

Repurchase intention in modern retail: A moderation analysis of experience marketing in affecting consumer behavior

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ABSTRACT

In the increasingly competitive modern retail sector, understanding the determinants of consumer repurchase intention has become essential for sustaining customer loyalty and long-term profitability. This study aims to examine the effects of product quality, price perception, and promotion on repurchase intention, while further analyzing the moderating role of experience marketing. Employing a cross-sectional survey design, data were collected from 120 purposely selected consumers who had recently purchased products at Super Indo outlets in Yogyakarta, Indonesia. A structured questionnaire using a five-point Likert scale was administered, and the instrument was verified through validity and reliability testing. Data analysis included descriptive statistics, hypothesis testing, and moderated regression analysis to evaluate both direct and interaction effects. The findings reveal that product quality, price perception, and promotion significantly influence repurchase intention. Moreover, experience marketing enhances the impact of product quality and price perception on repurchase intention, but does not moderate the relationship between promotion and repurchase intention. These results underscore the importance of integrating consumer experience into product and pricing strategies, while reevaluating promotional activities beyond short-term incentives. The study provides empirical contributions to consumer behavior research in developing economies and offers practical insights for retail managers seeking to foster sustainable customer loyalty.

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1. Introduction

In recent decades, modern retail has emerged as a dominant force in shaping consumer purchasing behavior in both developed and developing economies (Sharma et al., 2024). The transformation of retail from traditional marketplaces to organized, technology-driven formats has not only redefined how consumers access goods and services but has also fundamentally altered their expectations of value, quality, and the shopping experience (Sandunima et al., 2024). As retail landscapes evolve, consumer repurchase intention, defined as the willingness or likelihood of consumers to make repeat purchases from the same retailer, has become a focal point for both scholars and practitioners (Nguyen et al., 2021; Sedera et al., 2023). Repurchase intention is widely acknowledged as a critical driver of long-term business sustainability because retaining existing customers is generally more cost-effective than acquiring new customers (Shafiee & Bazargan, 2018; Jasin, 2023). The marketing mix is also a significant determinant of repurchase intention, a relationship further corroborated by recent findings indicating that shifting from a circular business model to a 7P marketing mix framework enhances consumer engagement and loyalty (Rainatto et al., 2024). Moreover, customers who develop strong repurchase intentions often contribute to word-of-mouth promotion, customer loyalty, and brand advocacy, thereby amplifying the competitive advantage of retail firms (Evanschitzky et al., 2022).

Numerous studies have explored the key factors affecting repurchase intentions. These include product quality (Wiranto & Husin, 2016; Ketut, 2018; Phoong et al., 2024), targeted promotions (Lee & Charles, 2021; Ismail, 2022b; Mahmoud et al., 2024), price perception (Graciola et al., 2018; Mahardika et al., 2025), brand loyalty (Gümüş, 2022; Hussain et al., 2025), trust (Gümüş, 2022), and customer satisfaction (Mahardika et al., 2025), all of which have been shown to affect consumers' repurchase decisions. These findings indicate that various elements of the marketing mix and consumer correlations contribute to the repurchase behavior. Specifically, Liu et al. (2023) highlighted that product quality and price are key attributes that significantly shape consumers' repurchase attitudes. Furthermore, Zenetti and Klapper (2016) assert that advertising is inherently linked to price perception because the synergy between these marketing components collectively impacts consumers' final decisions. In product evaluation, price also acts as a perceived variable and a primary factor determining consumers' repurchase tendencies (Sullivan & Kim, 2018). Therefore, integrating product quality, price perception, and promotion within a unified analytical framework is essential to comprehensively understand the determinants of repurchase intention, particularly in the increasingly complex landscape of modern consumer behavior.

The importance of repurchase intention has been extensively studied in the consumer behavior literature. Foundational theories, such as Ajzen's (1991) theory of planned behavior (TPB), have been applied to explain why consumers engage in repeat purchasing behavior. These models emphasize the interplay between attitudes, satisfaction, perceived value, and external influences in shaping purchase-related decision-making. Within the retail sector, repurchase intention has been linked to multiple antecedents, including product quality (Mahmoud et al., 2024), price perception (Phoong et al., 2024), promotional activities (Lee & Charles, 2021; Mahmoud et al., 2024; Phoong et al., 2024), and service delivery (Ismail, 2022b). A consistent finding across these studies is that consumer decision-making is not merely transactional but is shaped by multidimensional interactions between rational evaluations and experiential perceptions.

Parallel to the growing emphasis on repurchase intention, the marketing discipline has witnessed the rise of experience marketing, a paradigm shift from product-centric to experience-centric strategies (Schmitt and Zarantonello, 2013). Zenetti and Klapper (2016) argue that businesses must stage memorable experiences to achieve differentiation and customer engagement. In modern retail, experiential marketing manifests through sensory

appeal, personalized services, interactive store environments, and digital engagement platforms. Scholars contend that these experiential dimensions not only enrich consumer satisfaction but also enhance emotional connections with brands, thereby influencing long-term behavioral outcomes, such as loyalty and repurchase intention (Tan et al., 2024).

Given the proliferation of modern retail formats, such as hypermarkets, supermarkets, convenience stores, and e-retailing, consumer behavior in these contexts has become increasingly complex. Modern retail settings are characterized by intense competition, rapid technological innovation, and evolving consumer expectations (Chandio et al., 2021). These dynamics have spurred academic inquiry into the antecedents and consequences of consumer decision making (So et al., 2020). Numerous studies have highlighted the significance of product quality (Tan et al., 2024), pricing strategies (Shafiee & Shahin, 2021), and promotional efforts (Hosseini et al., 2020) to attract and retain consumers. However, contemporary research increasingly recognizes that such functional attributes alone are insufficient to secure consumer loyalty. Instead, the creation of holistic and memorable consumer experiences is now considered essential for shaping repurchase intentions in a competitive retail environment (Paek et al., 2021). The interplay between traditional consumer behavior factors and experiential marketing dimensions has emerged as an area of scholarly interest (Jasin, 2023). While price perception and promotional incentives may trigger initial purchases, the integration of experiential value, such as emotional resonance, sensory stimulation, and symbolic meaning, sustains consumer engagement and drives repeat purchases (Ali & Bhasin, 2019). Consequently, the moderating role of experiential marketing in influencing the relationship between consumer behavior factors and repurchase intention represents a critical frontier in retail research.

