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# UNDERSTANDING REPURCHASE INTENTION IN INDONESIAN MINI-MARTS: THE ROLE OF PRODUCT QUALITY, SERVICE EXPERIENCE, AND CUSTOMER SATISFACTION

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**ABSTRACT:** This study examines the influence of product quality and service experience on repurchase intention through customer satisfaction in Indonesia's convenience store sector. A quantitative approach was employed using an online survey of 300 purposively selected customers in Manado, Makassar, and Jakarta. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that product quality positively influences customer satisfaction and repurchase intention, while customer satisfaction positively affects repurchase intention and partially mediates the relationship between product quality and repurchase intention. Conversely, service experience has no significant effect on customer satisfaction or repurchase intention, including its indirect effect through customer satisfaction. These findings highlight the distinct roles of product quality and service experience in shaping consumer purchasing behavior. Retail managers should prioritize consistent product quality and strengthen customer satisfaction to encourage repeat purchases and sustain customer retention.

**Keywords**: Product Quality; Service Experience; Customer Satisfaction; Repurchase Intention

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## INTRODUCTION

Minimarkets are growing rapidly in Indonesia, partly because they have been widely accepted by the public. This condition has also made competition in the retail sector more intense. The growth of minimarkets is further supported by changes in Indonesia's macroeconomic conditions. Pratiwi (2022) examines the relationship between e-commerce and economic growth, providing a broader context for retail development. Minimarkets have strengthened their position as alternative destinations for consumers. The growing number of minimarkets has increased competition, not only among minimarkets but also with supermarkets, wholesale businesses, and malls, as all seek to acquire consumer spending. The expansion of Indomaret and Alfamart and their franchise business model form part of this competitive setting (Supriharyanti et al., 2022).

This condition poses management issues for convenience stores, such as building customer loyalty and distinguishing their store images (Soegoto & Karamoy, 2020; Meilandini et al., 2025). Competition across retail formats also raises questions about how customers evaluate different shopping destinations; Hansen (2003) addresses specialty food stores competing with supermarkets. In minimarkets, increasing urbanization, changes in consumer lifestyles, and expectations for convenience and accessibility make these questions relevant. As competition becomes stronger, product quality and service experience are important ways for minimarkets to differentiate themselves. They concern how customers perceive the store and whether they intend to buy again (Robbiano & Cerruti, 2026). Retail innovation and value creation provide a wider setting for this discussion. For stores selling comparable daily necessities, maintaining customer satisfaction is therefore an immediate management concern. A customer may regard the products favorably while evaluating the service encounter less positively. Understanding these separate evaluations can help managers identify questions for customer feedback and further investigation. The present study focuses on repurchase intention because an intention to return is closer to the proposed model than wider claims about profitability or long-term loyalty. The distinction also permits the study to examine whether satisfaction has the same mediating role for product and service evaluations.

Product quality affects consumers in their purchasing decisions. The relationship between quality, purchase interest, and subsequent choice provides a basis for examining intended repurchase (Khoa & Huynh, 2022; Bob & Muhamad, 2019). Chatzoglou et al. (2022) examine repurchase intentions in physical retail shopping, while Kacen et al. (2012) consider product and retailing factors in impulse purchases. These outcomes are related but are not interchangeable. Customer experience is also recognized as relevant to consumer attitudes during shopping (Zhang et al., 2024). Amri et al. (2019) examine shopping experience, perceived value, satisfaction, and loyalty among minimarket customers in Aceh. Their study provides an Indonesian precedent and indicates that the joint consideration of experience and satisfaction is already established in minimarket research.

Product quality has long been seen as an important factor in consumer decision-making, especially for fast-moving consumer goods commonly sold in minimarkets. Product quality shows how far a product can meet, or even exceed, consumer expectations in terms of function, reliability, safety, and overall value. Product evaluations may contribute to perceived value, trust, and satisfaction (Quintus et al., 2024; Rizzi et al., 2022). In the minimarket context, consumers often buy daily necessities such as food, beverages, and household products. Therefore, aspects such as freshness, proper packaging, and product consistency may shape satisfaction and intended return (Ge et al., 2021; Khoa & Huynh, 2022).

At the same time, service experience has become an important potential source of differentiation. Service experience refers to the overall interaction between customers and the retail environment, including cognitive, emotional, and sensory dimensions (Cronin et al., 2000). In minimarkets, this experience can be shaped by staff responsiveness, checkout efficiency, store cleanliness, store organization, and ambience. Together, these elements influence how customers feel about and evaluate the store. Research in restaurants and shopping malls supplies related perspectives on satisfaction and behavioral intentions (Öksüz et al., 2025; Ong et al., 2022), while Barari et al. (2020) examine positive and negative shopping experiences online. Evidence from different settings cannot establish the relative importance of service experience in Indonesian minimarkets. Satisfaction, loyalty, word of mouth, and purchasing

decisions must also be distinguished when considering related consumer research (Kutlu et al., 2024).

