

# MEDIATING CUSTOMER SATISFACTION: THE IMPACT OF SERVICE QUALITY ON REPURCHASE INTENTION AT THE SURABAYA MUHAMMADIYAH UNIVERSITY SURYAMART RETAIL STORE

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**Abstract.** This research was conducted to determine the influence of each variable service quality, repurchase intention and consumer satisfaction as intermediary variables. The population in this study were students, lecturers and local people who had made at least 1 purchase at the Suryamart retail store, University of Muhammadiyah, Surabaya. The sample chosen was based on a formula calculation of 60 respondents and the method used was a non-probability sampling technique (non-random sample) which means that each population has the same probability of being used as a sample or can also be called purposive sampling. Data calculations are carried out using the SmartPLS tool. The stages carried out are instrument testing, model measurement (outer model), model evaluation (inner model) and hypothesis testing. The results of the research show that the service quality variable has a positive and significant effect on the consumer satisfaction variable. The consumer satisfaction variable has a significant positive effect on repurchase intention. And, the service quality variable has a direct and significant effect on the repurchase intention variable through the consumer satisfaction variable. These results state that each variable has a positive and significant influence on other variables, because the P value is  $<0.05$ .

**Keywords:** Service Quality, Repurchase Intention, Consumer Satisfaction, Retail Business, Suryamart Retail Store.

## 1 INTRODUCTION

The retail industry is an important link in the distribution process of goods and is the last link in a distribution process. The Covid-19 pandemic has shaken almost all sectors of the economy, including the retail industry. The pandemic has caused many retail outlets, both modern and traditional, to be empty of visitors, even closed and out of business. On the other side, the pandemic has also accelerated the transition of the retail industry to the digital world. Currently, the Indonesian economy is slowly recovering and experiencing rapid development, which has an impact on people's increasing purchasing power. This can occur because of the increasing welfare of the Indonesian people. Service quality in retail stores is one of the factors that need to be considered, because it can affect consumer judgment. Tjiptono, (2016) states that "Service quality aims to deliver services both product information and product availability needed by consumers". Good service quality can be noticed from the comparison between the service expected by consumers and the service felt by consumers. Service quality consists of tangible, reliability, responsiveness, assurance, and empathy (2).

After consumers receive the services provided by retail store employees, these consumers will provide an assessment based on their experiences, both positive and negative assessments. Not only does it affect the assessment, after the consumer assessment will make a decision whether the retail store will be visited again to make repeat purchases Widanti et al., (2022). Apart from these two things, satisfaction from consumers is an important thing that must be considered by retail store business actors. Paying attention to this, retail stores will develop and survive during the intense competition that has occurred to date. This research was conducted on the Suryamart object located in the area of Universitas Muhammadiyah Surabaya, which was established on April 1, 2022 and is under the business development center of Universitas Muhammadiyah Surabaya, Suryamart which is located at Jl. Raya Sutorejo No. 73 Mulyorejo District, Surabaya City, East Java. The data related to the sales of Suryamart retail stores from July 2022 to Jan 2023, as follows:



**Figure 1.** Suryamart sales data from July 2022 until May 2023

Source: Suryamart sales data 2022-2023

From the picture above, it can be seen that the lowest sales occurred in July 2022 and the highest sales occurred in April 2023.

## 2 LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### 2.1 Marketing Management

Marketing management is one of the management sciences that support the sustainability of a business that is run. And Marketing management is also a factor that needs to be considered so that the business being run can achieve the goals that every business person wants. Often companies think that marketing management is the heart of the company, whether a company is good or bad depends on how the owner runs his business (4).

## 2.2 Service Quality

Pasuraman said that "service quality is a function of the difference between perceptions and expectations along certain dimensions and qualities". There are 5 dimensions of service quality, namely Tangibles (physical elements and appearance), Reliability (performance accuracy, reliable), Responsiveness (speed and willingness to help), Assurance (competence, politeness, security, credibility), and Empathy (ease of access, good communication and understanding of consumers) (5). The term service quality can also be defined by consumer expectations and satisfying those who are consumer-oriented, but it does not have to be interpreted as a service provider who must always comply with consumers and their wishes because consumers decide whether a service quality is good or bad (6).

