

The Influence of In-Shop Emotion on Repurchase Intention through Customer Satisfaction at Lotte Grosir Solo

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ABSTRACT

This research aims to analyze the direct influence of in-shop emotion on repurchase intention, as well as its indirect influence through the mediation of customer satisfaction and customer loyalty at Lotte Grosir Solo. This study falls under quantitative research, employing non-probability sampling with purposive sampling as the chosen method. The population comprises a portion of Lotte Grosir Solo consumers, with a required sample size of 100 respondents selected based on predetermined criteria. Data collection took place in February 2023 through questionnaires distributed via Google Forms. SmartPLS 3.2.9 was used as the data analysis method. The test results indicate that all three variables (predictor and two mediators) effectively explain the criterion construct. From the study, it was found that in-shop emotion has a positive but not significant direct influence on repurchase intention. However, in-shop emotion has a positive and significant influence on both mediations, and subsequently, both mediations have a positive and significant impact on repurchase intention. In conclusion, this research demonstrates that in-shop emotion indirectly, through its mediations, has a positive and significant impact on repurchase intention.

Keywords: *Retail store, In-shop emotion, Repurchase intention, Customer satisfaction, Customer loyalty*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh in-shop emotion terhadap repurchase intention secara langsung serta pengaruhnya secara tidak langsung dengan di mediasi oleh customer satisfaction dan customer loyalty di Lotte Grosir Solo. Penelitian ini termasuk ke dalam penelitian

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kuantitatif dengan menggunakan metode non-probability sampling dengan jenis yang dipilih adalah purposive sampling. Populasi dalam penelitian ini adalah sebagian konsumen Lotte Grosir Solo dengan jumlah yang dibutuhkan yaitu 100 responden dan disaring berdasarkan beberapa kriteria yang sudah ditetapkan. Pengambilan data dilaksanakan pada bulan Februari 2023 dengan teknik pengambilan melalui kuesioner yang disebar menggunakan Google form. Penelitian ini menggunakan SmartPLS 3.2.9 sebagai metode analisis data. Hasil pengujian didapati ketiga variabel (predictor dan dua mediator) mampu menerangkan konstruk criterion dengan baik. Dari penelitian ini didapati hasil bahwa in-shop emotion berpengaruh positif tetapi tidak signifikan secara langsung terhadap repurchase intention, namun in-shop emotion berpengaruh positif dan signifikan terhadap kedua mediasi, yang kemudian dari kedua mediasi berpengaruh positif dan signifikan terhadap repurchase intention. Dari hasil penelitian, disimpulkan bahwa in-shop emotion secara tidak langsung melalui mediasinya terbukti berpengaruh positif dan signifikan terhadap repurchase intention.

Kata kunci: Toko retail, Emosi dalam toko, Niat pembelian ulang, Kepuasan konsumen, Loyalitas konsumen

INTRODUCTION

The post-pandemic situation makes it the right time for retail industry players to make a profit again, after almost two years of experiencing losses due to the Covid-19 pandemic which required all levels of society to reduce activities outside the home, so that offline buying and selling market income dropped drastically. The issue of predictions regarding 2023, which will be marked by a global recession, will also have an impact and be felt by retail business players, where the Chairman of the Indonesian Retail Entrepreneurs Association (Aprindo) Roy Nicholas Mandey said that inflation will continue to be a threat to retail. The weakening of the rupiah due to inflation can have an impact on the number of goods that consumers will buy, so this adds challenges that retail industry players must also pay attention to (Liem & Arief, 2023).

Lotte Mart is a hypermarket chain in Asia that sells various foodstuffs, clothing, toys, electronics and other goods. In an effort to answer the challenges of the global recession issue through the Lotte.co.id website, Evi Lionawan Marketing Director Lotte Grosir revealed, Lotte Grosir continues to innovate to meet the needs of professional customers, one of which is by collaborating with the supplier, MamaSuka Indonesia. Apart from being a place to exchange ideas and make friends, this activity is also aimed at supporting the improvement of the skills of MSME players as a preparation to face the economic challenges of 2023 (Iwan & Arsiaman, 2023). Lotte's main strategy is that there are two types of shops in one location, namely Lotte Mart and Lotte Grosir. The aim of this strategy is for Lotte Grosir, its consumers are directed to registered partners. Both modern kiosk partners and shops. Both will get their own benefits according to the management that applies to each outlet. Lotte's strategy of attracting not only ordinary consumers, but also consumers who have businesses makes Lotte one of the largest modern stores in Indonesia.