In Indonesia, the modern retail sector has rapidly expanded over the past two decades, reflecting both economic growth and shifting consumer lifestyles. The emergence of supermarkets, hypermarkets, minimarkets, and convenience stores has gradually transformed traditional retail practices, which were historically dominated by small, family owned shops and wet markets. According to the Katadata Insight Center in 2024, the market is dominated by major retail chains such as Indomaret (22,196 outlets), Alfamart (19,087 outlets), and Alfamidi (2,186 outlets). Prior to the pandemic, the sector experienced annual growth of up to 15%, and even during the pandemic, it managed to maintain a growth rate of 4.5%. However, consumer loyalty in the modern retail sector is relatively unstable. Shoppers often switch retailers, driven by promotional offers, price differences, and perceived product quality. In the post-pandemic era, consumer behavior has become increasingly critical and selective. In light of the current competitive landscape, companies are expected to attract new customers and retain existing customers to sustain and grow (Ismail, 2022a). One key indicator of customer loyalty is the propensity for repeat purchases (Chiu et al., 2009). According to data from the Indonesian Retail Merchants Association, the modern retail sector has consistently contributed significantly to the national economy by generating employment opportunities, tax revenue, and stable supply chains (Utomo et al., 2025). This expansion reflects broader societal changes, including urbanization, rising disposable income, and increasing consumer preference for convenience, variety, and standardized quality in retail experiences. Thus, modern retail has become a critical context for studying consumer behavior and purchase decisions, particularly regarding customer retention and loyalty.

Despite extensive research on repurchase intention, several research gaps remain. First, much of the extant literature has examined repurchase intentions through the lens of traditional determinants such as satisfaction (Alalwan, 2020), perceived value (Erul et al., 2023), and service quality (Hajipour et al., 2020). While these studies have contributed significantly to the theoretical understanding, they often overlook the moderating influence of experiential marketing in modern retail contexts. Most research has focused on the direct

effects of consumer behavior variables, such as price perception and promotion, without adequately exploring how experiential strategies may amplify or weaken these effects. This omission is noteworthy, given that modern consumers are increasingly motivated not only by utilitarian considerations but also by hedonic and experiential values. Second, previous studies on experiential marketing have predominantly focused on industries such as tourism (Doan et al., 2022), hospitality (Chen et al., 2021), and entertainment (Yu et al., 2018), where the experiential dimension is overtly central to consumption. Comparatively, fewer studies have addressed how experiential marketing functions within modern retail, where consumption is often perceived as functional or routine. However, in contemporary competitive landscapes, retailers increasingly differentiate themselves by designing immersive shopping environments and personalized interactions that transform ordinary transactions into memorable experiences. The relative scarcity of empirical evidence on the moderating role of experiential marketing in retail settings presents an opportunity for scholarly contribution. Third, empirical research on modern retail remains fragmented across geographic and cultural boundaries. Studies conducted in Western markets may not fully capture the dynamics of consumer behavior in emerging economies, where cultural norms, socioeconomic conditions, and retail infrastructure differ significantly (Bukhari et al., 2023). For instance, in many Southeast Asian markets, modern retail formats coexist with traditional retail channels, resulting in unique consumer expectations and hybrid consumption practices (Nguyen et al., 2021). Consequently, research that contextualizes repurchase intention and experiential marketing within such settings is urgently needed to enhance both theoretical generalizability and managerial relevance.

This study investigates the effects of product quality, price perception, and promotion on repurchase intention within the modern retail sector, while examining the moderating role of experiential marketing in strengthening these relationships. The research focuses on Super Indo outlets in Yogyakarta, Indonesia, chosen as the sample because of the brand's strong market presence, competitive pricing strategies, and emphasis on creating positive shopping experiences that align with the study variables. Correspondingly, the research questions addressed were: (1) To what extent do product quality, price perception, and promotion affect repurchase intention in modern retail? (2) What is the role of experiential marketing as a moderating variable in the correlations between product quality, price perception, promotion, and repurchase intention?

2. Literature Review and Hypothesis Development

2.1. Literature Review

2.1.1. Theoretical Framework

This study draws upon the framework of consumer behavior theory (CBT), which posits that purchasing decisions result from the interaction between external stimuli (such as marketing strategies) and internal consumer processes (such as perception, attitude, and experience), ultimately affecting behavioral responses such as repurchase intention (Kotler & Keller, 2016). In the present study, product quality, price perception, and promotion were positioned as external stimuli that shaped consumer perception and evaluation of a product, while experience marketing functioned as an internal factor that enriched the consumer's emotional and cognitive experience in the decision-making process.

To gain a deeper understanding of repurchase intention, this study refers to the TPB. According to TPB, the intention to perform a certain behavior (including repeat purchases) is affected by three key components: attitude toward the behavior, subjective norms, and perceived behavioral control. In this study, product quality, price perception, and promotion were considered factors that shaped consumers'

attitudes toward a product, whereas experiential marketing was viewed as a form of perceived control that could either strengthen or weaken the correlation between marketing stimuli and repurchase intention.

Moreover, the conceptual framework of this study is enriched by the experiential marketing theory (EMT) proposed by Schmitt (1999). This theory emphasizes that consumers are not only concerned with the functional aspects of a product but also value pleasurable, emotional, and meaningful experiences during their interactions with brands. In this regard, experiential marketing plays a critical role in creating emotional attachment and satisfaction, which in turn fosters consumers' intention to repurchase the same product (Abrian & Adrian, 2021; Simamora & Saputra, 2023). Thus, the research model integrated key concepts from CBT (as the overarching conceptual framework), the TPB (to explain the mechanisms underlying repurchase intention), and EMT (to account for the effect of experiential elements). These perspectives comprehensively explain how marketing stimuli affect repurchase intentions and how experiential marketing strengthens this correlation.

Several key factors affect consumers' intention to repurchase, including psychological, personal, and social factors. Repurchase intention refers to the consumer's decision to buy a product or service again in the future, often driven by satisfaction or trust in the service received (Kotler and Keller, 2016). According to Varga et al. (2014), repurchase intention is the tendency to buy the same product or brand again. Satisfied consumers tend to repeat their purchases, often with less deliberation than their initial purchase decision. Repurchase intention is crucial because retaining existing customers is significantly more cost-effective than acquiring new customers. Repeat purchases from existing customers often generate higher profits (Maharani et al., 2020). Moreover, loyal customers are more likely to recommend products or services to new potential buyers, such as friends or relatives, which can further reduce customer acquisition costs and enhance company profitability (Pham & Ahammad, 2017; Ho et al., 2020).