Parasuraman et al., (1988) service quality also has indicators of its five dimensions that need to be considered, as follows:

- a) Physical form / tangible is a condition where at the time of service delivery includes good physical quality of employees, equipment and facilities or media that are worn as tangible evidence of good service. Indicators in this dimension are clearly visible physical facilities, neatly dressed employees and the appearance of physical facilities in accordance with the services provided.
- b) Reliability is the ability to provide services to customers that are promised immediately, accurately and satisfactorily. The indicators in this dimension are providing reliable service, informing when the service will be carried out and good at delivering services.
- c) Responsiveness, namely a desire or attitude by staff to help customers and provide services that can satisfy customers. The indicators in this dimension are that employees are ready to help consumers, provide fast service and consumers feel when transacting with service providers.
- d) Assurance is everything that includes knowledge, ability, politeness / ethics, and the nature of each staff that can be trusted to make costumers believe and feel safe with the company. The indicators in this dimension are that employees behave politely and the company provides individualized attention.
- e) Empathy is a matter of good relationships or communication, personal attention and understanding the needs of consumers. The indicators in this dimension are that employees know the needs of customers and the services provided can captivate customers.

### 2.3 Repurchase Intention

Repurchase intention can be defined as the existence of a repurchase intention based on past purchasing experience or a motivational factor from a customer that encourages him to repeat purchasing behavior on a particular product (8). Yuliani and Utami argue that "repurchase intention from consumers greatly affects the success of a retail business because it can make retailers able to survive from their competitors and in general this happens because of the positive value of a product or service that customers have consumed (9). Ferdinand & Tae, (2006) repurchase intention has four indicators, namely:

1) Transactional Intention

It is the tendency or habit of consumers to always repurchase products that have been consumed and used.

2) Referential Intention

Is a person's tendency to provide product references or those that have been received, to influence others to buy the same product based on their experience references.

3) Preferential Intention

is an intention that describes the individual behavior of a person who always has a primary preference for a product that has been consumed. So that this preference can only be changed if something happens to the preference product.

4) Explorative Intention

Intention that describes a behavior where a person is always looking for information about the product he is intentioned in and looking for other information that is used to support the positive characteristics of the product he likes.

### 2.4 Customer Satisfaction

Customer satisfaction according to Peter and Olson is a summary of the psychological state that results when a person's emotional overflow is accompanied by expectations that are less appropriate or even in accordance with what is expected by consumers who have had a consumption experience (11). Danurwinda et al., (2021) explain that customer satisfaction itself can also have many positive impacts on repurchase intention, which indicates that the more often consumers feel satisfaction, consumers will often make repeat purchases at a store. Alfaini et al., (2020) in Tjiptono and Gregorius, the indicators can be measured as follows:

a. Expectation Conformity

Is the level of conformity between the performance of a product expected by consumers and felt by consumers through products or services that are obtained according to expectations or exceed consumer expectations.

b. Intention in Revisiting

Is the willingness of consumers to visit again or reuse the products or services that have been obtained. This is due to services that satisfy consumers.

c. Willingness to Recommend

Recommend products or services that have been received to other parties or people nearby.

## 2.5 Analysis Model

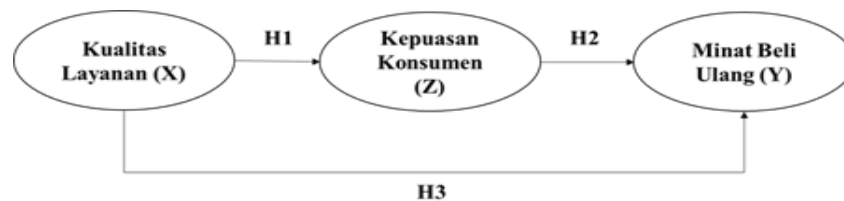


Figure 2. Analysis Model

## 2.5 Hypothesis

This research has the following provisional hypothesis:

H1: Service quality affects customer satisfaction at Suryamart retail stores.