The significance of this study lies in its joint examination of product quality and service experience as antecedents of repurchase intention, with customer satisfaction positioned as a potential mediating mechanism. The study investigates how these evaluations relate to satisfaction and, subsequently, to consumers' intention to return. This question retains the emphasis on satisfaction and the retail setting in the related literature (Supriharyanti et al., 2022). Research on customer relationship management and relationship quality also draws attention to the broader relational context (Vem et al., 2024). However, internal customer relationship management and hospitality relationships are not the same constructs or setting as the service experience measured here.

The relationship among product quality, service experience, satisfaction, and repurchase intention remains a relevant question for minimarket managers. Functional product evaluations may give customers a reason to return, whereas staff interaction, store atmosphere, and the overall experience may influence their evaluation of the shopping encounter. Related work considers price guarantees (Robbiano & Cerruti, 2026), trust in the sharing economy (Tran et al., 2022), outlet-mall experiences (Chen, 2024), dual-channel retail management (Bose et al, 2024), and augmented reality (Verma et al., 2026). These studies offer different perspectives on retail value; they do not provide directly comparable estimates of the two antecedents in this model. It is therefore necessary to test the pathways within the same minimarket sample, without assuming in advance that either product quality or service experience is stronger.

The question that is the focus of this research is whether product quality and service experience have distinct associations with customer satisfaction and repurchase intention. Prior research involves different retail formats, constructs, and outcomes, and its findings cannot automatically be transferred to the present setting. Although evidence from Indonesian minimarkets already exists, the reported three-city sample offers an opportunity to examine the two antecedents and their specific indirect associations within one model. Satisfaction may connect favorable product or service evaluations with intended return, while direct paths allow considerations beyond the overall satisfaction judgment. The contribution is therefore contextual and concerns the proposed mechanism.

This study contributes to retail marketing and consumer behavior research by examining these established relationships in minimarkets in Manado, Makassar, and Jakarta. The urgency is practical: in a competitive retail environment, managers need to understand whether product evaluations, service evaluations, and satisfaction are associated with customers' intention to return. The model allows the two indirect associations to differ rather than assuming that satisfaction transmits both. Based on these considerations, this study aims to: (1) examine the associations of product quality and service experience with customer satisfaction; (2) analyze their direct associations with repurchase intention; (3) assess the satisfaction–intention relationship and each specific indirect association through satisfaction; and (4) provide context-specific evidence from the reported three-city Indonesian sample. Purposive recruitment limits broader generalization.

## LITERATUR REVIEW

*Theoretical mechanism*

This study examines the influence of product quality, service experience, customer satisfaction, and repurchase intention on convenience store services. This model uses the Stimulus–Organism–Response (S-O-R) framework, where external consumer stimuli are thought to influence the state of internal evaluation that shapes their consumer behavior response. Recent retail research has confirmed the relevance of S-O-R, which explains the model of the influence of service experience on customer satisfaction and repurchase intention. In particular, the latest study conceptualizes product-related attributes and experience as stimuli, customer satisfaction as an internal state, and repurchase intention as a response to purchasing behavior (Shamim et al., 2024). Thus, product quality and service experience are positioned as stimuli, customer satisfaction as an organismal response, and repurchase intention as a behavioral response. This satisfaction mechanism is also supported by an expectation-disconfirmation perspective. Recent

meta-analytical evidence of 168 studies and 58,597 participants has confirmed that performance, expectations, and perceived uncertainty are systematically associated with consumer satisfaction. Other evidence suggests a strong positive relationship between perceived performance and satisfaction as well as a substantial relationship between uncertainty and satisfaction. Meanwhile, the direct influence of Product Quality and Service Experience on Repurchase Intention is also maintained. This specification allows the study to determine whether Customer Satisfaction is an important intervention mechanism or whether product and service evaluation also maintains a direct influence on the Repurchase Intention of consumers who use the product.

*Effect of Product Quality on Customer Satisfaction*

Product Quality represents a consumer's evaluation of the extent to which the product performs as expected and provides the desired benefits to consumers. In the context of convenience retail, perceived product quality is highly relevant because consumers face a variety of products and routinely evaluate the reliability, suitability, freshness, consistency, and overall performance of the retail where shopping is conducted. The results of recent research support the proposed model. Research conducted in 2024–2026 has conveyed a positive relationship between Product Quality and Customer Satisfaction, as well as showing its relevance to Repurchase Intention. Ni'mah et al. (2026) and Shaharudin et al. (2011) also show that Product Quality can stimulate Customer Satisfaction within an S-O-R framework. In theory, when consumers perceive that the product meets or exceeds expectations, the resulting evaluation is more likely to be favorable, thereby increasing their satisfaction. Conversely, perceived shortcomings in product performance can reduce consumer satisfaction, so the hypothesis can be stated.
*H1: Product quality has a positive effect on customer satisfaction.*

