

THE INFLUENCE OF MERCHANDISE ASSORTMENT, CUSTOMER EXPERIENCE, AND SERVICE QUALITY ON REPURCHASE INTENTIONSOCIOLLA STORE

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Abstract

The growth of the beauty industry is increasing in line with the growth of the number of beauty business industries. The high competition between companies involved in the beauty sector has caused competition between cosmetic stores in Bali to be very tight. Sociolla is one of the cosmetic stores in Bali that was established in 2015 with its head office in West Jakarta. This study aims to predict merchandise assortment, customer experience, and service quality from the perspective of The Stimulus-Organism-Response Theory by considering repurchase intention. Based on survey data from 130 Sociolla consumers, the results of multiple regression analysis revealed that merchandise assortment, customer experience, and service quality have a positive effect on the repurchase intention of Sociolla consumers. The implications of this finding recommend that Sociolla management or similar companies pay attention to the factors that cause repurchase intention. Further research is suggested to test the consistency of the findings by including customer satisfaction as a moderator in the conceptual model.

Keywords:Merchandise Assortment, Customer Experience, Service Quality, Repurchase Intention

INTRODUCTION

The COVID-19 pandemic accelerated the growth of seamless omni-channel retail. The boom in online channels and digitalization has given rise to omni-channel retail which has become the norm in the retail industry (Zhang et al., 2020). The company's omni-channel retail implementation process must adapt the form of integration in each channel it has. Multi-channel integration is recognized as one of the main characteristics in omni-channel retail to remain competitive (Gasparin, 2020). It is important for retailers to decide to what extent to integrate various channels because integration is consumers' perception of the quality of omni-channel retail services (Zhang et al., 2020). One of the omni-channel retail businesses that is developing quite rapidly in Indonesia is a skincare and makeup equipment shop. Data released by BPOM RI noted that the beauty industry experienced an increase in the number of companies of up to 20.6 percent in the 2022 period, with 819 beauty industries increasing to 913 industries. The increase in the

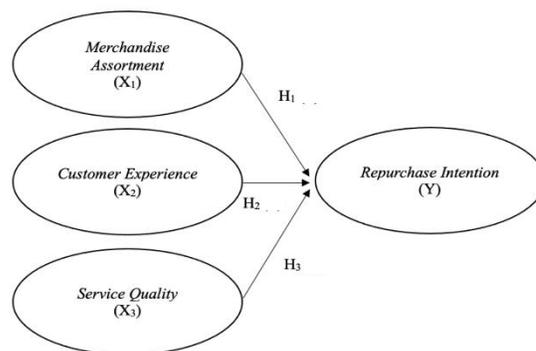
number of business actors in the cosmetics industry is currently dominated by the MSME sector, namely 83 percent. This shows the huge potential and opportunities in the cosmetics industry, especially in Indonesia. In line with the growing number of beauty business industries, this also has an impact on increasing the share of the beauty market. According to data released by Kompas.id, in 2023 the beauty market industry will be able to record sales of \$5,029 USD. Seeing the high share of the beauty market in Indonesia which always increases every year, this causes high competition between companies, one of the companies operating in the cosmetic or beauty shop sector which has quite a lot of branches is Sociolla Store. Sociolla is one of the most trusted and complete shops in the beauty sector in Indonesia which specializes in selling makeup and skincare beauty products. Sociolla itself has quite tight competition with similar businesses that focus on selling makeup and skincare. This can be proven by Sociolla not being included in the 9 cosmetic shops recommended by Google reviews. In order to increase repurchase intention, Sociolla must use the best marketing strategy it has so that it can compete with similar stores that have operated previously. Some strategies that Sociolla can use are increasing customer comfort or arranging merchandise assortment. Merchandise assortment can be interpreted as the ability of a retail store to determine which products will be sold in a product category with different prices or variations, and the size of each brand that will be the choice of a consumer (Levy and Weitz, 2017). Research conducted by Desara et al. (2021) and Wan et al. (2016) stated that product diversity is positive and significant for repurchase intentions. The next strategy is to create a good customer experience for omni-channel retail businesses. Customer experience has an influence on repurchase intentions. This is proven by research conducted by Annisa et al. (2019) said that customer experience has a significant influence on repurchase intention. These results are also supported by research by Shantika and Setiawan (2019) and Diyanti et al. (2021) which states that a good customer experience will be followed by a desire to repurchase. The results of this research contradict the results of research conducted by Munawaroh and Riptiono (2021) which found that there is no significant influence of consumer experience on repurchase intentions because companies have not been able to create satisfaction for their consumers and there are still many products that are made only to fulfill their lifestyle, not for needs. Service quality plays a very important role in the company. The quality of a company's services must continue to be paid attention to and continuously improved, because customers expect to receive good service, even beyond what they expect, so that customers will become faithful and loyal to the company. Research conducted by Rendhy Yosua Putra (2019) shows that service quality has a significant positive influence on repurchase intention. The results of this research are supported by research conducted by Purbasari and Purnamasari (2018) which proves the influence of service quality on repeat purchases. The results of this research contradict the results of research conducted by Sarapung and Ponirin (2020) showing that service quality has no effect on repurchase intention. The pre-survey results show that Sociolla is not yet in the top minds of Balinese people, which is in line with the data provided by Google reviews that Sociolla has not been recommended as the best