H2: Customer satisfaction affects repurchase intention at Suryamart retail stores.

H3: Service quality has a direct effect on consumer repurchase intention through customer satisfaction at Suryamart retail stores.

## 3.1 Operational Definition of Variables

The operational definition of variables is one of the elements that helps explain the understanding and indicators that make up it in order to provide a clear understanding to avoid misinterpretation (14).

a) Service Quality

Service quality needs to be considered by companies because it can affect competitive conditions and company development which is influenced by consumer confidence in the company (15).

b) Customer Satisfaction

In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something (16).

c) Repurchase Intention

Repurchase intention can be defined as the existence of repurchase intentions based on past purchasing experiences or a motivational factor from a consumer that encourages him to repeat purchasing behavior on a particular product (8).

### 3.2 Operational Definition of Variables

Population is the totality of all possible values, the results of counting or easurement, quantitative or qualitative of certain characteristics of a complete and clear set of objects to study their properties (17). The population in this research is all students or lecturers of Muhammadiyah University and also the surrounding community who have done or have bought products at Suryamart retail stores, with the criteria for respondents used in the study being those who have made purchases at least once.

In this research, the sampling used is Nonprobability sampling (non-random sample) which means that each population has the same possibility to be sampled or can also be called purposive sampling, where the sample is determined based on certain aspects (17). According to Hair et al., (2013) sample size guidelines depend on the number of indicators and can be multiplied by 5 to 10. There are 12 indicators in this study, so the results of the calculation of the least (minimum) respondents are  $12 \times 5 = 60$ , while for the maximum respondent results, namely  $12 \times 10 = 120$ . This study only uses 60 respondents.

### 3.3 Data collection techniques

In this research, researchers used Observation, Interview and Questionnaire data collection techniques. The questionnaire is a list of questions made by researchers in writing which aims to obtain data or information in the form of answers given by respondents (17).

### **3.4 Location, and Research Time**

The research location is at the Suryamart retail store, Muhammadiyah Surabaya University, Jl. Raya Sutorejo No.73 Surabaya, East Java. The research implementation time starts in December 2022 until completion.

### **3.5 Data Processing Technique**

In this research, we used SPSS v.25 to calculate the instrument test and SmartPLS to calculate the path analysis.

### **3.6 Path Analysis**

Path analysis is used to examine the relationship between variables both directly and indirectly from a set of independent variables to the dependent variable (19). Path analysis is a direct development of multiple regression forms with the aim of providing an estimate of the magnitude and significance of a hypothetical causal relationship with a set of variables (20).

### **3.6 Instrument Test**

#### **a. Validity Test**

Validity test is a test to determine the ability of research instruments to make measurements (21). The instrument is said to be valid if the measurement can produce instrument validity that does not deviate from the intended validity picture. The assessment can be said to be ideal if the value is  $\geq 0.5$  to 0.6, which value can be said to be valid in measuring the construct it forms (22).

#### **b. Reliability Test**

A reliability test is a test that shows the consistency of a measuring device in measuring the same symptoms (23). The reliability test can be said to be reliable when obtaining Cronbach's Alpha  $> 0.60$  (22).

### **3.7 Outer Model**

Outer Model or measurement model that describes the relationship between indicator blocks and variables (24). This model specifically connects latent variables with each indicator or it can be said that the outer model defines each indicator related to other variables. The tests that need to be done are as follows:

1. Convergent Validity

The correlation between the reflexive indicator score and the variable score. In this case, the standard loading factor value  $> 0.6$  is considered sufficient, in the number of indicators per construct is not large, ranging from 3 to 7 indicators (25).

2. Discriminant Validity

Measurement of reflexive indicators based on cross loading with the variable. If the cross-loading value on the variable concerned is the largest compared to the cross loading of other variables, it can be said to be valid.

