their sales revenue by retaining customers by repurchasing goods and services at the mini market. The results of this study can contribute towards the Indonesian economy, as an increase in sales and more will be produced – increasing the GDP of Indonesian and also increase in the collection of tax – only if minimarkets in Indonesia are fully able to comprehend the findings and suggestions concluded by this research.

CONCLUSION
The current study was directed to evaluate the customer's experience and sales promotion at minimarkets in Jakarta and its relationship with customers' repurchase intention. The statistical results confirmed the three hypotheses proposed in the model. In addition, the results indicated that customer experience and sales promotion were the key determinants affecting customers' repurchase intention.

Furthermore, the use of technology, staff, tools, and equipment, along with physical facilities, can enhance the service and the capacity of the minimarkets to provide their customers with stated promised services and, therefore, should improve their capabilities accurately and convincingly by assisting their customers shopping in a timely and efficient manner. Moreover, providing customers with personalized assistance and timely checkouts can improve their customer experience. Once this is coupled with cost-effective sales promotion activities systematically, it would lead to customers' repurchase intention.

While this study focuses on three significant minimarkets in Jakarta, it is worthwhile to pinpoint some limitations. First, the study sample was small compared to the Jakarta population. Future studies can consider that by increasing a consistent sample size across all the areas of Jakarta. In addition, future studies can also include other minimarkets because customers may have different opinions depending on the area they live in.

REFERENCES

Chang, A.Y.P. (2017). A study on the effects of Sales Promotion on consumer involvement and purchase intention in the Tourism industry. *Eurasia Journal of Mathematics, Science and Technology Education, 13*(12), 8323–8330. https://doi.org/10.12973/ejmste/77903

Cowley, E. (2008). "Looking back at an experience through Rose-colored glasses". *Journal of Business Research 61*, pp. 1046-1052.

Cronin, J., Brady, M. & Hult, T. (2000). Assessing the effects of quality, value and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, *76* (2), 193-218.

Engel, J.F., Blackwell, R.D. & Miniard, P.W. (1986). *Consumer Behavior*. 5th ed., Dryden, Hinsdale, IL.

Fachrudy, D.F., & Zaini, A. (2017). The Influence of Store Atmosphere and Sales Promotion on Buying Interest at Amanah Swalyan Tuban. *Journal of Business Applications*, 220–225. http://jab.polinema.ac.id/index.php/jab/article/view/80/0

Gilbert, DC, & Fackaria, N. (2002). The efficacy of sales promotions in UK supermarkets: a consumer view. *International Journal of Retail & Distribution Management, 30*(6/7), 315-330.

Hair, JF, Black, WC, Babin, BJ, & Anderson, RE (2010). *Multivariate Data Analysis (7th Edition)*. Pearsons.

Halim, BC, Dharmayanti, D., & Brahmana, KMR (2014). The Influence of Brand Identity on the Emergence of Brand Preference and Repurchase Intention on the Toyota Brand. *Journal of Petra Marketing Management, 2*(1), 1–11.

Hennig-Thurau, T. & Klee, A. (1997). The impact of customer satisfaction and relationship quality on customer retention: a critical reassessment and model development. *Psychology and Marketing*, *14*(8), 737-764.

Hooper, D., Coughlan, J., & Mullen, M. (2008). Structural equation modelling: guidelines for determining model fit. *Electronic Journal of Business Research Methods, 6*(1), 53-60. https://doi.org/10.21427/D7CF7R

Howard, J.A. & Sheth, J.N. (1969), *The Theory of Buyer Behavior*. John Wiley, New York.

Hussain, R., & Ali, M. (2019). Effect of Store Atmosphere on Consumer Purchase Intention. SSRN *Electronic Journal*, *7*(2), 35-43. https://doi.org/10.2139/ssrn.2588411

Kamran, M. (2021). Evaluation of the Impact of Sales Promotion and Store Ambience on Customer Purchase Intention : A Case of Supermarkets in Pakistan. *RJ Journal of Business Management & Social Sciences*, *1*(1), 1-19. https://doi.org/10.48112/rjjbmss.v1i1.16

Katherine N, L., & Peter C, V. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing, 80*(6), 69–96. https://doi.org/10.1509/jm.15.0420

Kotler, P. (1994). *Marketing Management. Analysis, Planning, Implementation, and Control*. 8th ed., Prentice-Hall, Englewood Cliffs, NJ.