2.1.2. Repurchase Intention

Several key factors influence consumers' intention to repurchase, including psychological, personal, and social factors. Repurchase intention refers to the decision to buy a product or service again in the future, typically driven by satisfaction and trust in the service received (Kotler and Keller, 2016). It encompasses both intention and behavior, as consumer attitudes toward products and past experiences strongly shape their future purchase decisions. Varga et al. (2014) defined repurchase intention as the tendency to buy the same product or brand again, with satisfied consumers more likely to repeat purchases with less deliberation than in their initial decisions. This behavior is strategically important because retaining existing customers is considerably more cost-effective than acquiring new customers, with repeat purchases contributing significantly to profitability (Maharani et al., 2020). In addition, loyal customers often recommend products or services to potential buyers, further reducing acquisition costs and enhancing the company's performance (Pham & Ahammad, 2017; Ho et al., 2020). Thus, repurchase intention can be viewed as a form of consumer buying behavior in which the perceived value of goods or services encourages repeat consumption.

In the retail industry, repurchase intention is strongly shaped by consumers' evaluations of product quality, price fairness, and promotional effectiveness. Based on the research model, we used the following variables to examine the influence of product quality, price perception, and promotion on repurchase intention, while

further analyzing the moderating role of experience marketing. In retail, high product quality provides assurance of performance and reliability, which builds consumer trust and increases satisfaction, thereby reinforcing repurchase intention (Nguyen et al., 2021). Second, price plays a crucial role because consumers perceive fair and consistent pricing as a signal of value; reasonable prices not only attract initial buyers but also sustain repeat purchases by reducing switching behavior (Kotler & Keller, 2016). Lastly, promotion, including discounts, loyalty programs, and advertising, stimulates consumer engagement and enhances perceived value, creating short-term purchase incentives that can evolve into long-term loyalty if consistently delivered (Hosseini et al., 2020)

The interplay of these three factors reflects the consumer decision-making process in retail settings. When product quality meets or exceeds expectations, consumers feel reassured about repurchasing it. When pricing is perceived as fair, consumers are less sensitive to competitors' offers. When promotions are effective, consumers feel rewarded and motivated to return to the store. Together, these factors create a reinforcing cycle in which satisfaction, trust, and perceived value lead to loyalty and repeated purchases. Thus, product quality, price perception, and promotion serve as strategic levers in retail management that directly influence repurchase intentions by shaping customer satisfaction, perceived value, and loyalty. Alalwan et al. (2020) further emphasize that repurchase intention reflects the tendency of consumers to engage in repeated purchases over time based on prior satisfaction. Miao et al. (2021) argue that customer satisfaction directly strengthens loyalty, motivating repeat purchases, reducing price sensitivity, deterring competitors, and lowering transaction and acquisition costs, while simultaneously fostering positive word-of-mouth recommendations due to consistently satisfactory products and services. In summary, repurchase intention in the retail industry is not merely a reflection of past buying behavior but the outcome of a complex evaluation process in which product quality, price, and promotion play decisive roles in shaping consumers' future purchase decisions.

2.2. Hypothesis Development

2.2.1. Positive Effect of Product Quality on Repurchase Intention

Product quality has consistently been identified as a primary factor affecting consumers' decisions to repurchase (Wiranto & Husin, 2016; Ketut, 2018; Phoong et al., 2024). High-quality products not only meet customer expectations but also build trust and confidence in the brand, thereby increasing the likelihood of repeat purchase. In alignment with the CBT proposed by Kotler and Keller (2016), consumers evaluate product attributes, such as performance, durability, and reliability, as part of a cognitive decision-making process prior to making a repurchase (Schiffman et al., 2013). In competitive retail markets such as Yogyakarta, superior product quality serves as a strategic differentiator that fosters long-term customer relationships. Empirical evidence further shows that superior product quality is significantly correlated with consumer loyalty and repeat purchase behavior (Haque & Mazumder, 2020). A previous study conducted by Salim et al. (2020) confirmed that upon repurchase intention, consumers pay attention to product quality based on the previous transaction. Mahendrayanti et al. (2021) stated that product quality can influence repurchase intentions. When consumers are satisfied with product quality, they are willing to repurchase the product (Ali et al., 2019). **H₁: Product Quality Has a Positive Effect on Repurchase Intention.**

2.2.2. Positive Effect of Price Perception on Repurchase Intention

Price is another critical determinant of repurchase intention (Wiranto & Husin, 2016; Graciola et al., 2018; Mahmoud et al., 2024; Mahardika et al., 2025), particularly in retail. Drawing on Adams (1965) equity theory, consumers evaluate whether the benefits they receive are fair relative to the price paid, influencing their willingness to repurchase. Furthermore, CBT by Kotler and Keller (2016) emphasizes that consumer decisions are shaped not only by the absolute price but also by perceived fairness and value. In retail markets, a positive price image increases customer trust and motivates repeat shopping (Lee and Charles 2021; Mahmoud et al. 2024). In addition, other factors, such as price, influence consumers' decisions regarding repurchase intention (Ali et al., 2019). Price perception and product quality are correlated with consumers' behavior regarding repurchase intentions (Arlanda et al., 2018; Sudirjo et al., 2023). These findings reinforce the argument that price perception directly and significantly affect consumer decisions to repurchase. **H₂: Price Perception Has a Positive Effect on Repurchase Intention.**

2.2.3. Positive Effect of Promotion on Repurchase Intention

Promotional activities are essential for communicating the features and benefits of a product to a company's target market (Ferrell & Hartline, 2011). From the perspective of TPB (Ajzen, 1991), promotional tools influence attitudes and subjective norms, which in turn strengthen repurchase intentions. It plays a crucial role in shaping consumer perceptions and affecting repurchase intentions (Lee & Charles, 2021; Mahmoud et al., 2024; Phoong et al., 2024). Liu and Chou (2015) found that framing promotions as free gifts (e.g., purchasing a primary product bundled with an additional item at no extra cost) significantly enhances consumers' perceived value, reduces sensitivity to post-promotion price increases, and encourages repurchase intention. Promotions involving two different products are perceived as more favorable than bundling two identical products, as consumers tend to assign higher value to the main product and are less likely to feel disadvantaged by future price increases. Furthermore, when consumers perceive a company as ethically responsible in its business practices, discount strategies become even more effective in increasing repurchase intention (Lee & Charles, 2021). Therefore, well-designed promotional strategies can enhance perceived value and strengthen consumers' inclination to make repeated purchases. **H₃: Promotion Has a Positive Effect on Repurchase Intention.**

2.2.4. The Effect of Product Quality on Repurchase Intention with Experience Marketing as a Moderating Variable

Although product quality is crucial in predicting repurchase behavior, experiential dimensions significantly shape consumer loyalty. According to Schmitt (1999), creating sensory, emotional, and cognitive experiences strengthens consumer attachment to products. Hussain et al. (2025) showed that consumer protest behaviors could positively affect brand loyalty if managed through dialogic communication strategies, such as corporate social responsibility messaging. This approach mitigates the negative effects of opportunistic product recalls on brand perception, even if it does not entirely eliminate protest behavior. In contrast, poorly managed negative experiences can lead to disappointment and frustration, damaging the consumer-brand relationship and ultimately reducing repurchase intention. Thus, experiential marketing has a direct and significant effect on repurchase intention by creating lasting emotional impressions (Abrian & Adrian, 2021; Simamora & Saputra, 2023).