Lotte's strategy of using one store for two forms of sales (Wholesale and Retail) will not be successful if it is not supported by an adequate store environment. Especially when it is related to wholesale sales, it is often thought that wholesale stores are related to goods in large quantities and in the form of piles of boxes of goods. If the physical environment of the shop does not support it, there will be no comfort when shopping, plus Lotte accepts retail purchases, retail buyers will not like it when the shopping area is not comfortable, and will instead choose another shop when they want to shop.

Emotions in a store are influenced by three things, namely the physical environment, the quality of the goods (merchandise value), and the consumer experience (Chatzoglou et al., 2022). A good store environment is an environment that can create situations and conditions that can provide comfort for consumers who visit the store so that it can provide positive stimulation so that consumers will spend a long time shopping at the

store (Goworek & McGoldrick 2015). Good in-store situation design can create shopping emotions, which is an important factor in the retail industry because it influences consumer behavior directly in a number of contexts. Pleasant in-store customer emotions such as joy, and excitement can contribute to positive in-store customer shopping experiences (Terblanche, 2018). Situations that can arise from emotions can be positive emotions, namely emotions that will motivate consumers to make purchases and also negative emotions, namely emotions that will hinder the consumer's purchasing process (Lee et al., 2008).

Customer satisfaction is a partly cognitive and partly emotional evaluation of the shopping experience (Oliver, 1997). In retail settings, such as supermarkets, where the product is clearly physical, emotions are likely to play a meaningful role in customer satisfaction, the reason being that in-store interactions will include dealing with the retailer's procedures (Burns & Neisner, 2006). Customer satisfaction is an important point in a store, with arousing emotions associated with store exercise (things in the store) having a stronger effect on customer satisfaction, than those associated with external factors (Machleit & Mantel, 2001). In-store emotions influence customer preferences and product selection, while positive emotions can also influence customer satisfaction (Bloch & Ridgway, 1990).

Positive emotions do not only create conditions directly when shopping. According to (Darsono, 2012), emotions and mood states play an important role in the consumer purchasing decision making process, starting from problem identification to post-purchase behavior. Shopping enjoyment, which in turn can be considered a precursor to store loyalty (Johnson et al., 2015). So that positive emotions that arise from inside the store can influence purchasing decisions through the satisfaction felt by consumers, besides that they can influence conditions after the purchase or after completing the purchase. This situation is assumed to influence the emergence of loyalty from consumers.

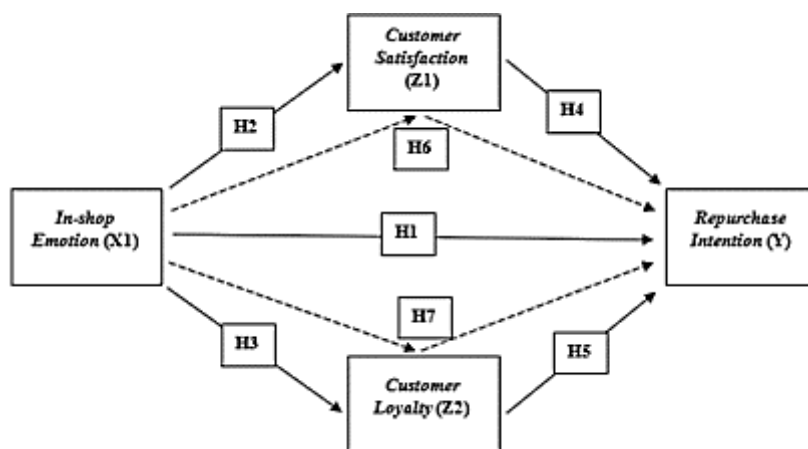


Figure 1. Framework

It cannot be denied that emotions play a very important role in human life. As time goes by, shopping in modern retail stores has now become part of the lifestyle of Indonesian people. This new consumer behavior is characterized by more experiential behavior and the desire to have unique and non-repeated experiences in their purchasing journey (Grewal & Roggeveen, 2020). Consumers often visit for entertainment purposes and evaluate services in terms of how much fun or enjoyment they have had. This new situation has caused retailers to change their marketing strategies, to show consumers the added value of their products and services (Cachero-Martínez & Vázquez-Casielles, 2021). Thus, retailers are increasingly aware of the need to create value for their customers in the form of experiences and emotions (Högberg et al., 2019).

