

Exploring E-Repurchase Intention of Online SMEs in Tangerang: How The Role E-Satisfaction and E-service Quality?

Dadang Munandar

International Women University, Bandung, Jawa Barat, Indonesia

Email: dadangm@iwu.ac.id

ABSTRACT

This study aims to determine the effect of store atmosphere and service quality on purchasing decisions that have an impact on consumer loyalty at Lotte Mart in Bandung. The method used is explanatory research with a sample of 96 respondents. The analysis technique uses statistical analysis with regression, correlation, determination and hypothesis testing. The results of this study Store atmosphere has a significant effect on purchasing decisions by 36.5%, hypothesis testing obtained a significance of 0.000 <0.05. Service quality has a significant effect on purchasing decisions by 44.9%, hypothesis testing obtained a significance of 0.000 <0.05. Store atmosphere and service quality simultaneously have a significant effect on purchasing decisions by 52.2%, hypothesis testing obtained a significance of 0.000 <0.05. Purchasing decisions have a significant effect on consumer loyalty by 29.0%, hypothesis testing obtained a significance of 0.000 <0.05.

Keywords: *Store Atmosphere; Service Quality; Purchase Decision; Consumer Loyalty.*

INTRODUCTION

Today, the marketing success of a company is not only judged by how many consumers it has successfully obtained, but also how to retain these consumers (Aras et al., 2017; Belwal & Amireh, 2018; Bennett et al., 2019; Hoque & Myrland, 2022; Istanti et al., 2020; Kanten & Darma, 2017; Krasonikolakis et al., 2018; Mariani & Fosso Wamba, 2020). Post-purchase consumer behavior is very important for companies. Lotte Mart is a retail store that sells all products, both food and non-food products, to meet the needs of daily products and household goods. Consumers will not buy the company's goods or services again after feeling the incompatibility of the quality of the goods or services obtained with the wishes or what was described previously. According to (Aras et al., 2017; Denhardt & Denhardt, 2000; Hewagama et al., 2019; Niswaty et al., 2015; Rengifurwarin et al., 2018a, 2018b) defining service quality is a measure of how well the level of service provided is able to match customer expectations.

Business actors who play in this business are required to always innovate which will eventually win the hearts of consumers and try to offer various stimuli that can attract consumers to make purchasing decisions, therefore the buying situation, especially the physical environment such as color, light and temperature settings The room needs to be considered, an attractive physical environment is expected to attract consumers to make purchasing decisions.

Store Atmosphere (store atmosphere) can not only provide an attractive environment for consumers, store atmosphere is also a means of communication that can have positive and profitable results, can be made as attractive as possible and also made so that consumers can feel comfortable in Café North Wood . If consumers have felt the desired comfort, it will encourage consumers to make purchasing decisions.

Store atmosphere can not only provide a pleasant atmosphere or cafe atmosphere, but can also provide added value to the food and beverage products sold, besides that the store atmosphere can also determine the image of the place itself.

If marketers know how consumers behave when shopping to meet their needs and wants, then a purchase decision occurs and customers will feel satisfied if their needs and desires are met. According to (Fernandez et al., 2013) Stating that the purchase decision is the stage where the buyer has made his choice and purchases the product, and consumes it. Decision making by consumers to make a purchase of a product begins with an awareness of the needs and desires, so consumers will seek information about the existence of the product they want.

This data is one of the complaints from Lotte Mart Bandung consumers. Disappointment received by consumers will have an impact on consumer purchasing decisions. Service quality is closely related to the quality of consumers in deciding whether to buy the product or not. Good and quality service is part of consumer assessment.

Customer loyalty is important for business because good relationships with customers can make a company's business last long and strong. Developing a business is not easy, especially if you want to become a true entrepreneur, you must focus on customer loyalty. This is important to maintain considering that loyalty is a commitment that is fully held by customers to continue to make continuous purchases of goods and services of a company and recommend the company's products to others.

More broadly, the effects of increasing customer loyalty to a company include: Increased accumulation of long-term and sustainable profits from individual customers. Reduced marketing costs as a result of familiarity with existing products and services.

Based on the description above, the authors are interested in conducting research with the title: "The Effect of Store Atmosphere and Service Quality on Purchase Decisions That Have an Impact on Consumer Loyalty at Lotte Mart in Bandung".

METHOD

The population in this study amounted to 96 respondents to Lotte Mart in Bandung. The sampling technique in this study is a saturated sample, where all members of the population are used as samples. Thus the sample in this study amounted to 96 respondents. The type of research used is associative, where the aim is to find out the relationship between. In analyzing the data used instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing.

RESULTS AND DISCUSSION

The Effect of Store Atmosphere on Purchase Decisions

Store atmosphere has a significant effect on purchasing decisions with a coefficient of determination of 36.5%. Testing the hypothesis obtained the value of t arithmetic $>$ t table or $(7.351 > 1.986)$. Thus the hypothesis proposed that there is a significant effect between store atmosphere on purchasing decisions is accepted.

The Influence of Service Quality on Purchase Decisions

Service quality has a significant effect on purchasing decisions with a coefficient of

determination of 44.9%. Testing the hypothesis obtained the value of t arithmetic $>$ t table or ($8.747 > 1.986$). Thus the hypothesis proposed that there is a significant effect between service quality on purchasing decisions is accepted.

