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The Role of Store Atmosphere and Price Discount in Driving Repurchase Intention: The Mediating Effect of Customer Satisfaction

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ABSTRACT

This study aims to examine the effects of store atmosphere and price discount on repurchase intention, both directly and indirectly through customer satisfaction as a mediating variable. This research employed a quantitative approach by collecting data through questionnaires from 150 respondents. The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) to test the proposed relationships among variables. The results indicate that store atmosphere and price discount have significant effects on repurchase intention. Furthermore, customer satisfaction plays a significant mediating role in strengthening the relationship between store atmosphere, price discount, and repurchase intention. The findings highlight that an attractive shopping environment and competitive pricing strategies are essential factors in enhancing customer satisfaction and encouraging repeat purchases. This study implies that retailers should prioritize improvements in store atmosphere and value-based promotional strategies to build long-term customer loyalty and increase repurchase intention.

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INTRODUCTION

The retail industry plays a strategic role in supporting economic development by providing employment opportunities, fulfilling consumer needs, and strengthening supply chain activities involving producers, distributors, and local suppliers (Driantami & Prasetyo, 2022; Xue et al., 2021). The importance of this sector becomes increasingly evident as changing lifestyles, urbanization, and rising purchasing power encourage consumers to seek more accessible and diverse shopping experiences. However, rapid digital transformation has significantly altered consumer purchasing behavior, with

online shopping becoming increasingly preferred due to convenience, efficiency, and flexibility (Al Hafizi & Al Hafizi, 2021; Wang et al., 2025). This situation creates challenges for physical retailers to maintain consumer engagement and encourage repeated visits. Evidence from the Indonesian retail sector indicates a slowdown in growth, with projected retail expansion declining in 2024 and sales pressure continuing during major shopping periods (Afinia, 2023). Therefore, understanding strategies that strengthen customer retention and repurchase intention is essential for sustaining retail competitiveness.

Consumer behavior theory provides an important framework for explaining how environmental and marketing stimuli influence purchasing decisions. In this study, store atmosphere is examined based on the Stimulus-Organism-Response (S-O-R) framework, which explains that external stimuli, such as physical store conditions, can influence internal consumer evaluations and generate behavioral responses. A well-designed store atmosphere can create positive emotional experiences that increase satisfaction and encourage repurchase intention (Angula & Zulu, 2021). Meanwhile, price discount strategies are supported by perceived value theory, which suggests that consumers evaluate benefits obtained from economic advantages during purchasing decisions. Discounts can increase perceived savings and enhance consumer satisfaction by creating a sense of financial benefit (Zielke et al., 2022; Calvo-Porral & Lévy-Mangin, 2021). Customer satisfaction functions as an evaluative mechanism that connects these marketing stimuli with future behavioral intentions (Mubarok et al., 2023).

Despite the growth potential of the retail sector, consumers currently face changes in shopping preferences that challenge traditional retailers. The increasing popularity of e-commerce has reduced dependency on physical stores because consumers perceive online platforms as more practical and time-efficient (Agarwal, 2023). Ramayana Retail, as one of the established retail companies, experiences similar pressures due to intense competition from other retailers and digital marketplaces (Putra et al., 2023). The company's declining performance reflects these challenges, as revenue and profitability have decreased, accompanied by several store closures. In the first semester of 2025, the company recorded revenue of Rp1.50 trillion, declining by 9.78% compared with the previous year, while net profit decreased by 7.05% (Petruzzellis, 2021). These conditions indicate the urgent need for effective strategies to improve customer satisfaction and stimulate repurchase intention.

Previous studies have extensively investigated factors influencing repurchase intention in various business contexts. Research has demonstrated that store atmosphere contributes significantly to customer satisfaction and loyalty because consumers tend to evaluate not only product quality but also the overall shopping experience (Angula & Zulu, 2021). Similarly, price discounts

have been identified as effective promotional strategies that influence consumer perceptions of value and encourage purchasing decisions. Customer satisfaction has also been recognized as an important determinant of repurchase intention because satisfied customers are more likely to maintain relationships with a brand and conduct future transactions (Zielke et al., 2022). However, previous studies have frequently examined store atmosphere and price discount independently, limiting understanding of their combined influence within an integrated framework. Moreover, many studies have focused on different industries, including coffee shops (Paramita & Saputri, 2025), e-commerce (Kim et al, 2024), fast fashion (Mubarok et al., 2024), and craft beer (Wildschut & Sedikides, 2023), resulting in limited applicability to department store retail contexts.