Product quality has long been recognized as a key determinant of repurchase intentions, as consumers tend to repurchase products that meet their expectations in terms of reliability, durability, and performance (Wiranto & Husin, 2016; Phoong et al., 2024). According to this study, repurchase intention is highly influenced by product quality (Adela et al., 2017; Adela et al., 2024). Additionally, repurchase intention was significantly and positively impacted by both viral marketing and customer experience (Alramdhan et al., 2022). In today's increasingly competitive market, high product quality alone is often insufficient to sustain customer's loyalty. Experiential marketing, which emphasizes emotional, sensory, and cognitive engagement throughout the consumption process, plays a pivotal role in reinforcing consumers' perception of product quality. When brand-driven experiences positively align with perceived product quality, consumers are not only functionally satisfied but also emotionally bonded to the product (Fernandes and Moreira, 2019). Therefore, experiential marketing can amplify the effect of product quality on repurchase intention by creating more meaningful and memorable consumer experiences. **H₄: Experience Marketing Moderate the Relationship between Product Quality and Repurchase Intention.**

2.2.5. The Effect of Price Perception on Repurchase Intention with Experience Marketing as a Moderating Variable

Price perception is one of the primary factors affecting repurchase intention, as consumers tend to evaluate the value, they receive relative to the cost incurred (Graciola et al., 2018; Sullivan & Kim, 2018). Informed by Adams (1965) equity theory and Schmitt's (1999) EMT, experience marketing enhances consumer tolerance for price variation by creating enjoyable and personalized shopping encounters. In the retail context, a fair and competitive price image encourages customers to continue shopping at the same location (Graciola et al., 2018). However, price perception is not solely rational; it encompasses emotional dimensions as well. Experiential marketing can enhance positive price perceptions by delivering enjoyable, personalized, and emotionally meaningful shopping experiences. Price perceptions become more flexible when customer experiences are strategically designed to foster emotional and sensory engagement. Consumers tend to be more tolerant of price variations as long as they feel that the experience justifies the value received (Fernandes & Moreira, 2019). In addition, price perception has a considerable impact on repurchase intention for snack products, according to this study of Generation Y consumers in India. The literature demonstrates a direct relationship between perceived price fairness, value, and repurchase behavior by showing that positive pricing perceptions increase the probability of repeat purchases (Yasri et al., 2020). Similarly, Cuong et al. (2021) confirmed that price perception positively affects repurchase intention. Therefore, experiential marketing may moderate the correlation between price perception and repurchase intention by strengthening the overall perceived value. **H₅: Experience Marketing Moderate the Relationship between Price Perception and Repurchase Intention.**

2.2.6. The Effect of Promotion on Repurchase Intention with Experience Marketing as a Moderating Variable

Promotions are more effective when they are combined with positive consumer experiences. Drawing from Ajzen's (1991) TPB and Schmitt's (1999) EMT, consumer attitudes toward promotions are shaped not only by economic incentives but also by the quality of the experiences surrounding them. Yang et al. (2022) highlighted that the effectiveness of promotions, such as quantity discounts, largely

depends on psychological factors, particularly anticipated regret and consumption uncertainty. In the context of perishable goods, consumers are more cautious in responding to promotions, prompting retailers to consider not only economic benefits but also the underlying psychological dynamics (Yan et al., 2018). Hence, the success of a promotional strategy is not determined solely by the size of the discount but also by how the promotion is communicated and the psychological traits of the target audience are. When consumers' experiences during interactions with a brand or store fail to leave a positive impression, experience marketing becomes an essential moderating variable (Chatzoglou et al., 2022). Experience marketing emphasizes the creation of emotional, sensory, and meaningful experiences throughout the purchasing process, which can enhance the impact of promotion on loyalty and repurchase behaviors. When a promotion is supported by a pleasant and memorable shopping experience, consumers are more likely to form emotional bonds with the brand and maintain repeat purchase behavior. Promotions can increase repurchase intentions, especially when paired with strategies that foster trust (Goaill et al., 2023). Similar to the study by Iqbal et al. (2025) found that sales promotions moderate the effect of customer experience on repurchase intention. Thus, experiential marketing can potentially reinforce or even shift the direction of the correlation between promotion and repurchase intention, depending on the quality of the consumer experience. **H₆: Experience Marketing Moderate the Relationship between Promotion and Repurchase Intention.**

2.3. Research Framework

Drawing on the research hypotheses, this study seeks to examine how product quality, price perception, and promotion influence repurchase intention, with experiential marketing as a moderating factor. Figure 1 presents the conceptual framework that reflects the aims of this study.