*Effect of Service Experience on Customer Satisfaction*

Service Experience reflects consumers' overall assessment of the shopping experience, including interactions with employees, service processes, convenience, and the retail shopping environment. In contrast to the narrowly defined construction of Service Quality, Service Experience captures a broader consumer evaluation of the activity (Gleim et al., 2025). Previous research results provide strong support for this model. Shamim et al. (2024) used an S-O-R-based experience framework in non-fuel retail, which demonstrates the relevance of in-store experience stimuli to explain Customer Satisfaction. Shamim et al. (2024) and De and Khoa (2026) state that recent evidence from omnichannel retail also suggests that various dimensions of the customer experience positively affect Customer Satisfaction, which in turn predicts Repurchase Intention. These results suggest that a favorable service experience can lead to a positive internal evaluation of the retailer. When consumers perceive the shopping process as practical, responsive, efficient, and enjoyable, they are more likely to report high satisfaction (Ong et al., 2022; Ge et al., 2021).
H2: Service experience has a positive effect on customer satisfaction.

*Effect of Product Quality on Repurchase Intention*

Product quality can also directly affect repurchase intent as consumers can use previous product evaluations as a basis for future purchasing decisions. Products that are considered reliable and consistently meet expectations reduce uncertainty regarding future purchases and can strengthen consumers' desire to shop at the same retailer. Previous research is in line with this direct influence model. Evidence from consumer research in Indonesia suggests that product quality can affect both customer satisfaction and repurchase intent (Ni'mah et al., 2026). However, other research has also shown that the direct influence of product quality is not always universal in various contexts, suggesting that satisfaction may explain some of these influences (Sya'roni & Fikriah, 2024; Chatzoglou et al., 2022). Thus, this study maintains a direct path to test whether product quality contributes to repurchase intention in addition to its relation to customer satisfaction.

*H3: Product quality has a positive effect on repurchase intention.*

*Effect of Service Experience on Repurchase Intention*

A favorable Service Experience can encourage consumers to return to the same store because a positive experience will create a sense of familiarity, comfort, and expectation for future shopping behavior. Recent research shows that in-store Service Experience is an important determinant of Repurchase Intention (De and Khoa, 2026). Other research evidence also shows that Service Experience can influence Repurchase Intention through customer satisfaction. In omnichannel retail, the experience dimension significantly increases satisfaction, which in turn predicts Service Experience (De and Khoa, 2026).
*H4: Service experience has a positive effect on repurchase intention.*

*Effect of Customer Satisfaction on Repurchase Intention*

Customer satisfaction represents consumer perception in the evaluation of previous purchase and shopping experience. When consumers feel that the performance received meets or exceeds expectations, satisfaction is more likely to increase and will strengthen the intention to repurchase. The results of previous studies support this model, such as meta-analyses for 2025–2026, which confirm the main role of expectations, perceived performance, and disconfirmation in satisfaction formation (Schiebler et al., 2026). The results of research in the retail sector also show that customer satisfaction significantly affects repurchase intention (De and Khoa, 2026; Amri et al., 2019). However, satisfaction and repurchase intention are two different concepts, because satisfaction evaluates previous experience, while repurchase intention is related to the intention of consumers who are oriented towards the future to buy back.
*H5: Customer satisfaction has a positive effect on repurchase intention.*

*Mediating Role of Customer Satisfaction*

The previous influence provides a basis for examining customer satisfaction as an intermediary mechanism between product or service evaluation and repurchase intention. Within the S-O-R framework, product quality and service experience function as stimuli, customer satisfaction represents the internal evaluative state, and repurchase intention represents the behavioral response. Shamim et al.'s (2024) research in the retail sector, the results support this concept. Other research also supports the mediating role of customer satisfaction; for example, research on online shopping states that customer satisfaction mediates the influence of service quality and repurchase intention (Soeharso, 2024). Similarly, Ni'mah et al.'s (2026) research states that customer satisfaction can mediate the influence between product or service quality and repurchase intention, and all constructs are arranged as in Figure 1.

*H6: Product quality has a positive indirect effect on repurchase intention through customer satisfaction.*

*H7: Service experience has a positive indirect effect on repurchase intention through customer satisfaction.*

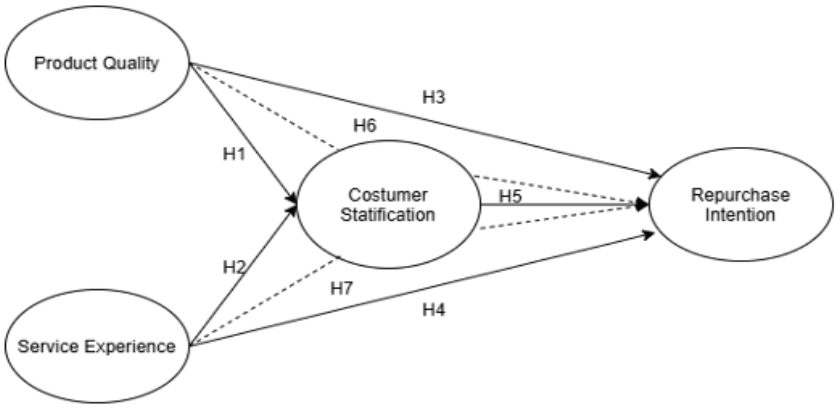



Figure 1. Conceptual Framework

## RESEARCH METHOD

### *Research design and respondents*

This study uses a quantitative approach through an explanatory research design, aiming to examine product quality, service experience, customer satisfaction, and repurchase intention among minimarket customers in Indonesia (Hair et al., 2021). The survey is cross-sectional. Consumers at Alfamart and Indomaret minimarkets in Manado, Makassar, and Jakarta, Indonesia were selected through purposive sampling, with the stated condition that they had shopped three times during the preceding three months. The wider research period was April–September 2025, including preparation, data processing, analysis, and final reporting.