The existing literature indicates a research gap regarding the simultaneous examination of store atmosphere and price discount as antecedents of repurchase intention with customer satisfaction as a mediating mechanism. Although several studies have explored customer loyalty and repurchase behavior, limited research has specifically investigated this relationship within the context of large-scale retail department stores. For example, Grihani and Kusumadewi (2021) examined Customer Relationship Management (CRM) in Ramayana Retail, but the research was conducted only in one store location, limiting the generalizability of the findings across broader retail networks. Furthermore, previous studies have not sufficiently explained how physical store experiences and economic incentives interact in shaping customer satisfaction and subsequent repurchase intention. Addressing this limitation is important because retailers require a comprehensive understanding of consumer decision-making processes to develop sustainable competitive strategies in an increasingly dynamic marketplace.

This study introduces a more comprehensive conceptual model by integrating store atmosphere and price discount as simultaneous predictors of repurchase intention through customer satisfaction as a mediating variable. The novelty of this research lies in applying the antecedent mediator behavioral intention framework within the department store retail sector, which remains relatively underexplored compared with other retail formats. This approach provides a deeper understanding of how environmental factors and promotional strategies collectively influence consumer loyalty formation. Previous research suggests that mediation models are effective in explaining repurchase behavior because satisfaction represents the psychological evaluation process that connects marketing activities with future consumer actions. Therefore, this research is important to address the limitations of previous studies and provide empirical evidence regarding strategies that can strengthen customer retention

in modern retail environments.

Based on these considerations, the research problem addressed in this study concerns how store atmosphere and price discount influence repurchase intention and whether customer satisfaction mediates these relationships. The argument proposed in this research is that an attractive store atmosphere and valuable price discount strategies can enhance customer satisfaction, which subsequently encourages consumers to repurchase. A positive shopping environment may create emotional comfort and memorable experiences, while attractive discounts may increase perceived economic benefits and purchase value. These factors are expected to strengthen customers' willingness to return and maintain relationships with the retailer. Therefore, this study aims to examine the direct and indirect effects of store atmosphere and price discount on repurchase intention through customer satisfaction, providing both theoretical contributions to retail marketing literature and practical implications for improving customer loyalty strategies.

RESEARCH METHODS

This study employed a causal research design using a quantitative approach to examine the relationships among store atmosphere, price discount, customer satisfaction, and repurchase intention. The causal design was selected because the research aims to investigate the direct and indirect effects between variables through hypothesis testing. The study was conducted in the context of Ramayana Retail, as this retail company represents one of the established department store businesses facing increasing competition from digital platforms and changing consumer preferences. The research model consisted of four main constructs with 15 indicators adapted from previous studies. Store atmosphere indicators were adopted from Susanto and Adiwijaya (2023), including store layout, lighting, cleanliness, aroma, and music. Price discount indicators were adapted from Kaur (2024), covering discount size, discount duration, and discounted product categories.

The population of this study consisted of consumers who had experience shopping at Ramayana Retail. A total of 150 respondents were selected using purposive sampling based on specific criteria, including being at least 17 years old, having purchased products at Ramayana within the last six months, having visited Ramayana at least twice within the previous year, being aware of Ramayana's discount programs, and residing in Indonesia. The sample size determination followed the guideline proposed by Hair et al. (2021), which recommends a minimum sample size of ten times the number of indicators used in the research model. Data were collected through an online questionnaire distributed via social media platforms using Google Forms. The questionnaire

applied a five-point Likert scale ranging from 5 (strongly agree) to 1 (strongly disagree) to measure respondents' perceptions of each construct.

The collected data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. This analytical technique was selected because it is suitable for examining complex relationships among latent variables and testing mediation effects within the proposed research model. Customer satisfaction was measured based on indicators adapted from Munawaroh and Simon (2023), including expectation conformity, product satisfaction, and service satisfaction. Meanwhile, repurchase intention indicators were operationalized based on the framework of Afinia and Tiwari (2023), consisting of intention to repurchase, brand loyalty, recommendation to others, and shopping consistency. SEM-PLS analysis was applied to evaluate measurement model validity, reliability, and structural model relationships to provide comprehensive findings regarding how store atmosphere and price discount influence repurchase intention through customer satisfaction.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

This section presents the demographic profile of the respondents involved in this study. The respondent characteristics are analyzed to provide an overview of the sample composition based on gender, domicile, age, education level, and occupation. The detailed demographic distribution is presented in Table 1.