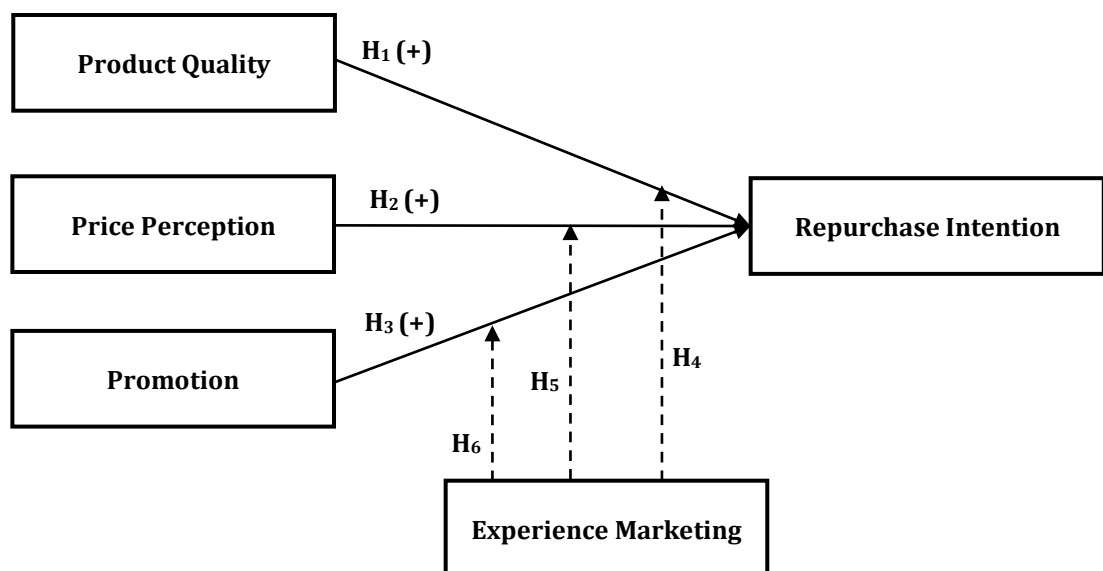


Figure 1. Research Framework

3. Research Methods

3.1. Research Design

This study employed a quantitative research approach and utilized a cross-sectional survey design to investigate the effects of product quality, price perception, and promotion on consumers repurchase intentions, with experience marketing serving as a moderating variable. The cross-sectional design was deemed appropriate as it facilitated the collection of data from a relatively large population within a single period, thereby enabling the identification of relationships among variables without the need for longitudinal tracking (Creswell & Creswell, 2018; Bryman, 2016). Such a design is particularly suitable for behavioral and marketing research, as it offers an efficient framework for analyzing consumer perceptions and empirically testing theoretical models, including those that explore the interaction between marketing mix elements and moderating constructs (Sekaran & Bougie, 2016).

3.2. Population and Sampling Method

The population of this study included all consumers at Super Indo stores located in Yogyakarta, Indonesia. Super Indo was selected as the research object because of its characteristics as a modern retailer with an extensive store network and a stable and diverse customer base. The Yogyakarta region was chosen for its urban concentration of Super Indo stores, particularly in Yogyakarta City, making it representative of modern retail consumer behavior in Indonesia. The sample for this study consisted of 120 consumers who shopped at Super Indo outlets in Yogyakarta City, selected using purposive sampling. The respondents were individuals who had made at least one purchase at Super Indo in the past three months. This sampling approach ensured that the collected data were relevant to the research objectives, particularly regarding consumers' repurchase intentions. To ensure the adequacy of the sample size, the minimum number of respondents was determined by referring to Krejcie and Morgan's (1970) table of sample size for a given population. According to this guideline, for populations of up to 10,000, a sample of approximately 100–120 respondents is sufficient to achieve a 95% confidence level and a margin of error of $\pm 5\%$. Therefore, the selected sample of 120 consumers met the recommended minimum requirement for statistical analysis and provided sufficient power to examine the effects of product quality, price perception, promotion, and experiential marketing on repurchase intentions.

3.3. Data Collection Method

Data on product quality, price perception, promotion, experiential marketing, and repurchase intention were collected through a closed-ended questionnaire constructed on the basis of three theoretical frameworks, the CBT by Kotler and Keller (2016), the TPB by Ajzen (1991), which explains the mechanisms underlying repurchase intention, and the EMT by Schmitt (1999), which highlights the influence of experiential factors. Thus, the research model integrates these theoretical perspectives to provide a comprehensive account of consumer decision-making processes and the effects of experiential dimensions. The instrument used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), with items adapted from previous studies and confirmed for validity and reliability.

Product quality was operationalized following Garvin (1987) and Kotler and Keller (2016) as follows. The indicators covered product durability and long-lasting performance, the ability to function as expected, reliability with a low failure rate, attractive design and appearance, conformance to standards or specifications, and the capacity to provide value that meets consumer requirements. Price perception was based

on Zeithaml (1988) and Kotler and Keller (2016). Measurement items assessed whether the product's price matched its quality, was affordable, remained competitive relative to other brands, represented good value for money, and aligned with the benefits perceived by the consumer. Promotion, based on Kotler and Keller's (2016) promotional mix, includes indicators such as the clarity and comprehensibility of promotional information, the ability of promotions to capture consumer attention, their effectiveness in encouraging product trials or purchases, their relevance to consumer needs, and their role in prompting comparisons with competing products. Repurchase intention was measured following Ajzen (1991) and Hellier et al. (2003). The items measured consumers' intention to repurchase in the future, preference for the product over other brands, continued use, willingness to recommend the product to others, and satisfaction-driven desire to repurchase. Finally, experiential marketing was used as a moderating variable, as reflected by Schmitt (1999). The indicators comprised sense (sensory experiences such as visual, auditory, taste, and tactile stimulation), feel (positive emotions), think (cognitive stimulation or curiosity), act (influence on behavior or lifestyle), and relate (feelings of connection to a social group or community).

3.4. Data Analysis Method

Statistical analysis was used to address the research questions and test the hypotheses by evaluating the empirical model. First, descriptive statistics provided an overview of respondent characteristics, such as gender, age, occupation, and income, using frequencies, percentages, means, and standard deviations. Next, moderated regression analysis was used to examine the effects of product quality, price perception, and promotion on repurchase intention and to assess the moderating role of experience marketing. The interaction terms tested moderation in the regression model. Analyses were conducted using SPSS Statistics 23, with the PROCESS macro applied to test the moderating effects. These tools enabled an accurate estimation of variable relationships and a reliable assessment of moderation.

3.4.1. Validity and Reliability Test

Before data analysis, the research instrument was subjected to validity and reliability testing for each variable indicator, including product quality, price perception, promotion, repurchase intention, and experience marketing. The validity test results indicated that all indicators had correlation coefficients (r-scores) exceeding the critical value of 0.239, confirming their validity and suitability for measuring the intended constructs. According to Hair et al. (2019), a measurement instrument is considered valid when its items accurately represent the underlying construct, and correlation coefficients above the threshold demonstrate the adequacy of each indicator. Furthermore, the reliability analysis showed that the Cronbach's alpha values for all variables exceeded 0.6, indicating satisfactory internal consistency. Hair et al. (2019) emphasized that Cronbach's alpha values above 0.6 reflect acceptable reliability, ensuring that the instrument produces stable, consistent, and empirically robust measurements appropriate for subsequent statistical analyses.

3.4.2. Hypothesis Test

Hypothesis testing was employed to evaluate the statistical significance of the relationships between exogenous and endogenous variables. In multivariate analysis, this process is typically conducted by examining the significance level of the path coefficients. A hypothesis is deemed supported when the p-value falls below the conventional threshold of 0.05, indicating that the relationship under investigation is

statistically significant; conversely, a hypothesis is rejected when the significance value exceeds this threshold (Hair et al., 2019).