cosmetics shop in Bali Province. Apart from that, the pre-survey results show that only 50 percent of respondents want to make repeat purchases at Sociolla, indicating that Sociolla has a very serious problem regarding consumers' repurchase intentions. If this is allowed to continue to happen, it will have a significant impact on the company's sales and profits.

The Stimulus-Organism-Response Theory

The Stimulus-Organism-Response theory says that changes in behavior can only change if the stimulus given really exceeds the original stimulus. Stimulus that can exceed the original stimulus means that the stimulus given must be able to convince the organism. The stimulus or message conveyed to the communicant may be accepted or rejected, it is the communicant's ability that continues the next process. After the organism processes and accepts, there is a willingness to change attitudes. This theory is based on the assumption that the cause of behavioral changes depends on the quality of the stimulus that communicates with the organism. This means that the quality of communication sources (sources), for example credibility, leadership, speaking style, really determines the success of changing the behavior of a person, group or society. The SOR (Stimulus, Organism, Response) theory is a communication process that causes a specific reaction, so that someone can expect and estimate the suitability between the message and the communicant's reaction. The concept of SOR theory can be defined as stimulus as an independent variable, namely merchandise assortment, customer experience, and service quality, organism, namely respondents, and response as a dependent variable, namely repurchase intention. The reason this research uses Stimulus Organism Responses Theory is to predict and explain human behavior in certain contexts.

With the explanation that has been outlined, the conceptual framework used in this research is as follows:



Source: processed data, 2024
Figure 1. Conceptual Framework

Merchandise Assortment To Repurchase Intention

Merchandise management, or what is known as merchandising is defined by Levy and Weitz (1998) as the process by which retailers try to offer the right merchandise, in the right quantity, in the right place, and also at the right time while meeting the company's financial goals. Likewise, Bovie and Thill (1992) define merchandising as the process of planning the selection of merchandise for a retail store, ensuring that the right products are available to target customers. Merchandise display is an important element of a retail store. Merchandise in retail stores must be positioned effectively so that customers' repurchase intentions can increase. According to Willy (2020) Customers look forward to choosing from a variety of merchandise that offers value to them and it is therefore important for retail companies to ensure that their merchandise selection meets all the requirements of their customers. In-Keun Chung and Myung-Moo Lee's (2003) research entitled "A Study of Influencing Factors for Repurchase Intention in Internet Shopping Malls" shows that product diversity is one of the factors that influences intention repeat purchase. A study by Desara et al. (2021) and Wan et al. (2016) also supports that product diversity is positive and significant for repurchase intention. According to a survey by Rainy and Widayanto (2019), the greater the variety of products, the greater the influence on consumers' repurchase interest.