3. Composite reliability (Cr)

Indicators that function to measure a variable have good composite reliability if they have a composite reliability  $\geq 0.6$ , although it is not an absolute standard (25).

4. Average Variance Extracted (AVE)

The construct is said to have high reliability if the AVE is above 0.50. If the AVE value is  $> 0.50$  then there is data that is said to be reliable (26).

5. Collinearity Statistics (VIF)

The Collinearity Statistics test is carried out to determine the relationship between indicators, to find out whether indicators experience multicollinearity, namely by knowing the VIF value. If the VIF value  $< 5$  it can be said that there is no Collinearity. If the VIF value  $> 5$  it can be said that there is Collinearity (26).

### 3.8 Inner Model

The inner model is also called (inner relation, structural model and substantive theory) which describes the relationship between variables based on substantive theory. Testing the inner model or structural model is carried out to prove the relationship between constructs, the significance value and R-square of the research model. The structural model is evaluated using the R-square for the dependent construct t-test as well as the significance of the structural path parameter coefficients (27).

### 3.9 Hypothesis Testing

In testing the hypothesis, the value analyzed is the value contained in the p value generated from the PLS output by comparing it with the significance level  $\alpha 0.05$ .

1. If the P-value  $< 0.05$ , then it is significant.
2. If the P-value  $> 0.05$ , then it is not significant.



Syukriyah, (2020) says that "hypothesis testing with PLS is carried out in two stages, the first stage is to calculate the direct effect of the independent variable on the dependent variable and the second stage is to calculate the effect of the independent variable on the dependent variable with moderation.

## 4 RESULTS AND DISCUSSION

### 4.1 Instrument Test Result

#### a. Validity Test Result

**Tabel 1. Validity Test Result**

No.	Variable	Indicator	R value	R table	Description
1	Kualitas Layanan (X)	Tan.1	0,816	0,396	Valid
2		Tan.2	0,914	0,396	Valid
3		Tan.3	0,894	0,396	Valid
4		Rel.1	0,778	0,396	Valid
5		Rel.2	0,873	0,396	Valid
6		Rel.3	0,947	0,396	Valid
7		Res.1	0,904	0,396	Valid
8		Res.2	0,914	0,396	Valid
9		Res.3	0,929	0,396	Valid
10		Ass.1	0,912	0,396	Valid
11		Ass.2	0,872	0,396	Valid
12		Ass.3	0,741	0,396	Valid
13		Emp.1	0,949	0,396	Valid
14		Emp.2	0,928	0,396	Valid
15		Emp.3	0,940	0,396	Valid
16	Kepuasan Konsumen (Z)	Kk.1	0,948	0,396	Valid
17		Kk.2	0,921	0,396	Valid
18		Kk.3	0,955	0,396	Valid
19		Kk.4	0,919	0,396	Valid
20	Minat Beli Ulang (Y)	Mbu.1	0,895	0,396	Valid
21		Mbu.2	0,903	0,396	Valid
22		Mbu.3	0,952	0,396	Valid
23		Mbu.4	0,841	0,396	Valid
24		Mbu.5	0,763	0,396	Valid
25		Mbu.6	0,947	0,396	Valid
26		Mbu.7	0,915	0,396	Valid

Source: The results of the calculation of IBM Spss statistic v.25

It is known that the calculated  $r$  value of each variable is greater when compared to the  $r$  table.  $R_{count} > r_{table}$  (0.396) then the test results of all indicators are valid.