The Influence of Store Atmosphere and Service Quality on Purchase Decisions

Store atmosphere and service quality have a significant effect on purchasing decisions by obtaining the regression equation $Y = 9.467 + 0.297X_1 + 0.481X_2$, with a coefficient of determination of 52.2% while the remaining 47.8% is influenced by other factors. Testing the hypothesis obtained the calculated F value $>$ F table or ($50.855 > 2,700$). Thus the hypothesis proposed that there is a significant effect between store atmosphere and service quality simultaneously on purchasing decisions is accepted.

The Influence of Purchase Decisions on Consumer Loyalty

Purchase decisions have a significant effect on consumer loyalty with a coefficient of determination of 29.0%. Testing the hypothesis obtained the value of t arithmetic $>$ t table or ($6,189 > 1,986$). Thus the hypothesis proposed that there is a significant effect between purchasing decisions on consumer loyalty is accepted.

CONCLUSION

Store atmosphere has a significant effect on purchasing decisions with a contribution of 36.5% and hypothesis testing is obtained by the value of t count $>$ t table or ($7.351 > 1.986$). Service quality has a significant effect on purchasing decisions with an influence contribution of 44.9% and hypothesis testing is obtained by the value of t count $>$ t table or ($8.747 > 1.986$). Store atmosphere and service quality simultaneously have a significant effect on purchasing decisions with a contribution of 52.2% influence while the remaining 47.8% is influenced by other factors. Hypothesis testing is obtained by the calculated F value $>$ F table or ($50.855 > 2,700$). Purchase decisions have a significant effect on consumer loyalty with a contribution of 29.0% influence. Hypothesis test obtained value of t count $>$ t table or ($6,189 > 1,986$).

REFERENCES

- Aras, M., Syam, H., Jasruddin, J., Akib, H., & Haris, H. (2017). The effect of service marketing mix on consumer decision making. *International Conference on Education, Science, Art and Technology*, 108–112.
- Belwal, R., & Amireh, M. (2018). Service quality and attitudinal loyalty: Consumers' perception of two major telecommunication companies in Oman. *Arab Economic and Business Journal*, 13(2), 197–208. <https://doi.org/https://doi.org/10.1016/j.aebj.2018.11.003>
- Bennett, T. M., Gresham, G., Ph, D., Agrawal, V., & Ph, D. (2019). *Consumer Purchase Motivation in Digital Environments: The Effect of Intrinsic Motivation on Banner Advertisement Effectiveness by Dissertation Committee. March.*
- Denhardt, R. B., & Denhardt, J. V. (2000). The new public service: Serving rather than steering. *Public Administration Review*, 60(6), 549–559. <https://doi.org/10.1111/0033-3352.00117>
- Fernandez, E., Navarro, J., Duarte, A., & Ibarra, G. (2013). Core: A decision support system for regional competitiveness analysis based on multi-criteria sorting. *Decision Support Systems*,

- 54(3), 1417–1426. <https://doi.org/https://doi.org/10.1016/j.dss.2012.12.009>
- Hewagama, G., Boxall, P., Cheung, G., & Hutchison, A. (2019). Service recovery through empowerment? HRM, employee performance and job satisfaction in hotels. *International Journal of Hospitality Management*, 81, 73–82. <https://doi.org/https://doi.org/10.1016/j.ijhm.2019.03.006>
- Hoque, M. Z., & Myrland, Ø. (2022). Consumer preference for fish safety inspection in Bangladesh. *Aquaculture*, 737911. <https://doi.org/https://doi.org/10.1016/j.aquaculture.2022.737911>
- Istanti, E., Sanusi, R., & Daengs, G. S. (2020). Impacts of Price, Promotion and Go Food Consumer Satisfaction in Faculty of Economic and Business Students of Bhayangkara University Surabaya. *Ekspektra: Jurnal Bisnis Dan Manajemen*, 4(02), 104–120.
- Kanten, I. K., & Darma, G. S. (2017). Consumer Behaviour, Marketing Strategy, Customer Satisfaction, and Business Performance. *Jurnal Manajemen Bisnis*, 14(2), 143–165.
- Krasonikolakis, I., Vrechopoulos, A., Pouloudi, A., & Dimitriadis, S. (2018). Store layout effects on consumer behavior in 3D online stores. *European Journal of Marketing*.
- Mariani, M. M., & Fosso Wamba, S. (2020). Exploring how consumer goods companies innovate in the digital age: The role of big data analytics companies. *Journal of Business Research*, 121, 338–352. <https://doi.org/https://doi.org/10.1016/j.jbusres.2020.09.012>
- Niswaty, R., Mano, J., & Akib, H. (2015). An analysis of the public service performance based on human development index in makassar city, Indonesia. *International Journal of Applied Business and Economic Research*, 13(6), 4395–4403.
- Rengifurwarin, Z. A., Akib, H., Jasruddin, & Salam, R. (2018a). Snapshot of public service quality in the center for integrated business service (CIBS), cooperative micro small and medium enterprises (CMSME), Maluku province, Indonesia. *Journal of Entrepreneurship Education*, 21(3).
- Rengifurwarin, Z. A., Akib, H., Jasruddin, & Salam, R. (2018b). Snapshot of public service quality in the center for integrated business service (CIBS), cooperative micro small and medium enterprises (CMSME), Maluku province, Indonesia. *Journal of Entrepreneurship Education*, 21(3).