Data were collected through an online questionnaire distributed using Google Forms and social media. Responses used a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). The three cities define the reported sample coverage; purposive recruitment does not support population-wide or cross-country generalization. Sample adequacy requires consideration of the model, the associations to be detected, and respondent independence, rather than relying solely on a multiple of the number of indicators (Cook & Forzani, 2023). Interviews with consumers, minimarket staff, and managers and secondary reports from BPS, DISPERINDAG, and APRINDO were described as additional contextual sources. The structural estimates reported below are based on the questionnaire indicators.

### *Measurement*

The research variables are operationalized through the following content domains: (1) product quality, including product freshness, consistency, reliability, and packaging quality; (2) service experience, including responsiveness, staff interaction with consumers, store atmosphere, and service efficiency; (3) customer satisfaction, including overall satisfaction, expectations met, and post-purchase evaluation; and (4) repurchase intention, including intention to buy again, likelihood of repurchase, and preference for the same minimarket. The model contains four indicators per construct, for 16 indicators in total.

### *PLS SEM procedures*

The analysis uses partial least squares structural equation modeling (PLS-SEM) to estimate direct and indirect relationships among the four constructs (Hair et al., 2021; Cook and Forzani, 2023). The measurement model is evaluated before assessment of the structural relationships. Indicator reliability is assessed using outer loadings, while internal consistency reliability is evaluated using Cronbach's alpha, rho_A, and composite reliability (CR). Convergent validity is assessed through the average variance extracted (AVE), with values of at least 0.50 indicating that a construct explains at least half of the variance in its indicators. Discriminant validity is examined using the heterotrait–monotrait ratio (HTMT), supplemented by bootstrapped confidence intervals.

The structural model is subsequently evaluated through collinearity diagnostics using the variance inflation factor (VIF), standardized path coefficients, coefficient of determination $R^2$, effect size $f^2$, and predictive relevance $Q^2$. Statistical inference for the direct and indirect relationships is based on bootstrapping with 5,000 resamples. A hypothesized relationship is considered statistically supported when the estimated coefficient follows the hypothesized direction and the corresponding two-tailed p-value is below 0.05, with the bootstrap confidence interval excluding zero. Specific indirect effects are evaluated separately to determine the mediating role of customer satisfaction.

## RESULTS

### *Respondent Profile*

The analysis is based on 300 minimarket customers from Manado, Makassar, and Jakarta. Table 1 describes the respondents by gender, age, education, city of origin, reported shopping frequency, and preferred minimarket.

Table 1. Descriptive Statistics of Respondents (N= 300)

| Demographics | Attributes | Frequency (n) | Percent (%) |
|---|---|---|---|
| Gender | Female | 165 | 55.0 |
| | Male | 135 | 45.0 |
| Age | 17-20 years | 63 | 21.0 |
| | 21-35 years | 186 | 62.0 |
| | 36-55 years | 51 | 17.0 |
| Education | Doctoral (S3) | 5 | 1.67 |
| | Master's (S2) | 17 | 5.67 |
| | Bachelor's (S1) | 112 | 37.33 |
| | Diploma (D1- D3) | 31 | 10.33 |
| | Senior High School (SMA) | 135 | 45.0 |
| City of Origin | Manado | 103 | 34.33 |
| | Makassar | 101 | 33.67 |
| | Jakarta | 96 | 32.0 |
| Shopping Frequency | 2-3 times/week | 300 | 100 |
| Preferred store | Indomaret | 180 | 60.0 |
| | Alfamart | 105 | 35.0 |
| | others | 15 | 5.0 |

Source: Data Processing (2026).

The sample is relatively balanced geographically, with 34.33% of respondents from Manado, 33.67% from Makassar, and 32.0% from Jakarta. Women account for 55.0% of respondents and men for 45.0%. Most respondents are 21–35 years old (62.0%), while 45.0% have completed senior high school and 37.33% hold a bachelor's degree. Indomaret is the preferred store for 60.0% of respondents, compared with 35.0% for Alfamart and 5.0% for other stores. All 300 respondents said that they shop at minimarkets two to three times a week, meaning that the respondents are active consumers, have shopping experience, and meet the respondents' criteria, namely having shopped at least three times in the previous three months.