#### b. Reliability Test Result

**Tabel 2. Reliability Test Result**

Variable	Cronbach's Alpha	Reliability Standard	Description
Service Quality (X)	0,980	0,60	Reliabel
Customer Satisfaction (Z)	0,952	0,60	Reliabel
Repurchase Intention (Y)	0,954	0,60	Reliabel

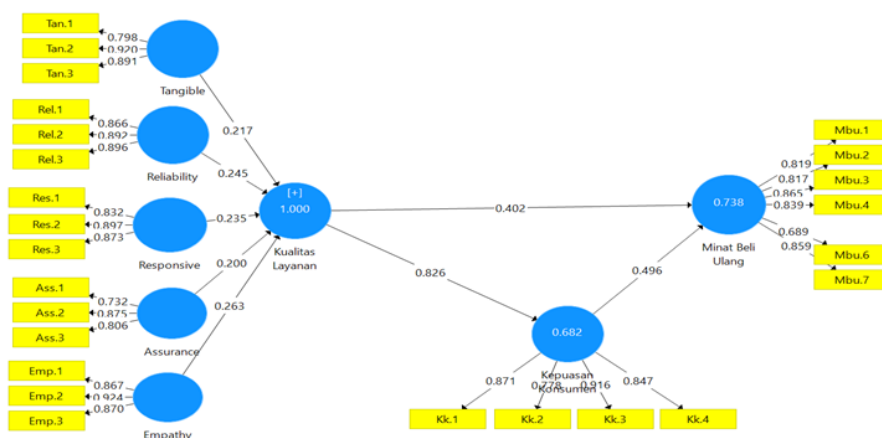
Source: The results of the calculation of IBM Spss statistic v.25

From the table above, it can be seen that all variables have Cronbach's alpha ( $\alpha$ ) results  $>$  0.6 (reliability standard). It can be stated that the test results of all indicators of service quality, repurchase intention and customer satisfaction are reliable (consistent) so that they can be used for further research.

## 4.2 Outer Model Result

### a. Convergent Validity

The results of the first convergent validity test where there are indicators that measure the research variables have a loading factor value of  $<$ 0.6, namely indicator Y5 (Mbu 5) so that some of these indicators must be removed from the model and re-analyzed. The following are the results of the recalculation of the outer loading model.



**Figure 3. Results of Data Input and PLS Algorithm**

Source: Smartpls v.3 calculation results 2023

**Tabel 3. Convergent Validity Result**

	Customer Satisfaction (Z)	Repurchase Intention (Y)	Service Quality (X)
Ass1			0,732
Ass2			0,875
Ass3			0,806
Emp1			0,867
Emp2			0,924
Emp3			0,870
Rel1			0,866
Rel2			0,892
Rel3			0,896
Res1			0,832
Res2			0,897
Res3			0,873
Tan1			0,798
Tan2			0,920
Tan3			0,891
Kk1	0,871		
Kk2	0,778		
Kk3	0,916		
Kk4	0,847		
Mbu1		0,819	
Mbu2		0,817	
Mbu3		0,865	
Mbu4		0,840	
Mbu6		0,687	
Mbu7		0,859	

Source: Smartpls v.3 calculation results 2023

The table and the image of the analysis model that shows the results of all items that measure the research variables have met the standard loading factor value  $> 0.6$  so that all items are said to be valid in measuring the research variables this time.

**b. Discriminant Validity Result**

Measurement of reflexive indicators based on cross loading with the variable. If the cross-loading value on the variable concerned is the largest compared to the cross loading of other variables, it can be said to be valid. The following are the results of discriminant validity in this research:

**Tabel 4. Discriminant Validity Result**

	Service Quality	Customer Satisfaction	Repurchase Intention
Ass1	0.463	0.586	0.393
Ass2	0.622	0.691	0.556
Ass3	0.635	0.786	0.658
Emp1	0.651	0.780	0.646
Emp2	0.700	0.800	0.700
Emp3	0.704	0.763	0.715
Rel1	0.573	0.720	0.579
Rel2	0.587	0.809	0.628
Rel3	0.682	0.851	0.664
Res1	0.544	0.764	0.558
Res2	0.584	0.787	0.630
Res3	0.618	0.763	0.634
Tan1	0.536	0.585	0.480
Tan2	0.629	0.715	0.606
Tan3	0.636	0.693	0.523
Kk1	0.871	0.732	0.738
Kk2	0.778	0.552	0.609
Kk3	0.916	0.770	0.729
Kk4	0.847	0.746	0.744
Mbu1	0.596	0.558	0.819
Mbu2	0.616	0.524	0.817
Mbu3	0.773	0.736	0.865
Mbu4	0.716	0.720	0.839
Mbu6	0.568	0.582	0.689
Mbu7	0.747	0.797	0.859

Source: Smartpls v.3 calculation results 2023

The results of this calculation show that each item has a variable value that is greater than the other variables, so it can be said that the results of cross loading are valid or significant.