H1: Merchandise assortment has a positive and significant effect on repurchase intention.

Customer Experience Against Repurchase Intention

Repurchase intention is influenced by the level of customer experience. The more positive the customer's experience, the greater the possibility that they will have an interest in making a repeat purchase. The positive customer experience felt by customers is a result that is stimulated by multisensory. In research conducted by Annisa et al. (2019) say that customer experience has a significant influence on repurchase intention. These results are also supported by research by Shantika and Setiawan (2019) and Diyanti et al. (2021) which states that a good customer experience will be followed by a desire to buy again.

H2: Customer experience has a positive and significant effect on repurchase intention.

Service Quality Against Repurchase Intention

Service quality Good ones will increase repurchase intention in customers. Creating repurchase intentions can be done by building good service quality. In providing services to consumers, customers who experience dissatisfaction with the services they receive tend to provide negative information to other people about the services they receive (Siburian and Zainurossalamia, 2016). Negative information about the company will have an impact on the company's image so that customers switch to using competitor products that are considered better than the previous product or service servant. Products with good service quality will be discussed by consumers with the people around them and they tend to use these products in the future (Pramana and

Rastini, 2016). This is in line with previous research conducted by Susieti with the research title "The Influence of Service Quality and Price on Consumer Repurchase Interest at Portobello Cafe Semarang". These results are in line with research conducted by Rendhy Yosua Putra (2019) showing that service quality has a significant positive influence on repurchase intention. This is also supported by research conducted by Dewi Maharani and Dewi Laily (2018).

H3: Service quality has a positive and significant effect on repurchase intention.

RESEARCH METHODS

The design of this research is a survey. The population in this study were all people living in Denpasar City and Badung Regency who had shopped planned or unplanned at Sociolla. The amount cannot be determined with certainty (infinite). The samples taken are representative respondents or can represent the population. In this research, the number of indicators is 21 so the number of samples ranges from 5 times the number of indicators to a maximum of 10 times the number of indicators, so the number of samples is $5 \times 21 = 105$, $10 \times 21 = 210$. So the required sample range is 105-210 samples. This study used 130 samples.

ModelThe conceptual research is built from three independent variables and one dependent variable. The independent variables are merchandise assortment, customer experience and service quality, while the dependent variable is repurchase intention. Merchandising assortment is defined as the process by which a retailer tries to offer the right merchandise, in the right quantity, in the right place, and also at the right time while meeting the company's financial goals. The measurement includes three indicators: diversity of product types offered, which is related to the diversity of product types offered by Sociolla; product availability, refers to the availability of products at Sociolla; ease of transactions, which refers to the ease of transactions offered by Sociolla. Customer experience generally means physical, social, emotional, affective, cognitive and holistic characteristics in direct or indirect contact with service providers, brands or products at various touch points. The measurement includes five indicators: feel, namely the feeling shown through ideas, pleasure and reputation for the services provided by Sociolla; think, namely the Sociolla consumer experience with the aim of creating a cognitive experience; act, which is designed to create a Sociolla consumer experience that is related to the physical body; online functional elements, namely elements that help Sociolla consumers to escape from the real life environment; presence of other customers, namely the presence of other consumers who provide a good social environment for each individual.

This research was carried out through a series of procedures, namely: observation to determine the phenomena, activities and environment of Sociolla, identifying indications of problems related to merchandise assortment, customer experience and service quality; reviewing relevant theories and empirical evidence, constructing conceptual models, formulating research hypotheses, collecting data,

analyzing data, and presenting research reports. The location of this research is in the Denpasar City and Badung Regency areas.