*Measurement Model Assessment*

The reflective measurement model was first evaluated at the indicator level. Outer loadings were examined to determine whether the indicators adequately represent their assigned latent constructs before evaluating reliability, validity, and the structural relationships.

Table 2. Outer Loadings by Construct

| Construct | Indicator | Loading | Construct | Indicator | Loading |
|---|---|---|---|---|---|
| Product quality | PQ1 | 0.841 | Customer satisfaction | CS1 | 0.854 |
| Product quality | PQ2 | 0.864 | Customer satisfaction | CS2 | 0.761 |
| Product quality | PQ3 | 0.861 | Customer satisfaction | CS3 | 0.780 |
| Product quality | PQ4 | 0.876 | Customer satisfaction | CS4 | 0.772 |
| Service experience | SE1 | 0.857 | Repurchase intention | RI1 | 0.846 |
| Service experience | SE2 | 0.808 | Repurchase intention | RI2 | 0.770 |
| Service experience | SE3 | 0.846 | Repurchase intention | RI3 | 0.793 |
| Service experience | SE4 | 0.857 | Repurchase intention | RI4 | 0.900 |

Source: Data Processing with SmartPLS 3 (2026).

All 16 indicators display loadings above 0.70, ranging from 0.761 for CS2 to 0.900 for RI4. Product quality indicators range from 0.841 to 0.876, service experience from 0.808 to 0.857, customer satisfaction from 0.761 to 0.854, and repurchase intention from 0.770 to 0.900. The loading pattern therefore provides adequate indicator reliability for all four reflective constructs, and no indicator requires removal based on its loading. Construct-level reliability and convergent validity

were then assessed using Cronbach's alpha, rho_A, composite reliability, and average variance extracted (AVE). Table 3 reports the results for all four latent constructs.

Table 3. Construct Reliability and Convergent Validity

| Construct | Alpha | rho_A | Composite Reliability | AVE |
|---|---|---|---|---|
| Product quality | 0.884 | 0.891 | 0.920 | 0.741 |
| Service experience | 0.866 | 0.900 | 0.907 | 0.709 |
| Customer satisfaction | 0.809 | 0.826 | 0.871 | 0.628 |
| Repurchase intention | 0.852 | 0.882 | 0.897 | 0.687 |

Source: Data Processing SmartPLS 3 (2026)

Internal consistency is satisfactory across all constructs. Cronbach's alpha ranges from 0.809 to 0.884, rho_A from 0.826 to 0.900, and composite reliability from 0.871 to 0.920. Convergent validity is also established because AVE exceeds 0.50 for every construct, ranging from 0.628 for customer satisfaction to 0.741 for product quality. Product quality records the highest AVE and composite reliability, although all four constructs satisfy the measurement requirements. Discriminant validity was evaluated using the Heterotrait-monotrait ratio (HTMT), supplemented by bootstrap confidence intervals. Table 4 reports the HTMT values for every pair of constructs.

Table 4. HTMT and 95% BCa Confidence Intervals

| Construct Pair | HTMT | 95% BCa CI |
|---|---|---|
| Product quality and satisfaction | 0.475 | [0.365, 0.580] |
| Repurchase intention and satisfaction | 0.394 | [0.254, 0.530] |
| Repurchase intention and product quality | 0.556 | [0.445, 0.659] |
| Service experience and satisfaction | 0.399 | [0.285, 0.511] |
| Service experience and product quality | 0.789 | [0.710, 0.857] |
| Service experience and repurchase intention | 0.356 | [0.226, 0.486] |

Source: Data Processing with SmartPLS 3 (2026)

All HTMT point estimates are below 0.85, and none of the bootstrap confidence intervals includes 1. The lowest HTMT is 0.356 between service experience and repurchase intention, whereas the highest is 0.789 between service experience and product quality. Product quality and service experience are therefore the most closely related pair of constructs, with an upper confidence limit of 0.857, but the bootstrap interval remains clearly below 1. Taken together with the loading structure, the results support empirical distinction among the four constructs.

*Direct Structural Associations*

After establishing the measurement properties of the constructs, the structural model was evaluated using bootstrapped standardized path coefficients. Table 5 reports the direct associations, bootstrap standard deviations, t statistics, p values, 95% BCa confidence intervals, and the resulting hypothesis decisions.

Table 5. Direct Associations and Hypothesis Assessment

| Path | β | Bootstrap SD | t | p | 95% BCa CI | Assessment |
|---|---|---|---|---|---|---|
| H1 PQ → CS | 0.346 | 0.087 | 3.996 | < .001 | [0.165, 0.509] | Supported |
| H2 SE → CS | 0.124 | 0.092 | 1.351 | 0.177 | [-0.064, 0.299] | Not supported |
| H3 PQ → RI | 0.501 | 0.067 | 7.470 | < .001 | [0.363, 0.624] | Supported |
| H4 SE → RI | -0.086 | 0.076 | 1.131 | 0.258 | [-0.235, 0.069] | Not supported |
| H5 CS → RI | 0.167 | 0.065 | 2.583 | 0.010 | [0.037, 0.290] | Supported |

Note: PQ = product quality; SE = service experience; CS = customer satisfaction; RI = repurchase intention.
Source: Adapted Smartpls 3 (2026)

*Collinearity and Local Effect Sizes*

The structural model was also assessed for predictor collinearity and the local contribution of each predictor to its endogenous construct. Inner VIF values evaluate overlap among

predictors, whereas $f^2$ indicates the change in explained variance attributable to an individual structural path as in Table 6.