Table 1. Respondent Characteristics

Demographic Characteristics	Category	Frequency (f)	Percentage (%)
Gender	Male	47	31.3
	Female	103	68.7
	Total	150	100
Domicile	Sumatra	5	3.3
	Java	84	56.0
	Kalimantan	54	36.0
	Sulawesi	3	2.0
	Bali/NTB/NTT	4	2.7
	Total	150	100
Age	17–25 years	33	22.0
	26–35 years	78	52.0
	36–45 years	32	21.3
	46–55 years	7	4.7
	Total	150	100

Table 1 shows the demographic characteristics of the respondents. The results indicate that female respondents represented the majority of the sample

(68.7%), while male respondents accounted for 31.3%. Most respondents were from Java (56%), followed by Kalimantan (36%). In terms of age, respondents aged 26–35 years represented the largest proportion (52%). Regarding education level, senior high school graduates dominated the sample, while respondents categorized as others represented the largest occupational group. These characteristics indicate that the respondents had diverse demographic backgrounds and fulfilled the criteria established for this research.

Measurement Model Assessment

The measurement model evaluation was conducted to assess the reliability and validity of the constructs used in this study. This assessment includes indicator reliability, internal consistency reliability, and convergent validity. Figure 1 presents the PLS algorithm model, while Table 2 provides the measurement model assessment results.

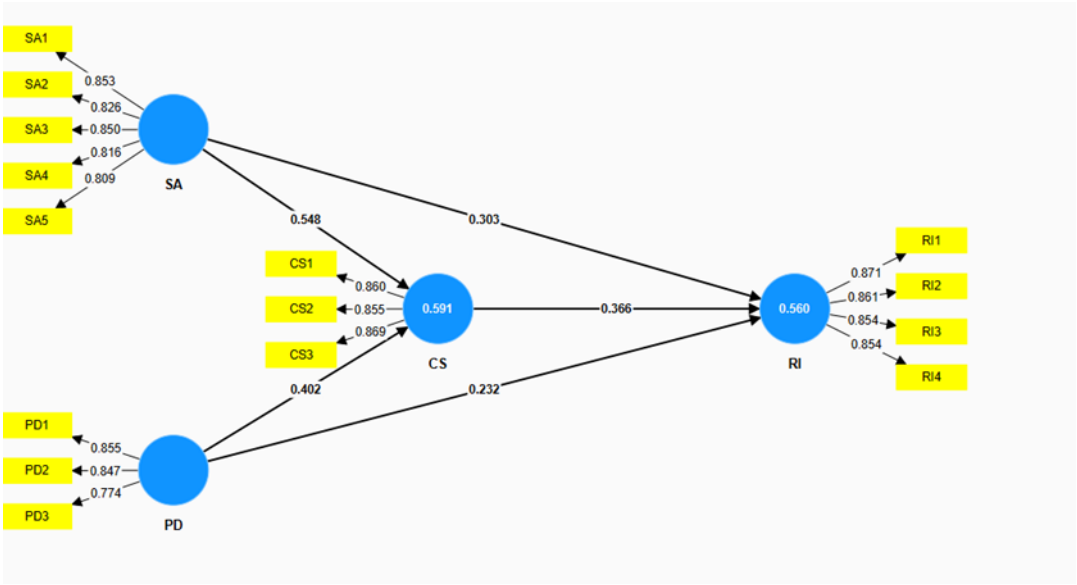

Figure 1. PLS Algorithm Model Results

Figure 1 illustrates the structural relationships among the four research constructs, namely Store Atmosphere (SA), Price Discount (PD), Customer Satisfaction (CS), and Repurchase Intention (RI). The model demonstrates the relationship between latent variables and their indicators, as well as the proposed direct and indirect relationships among constructs. The outer loading values indicate that all indicators provide adequate measurement representation for their respective variables.

Table 2. Measurement Model Results

Construct	Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Store Atmosphere	SA1	0.853	0.888	0.918	0.691
	SA2	0.826			
	SA3	0.850			
	SA4	0.816			
	SA5	0.809			
Price Discount	PD1	0.855	0.768	0.866	0.683
	PD2	0.847			
	PD3	0.774			

Table 2 presents the results of the measurement model assessment. All indicators demonstrate loading factor values above 0.70, indicating satisfactory indicator reliability. Furthermore, all constructs achieved Cronbach's Alpha and Composite Reliability values exceeding the recommended threshold of 0.70, confirming internal consistency reliability. The AVE values for all constructs were also above 0.50, indicating adequate convergent validity. Therefore, all measurement indicators met the required criteria for reliability and validity.