Data This research consists of quantitative data and qualitative data. Qualitative data collected included the respondent's gender, occupation, latest education, Sociola merchandise assortment, customer experience felt by customers, and service quality felt by customers. The quantitative data for this research include the respondent's age, the respondent's skincare and makeup spending budget per month, and the frequency of respondents' answers to statements for each variable indicator. Research data collected from primary sources, namely store merchandise assortment, customer customer experience, store service quality, and pre-survey data. Research data collected from secondary sources, namely beauty market share data and a list of cosmetic shops recommended by Google reviews.

Research data for the merchandise assortment variable is measured by referring to the instrument developed by Levy and Weitz (2009). Customer experience data is measured by referring to instruments developed by Pebrila and Samsudin (2019) and Garg et al., (2014). Service quality data is measured by referring to instruments developed by Kotler and Keller (2016) and Zhang et al., (2021). Research data on the variable repurchase intention was measured by referring to the instrument developed by Ananda et al. (2023). The preparation of Sociolla consumer merchandise assortment, customer experience, service quality and repurchase intention data instruments was carried out using a Likert scale consisting of five intervals representing opinions from 1 (strongly disagree) to 5 (strongly agree). The validity of the data measurement instrument is carried out using the Confirmatory Factor analysis method. The validity of the measurement model is based on a minimum KMO parameter size of 0.5 and a Barlett's test value = 0.51-1.0. The validity of data measurement indicator items is determined based on a minimum Loading value of 0.41 (Hair, Tatam and Black, 2010). The reliability of the measurement instrument is determined based on the Cronbach's Alpha parameter of at least 0.60. Research hypothesis testing was carried out using multiple regression analysis method. Gradually, multiple regression tests were carried out and verification of classical assumption tests including data normality tests, data multicollinearity tests and heteroscedasticity tests. The autocorrelation test was not carried out because it did not use time series data.

RESULTS AND DISCUSSION

The socio-demographic characteristics of research respondents are presented in Table 1. The total number of respondents involved was 130 who were collected in the Denpasar City and Badung Regency areas. The data collection process was carried out by distributing data measurement instruments (questionnaires) to 130 Sociolla consumers.

Gender characteristics are dominated by female respondents with a percentage of 70.77 percent and male respondents with 29.23 percent. Age characteristics are dominated by respondents aged 17-24 years with a percentage of 86.15 percent, 13.08

percent aged 25-32 years, and 0.77 percent over 33 years. The last educational characteristic is dominated by respondents who have completed high school education as much as 53.84 percent, followed by respondents who have completed undergraduate education as much as 40 percent, then respondents who have completed D3 education as much as 3.08 percent, vocational school as much as 2.31 percent, and D1 as much as 0.77 percent. The job characteristics are dominated by student respondents at 55.38 percent, followed by respondents who work as private employees at 9.23 percent, respondents who work as entrepreneurs at 4.62 percent, respondents who work as civil servants/ASN at 3, 08 percent, 3.08 percent who work as freelancers, 2.31 percent who work as doctors, and 22.3 percent of respondents who have other jobs. The characteristics of the monthly skincare/makeup spending budget are dominated by 60 percent of respondents who have a monthly skincare/makeup spending budget in the range of IDR 100,000 to IDR 500,000, followed by respondents who have a monthly skincare/makeup spending budget in the range of IDR 500. 001 to IDR 1,000,000 was 23.85 percent, and respondents who had a monthly skincare/makeup spending budget in the range of above IDR 1,000,000 was 16.15 percent.

Table 1. Characteristics of Respondents

No.	Variable	Classification	Amount (person)	Percentage (%)
1	Gender	Woman	92	70.77
		Man	38	29.23
	Amount		130	100
2	Age (Years)	17 - 24	112	86.15
		25 - 32	17	13.08
		≥33	1	0.77
	Amount		130	100
3	Last education	SENIOR HIGH SCHOOL	70	53.84
		vocational school	3	2.31
		Diploma 1	1	0.77
		3-year diploma	4	3.08
		Bachelor degree	52	40
	Amount		130	100
4	Work	Student/Students	72	55.38
		civil servants	12	9.23
		Self-employed	6	4.62
		Other	29	22.3
	Amount		130	100