Based on the research objectives, problem formulation and framework of thought (Figure 1), the researcher provides the following hypothesis, namely:

H1: in-shop Emotion has a positive and significant effect on Repurchase Intention.

- H2: in-shop Emotion has a positive and significant effect on Customer Satisfaction.*
- H3: in-shop Emotion has a positive and significant effect on Customer Loyalty.*
- H4: Customer Satisfaction has a positive and significant effect on Repurchase Intention.*
- H4: Customer Loyalty has a positive and significant effect on Repurchase Intention.*
- H5: in-shop Emotion has a positive and significant indirect effect on*
- H6: Repurchase Intention through Customer Satisfaction.*
- H7: in-shop Emotion has a positive and significant indirect effect on Repurchase Intention through Customer Loyalty.*

RESEARCH METHODS

This research method uses quantitative research methods, the research was carried out in the city of Solo for four months starting from December 2022 to March 2023. In this research the research population was some consumers of Lotte Grosir Solo. The population size in this study is unknown. If the number of subjects is large, between 10 - 15% or 20 - 25% can be taken depending on the researcher’s capabilities. Researchers set it at 25% (0.25). Based on these results, the result was 96.04 and then rounded up to 100 respondents. Determination of the sample in this study used nonprobability sampling. With this technique, the probability of each particular member of the selected population is unknown, whereas the selection of sampling units in non-probability sampling depends on the researcher’s personal judgment. The type of non-probability sampling chosen was purposive sampling, namely a sampling technique with the aim of obtaining samples from people with several predetermined criteria. The criteria for respondents in this research are: 1). respondents domiciled in Solo, 2). respondents aged over 18 years, 3). respondents have shopped or visited Lotte Grosir Solo more than three times, and 4). respondents have shopped or visited Lotte Grosir Solo during the last year (March 2022-March 2023). To test and analyze research data, researchers used the Partial Least Square (PLS) method by carrying out outer model analysis, inner model analysis and hypothesis testing.

RESULTS AND DISCUSSION

The results of distributing the questionnaires showed that a total of 171 respondents filled out the questionnaires with valid results of 100 respondents. All data obtained comes from distribution via online questionnaires, namely using Google Form.

Table 1. Description of Respondent Characteristics

No	Characteristics	Classification	Frequency	Present
1.	Gender	Man	47	47%
		Woman	53	53%
	<i>Total</i>		<i>100</i>	<i>100%</i>
2.	Age	18-20 Years	25	25%
		21-25 Years	70	70%
		>25 Years	5	5%
	<i>Total</i>		<i>100</i>	<i>100%</i>

Based on Table 1, it can be seen the demographic characteristics of the respondents from the total respondents, with the gender of the respondents being 47 men and 53 women and the age distribution of the respondents, 25 respondents aged 18-20 years and above (>) 21 years. as many as 75 people.

Research data was processed using SmartPLS 3.2.9. PLS results are performed with three steps, namely outer model testing, inner model testing, and hypothesis testing. Results of Outer Model Testing Outer model testing was carried out in three stages, starting with testing convergent validity, discriminant validity, and composite reliability.

Table 2. Convergent Validity

	In-Shop Emotion	Customer Satisfaction	Customer Loyalty	Repurchase Intention
X1	0.837			
X2	0.793			

X3	0.832		
X4	0.843		
X5	0.535		
X6	0.652		
X7	0.317		
Z1.1		0.800	
Z1.2		0.777	
Z1.3		0.511	
Z1.4		0.565	
Z1.5		0.750	
Z2.1			0.706
Z2.2			0.780
Z2.3			0.752
Z2.4			0.803
Z2.5			0.747
Z2.6			0.800
Y1			0.625
Y2			0.794
Y3			0.803
Y4			0.750
Y5			0.727
Y6			0.731
Y7			0.729
Y8			0.831
Y9			0.836
Y10			0.776
Y11			0.805

Based on Table 2, the convergent validity value is the factor loading value on the latent variable with its indicators. Expected value >0.7 (Husein, 19:2015). There are several indicators that do not meet the criteria, namely indicators X5, In total there were 6 indicators with a value below 0.7. Then, the researcher decided to carry out another analysis test by not including these 6 indicators.