Table 6. Collinearity Test Result

| Path | Inner VIF | $f^2$ |
|---|---|---|
| PQ → CS | 1.972 | 0.076 |
| SE → CS | 1.972 | 0.010 |
| PQ → RI | 2.121 | 0.166 |
| SE → RI | 1.991 | 0.005 |
| CS → RI | 1.243 | 0.031 |

Source: Data Processing (2026)

Inner VIF values range from 1.243 to 2.121, indicating that predictor collinearity is not a substantive problem in the structural equations. The $f^2$ results differentiate the contribution of the individual paths more clearly. Product quality has the largest local effect on repurchase intention $f^2 = 0.166$, followed by product quality on customer satisfaction $f^2 = 0.076$ and customer satisfaction on repurchase intention $f^2 = 0.031$. The local effects of service experience are very small for customer satisfaction $f^2 = 0.010$ and repurchase intention $f^2 = 0.005$. The pattern therefore reinforces the path-coefficient results: the model's structural relationships are driven primarily by product quality rather than service experience.

*Indirect and Total Associations*

Customer satisfaction was subsequently examined as a mediator of the relationships between the two antecedents and repurchase intention. Mediation was evaluated from the bootstrapped specific indirect effects rather than inferred only from the significance of the constituent direct paths as in Table 7.

Table 7. Specific Indirect and Total Associations with Repurchase Intention

| Association | Estimate | Bootstrap SD | *t* | *p* | 95% BCa CI |
|---|---|---|---|---|---|
| H6 PQ → CS → RI | 0.058 | 0.028 | 2.062 | 0.039 | [0.014, 0.124] |
| H7 SE → CS → RI | 0.021 | 0.018 | 1.167 | 0.243 | [-0.006, 0.066] |
| PQ → RI total | 0.559 | 0.065 | 8.558 | < .001 | [0.422, 0.681] |
| SE → RI total | -0.065 | 0.076 | 0.857 | 0.392 | [-0.211, 0.087] |

Source: Data Processing with SmartPLS 3 (2026)

*Explained Variance and Predictive Relevance*

The explanatory performance of the structural model was assessed using $R^2$ and adjusted $R^2$, while blindfolding-based $Q^2$ was used to evaluate predictive relevance for the endogenous constructs. The results for customer satisfaction and repurchase intention are reported in Table 8.

Table 8. Explained Variance and Blindfolding Results

| Endogenous Construct | $R^2$ | Adjusted $R^2$ | $Q^2$ |
|---|---|---|---|
| Customer satisfaction | 0.705 | 0.698 | 0.105 |
| Repurchase intention | 0.817 | 0.805 | 0.177 |

Source: Data Processing with SmartPLS 3 (2026)

The model explains 70.5% of the variance in customer satisfaction, with an adjusted $R^2$ of 0.698. Product quality and service experience therefore account for a large proportion of the observed variation in customer satisfaction. For repurchase intention, the model explains 81.7% of the variance, with an adjusted $R^2$ of 0.805. The small differences between $R^2$ and adjusted $R^2$ indicate that adjustment for the number of predictors produces little reduction in explanatory power. Both endogenous constructs also have positive $Q^2$ values: 0.105 for customer satisfaction and 0.177 for repurchase intention. The positive values establish predictive relevance under the blindfolding procedure for both endogenous constructs, with stronger predictive relevance for repurchase intention than for customer satisfaction. These $Q^2$ values refer specifically to the model's cross-validated redundancy and should not be described as out-of-sample forecasting accuracy.

## DISCUSSION

The results of this study look at the importance of product quality in creating customer satisfaction and repurchase intention for convenience store customers in Indonesia. This influence can be seen through the convenience-oriented nature of retail, where customers often buy daily necessities and evaluate whether the product meets their needs and expectations. Product quality includes the freshness, consistency, reliability, and condition of the product packaging, which significantly affects the minds of customers who always assess the suitability of the purchases made. When product quality meets expectations, customers have a solid basis to evaluate their shopping experience positively and consider future repurchases at the same convenience store. These findings are in line with the expectation-disconfirmation perspective, which explains satisfaction as an evaluation of perceived performance compared to previous expectations (Schiebler et al., 2026; Arli et al., 2024).

Product quality concerns concrete offers that customers can use to directly evaluate the product/service. These results underscore the contextual relevance of previous research on minimarkets in Indonesia, which has examined shopping experience, perceived value, customer satisfaction, and loyalty (Amri et al., 2019). While comprehensive shopping evaluations cover various aspects of retail interactions, current findings show that product-related evaluations have a direct influence on convenience store customer satisfaction in the research sample.