5	Skincare/Make up Shopping Budget per Month	IDR 100,000-IDR 500,000	78	60
		IDR500,001-IDR1,000,000	31	23.85
		> IDR 1,000,001	21	16.15
		Amount	130	100

Source: processed primary data, 2024

The research instrument was declared valid based on the Kaiser Meyer Olkin parameter value < 0.50 ; The Barlett test has a value of $0.50 - 1.0$ and total variance explained > 0.50 for factors that have an eigenvalue > 1 . The reliability of research data is assessed based on the Cronbach' Alpha value which is equal to/greater than 0.60 . Based on the results of tests carried out using the confirmatory factor analysis method and the instrument scale method, it was deemed adequate and the research data was declared valid and reliable. The results of the validity and reliability tests are presented in Table 2.

Table 2. Instrument Validity Test and Reliability Test

Variable	Number of Items	Cronbach's Alpha	Total Variant Explained	KMO
Merchandise assortment	4	0.954	87,948	0.605
Customer experience	7	0.978	88,718	0.894
Service quality	8	0.971	83,388	0.775
Repurchase intention	2	0.850	86,979	0.500

Source: processed primary data, 2024

Testing the assumptions of data normality, multicollinearity, and heteroscedasticity showed that there were no violations of the assumptions. The results of normality, multicollinearity and heteroscedasticity tests are presented in Table 3.

Table 3. Normality, Multicollinearity and Heteroscedasticity Test Results

Variable	Normality	Multicollinearity		Heteroscedasticity
	(KS)	Toleranc e	VIF	(Glejser)
Merchandise assortment	0.200	0.662	1,510	0.587
Customer experience	0.200	0.811	1,233	0.808
Service quality	0.200	0.652	1,535	0.144

Source: processed primary data, 2024

The merchandise assortment variable in this research is an independent variable and is denoted by X1. The results of respondents' responses to this variable

are presented in more detail in the following table. Table 4 shows that the respondents' perceptions regarding the merchandise assortment variable. Merchandise assortment has four indicators in measuring variables with an average value of 3.27 which is considered sufficient criteria. The indicator whose value is below the variable average is the statement "Buying skincare and makeup needs at the Sociolla Store because of the availability of various brands. (X1.3)" with an average value of 3.19. In general, respondents do not feel that Sociolla has a variety of brand availability. The merchandise assortment indicator whose value is above the variable average is the statement "Prefer to shop at the Sociolla Store because of the ease of payment. (X1.4)" with an average value of 3.36. This shows that respondents agree that payment is easy when making purchases at Sociolla.

Table 4. Description of Respondents' Answers to Merchandise Assortment

Indicators/Statements	Answer Score					Total score	Average	Criteria	
	1	2	3	4	5				
Diversity of product types offered									
X1.1	Buy skincare and makeup needs at the Sociolla Store because of the complete range of products offered.	16	7	42	59	6	422	3.25	Neutral
X1.2	Buy skincare and makeup needs at the Sociolla Store because of the various product variants.	8	25	22	71	4	428	3.29	Neutral
Product availability									

X1.3	Buy skincare and makeup needs at the Sociolla Store because of the availability of various brands.	16	5	49	58	2	415	3.19	Neutral
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Ease of transaction

X1.4	Prefer to shop at the Sociolla Store because of the ease of payment	8	25	15	76	6	437	3.36	Neutral
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Average Value of Merchandise Assortment Variable **3.27** **Neutral**

Source: processed primary data, 2024

The customer experience variable in this research is an independent variable and is denoted by X2. The results of respondents' responses to this variable are presented in more detail in the following table. Table 5 shows that the respondents' perceptions regarding the customer experience variable. Customer experience has seven factors in measuring variables with an average value of 3.28 which is considered sufficient criteria. The indicator whose value is below the variable average is the statement "The Sociolla website has an AI skin analysis feature to recognize skin problems. (X2.6)" with an average of 3.13. This indicates that in general respondents are not satisfied with the features that Sociolla has. The customer experience indicator whose value is above the variable average is the statement "The salesperson is friendly to visitors. (X2.4)" with an average value of 3.56. This shows that respondents agree that Sociolla salespeople are friendly to visitors when they shop at the Sociolla Store.