Table 3. Convergent Validity II

	In-Shop Emotion	Customer Satisfaction	Customer Loyalty	Repurchase Intention
X1	0.840			
X2	0.834			
X3	0.865			
X4	0.866			
Z1.1		0.847		
Z1.2		0.805		
Z1.5		0.798		
Z2.1			0.702	
Z2.2			0.784	
Z2.3			0.751	
Z2.4			0.807	
Z2.5			0.745	
Z2.6			0.798	
Y2				0.788
Y3				0.806
Y4				0.747
Y5				0.741
Y6				0.725
Y7				0.720
Y8				0.856
Y9				0.832
Y10				0.778
Y11				0.822

Based on Table 3, the second test found the results of all loading factor values all variables are valid (>0.7) so they are said to meet the Convergent validity criteria.

Table 4. Discriminant Validity

	In-Shop Emotion	Customer Satisfaction	Customer Loyalty	Repurchase Intention
X1	0.840	0.625	0.670	0.690
X2	0.834	0.625	0.587	0.582
X3	0.865	0.635	0.683	0.670
X4	0.855	0.583	0.733	0.708
Z1.1	0.678	0.847	0.640	0.664
Z1.2	0.500	0.805	0.513	0.423
Z1.5	0.575	0.798	0.561	0.647
Z2.1	0.532	0.510	0.702	0.591
Z2.2	0.632	0.496	0.784	0.708
Z2.3	0.491	0.596	0.751	0.623
Z2.4	0.657	0.540	0.809	0.807
Z2.5	0.669	0.514	0.745	0.624
Z2.6	0.623	0.607	0.798	0.635
Y2	0.648	0.649	0.756	0.788
Y3	0.667	0.551	0.709	0.806
Y4	0.564	0.506	0.640	0.747
Y5	0.534	0.547	0.637	0.741
Y6	0.624	0.491	0.697	0.725
Y7	0.508	0.569	0.583	0.720
Y8	0.681	0.547	0.724	0.856
Y9	0.604	0.700	0.713	0.832
Y10	0.624	0.585	0.652	0.778
Y11	0.654	0.528	0.718	0.822

Based on Table 4, it shows that the correlation value of the construct with the indicator is greater than the correlation value with other constructs. Therefore, based on these results, all latent constructs or variables already have good discriminant validity.

Table 5. Composite Reliability

Variable	Composite Reliability	Critical Value	Information
In shop Emotion	0.911	0.700	Reliable
Customer Satisfaction	0.857	0.700	Reliable
Customer Loyalty	0.894	0.700	Reliable

Based on Table 5, the test results show the composite reliability value is above 0.7, which means all variables are declared reliable. Inner Model Testing After testing the outer model which has met, the next step is testing the inner model (structural model). The inner model can be evaluated by looking at the r-square (indicator reliability) for the dependent construct and the t-statistic value from path coefficient testing. The higher the r-square value means the better the prediction model of the proposed research model. The path coefficients value shows the level of significance in

The path coefficient value of the variables was found, the in-shop Emotion variable towards Repurchase Intention was 0.175 or 17.5%, then the in-shop Emotion variable towards Customer Satisfaction was 0.726 or 72.6%, and the in-shop Emotion variable towards Customer Loyalty was 0.790 or 79 %. Then the indirect influence of the value of the Incompletion variable through Customer Satisfaction on Repurchase Intention is 0.155 or 15.5% and finally the in-shop Emotion variable through Customer Loyalty on Repurchase Intention is 0.627 or 62.7%.

The R² value can be used to assess the influence of certain endogenous variables and whether exogenous variables have a substantive influence. The R² results of 0.67, 0.33, and 0.19 indicate that the model is “good”, “moderate”, and “weak” (Ghozali, 2014 in Jordi, 2021).