4. Results and Discussion

4.1. Respondent Demographic Profile

Table 1 presents the demographic profiles of the 120 respondents who participated in this study. In terms of gender, most respondents were female, comprising 66.6% (80 respondents) of the sample, while male respondents comprised 33.4% (40 respondents). This indicates the dominant participation of female respondents in this research. Regarding age distribution, respondents were relatively well-distributed, with the largest concentration in the 34–40 age group at 37.5% (45 respondents), followed by the > 26–34 age group at 25% (30 respondents). Younger (< 21 years) and older (> 40 years) respondents accounted for 8.3% (10 respondents) and 16.6% (20 respondents) of the sample, respectively. This age distribution reflects the engagement of adult consumers across various age groups in modern retail purchasing.

In terms of occupation, respondents were categorized into several groups, with private-sector employees representing the largest group at 30% (36 respondents), followed by students and civil servants, each comprising 26% (31 respondents) and 25% (30 respondents), respectively. Entrepreneurs comprised 13% (16 respondents). This occupational composition indicates a diverse socioeconomic background among respondents, which may affect consumer behavior. Regarding monthly income, most respondents fell within the income brackets of IDR 3,000,000 to 5,000,000 (30%, 35 respondents) and IDR 5,000,000 to 10,000,000 (33%, 40 respondents). Respondents earning less than IDR 3,000,000 accounted for 21% (25 respondents), while those earning more than IDR 10,000,000 accounted for 16% (20 respondents). This distribution demonstrates varying levels of purchasing power, representing a broad consumer profile in the modern retail context.

Table 1. Characteristics of Respondents

	Category	Frequency	%
Gender	Male	40	33.4%
	Female	80	66.6%
Age	< 21 years	10	8.3%
	21–26 years	15	12.5%
	> 26–34 years	30	25%
	> 34–40 years	45	37.5%
	> 40 years	20	16.6%
Occupation	University student	31	26%
	Private-sector employee	36	30%
	Entrepreneur	16	13%
	Civil servant	30	25%
Income	< IDR 3,000,000	25	21%
	IDR 3,000,000–5,000,000	35	30%
	IDR 5,000,000–10,000,000	40	33%
	> IDR 10,000,000	20	16%

Overall, the demographic distribution of respondents illustrates a heterogeneous and representative sample, providing a solid foundation for analyzing the effect of product quality, price perception, promotion, and experience marketing on repurchase intention in the modern retail sector.

4.2. Validity Test

To ensure the measurement accuracy of the constructs, a validity test was conducted by examining the correlation values (factor loadings) between each item and its corresponding constructs. According to statistical standards, an item is considered valid if its correlation coefficient exceeds the critical threshold of $r > 0.239$ at a significance level of 0.05 (Hair et al., 2019). The results showed that all items for product quality, price perception, promotion, experience marketing, and repurchase intention demonstrated factor loadings ranging from 0.482 to 0.812, which were well above the minimum requirement. These findings confirm that all indicators used in this study are valid and can appropriately measure the intended construct. Table 2 presents the validity test results of this study.

Table 2. Validity Test Result

Variable	Item	Corrected Item-Total Correlation
Product Quality (PQ)	PQ1	0.741
	PQ2	0.816
	PQ3	0.684
	PQ4	0.873
	PQ5	0.759
	PQ6	0.802
Price Perception (PP)	PP1	0.553
	PP2	0.699
	PP3	0.833
	PP4	0.621
	PP5	0.771
Promotion (PR)	PR1	0.657
	PR2	0.792
	PR3	0.701
	PR4	0.822
	PR5	0.735
Repurchase Intention (RI)	RI1	0.862
	RI2	0.747
	RI3	0.831
	RI4	0.815
	RI5	0.769
Experience Marketing (EM)	EM1	0.769
	EM2	0.842
	EM3	0.801
	EM4	0.829
	EM5	0.783

4.3. Validity Test

The internal consistency of each construct was assessed using Cronbach's alpha. A construct is considered reliable if its Cronbach's alpha value exceeds the 0.60 threshold (Nunnally & Bernstein, 1994). As shown in Table 3, Cronbach's alpha values for all constructs were above 0.70, indicating high reliability: product quality ($\alpha = 0.85$), price perception ($\alpha = 0.82$), promotion ($\alpha = 0.80$), experiential marketing ($\alpha = 0.87$), and repurchase intention ($\alpha = 0.83$). These results suggest that the measurement instruments used in this study have a strong internal consistency and can be considered reliable.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha
Product Quality	0.924
Price Perception	0.882
Promotion	0.895
Repurchase Intention	0.918
Experience Marketing	0.920

4.4. Hypothesis Test

Hypothesis testing was conducted to examine the effects of product quality, price perception, and promotion on repurchase intention, along with the moderating role of experience marketing. The analysis employed moderated regression analysis, and a summary of the results is presented in Table 4.

Table 4. Hypothesis Test Result

Hypotheses	Unstandardized coefficient		Standardized coefficient	t	Sig.
	B	Std Error	Beta		
Product Quality → Repurchase Intention	0.850	0.045	0.310	4.220	0.000
Price Perception → Repurchase Intention	0.710	0.025	0.120	5.405	0.021
Promotion → Repurchase Intention	0.410	0.010	0.020	8.910	0.030
Product Quality*Experience Marketing → Repurchase Intention	0.003	0.010	0.230	7.330	0.002
Price Perception*Experience Marketing → Repurchase Intention	0.005	0.020	0.420	6.550	0.000
Promotion*Experience Marketing → Repurchase Intention	0.002	0.015	0.350	6.880	0.310

The summary of hypothesis testing in Table 4 indicates that product quality had a positive effect on repurchase intention, and experiential marketing successfully moderated this correlation. Hence, the first and fourth hypotheses were accepted. Likewise, price perception had a positive effect on repurchase intention, and experience marketing successfully moderated this correlation, supporting the acceptance of the second and fifth hypotheses. Meanwhile, promotion had a positive effect on repurchase intention, but experience marketing did not significantly moderate this correlation, leading to the acceptance of the third hypothesis and rejection of the sixth hypothesis.