Table 5. Description of Respondents' Answers to Customer Experience

Indicators/Statements	Answer Score					Total score	Average	Criteria	
	1	2	3	4	5				
Think									
X2.1	The risks of using the product are clearly presented.	4	19	31	69	7	446	3.43	Agree
Act									

X2.2	The salesperson is able to provide solutions related to customers' skincare and makeup product needs.	11	13	53	51	2	410	3.15	Neutral
X2.3	The salesperson serves customers quickly.	5	19	36	65	5	436	3.35	Neutral
Feel									
X2.4	The salesperson is friendly to visitors.	11	13	54	50	2	463	3.56	Agree
Online functional elements									
X2.5	I think Toko Sociolla's Instagram displays informative content.	11	13	53	51	2	410	3.15	Neutral
X2.6	The Sociolla website has an AI skin analysis feature to identify skin problems.	11	13	55	50	1	407	3.13	Neutral
Presence of other customers									
X2.7	The number of visitors shows that the Sociolla Store is trusted.	11	13	52	48	6	415	3.19	Neutral

Average Value of the Customer Experience Variable	3.28	Neutral
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Source: processed primary data, 2024

The service quality variable in this research is an independent variable and is denoted by X3. The results of respondents' responses to this variable are presented in more detail in the following table. Table 3 shows that the respondents' perceptions regarding the service quality variable. Service quality has eight indicators in measuring variables with an average value of 3.36 which is included in the sufficient criteria. The indicator whose value is below the variable average is the statement "The products sold by the Sociolla Store are original products. (X3.6)" with an average value of 3.14. This shows that Sociolla has not been able to convince its consumers that the products they sell are original. The service quality indicator whose indicators are above the variable average is the statement "The appearance of the Sociolla Store sales assistant is neat. (X3.1)" with an average value of 3.53. This shows that respondents agree about the neat appearance of the Sociolla Store sales assistant.

Table 6. Description of Respondents' Answers to Service Quality

Indicators/Statements		Answer Score					Total score	Average	Criteria
		1	2	3	4	5			
Tangibles									
X3.1	The appearance of the Sociolla Shop salesperson is neat.	5	17	18	84	6	459	3.53	Agree
X3.2	The equipment available at the Sociolla Store functions well.	10	14	52	49	5	415	3.19	Neutral
Responsiveness									
X3.3	The salesperson is competent in explaining the benefits of the product.	5	17	23	79	6	454	3.49	Agree
Realibility									

X3.4	Sociolla Shop legality documents are socialized to visitors.	3	23	29	70	5	441	3.39	Neutral
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Assurance

X3.5	Every product in the Sociolla Store displays the product's expiration date.	5	17	26	80	2	447	3.44	Agree
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X3.6	The products sold by Toko Sociolla are original products.	10	14	55	50	1	408	3.14	Neutral
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Empathy

X3.7	The salesperson is able to provide product recommendations according to the customer's skin type.	3	23	33	71	0	432	3.32	Neutral
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Personalization

X3.8	Sociolla Store offers a selection of attractive promos for member customers.	5	20	30	69	6	441	3.39	Neutral
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Average Value of the Service Quality Variable **3.36** **Neutral**

Source: processed primary data, 2024

This research consists of three independent variables and one dependent variable, therefore the data analysis method used is Moderated Regression Analysis (MRA). Test results were obtained with the help of SPSS.