From Table 6, a value of 0.528 or 52.8% is obtained for the in-shop Emotion variable which is able to explain the Customer Satisfaction construct and the remaining 47.2% is explained by other constructs outside those examined in this research and these results are in the moderate category. Then the in-shop Emotion variable can explain the variability of the Customer Loyalty construct by 0.624 or 62.4% and the remaining 37.6%

is explained by other constructs outside those examined in this research, from this value the influence is said to be moderate. Finally, the in-shop Emotion, Customer Satisfaction and Customer Loyalty variables can explain the variability of the Repurchase Intention construct by 0.799 or 79.9% and the remaining 20.1% is explained by other constructs outside this research, from this value it is included in the good category.

Table 6. R Square

Variable	R Square
Customer Satisfaction	0.528
Customer Loyalty	0.624
Repurchase Intention	0.799

Testing a hypothesis can be seen from the t-statistic value and probability value. To test the hypothesis using statistical values, for alpha 5% the t-statistic value used is 1.96. So the criteria for accepting/rejecting the hypothesis is that Ha is accepted and H0 is rejected when the t-statistic is > 1.96. To reject/accept a hypothesis using probability, Ha is accepted if the p value <0.05 (Husein 2015).

Table 7. Testing the direct influence hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
IE -> RI	0.175	0.165	0.108	1.625	0.052
IE -> CS	0.726	0.729	0.053	13.614	0.000
IE -> CL	0.790	0.791	0.034	23.509	0.000
CS -> RI	0.155	0.155	0.084	1.842	0.033
CL -> RI	0.627	0.638	0.081	7.701	0.000

Based on Table 7, it can be seen that hypothesis testing for each variable is as follows:

Hypothesis Test 1. Based on Table 7 with a P-Value = 0.052 (>0.05) with a t-statistic = 1.625 (<1.96) and a Path Coefficients value = 0.175, it shows that the influence of in-shop Emotion on Repurchase Intention is not significant but positive. Hypothesis Test 2 Based on Table 7 with P-Value = 0.000 (<0.05) and t-statistic = 13.614 (>1.96) and Path Coefficients = 0.726, it shows that the influence of in-shop Emotion on Customer Satisfaction is significant and positive. Hypothesis Test 3. Based on Table 7 with a P-Value value = 0.000 (<0.05) with a t-statistic = 23,509 (>1.96) and a Path Coefficients value = 0.790, it shows that the influence of in-shop Emotion on Customer Loyalty is significant and positive. Hypothesis Test 4. Based on Table 7 with a P-Value value = 0.033 (<0.05) with a t-statistic = 1.842 (<1.96) and a Path Coefficients value = 0.155, it shows that the influence of Customer Satisfaction on Repurchase Intention is significant and positive. Hypothesis Test 5. Based on Table 7 with a P-Value value = 0.000 (<0.05) with a t-statistic = 7.250 (>1.96) and a Path Coefficients value = 0.627, it shows that the influence of Customer Loyalty on Repurchase Intention is significant and positive.

Table 8. Results of Path Coefficients of Indirect Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
IE -> CS -> RI	0.113	0.114	0.064	1.768	0.039
IE -> CL -> RI	0.495	0.505	0.064	7.695	0.000

Based on Table 8 there are path coefficient, t-statistic and P-Value values from the results of calculations using SmartPLS with the following conclusions: Hypothesis Test 6. Based on Table 8 with P-Value = 0.039 (<0.05) with t-statistic = 1.768 (<1.96) and the Path Coefficients value = 0.113, indicating that the influence of in-shop Emotion on Repurchase Intention through Customer Satisfaction is significant and positive. Hypothesis Test 7. Based on Table 8 with a P-Value value = 0.000 (<0.05) with a t-statistic = 7.695 (>1.96) and a Path Coefficients value = 0.495, it shows that the influence of in-

shop Emotion on Repurchase Intention through Customer Loyalty is significant and positive.

Results of Combined Influence Hypothesis Testing. From these two results, the total calculation results for combining direct and indirect influence tests were also obtained. To see whether the mediator has the effect of perfect mediation (full mediation) or partial mediation (partial mediation) by looking at the influence of the predictor (Inshop Emotion) on the criterion (Repurchase Intention) while still including the influence of the mediator (Customer Satisfaction and Customer Loyalty) (Kenny and Baron, 1986 via Husein, 2015).