Discriminant Validity Assessment

Following the evaluation of convergent validity and reliability, discriminant validity was assessed to ensure that each construct in the research model represents a distinct concept from other constructs. Discriminant validity was examined using two approaches: cross loading analysis and the Fornell-Larcker criterion. The results of the cross loading assessment are presented in Table 3.

Table 3. Discriminant Validity – Cross Loading

Indicators	Customer Satisfaction (CS)	Price Discount (PD)	Repurchase Intention (RI)	Store Atmosphere (SA)
CS1	0.860	0.468	0.585	0.542
CS2	0.855	0.475	0.635	0.590
CS3	0.869	0.522	0.587	0.594
PD1	0.490	0.855	0.493	0.338
PD2	0.511	0.847	0.420	0.226
PD3	0.398	0.774	0.398	0.170
RI1	0.641	0.488	0.871	0.541
RI2	0.582	0.396	0.861	0.536
RI3	0.574	0.453	0.854	0.527
RI4	0.610	0.486	0.854	0.521
SA1	0.579	0.296	0.494	0.853
SA2	0.599	0.205	0.553	0.826
SA3	0.590	0.330	0.558	0.850

SA4	0.459	0.148	0.476	0.816
SA5	0.536	0.262	0.476	0.809

Table 3 shows the cross loading results for evaluating discriminant validity. The findings indicate that all indicators have the highest loading values on their respective constructs compared with other constructs. The Customer Satisfaction indicators (CS1–CS3) obtained loading values ranging from 0.855 to 0.869 on the CS construct. Similarly, the Price Discount indicators (PD1–PD3) demonstrated the highest loading values on the PD construct, ranging from 0.774 to 0.855. The Repurchase Intention indicators (RI1–RI4) showed loading values between 0.854 and 0.871, while the Store Atmosphere indicators (SA1–SA5) ranged from 0.809 to 0.853.

These results confirm that each indicator has a stronger association with its intended construct than with other constructs in the model. Therefore, discriminant validity was established, indicating that each construct measures a distinct concept within the research model.

To further confirm discriminant validity, the Fornell-Larcker criterion was examined. Discriminant validity is achieved when the square root of AVE for each construct is higher than the correlation values between constructs. The results are presented in Table 4.

Table 4. Discriminant Validity – Fornell-Larcker Criterion

Construct	Customer Satisfaction (CS)	Price Discount (PD)	Repurchase Intention (RI)	Store Atmosphere (SA)
Customer Satisfaction (CS)	0.861			
Price Discount (PD)	0.568	0.826		
Repurchase Intention (RI)	0.700	0.531	0.860	
Store Atmosphere (SA)	0.669	0.302	0.618	0.831

Table 4 presents the Fornell-Larcker criterion results. The diagonal values represent the square root of AVE for each construct, while the other values represent correlations among constructs. The results show that the square root of AVE values for Customer Satisfaction (0.861), Price Discount (0.826), Repurchase Intention (0.860), and Store Atmosphere (0.831) are higher than their respective correlations with other constructs.

The correlation values between constructs were also lower than the square

root of AVE values, including CS–PD (0.568), CS–RI (0.700), CS–SA (0.669), PD–RI (0.531), PD–SA (0.302), and RI–SA (0.618). These findings confirm that all constructs demonstrate adequate discriminant validity and that each variable is empirically distinct from other variables in the model.

Structural Model Assessment

After confirming that the measurement model fulfilled the reliability and validity requirements, the structural model was evaluated to examine the explanatory power and predictive capability of the proposed research model. The structural model assessment includes the coefficient of determination (R^2) and hypothesis testing using the bootstrapping procedure in SmartPLS.

Table 5. Coefficient of Determination (R-Square)

Construct	R-Square	R-Square Adjusted
Customer Satisfaction (CS)	0.595	0.591
Repurchase Intention (RI)	0.567	0.560

Table 5 presents the coefficient of determination (R^2) values for Customer Satisfaction and Repurchase Intention. R^2 values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak explanatory power, respectively.

The results indicate that Customer Satisfaction obtained an R^2 value of 0.595 with an adjusted R^2 value of 0.591. Meanwhile, Repurchase Intention achieved an R^2 value of 0.567 with an adjusted R^2 value of 0.560. Since both constructs obtained R^2 values above 0.50, the proposed structural model demonstrates moderate explanatory power in explaining variations in Customer Satisfaction and Repurchase Intention.