Table 7. Regression Analysis Results

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.018	0.425		0.043	0.966
Merchandise assortment	0.166	0.028	0.375	5,933	0,000
Customer experience	0.082	0.016	0.296	5,177	0,000
Service quality	0.091	0.016	0.355	5,566	0,000

Based on the results of the regression coefficients in the table above, a regression equation model can be prepared as follows.

$$Y = 0,018 + 0,166X_1 + 0,082X_2 + 0,091X_3 + e...$$

The interpretation of the regression equation above can be explained as follows.

- 1) A constant value of 0.018 indicates that if the value of merchandise assortment (X₁), customer experience (X₂), and service quality (X₃) is equal to zero, then the value of repurchase intention (Y) is 0.018.
- 2) The regression coefficient value for merchandise assortment (X₁) is 0.166, which means that merchandise assortment has a positive effect on repurchase intention (Y) with the significance of X₁ being less than 0.05 (0.000<0.05). This shows that as X₁ increases, Y will increase.
- 3) The customer experience regression coefficient (X₂) value of 0.082 means that customer experience has a positive effect on repurchase intention (Y) with the significance of X₂ being less than 0.05 (0.000<0.05). This shows that as X₂ increases, Y will increase.
- 4) The regression coefficient value for service quality experience (X₃) is 0.091, meaning that service quality has a positive effect on repurchase intention (Y) with the significance of X₃ being less than 0.05 (0.000<0.05). This shows that as X₃ increases, Y will increase

The coefficient of determination (R²) aims to measure the contribution of the independent variables (merchandise assortment, customer experience and service quality) to the dependent variable (repurchase intention). The results of the coefficient of determination test (R²) can be seen in Table 8 below:

Table 8. Coefficient of Determination Test Results (R²)

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	0.817a	0.667	0.659	0.998

Source: processed primary data, 2024

Based on Table 8, it can be seen that the coefficient of determination (R²) obtained is 0.659. This means that 65.9 percent of the variation in the repurchase intention (Y) variable can be explained by the merchandise assortment (X₁), customer experience (X₂), and service quality (X₃) variables. Meanwhile, the remaining 34.1 percent is explained by other variables not included in this research model.

The results of the F statistical test can be explained by the significant value of anova $\alpha = 0.05$. So this model is declared feasible or the independent variable is able to explain the dependent variable. The results of the F statistical test can be seen in Table 9 below:

Table 9. F Statistical Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	251,009	3	83,670	84,009	0,000b
Residual	125,491	126	0.996		
Total	376,500	129			

Source: processed primary data, 2024

Table 9 shows that the significance value of 0.000 is smaller than the value of $\alpha = 0.05$, so the regression model in this study is suitable for use as an analytical tool to test the influence of the independent variable on the dependent variable.

The T test is used to show the results of testing the research hypothesis. Complete results have been shown in the results of the regression analysis in the detailed test results table for each hypothesis presented in the following section.

- 1) The influence of merchandise assortment on repurchase intention
Ho: Merchandise assortment has no effect on repurchase intention
H₁: Merchandise assortment influences repurchase intention

In Table 7, the significance value of the t test is 0.000. The results of the analysis of merchandise assortment on repurchase intention obtained a Sig value. t is 0.000 with a coefficient value of β_1 of 0.166. Sig value. t 0.000 < 0.05 indicates that H₀ is rejected and H₁ is accepted. These results mean that merchandise assortment has a positive and significant effect on repurchase intention.

- 2) The influence of customer experience on repurchase intention
Ho: Customer experience has no effect on repurchase intention
H1: Customer experience influences repurchase intention

In Table 7 the significance value of the t test is 0.000. The results of the customer experience analysis of repurchase intention obtained a Sig value. t is 0.000 with a β_2 coefficient value of 0.082. Sig value. t 0.000 < 0.05 indicates that Ho is rejected and H1 is accepted. These results mean that customer experience has a positive and significant effect on repurchase intention.