4.5. Discussion

4.5.1. The Effect of Product Quality on Repurchase Intention

The findings indicate that product quality significantly affects consumers repurchase intentions. This suggests that consumers are more likely to repurchase when they are satisfied with product quality. Aspects such as product conformity to expectations, durability, and appealing appearance are key determinants in shaping positive perceptions. These findings support consumer behavior theories, which state that perceptions of product attributes play a critical role in shaping repeat purchase decisions (Kotler and Keller, 2016). From a grand theory perspective, this relationship is well explained by the stimulus organism response framework, where product quality acts as an external stimulus that shapes internal states such as satisfaction and perceived value (organism), ultimately leading to behavioral responses such as repurchase intention (Tan et al., 2024). This study is also consistent with prior research, which emphasizes that product quality is one of the primary and most

influential factors affecting consumer repurchase intentions (Wiranto & Husin, 2016; Ketut, 2018; Rizki et al., 2021; Phoong et al., 2024). In the context of Super Indo, standardized, fresh, and consistent product quality contributes to a satisfying shopping experience, thereby increasing consumers' likelihood of returning. Therefore, retail management should continuously maintain and enhance product quality as a strategic effort to foster customer loyalty and strengthen its competitive position in the market.

4.5.2. The Effect of Price Perception on Repurchase Intention

This study found that price perception significantly affects consumers repurchase intentions. The results indicate that when consumers perceive the price offered as aligned with the value and quality of the product, they are more inclined to repurchase (Yasri et al., 2020). Prices perceived as fair, affordable, and commensurate with product benefits encourage repeat purchases (Chatzoglou et al., 2022). This aligns with the concept of perceived value, wherein consumers evaluate the balance between financial sacrifice and benefits received. From a grand theory perspective, this relationship is well explained by the stimulus–organism response framework, where price perception functions as an external stimulus shaping internal states such as perceived value and satisfaction (organism), which then drives repurchase intention as the behavioral response (Do et al., 2023). In the context of modern retail, such as Super Indo, transparent, consistent, and competitive pricing strategies are crucial for maintaining a positive perception among consumers. Hence, management must ensure that pricing not only appears attractive nominally but also reflects the value perceived by consumers to maintain appeal and increase customer retention.

4.5.3. The Effect of Promotion on Repurchase Intention

The findings revealed that promotion had a significant effect on consumers repurchase intentions. This suggests that well-designed, informative, and relevant promotional programs can foster positive consumer responses toward the brand and enhance their tendency to repurchase the product. Promotions such as price discounts, shopping coupons, member-exclusive offers, and bundling deals serve as stimuli that strengthen product attractiveness and encourage repeat purchase (Suryaningsih et al., 2019; Büyükdağ et al., 2020). Additionally, customer-driven promotions, such as word-of-mouth or electronic word-of-mouth, can be decisive factors in affecting customer behavior (Kusuma & Wijaya, 2022; Kojongian & Ariadi, 2024; Lin et al., 2022). From a grand theory perspective, these mechanisms are well explained by the stimulus organism response framework, in which promotional incentives (e.g., discounts, coupons, loyalty rewards) act as external stimuli that shape value perceptions and positive affect (organism), thereby increasing repurchase intention as a behavioral response (Nishio & Hoshino, 2024). These findings reinforce the perspective in the marketing literature that effective promotion can generate positive experiences, strengthen long-term relationships between consumers and brands, and increase customer loyalty (Kotler & Keller, 2016). Moreover, sustained and well-targeted promotional strategies add value to consumers. In the competitive landscape of modern retail, it is essential for management to design promotional efforts to boost short-term sales volumes and drive customer retention through consistent and value-driven experiences.

4.5.4. The Effect of Product Quality and Price Perception on Repurchase Intention with Experience Marketing as a Moderating

The findings indicate that experiential marketing significantly moderates the relationship between price perception and repurchase intention. Price perception reflects consumers' evaluation of the fairness, reasonableness, and value for money of a product or service (Ali & Bhasin, 2019). Prior research has demonstrated that positive perceptions of price fairness enhance satisfaction and foster long-term loyalty (Hajipour et al. 2020). However, the current study extends this understanding by showing that when integrated with experiential marketing, the impact of price perception on repurchase intention becomes stronger and more enduring. Drawing on Schmitt's (1999) customer experience theory, the moderating role of experience marketing suggests that consumers do not assess price solely on rational or economic criteria but also through the emotional and sensory context in which the transaction occurs. Furthermore, from a grand-theory perspective, this relationship is well supported by the TPB from Ajzen (1991), in which positive experiential encounters enhance consumers' attitudes and perceived behavioral control, thereby strengthening the effect of price perception on the intention to repurchase the product. For instance, a consumer may perceive a higher-priced product as fair if it is accompanied by a seamless, enjoyable, and memorable shopping experience. Elements such as a well-designed retail environment, efficient customer service, and interactive engagement activities create a perception of added value that offsets potential concerns about price levels (Chatzoglou et al., 2022). This implies that retailers who invest in enhancing the customer journey through carefully curated sensory stimuli, efficient layouts, and personalized services are better positioned to mitigate price sensitivity. In such cases, consumers interpret price not as a cost burden but as part of a holistic value proposition that incorporates both tangible and intangible benefits to the consumer. Consequently, integrating experiential marketing into pricing strategies allows firms to strengthen emotional bonds with customers and encourage repeat purchases, even in contexts where price competition is intense.

4.5.5. The Effect of Product Quality on Repurchase Intention with Experience Marketing as a Moderating

The results indicate that experiential marketing significantly moderates the correlation between product quality and repurchase intention, as well as between price perception and repurchase intention. The study revealed that the perceived value of a product, derived from its price and quality, is closely linked to the customer's shopping experience (Baker et al., 2002). This implies that when the consumer experience is thoughtfully designed, emotionally, sensorially, and relationally, the effect of product quality and price perception on repurchase intention becomes stronger. These findings support customer experience theory, which argues that consumers do not evaluate products and prices purely on rational grounds but also consider the holistic experience they undergo during the purchasing process (Schmitt, 1999). From a grand theory perspective, this relationship is strongly supported by the TPB from Ajzen (1991), in which favorable attitudes and strengthened perceived behavioral control arising from positive experiential cues enhance the effect of product quality and price perception on repurchase intention. This finding is also in line with recent studies highlighting that experiential marketing deepens customer satisfaction and perceived value, which together reinforce repeat-purchase decisions (Haddad, 2024). In other words, a pleasant shopping experience, such as ease in locating products without wasting time, an efficient store layout, a clean and well-

organized environment, and engaging sensory elements like appealing colors and scents, can foster consumers repurchase intentions (Chatzoglou et al., 2022). In modern retail, such as Super Indo, experiential marketing functions as a value enhancer, improving perceptions of quality and price and strengthening emotional bonds with consumers. Therefore, managing the customer journey holistically can serve as an effective differentiation strategy to foster brand loyalty and boost repeat purchases.