The influence of product quality and repurchase intent suggests that a customer's decision to return to shopping at a convenience store is not always explained solely by his or her satisfaction. Consumers may develop an intention to visit a convenience store because they expect to find a product that consistently meets a need. These expectations can be the basis for making future purchase decisions independently by customers, the result of a thorough evaluation of previous shopping experiences. These results are in line with previous research, which examined factors related to repurchase intent in a physical retail environment (Chatzoglou et al., 2022), also reinforcing the conceptual difference between customer satisfaction, which evaluates previous shopping experiences, and repurchase intention, which relates to a customer's prospective behavior. However, these results cannot be interpreted as evidence that product quality is universally more important than service experience for all retail formats. The evaluative role of satisfaction remains relevant to the discussion of product and shopping experiences. Related work also considers trust, brand image, experience, and engagement (Dirwan & Latief, 2025; Harwida & Novilia, 2026; Sudarso et al., 2026). On the contrary, these results establish a difference in the statistical influence of this construct in the study sample. This study included Alfamart and Indomaret customers, both in the cities of Manado, Makassar, and Jakarta, but did not directly compare different retail formats or operational standards due to the consideration of shopping decisions independently made by customers. The contribution of the study lies in the identification of the relative patterns of influence associations between variables in the context in which the sample was taken, rather than in the formation of a universal hierarchy of retail attributes where customers shop**.**

In contrast to product quality, service experience did not have a statistically significant influence on customer satisfaction or repurchase intention in the estimation model. These results confirm the assumption that a favorable service experience automatically means stronger customer satisfaction or repurchase intention in each retail shopping interaction. Employee responsiveness, staff interaction, store atmosphere, and transaction efficiency remain relevant dimensions in retail operations. The experience perspective and research on brand innovativeness and retail engagement (Chen et al., 2024; Venkat et al., 2026) offer broader ways of considering that encounter. Nevertheless, the conceptual importance of these dimensions does not guarantee that an overarching construction of the service experience will explain additional variation in customers when other variables are considered simultaneously.

Previous research on retail shopping has examined repurchase intent in relation to various aspects of the shopping experience, demonstrating the importance of considering the specific context and factors included in the empirical model (Chatzoglou et al., 2022; Heydari & Momeni, 2021). The non-significant influences observed in this study may indicate that the aggregate service-experience construct measured does not make a statistically significant independent contribution to customer satisfaction or repurchase intent under the conditions represented by the

sample. This interpretation relates to the results of the estimation model and should not be extended to the broader claim that the service experience is not important.

The difference between standard retail operations and the perceived customer service experience is also important. Outlets operating under the same retail brand may have the same business format, but this does not necessarily mean that customers experience identical service experiences across different branches. Customers may experience differences in employee responsiveness, transaction efficiency, or store ambience even if the outlet operates under the same brand. However, this study did not directly measure service performance at the branch level, compare operational standards, or assess service consistency across individual outlets. Thus, the insignificant results did not establish that uniform service conditions across the convenience stores sampled in the study or that existing service standards would satisfy all customers.

Another relevant explanation relates to the multidimensional nature of the service experience. This construct incorporates several aspects of shopping, including employee interaction, responsiveness, store atmosphere, and efficiency. These dimensions may not contribute equally to customer evaluation. For example, customers who prioritize transaction speed may rate the shopping experience differently compared to customers who place more emphasis on employee service. When these dimensions are represented by an overarching construct, their individual influence on customer outcomes may not be entirely apparent.

Evidence from different Indonesian consumer contexts illustrates why service experiences should not be assumed to operate identically in different environments. Zulganef and Nilasari (2022) examined service experience and repurchase intent among student consumers using online business applications, reporting influences involving service experience, customer satisfaction, and repurchase intent. The online context is different from physical convenience store retail, so their findings cannot be directly transferred into this study. Nevertheless, this comparison confirms the importance of examining service experiences related to specific retail environments, customer groups, and construction operationalization.

The estimated negative coefficient for the effect between service experience and repurchase intent also requires caution. Because such influences are not statistically significant, the results do not provide sufficient evidence that a better service experience reduces customer intent to repurchase. In contrast, the direction of partial influence remains uncertain within the limits of the available data. Potential explanations, such as limited variation in respondent ratings, evaluation of shared product and service attributes, or inadequate differentiation between service dimensions, remain hypothetical for future research versus the mechanisms established by this study.

Overall, the results showed that product quality and service experience did not show a statistically equivalent effect on customer satisfaction and repurchase intent in this model. Product quality showed a statistically significant positive and significant influence on both outcomes, while a partial influence involving the construction of the measured service experience was not statistically significant. This difference does not justify a reduction in service standards. Instead, it suggests that retail managers and researchers distinguish between maintaining appropriate service performance and identifying specific service attributes that explain meaningful differences in customer evaluation and expected behavior in the future.