Table 9. Results of Joint Influence Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
I E -> RI	0.784	0.783	0.046	16.971	0.000
I E -> CS	0.726	0.729	0.053	13.614	0.000
I E -> CL	0.790	0.791	0.034	23.509	0.000
CS -> RI	0.155	0.155	0.084	1.842	0.033
CL -> RI	0.627	0.638	0.081	7.701	0.000

Based on Table 9, there are path coefficient, t-statistic and P-Value values from the results of calculations using SmartPLS with the conclusion that the influence of the in-shop Emotion variable on Repurchase Intention has changed to: P-Value = 0.000 (<0.05) with t-statistic = 16,971 (>1.96) and Path Coefficients value = 0.784, which shows that the influence of in-shop Emotion on Repurchase Intention through Customer Satisfaction and Customer Loyalty is significant and positive.

DISCUSSION

The Influence of in-shop Emotion on Repurchase Intention Directly. Based on the test results of hypothesis 1, the results show that there is a positive but not significant influence between the in-shop emotion variable on repurchase intention. These results mean that the influence of positive in-shop emotions resulting from Lotte Grosir Solo is less able to influence consumers' repurchase intention decisions. Therefore, it is hoped that Lotte Grosir Solo can improve both its indoor and outdoor aspects so that it will further strengthen the emotions felt by its consumers, as well as provide more unique value than other retail store competitors. These results confirm previous research conducted by Chatzoglou, et al., (2022), where the findings stated that in-shop emotion did not significantly influence repurchase intention. In this way, it can be concluded that the direct influence of in-shop emotion is not able to provide a significant influence on consumer repurchase intention towards Lotte Grosir Solo.

The Influence of in-shop Emotion on Customer Satisfaction. Based on the test results of hypothesis 2, it shows that there is a significant positive influence between the in-shop emotion variable on customer satisfaction. These results mean that the higher the positive in-shop emotion felt by consumers when shopping, the greater the customer satisfaction felt by consumers. Positive emotions can arise when the store provides comfort and new experiences that consumers feel when shopping, therefore, it is hoped that Lotte Grosir Solo will maintain and increase positive in-shop emotions in its stores. These results confirm previous research conducted by Chatzoglou, et al., (2022), and Terblance, (2018) where both findings stated that in-shop emotion positively and significantly influences customer satisfaction. In this way, it can be concluded that the better the creation of positive in-shop emotions that consumers feel when shopping, the greater the customer satisfaction of Lotte Grosir Solo consumers.

The Effect of in-shop Emotion on Customer Loyalty Based on the test results of hypothesis 3, it shows that there is a significant positive influence between the in-shop emotion variable on customer loyalty. These results mean that the better the positive in-shop emotion that Lotte Grosir Solo is able to create when consumers shop at the store, the customer loyalty of its consumers will also increase. Therefore, Lotte Grosir Solo is

expected to maintain and increase the positive in-shop emotions that consumers feel when shopping, with positive emotions it will also increase the loyalty of Lotte Grosir Solo consumers. These results confirm previous research conducted by Chatzoglou, et al., (2022) where the findings stated that in-shop emotions positively and significantly influence customer loyalty. In this way, it can be concluded that the better the creation of positive in-shop emotions that consumers feel when shopping, the more customer loyalty Lotte Grosir Solo consumers will increase.

Customer Satisfaction on Repurchase Intention Based on the test results of hypothesis 4, it shows that there is a significant positive influence between the customer satisfaction variable on Repurchase Intention. This means that the better customer satisfaction that Lotte Grosir Solo is able to provide to consumers when they shop, the repurchase intention of consumers will increase. Therefore, Lotte Grosir Solo is expected to maintain and increase consumer satisfaction when they shop by providing more value and experience in its stores. With increasing customer satisfaction, the repurchase intention of Lotte Grosir Solo consumers will also increase. These results confirm previous research conducted by Chatzoglou, et al., (2022) and Terblance, (2018) where both findings stated that customer satisfaction positively and significantly influences repurchase intention. In this way, it can be concluded that the better Lotte Grosir Solo provides customer satisfaction when consumers shop, the repurchase intention of Lotte Grosir Solo consumers will increase. Customer Loyalty towards Repurchase Intention