#### c. Composite Reliability Result

Composite reliability (Cr) serves to measure a variable has good composite reliability if it has a composite reliability  $\geq 0.6$ . The following is a table of the results of composite reliability in this research:

**Tabel 5. Composite Reliability Result**

Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Customer Satisfaction (Z)	0,876	0,915
Repurchase Intention (Y)	0,899	0,923
Service Quality (X)	0,941	0,948

Source: Smartpls v.3 calculation results 2023

The table above can be seen that there are several values of composite reliability that have changed, but still with a composite reliability value  $\geq 0.6$  so that it can be said that based on the results of the calculation this research can still be said to be reliable.

d. Average Variance Extracted Result

**Tabel 6. Average Variance Extracted**

Variable	<i>Average Variance Extracted (AVE)</i>
Customer Satisfaction (Z)	0,730
Repurchase Intention (Y)	0,667
Service Quality (X)	0,552

Source: Smartpls v.3 calculation results 2023

The table above shows that the AVE value for each variable in this study after recalculation has an AVE value  $> 0.50$ , so that each variable in this study can still be said to be reliable.

e. Collinearity Statistic (VIF) Result

**Tabel 7. Collinearity Statistic (VIF) Result**

	Customer Satisfaction	Repurchase Intention	Service Quality
Customer Satisfaction			3,148
Repurchase Intention	1,000		3,148
Service Quality			

Source: Smartpls v.3 calculation results 2023

Based on the calculation results, it shows the results where the VIF value is  $<5$  so it can be said that there is no collinearity in this research.

### 4.3 Inner Model Result

#### a. R-Square Result

**Tabel 8. R-Square Result**

	R Square	R Square Adjusted
Customer Satisfaction	0,682	0,667
Repurchase Intention	0,738	0,729

Source: Smartpls v.3 calculation results 2023

The results of the R-Square calculation on the model of the effect of service quality on customer satisfaction provide an R-Square value of 0.682, which from these results can be percentage that the variability of customer satisfaction constructs can be explained by service quality by 68.2%, the remaining 31.8% is explained by other factors besides these factors. Meanwhile, the R-Square of 0.738 is given for the effect of customer satisfaction on repurchase intention so that it can be explained that the variability of repurchase intention can be explained by the customer satisfaction construct by 73.8%, the remaining 26.2% is explained by other factors.

### 4.4 Hypothesis Test Result

In testing the hypothesis, the value analyzed is the value contained in the p value generated from the PLS output by comparing with the significance level  $\alpha$  0.05. If the P-value  $<0.05$ , it is significant but if the P-value  $> 0.05$ , it is not significant. The following are the results of hypothesis testing from this research:

#### a. Hypothesis Test Result

**Tabel 9. Hypothesis Result**

Hypothesis	Relation	Path Coefficients	T Statistics	P Value	Description
H1	Service Quality -> Customer Satisfaction	0.826	18.255	0.000	Significant

H2	Customer Satisfaction -> Repurchase Intention	0.496	3.833	0.000	Significant
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Source: Smartpls v.3 calculation results 2023

The results of the hypothesis testing above can be said that each hypothesis has a P value that is less than 0.05 so that H1 and H2 are said to be acceptable and significant. The results of the indirect hypothesis of the effect of service quality on repurchase intention through customer satisfaction as a mediating variable are as follows:

**Tabel 9. Indirect Hypothesis Result**

Hypothesis	Relation	Path Coefficients	T Statistics	P Value	Description
H3	Service Quality -> Customer Satisfaction -> Repurchase Intention	0,410	3.980	0,000	Significant