The mediation analysis provides further insight into the influence between product quality, service experience, customer satisfaction, and repurchase intention. The indirect influence between product quality and repurchase intention through customer satisfaction is statistically significant. In contrast, the indirect influence between service experience and repurchase intention through customer satisfaction is not statistically supported. These findings suggest that the proposed indirect pathway through satisfaction is supported for product quality but not for the overarching construction of the service experience in the estimation model. The result therefore qualifies the broader mediation argument in the satisfaction literature (Soeharso, 2024), satisfaction cannot be described as transmitting both antecedents on the basis of these results. The product quality mediation pattern is consistent with the interpretation that customers' evaluations of product attributes are related to their overall satisfaction and intention to buy back. Product quality may be relevant for both the evaluation of previous purchases and the assessment of whether convenience stores can continue to meet recurring needs. Customer satisfaction is one of the pathways that links these evaluations to repurchase intentions, while the remaining

direct influences suggest that the influence between product quality and repurchase intention is not fully accounted for by satisfaction in the estimation model. Previous research in the context of retail and other services has also shown that customer satisfaction can play a mediating role in influences involving quality evaluation and repurchase intentions. For example, Natalia and Suparna (2023) examined the mediating role of customer satisfaction on product quality and service quality with repurchase intention among coffee shop customers in Bali. These findings provide important information for understanding the role of satisfaction on purchase decisions. However, coffee shops and convenience stores differ in product offerings, service experiences, and consumption contexts.

The mediating role of satisfaction remains a useful way to examine how evaluations of shopping relate to intended behavior (Ali et al., 2026). Related studies also consider service recovery, value co-creation, consumer adaptation, trust, and online experience (Dehkordi & Nasr, 2025; Mehmood et al., 2025; Quintus et al., 2024; Barari et al., 2020). This study provides specific results in the context of indirect influences through statistically supported satisfaction for product quality, but not for the service experience of the sampled convenience store customers. Insignificant indirect influences involving service experience show different patterns. This suggests that the estimation path from service experience through customer satisfaction to repurchase intention is not statistically supported. This finding qualifies that favorable service encounters automatically increase repurchase intention through satisfaction in every retail context. It does not establish that satisfaction can never mediate service-related influences, nor does it imply that service experience is irrelevant to customer behavior in other environments. Instead, the results suggest that the proposed indirect influences are not supported under the conditions and measurement approaches used in this study.

The difference between these two indirect paths may reflect differences in how customers rate product attributes and their overall shopping experience. Product quality provides a relatively tangible criterion for evaluating purchases, while measures of end-to-end service experience incorporate several dimensions that can differ in relevance to different customers. However, this study does not directly measure customer minimum service expectations, branch-level service standards, or the importance of individual service attributes. This explanation should therefore be treated as a theoretically informed interpretation rather than a mechanism directly tested by empirical models. The mediated findings also need to be interpreted based on the study design. Although the statistically significant indirect effects are consistent with the proposed theoretical framework, the data do not establish that perceived changes in product quality precede changes in satisfaction and then result in changes in repurchase intention. Repurchase intention also does not necessarily mean a real repurchase. Longitudinal or experimental research is needed to investigate the time sequence of these influences and determine whether the observed effects persist as customers accumulate additional shopping experiences.

Minimarket managers should maintain product quality and continue monitoring customer satisfaction. Service processes, including employee responsiveness, store atmosphere, and transaction efficiency, remain practical subjects for management attention, but their individual contributions have not been isolated here. Work on digital satisfaction, platform competition, and customer analytics provides a broader context for feedback and retail management (Tunca & Balcioglu, 2026; Zhan et al., 2025; Hossain et al., 2024). Several limitations qualify these interpretations. Purposive online recruitment limits generalization, and one-wave self-reports do not establish causal ordering or actual repeat purchasing. Common-method influences remain unassessed. The present model does not test digital-payment effectiveness, profitability, an interaction between product and service quality, or the effects of managerial interventions.

## CONCLUSION AND FURTHER STUDY

Research results have proven that product quality has a positive effect on customer satisfaction and repurchase intention of minimarket customers in Indonesia. Customer satisfaction also has a positive influence on repurchase intention and partially mediates the influence between product quality and repurchase intention. In contrast, neither direct nor indirect influences involving service experience are statistically significant. These results suggest that the proposed influence does not receive equivalent empirical support in the context examined.

From a managerial perspective, minimarket managers should prioritize consistent product quality while monitoring customer satisfaction and evaluating the customer service experience. Further studies should use longitudinal design and broader retail settings to assess temporal influences among these constructs. Additional variables, such as price perception, trust, store image, and omnichannel experience, can also be used to improve understanding of repurchase intent.

## ETHICAL DISCLOSURE

Participation in this research is voluntary. Before filling out the online questionnaire, respondents are informed of the objectives and objectives of the research and provide informed consent by selecting the checkbox in Google Forms. Respondents can opt out of participation if they do not agree, and the confidentiality of their answers is maintained.

## CONFLICT OF INTERESTS

The authors declare no conflicts of interest related to this research.

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