Kuo, Y.F., Wu, C.M. and Deng, W.J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behavior*, 25 (4), 887-896.

Kusnawati, W., Rokhmawati, RI, & Rachmadi, A. (2018). User Experience Analysis on E-Commerce Websites (Studies on klikindomaret.com and alfacart.com). *Journal of Information Technology Development and Computer Science*, 2(9), 3287–3292. http://j-ptiik.ub.ac.id/index.php/j-ptiik/article/view/2244

Laroche, M., Pons, F., Zgolli, N., Cervellon, MC, & Kim, C. (2003). A model of consumer response to two retail sales promotion techniques. *Journal of Business Research, 56*(7), 513–522. https://doi.org/10.1016/S0148-2963(01)00249-1

Lemon, K.N. & Verhoef, P.C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-96.

Li, J., Heap, A.D., Potter, A., & Daniell, J.J. (2011). Application of machine learning methods to spatial interpolation of environmental variables. *Environmental Modeling and Software, 26*(12), 1647–1659. https://doi.org/10.1016/j.envsoft.2011.07.004

Maitlo, M.Z., Jugwani, N., & Gilal, R.G. (2017). The Model of Customer Experience and Purchase Intention in Online Environment. Sukkur IBA *Journal of Management and Business, 4*(1), 1. https://doi.org/10.30537/sijmb.v4i1.101

Maklan, S., & Klaus, P. (2011). Customer Experience : Are We Measuring the Right Things ? A Rapid Evolution from Product to Service to Experience. *International Journal of Market Research, 53*(6), 771–792.

Nasermoadeli, A., Ling, KC, & Maghnati, F. (2013). Evaluating the Impacts of Customer Experience on Purchase Intention. I*nternational Journal of Business and Management, 8*(6). https://doi.org/10.5539/ijbm.v8n6p128

Nguyen, N., Leclerc, A., & LeBlanc, G. (2013). The Mediating Role of Customer Trust on Customer Loyalty. *Journal of Service Science and Management, 6*(01), 96–109. https://doi.org/10.4236/jssm.2013.61010

Oliver, R.L. (1999). Whence customer loyalty?. *Journal of Marketing*, 63(3), 33-44.

Pandin, M.L. (2009). *Portrait of Retail Business in Indonesia: Modern Market*.

Ratnasari, I. (2019). The Influence of Customer Experience, Sales Promotion, and Service Quality on Consumer Repurchase Interest at Milkbar Cafe Gombong, Kebumen. *Management of Journals.*

Schiffman, G.L. & Kanuk, L.L. (2010). *Consumer Behavior*. 10th ed., Prentice Hall, NJ

Shimp, T. (2003). *Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications*. Mason, Ohio: Thomson Southwestern. https://doi.org/https://doi.org/10.1080/1352726042000250498

Sugianto, D. (2018). *Prices on Beda Receipts and Shelves, Indomaret: Buyers are entitled to the cheapest*. https://finance.detik.com/

Tourney, D.P., & Littman, L.M. (2003). Measuring Praise and Criticism: Inference of Semantic Orientation from Association. *ACM Transactions on Information Systems 21*(4):315--346. https://doi.org/10.1145/944012.944013

Utomo, T.J. (2011). The Competition of Retail Business: Traditional vs Modern. *Economic Focus, 6*(1), 122–133.

Woodruff, R.B. & Gardial, S. (1996). *Know Your Customer: New Approaches to Understanding Customer Value and Satisfaction*. Wiley Blackwell, Cambridge, MA.

Zeithaml, V.A., Berry, L.L. & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing, 60*(4), 31-46.