4.5.6. The Effect of Promotion on Repurchase Intention with Experience Marketing as a Moderating

The findings also reveal that experiential marketing did not significantly moderate the correlation between promotion and repurchase intention. In other words, the shopping experience does not amplify or diminish the effect of promotions on the desire to repurchase. Although the promotion had a direct and significant effect on repurchase intention, its nature tended to be transactional and short-term. Thus, it was less affected by the emotional or sensory experiences typically targeted by experiential marketing. From a grand theory perspective, this is consistent with the TPB by Ajzen (1991), which explains that when the attitude toward a behavior is primarily driven by rational, utilitarian incentives such as price discounts or loyalty points, additional experiential stimuli may not meaningfully alter perceived behavioral control or subjective norms, thereby limiting any moderating influence on repurchase intention. This finding suggests that the strength of promotional strategies primarily relies on rational aspects, such as discounts, gifts, or loyalty programs that offer immediate tangible benefits to consumers. These results align with Xu et al. (2022), who argued that experiential marketing does not directly enhance behavioral intention unless it first fosters brand trust and attachment. In the case of promotional activities, which are mostly short-term and transaction-oriented, experiential marketing may not be sufficiently potent to generate emotional attachment and, therefore, fails to reinforce the effect of promotion on repurchase intention. To optimize the effect of promotional efforts on customer loyalty, modern retailers should consider integrating promotional strategies with personalized, emotionally resonant, and meaningful experiential elements that enhance the overall consumer journey.

4.5.7. Integrative Discussion of the Research Framework

The findings of this study provide an in-depth understanding of the determinants of consumers repurchase intentions, particularly focusing on the effects of product quality, price perception, and promotion, alongside the moderating role of experience marketing. The results indicate that product quality, price perception, and promotion each exert significant and direct effects on consumers repurchase intentions. This supports previous empirical evidence across various industries, such as retail, beverages, and organic food, highlighting that superior product quality and fair pricing enhance perceived value and satisfaction, which in turn strengthens consumers' willingness to make repeat purchases (e.g., Sharif et al., 2023; Lei et al., 2023). Similarly, effective promotional strategies reinforce these relationships by fostering consumer trust and enhancing their purchase motivation.

More specifically, the findings confirm that product quality and price perception are not only fundamental drivers of repeat purchase behavior but also become more influential when coupled with positive experiential marketing strategies. This aligns with earlier research suggesting that experiential elements, such as emotional engagement and sensory appeal, amplify the perceived benefits of

product quality and equitable pricing, thereby increasing customer loyalty (e.g., Chatzoglou et al., 2022). In contrast, the moderating effect of experiential marketing was not significant in the case of promotion, implying that promotional activities remain largely transactional and short-term. This result is consistent with studies reporting that promotions are more strongly associated with immediate financial incentives than with long-term experiential values (e.g., Tan et al., 2024). From a grand theory perspective, these integrated findings are well supported by the TPB from Ajzen (1991), which posits that attitudes, subjective norms, and perceived behavioral control collectively shape behavioral intentions. Positive product quality and fair pricing create favorable attitudes, whereas well-designed experiential encounters enhance perceived behavioral control, together strengthening consumers repurchase intentions.

Additionally, the findings underscore that contextual variables, such as consumer demographics, perceived risk, and prior consumption experiences, may further shape these relationships. For instance, promotions tend to be more effective in contexts where perceived risk is low, whereas the effects of price fairness and service quality may vary according to consumers' previous interactions with a brand or retailer. Taken together, these findings reinforce the argument that integrating marketing mix elements with experiential strategies is critical for maximizing customer loyalty and enhancing repurchase behaviors (Jasin, 2023).

This study contributes to the literature by showing that consumers evaluate product quality and pricing not only through functional or rational criteria but also by considering the broader experiential value offered by retailers. A thoughtfully designed shopping environment, one that stimulates positive emotions and sensory engagement, was found to magnify the positive effects of product quality and fair pricing on customer loyalty. In contrast, promotional activities, which are predominantly instrumental and financially driven, are less affected by experiential factors. These findings provide robust support for the notion that sustainable competitive advantage in the retail sector requires a strategic balance between core marketing mix elements and tailored experiential marketing practices.

5. Conclusion

This study found that product quality, price perception, and promotion significantly affect consumers repurchase intentions in the modern retail sector. These findings support CBT, which posits that evaluations of product attributes and marketing strategies are key determinants of repeat purchase decisions. Furthermore, experiential marketing has been shown to strengthen the correlation between product quality and price perception with repurchase intention. However, this moderating effect was not observed in the correlation between promotions and repurchase intentions. This indicates that consumer experience plays a crucial role in enhancing loyalty based on perceived value and quality, but is less effective when associated solely with promotional activities.

This study examined the moderating role of experiential marketing in the correlation between marketing mix elements (product, price, and promotion) and repurchase intention, an approach that is still underexplored in the literature, especially in the context of modern retail in developing countries. The findings offer several key implications by providing empirical evidence. First, retail managers should design product quality and pricing strategies that are integrated with strong consumer experience elements to encourage repeat purchases. Second, promotional strategies should be geared toward creating emotional engagement and memorable experiences rather than relying on short-term discounts or incentives.

This study enriches the literature on repurchase intention in retail by offering insights from emerging economies that remain underexplored. The findings highlight how consumer behavior in these contexts may differ from established patterns in developed markets, revealing the importance of context-sensitive modeling. Such insights are particularly useful for academics, policymakers, and retail practitioners seeking to design strategies tailored to diverse economic and cultural settings. Nevertheless, the study is limited in terms of the respondent scope, as it focuses exclusively on Super Indo consumers, which may restrict the generalizability of the findings to other retail formats. Additionally, the research relied on self-reported data, which may be subject to response bias and social desirability effects. Another limitation is the cross-sectional design, which captures consumer perceptions at a single point in time and does not account for potential changes in behavior over the long term. Finally, this study does not examine moderating or mediating variables, such as brand loyalty or customer satisfaction, which could further enrich the understanding of repurchase intention. Future research should expand the sample by including consumers from various types of modern retail formats and consider demographic segmentation to enhance the generalizability of the findings. Additionally, incorporating other variables, such as customer satisfaction, brand trust, and psychological factors such as emotional engagement and perceived value, may provide a more comprehensive understanding of the determinants affecting repurchase intention in the modern retail sector.

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