- 3) The influence of service quality on repurchase intention
Ho: Service quality has no effect on repurchase intention
H1: Service quality influences repurchase intention

In Table 7 the significance value of the t test is 0.000. The results of the service quality analysis of repurchase intention obtained a Sig value. t is 0.000 with a β_3 coefficient value of 0.091. Sig value. t 0.000 < 0.05 indicates that Ho is rejected and H1 is accepted. These results mean that service quality has a positive and significant effect on repurchase intention.

The Influence of Merchandise Assortment on Repurchase Intention

The results of this research referring to SOR theory show that as a stimulus, merchandise assortment influences consumer responses in the form of intention to repurchase intention. Factors such as product completeness, product variants, brand availability and ease of payment have a significant impact on the decision of Sociolla customers in Denpasar City and Badung Regency to return to shopping at Sociolla. The results of this research indicate that the merchandise assortment implemented by the company has a significant impact on consumers' tendency to return to shopping at the store. The existence of a positive relationship between merchandise assortment and repurchase intention can be utilized by companies as a strategic tool to influence consumer behavior in building customer loyalty which triggers repeat purchases in the future.

The Influence of Customer Experience on Repurchase Intention

The research results support the SOR theory by showing that the stimulus from customer experience influences consumer responses in the form of intention to repurchase intention. Good customer experiences, such as being satisfied with the service provided, friendly service, and also feeling helped when confused in choosing a product, contribute positively to the decision of Sociolla customers in Denpasar City and Badung Regency to make repurchase intentions at Sociolla. These findings show that customer experience has a positive and significant influence on repurchase intention at Sociolla. This shows that factors such as the risk of using the product; friendly salesperson, serves quickly, and provides solutions; engaging social media content; and the number of store visitors has a significant impact on consumers' propensity to shop again in the future. The existence of a positive relationship between customer experience and repurchase intention shows that companies can understand the

importance of customer experience in influencing consumers' repurchase decisions. Therefore, companies can utilize these findings to design more effective and sustainable marketing strategies by further optimizing customer experience, such as taking approaches with the aim of improving a better shopping experience at Sociolla. With a good shopping experience, it can lead to consumer behavior to make repeat purchases in the future.

The Influence of Service Quality on Repurchase Intention

The results of this research also support the EDT theory which says that satisfying customers is not limited to expectations about products or services. Apart from these factors, satisfying customers from perceived information is the first step that can attract customer trust in the products and services offered by the business. If customers realize that the perceived information about a product or service meets their initial expectations, then positive disconfirmation occurs which leads to their satisfaction. Conversely, if the perceived information about the product or service does not match their initial satisfaction, then negative disconfirmation will lead to their dissatisfaction. This finding shows that good service quality will increase consumer response to make repeat purchases in the future. If the service quality at a shop is bad, it will certainly cause consumer dissatisfaction in shopping which will influence consumer behavior not to shop at the same place.

CONCLUSIONS AND SUGGESTIONS

The results of this research prove and enrich empirical evidence of the application of the Stimulus-Organism-Response Theory to the repurchase intention of Sociolla consumers. The results of data analysis reveal that merchandise assortment, customer experience, and service quality have a positive and significant effect on repurchase intention. The better the merchandise assortment displayed by Sociolla, the more repurchase intention will increase so that the first hypothesis is accepted. Customer experience has a positive and significant effect on Sociolla's repurchase intention. The better the customer experience, the higher the repurchase intention, so the second hypothesis is accepted. Service quality has a positive and significant effect on Sociolla's repurchase intention. The better the service quality, the higher the repurchase intention, so the third hypothesis is accepted.

The use of Google forms in online surveys carries the risk that respondents are not individuals who meet the specified target population criteria. The use of Google forms in surveys requires additional measures to validate the suitability of the respondent's criteria to their needs. It is recommended that future research collect questionnaire data offline because of the higher level of accuracy and precision of the target population criteria. Apart from that, suggestions for future researchers are to replicate this research model by adding customer loyalty as a mediator so that they can carry out more complex relationship analysis and understand how various factors influence repurchase intention directly and indirectly.

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