Hypothesis Testing

The hypothesis testing was conducted using the bootstrapping procedure in SmartPLS to examine the significance of the direct and indirect relationships among constructs. The decision criteria for hypothesis acceptance were based on the value of T-statistics > 1.96 and P-values < 0.05. The results of the structural model hypothesis testing are presented in Table 6.

Table 6. Hypothesis Testing Results

Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Result
CS -> RI	0.366	0.363	0.096	3.824	0.000	Accepted
PD -> CS	0.402	0.404	0.067	6.036	0.000	Accepted
PD -> RI	0.379	0.379	0.066	5.766	0.000	Accepted
SA -> CS	0.548	0.546	0.064	8.573	0.000	Accepted

SA -> RI	0.504	0.502	0.064	7.921	0.000	Accepted
PD -> CS -> RI	0.147	0.147	0.047	3.147	0.002	Accepted
SA -> CS -> RI	0.200	0.199	0.061	3.309	0.001	Accepted

Table 6 presents the results of the hypothesis testing using the bootstrapping approach. The findings indicate that all proposed hypotheses were statistically supported because all relationships obtained T-statistics values greater than 1.96 and P-values below 0.05.

The results show that Customer Satisfaction has a significant positive effect on Repurchase Intention (β = 0.366, T-statistics = 3.824, P-values = 0.000). This finding indicates that higher levels of customer satisfaction contribute to stronger intentions to repurchase. Furthermore, Price Discount significantly influences Customer Satisfaction (β = 0.402, T-statistics = 6.036, P-values = 0.000), indicating that attractive discount strategies enhance customers' satisfaction with their shopping experience.

Price Discount also demonstrates a significant positive effect on Repurchase Intention (β = 0.379, T-statistics = 5.766, P-values = 0.000). This result confirms that consumers who perceive greater economic benefits from discount programs tend to have stronger intentions to purchase again. Similarly, Store Atmosphere has a significant positive influence on Customer Satisfaction (β = 0.548, T-statistics = 8.573, P-values = 0.000), representing the strongest direct effect among the examined relationships. This finding indicates that a pleasant and supportive store environment plays an important role in increasing customer satisfaction.

In addition, Store Atmosphere significantly affects Repurchase Intention (β = 0.504, T-statistics = 7.921, P-values = 0.000). This demonstrates that a positive physical shopping environment directly encourages consumers to revisit and repurchase from the retailer.

The mediation analysis further shows that Customer Satisfaction significantly mediates the relationship between Price Discount and Repurchase Intention (β = 0.147, T-statistics = 3.147, P-values = 0.002). Similarly, Customer Satisfaction significantly mediates the relationship between Store Atmosphere and Repurchase Intention (β = 0.200, T-statistics = 3.309, P-values = 0.001). These findings indicate that Store Atmosphere and Price Discount influence repurchase intention not only directly but also indirectly through the improvement of customer satisfaction.

Overall, the structural model results confirm that all proposed hypotheses are supported. The findings demonstrate that both experiential factors (Store Atmosphere) and promotional factors (Price Discount) contribute significantly to

strengthening Repurchase Intention, with Customer Satisfaction functioning as an important mechanism that explains how these factors influence consumer future purchasing behavior.

Discussion

The findings of this study demonstrate that the relationships among store atmosphere, price discount, customer satisfaction, and repurchase intention are consistent with consumer behavior theory and the Stimulus-Organism-Response (S-O-R) framework. The significant effects of store atmosphere and price discount on repurchase intention, both directly and indirectly through customer satisfaction, support the argument that external marketing stimuli influence consumers' internal evaluations and subsequent behavioral responses (Raggiotto et al., 2023). These findings are aligned with previous studies emphasizing that retail stimuli shape customer perceptions and emotional experiences before generating loyalty-related behaviors. However, this study extends previous research by integrating environmental and promotional stimuli simultaneously within a single model. The results provide theoretical confirmation that customer satisfaction functions as an important psychological mechanism connecting retail strategies with consumers' future purchasing decisions.