Based on the test results of hypothesis 5, it shows that there is a significant positive influence between the customer loyalty variable on Repurchase Intention. This means that the better customer loyalty that Lotte Grosir Solo is able to provide to consumers when they shop, the repurchase intention of consumers will increase. Consumers who are loyal to Lotte Grosir Solo will continue to visit the shop and buy and use goods or services from the shop. Therefore, Lotte Grosir Solo is expected to strive to maintain and increase consumer loyalty when they shop in its stores. By increasing and maintaining customer loyalty, the repurchase intention of Lotte Grosir Solo consumers will also increase. These results confirm previous research conducted by Chatzoglou, et al., (2022) where the findings stated that customer loyalty positively and significantly influences Repurchase Intention. In this way, it can be concluded that the better Lotte Grosir Solo provides and maintains customer loyalty, the greater the Repurchase Intention of Lotte Grosir Solo consumers.

Inshop Emotion on Repurchase Intention through Customer Satisfaction. Based on the test results of hypothesis 6, it shows that there is a significant positive influence between the in-shop emotion variable through customer satisfaction on repurchase intention. This means that it proves that there is a mediating influence from the customer satisfaction variable on the relationship between the in-shop emotion variable and repurchase intention. From the results of this test, results were obtained which, mediated by the customer satisfaction variable, were able to change the first hypothesis, where the in-shop emotion variable became positive and significant on repurchase intention. So the role of customer satisfaction here is said to be full mediation. These results confirm previous research conducted by Chatzoglou, et al., (2022) and Terblance, (2018) where both findings stated that in-shop emotion positively and significantly influences repurchase intention through customer satisfaction as a mediating variable. In this way, it can be concluded that customer satisfaction is able and fully mediates the influence between in-shop emotion on repurchase intention from Lotte Grosir Solo consumers.

Inshop Emotion has an indirect positive and significant influence on Repurchase Intention through Customer Loyalty. Based on the test results of hypothesis 7, it shows that there is a significant positive influence between the in-shop emotion variable through customer loyalty on repurchase intention. This means that it proves that there is a mediating influence from the customer loyalty variable on the relationship between the in-shop emotion variable and repurchase intention. From the results of this test, results were obtained which, mediated by the customer loyalty variable, were able to change the first hypothesis, where the in-shop emotion variable became positive and significant on

repurchase intention. So the role of customer loyalty here is said to be full mediation. These results confirm previous research conducted by Chatzoglou, et al., (2022) whose findings stated that in-shop emotion positively and significantly influences repurchase intention through customer loyalty as a mediating variable. In this way, it can be concluded that customer loyalty is able and fully mediates the influence between in-shop emotion on repurchase intention from Lotte Grosir Solo consumers.

CONCLUSION

The aim of this research is to determine the influence of in-shop emotion on repurchase intention directly and indirectly through two mediations. A total of seven hypotheses have been developed and tested and run with SmartPLS 3.2.9 software. Based on the results of the research that has been conducted, it is known that the in-shop emotion variable does not directly influence the repurchase intention variable, but has an influence with the mediating role of customer satisfaction and customer loyalty, whether mediated individually (only through customer satisfaction or customer loyalty) or through both. mediation. Mediation here is known to have a full influence on in-shop emotions and repurchase intention.

Research limitations include, 1) From the R-square results it is known that in-shop emotion does not fully explain the variables of customer satisfaction and customer loyalty. So for further research, it is hoped that other variables will be added in the hope of getting better research results. 2) Limited resources so that researchers only took samples online (Google form), and found that the age criteria were limited to the range of 18-25 years. It is felt that this age cannot represent all Lotte Grosir Solo customers. Therefore, for further research, it is hoped that the questionnaire will also be distributed offline. 3) This research has limited data sources on the in-shop emotion variable. So that for further research you can use or look for other data sources such as interviews with research subjects which aim to add data to the in-shop emotion variable and complete and find retail store data directly related to what they have and support the creation of in-shop emotion in the retail store.

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