Source: Smartpls v.3 calculation results 2023

#### 4.5 Decision

##### 1) The Effect of Service Quality on Customer Satisfaction

The results of the calculation of the analysis in the hypothesis test above show that service quality has a significant positive effect on customer satisfaction. This is evidenced by the value of the P value which in the effect of service quality on customer satisfaction is smaller than 0.05. It can be said that H1 in this study is accepted and proven, which means that service quality has an effect on customer satisfaction at the Suryamart retail store, Muhammadiyah University of Surabaya. This is also reinforced by research from Lestari et al., (2021) where the research also states that "service quality has a significant effect on customer satisfaction" it is also explained in the research that service quality has a relationship related to customer satisfaction itself.

##### 2) The Effect of Consumer Satisfaction on Repurchase Intention

The results of the calculation of the hypothesis test analysis above show that customer satisfaction has a significant positive effect on repurchase intention. This is evidenced by the value of the P value which is where the effect of customer satisfaction on repurchase intention is smaller than 0.05. It can be said that H2 in this study is accepted

and proven, which means that customer satisfaction has an effect on repurchase intention in Suryamart retail stores at Muhammadiyah University of Surabaya. This is reinforced by research from Sari & Hariyana, (2019) which states that customer satisfaction has a significant effect on repurchase intention which occurs because consumers who have bought a product feel satisfied so that it has an impact on repurchase intention.

### 3) The Effect of Service Quality on Repurchase Intention Through Consumer Satisfaction as Mediation

The results of the analysis calculation in the indirect hypothesis test above show that service quality directly has a significant positive effect on repurchase intention with customer satisfaction as mediation. This is evidenced based on the value of the P value which is where the effect of service quality on repurchase intention through customer satisfaction as mediation is smaller than 0.05. It can be said that H3 in this study is accepted and proven, which means that service quality has a direct effect on repurchase intention with customer satisfaction as mediation at the Suryamart retail store, Muhammadiyah University of Surabaya. This also supports the results of previous research from Widiartini et al., (2023) where in his research service quality affects repurchase intention with customer satisfaction as a mediating variable. It is also explained that when the quality of service provided to consumers and supported by consumer satisfaction, consumer repurchase intention will also increase.

## 5 CONCLUSION

### 5.1 Conclusion

Based on the results of the analysis and discussion of the hypothesis testing that has been carried out in this research, the following conclusions can be made:

- a) Service quality has a positive and significant effect on customer satisfaction at the Suryamart retail store, Muhammadiyah University of Surabaya.
- b) Satisfaction has a positive and significant effect on consumer repurchase intention at the Suryamart retail store, Muhammadiyah University of Surabaya.
- c) Service quality directly and significantly affects repurchase intention through customer satisfaction as a mediating variable at the Suryamart retail store, Muhammadiyah University of Surabaya.



## 5.2 Suggestions

### a) For the company

It is recommended that after this research the company maintain the existing service quality and make improvements related to several dimensions in service quality such as:

- 1) It is recommended for employees who work in the front office or who serve consumers directly to look neat and polite.
- 2) It is recommended that employees better understand the information of each product available so that they can help consumers who want to buy the product.
- 3) It is recommended that employees can provide clear answers in helping consumer problems when they want to buy a particular product.
- 4) It is recommended that all employees who work in the front office be friendly and polite to every consumer who visits Suryamart. For example, opening the door when there are consumers who want to shop or finish shopping.
- 5) It is hoped that in the future employees can give greetings to every visiting consumer or say thank you after the consumer has finished making a purchase at Suryamart.
- 6) It is recommended that Suryamart more often hold attractive promos, to increase consumer buying intention and can make consumers want to recommend Suryamart as one of the retail stores that deserves to be a destination to meet their needs.

### b) For future researchers

There are many data limitations in this study, it is hoped that future researchers can increase the data so that they can get more significant results. It is hoped that future researchers will also add variables that can affect repurchase intention apart from service quality and customer satisfaction.

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