The results indicate that store atmosphere has the strongest influence on customer satisfaction and repurchase intention compared with other variables in the model. This finding supports previous studies suggesting that physical retail environments significantly affect consumer emotions, evaluations, and behavioral intentions (Kotler & Keller, 2021). Elements such as store layout, lighting, cleanliness, aroma, and music contribute to creating a comfortable shopping experience that encourages consumers to maintain relationships with retailers. These findings are consistent with Hagtvedt and Chandukala (2023), who emphasized the importance of sensory and environmental factors in shaping customer experiences. Theoretically, this research strengthens the application of the S-O-R framework by confirming that store atmosphere acts as an external stimulus capable of influencing both psychological satisfaction and behavioral responses. Practically, retailers should prioritize improvements in store design and sensory experiences to enhance customer retention.

The empirical results also confirm that price discount has a significant positive effect on customer satisfaction and repurchase intention. This finding is consistent with perceived value theory, which explains that consumers evaluate purchases based on the comparison between received benefits and sacrificed costs. Previous studies have also demonstrated that effective discount strategies increase perceived economic benefits and encourage favorable consumer responses (Nouri-Harzvili & Hosseini-Motlagh, 2023). The current research

extends these findings by demonstrating that price discount is not merely a short-term promotional instrument but also contributes to long-term relationship development through customer satisfaction. From a practical perspective, retailers should design discount programs that provide meaningful value rather than focusing solely on price reductions. This approach enables companies to strengthen customer perceptions of fairness, satisfaction, and willingness to repurchase.

Furthermore, the significant relationship between customer satisfaction and repurchase intention confirms the essential role of satisfaction as a determinant of post-purchase behavior. This finding supports previous research indicating that satisfied consumers are more likely to revisit stores, demonstrate loyalty, and recommend brands to others (Chen et al., 2022). The results also reinforce the view that customer satisfaction represents a critical evaluation process through which consumers determine whether their shopping experiences meet or exceed expectations. Theoretically, this study contributes by positioning customer satisfaction as a central mechanism within retail consumer behavior models. Unlike studies that examine satisfaction only as an outcome variable, this research highlights its mediating function in explaining how marketing strategies transform into behavioral intentions. Therefore, customer satisfaction becomes a strategic factor in developing sustainable customer relationships.

The mediation analysis provides further insight into the mechanism underlying repurchase intention formation. Customer satisfaction significantly mediates the relationship between store atmosphere, price discount, and repurchase intention, indicating that external retail stimuli become more effective when they successfully generate positive customer evaluations. These findings support previous studies emphasizing the importance of mediation models in explaining consumer decision-making processes (Chatzoglou et al., 2022; Vieira et al., 2022). The novelty of this research lies in combining store atmosphere and price discount into an integrated antecedent–mediator–behavioral intention framework within the department store retail context. Previous studies often investigated these variables separately or focused on different industries, such as coffee shops, e-commerce, and fashion retail. Therefore, this research provides a more comprehensive explanation of how experiential and economic factors jointly influence repurchase intention.

Overall, this study contributes both theoretically and practically to retail marketing literature. Theoretically, the research expands the application of the S-O-R framework by demonstrating that both experiential stimuli (store atmosphere) and economic stimuli (price discount) simultaneously influence consumer responses through customer satisfaction. The study also provides new

empirical evidence from a department store context, addressing limitations in previous research that primarily examined other retail formats. From a practical perspective, the findings suggest that retailers should adopt integrated strategies combining attractive store environments and competitive pricing approaches to strengthen customer loyalty. The state of the art of this research is reflected in the development of a comprehensive model explaining repurchase intention through the interaction of physical experience, promotional value, and satisfaction mechanisms. Consequently, this study contributes to both academic understanding and managerial decision-making regarding sustainable retail competitiveness.

CONCLUSION

This study concludes that store atmosphere and price discount are important determinants of repurchase intention, both directly and indirectly through customer satisfaction as a mediating mechanism. The main insight obtained from this research is that sustainable customer retention in the retail sector does not rely solely on promotional strategies but requires an integrated approach that combines a pleasant shopping environment with perceived economic value. The findings strengthen consumer behavior theory and the Stimulus-Organism-Response (S-O-R) framework by demonstrating that external stimuli, such as store atmosphere and price discount, influence internal consumer evaluations through satisfaction, which subsequently shape repurchase behavior. The theoretical contribution of this study lies in developing an integrated model that positions customer satisfaction as a mediating mechanism between retail stimuli and behavioral intention, particularly within the department store context. However, this study has limitations related to the use of a cross-sectional design, a limited number of respondents, and the focus on specific retail consumers. Future research is recommended to employ longitudinal approaches, include broader samples, and examine additional factors such as service quality, brand experience, digital engagement, and consumer trust to provide a more comprehensive understanding of repurchase intention formation.

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