# The Determinants Factor on Repurchase Intentions:

## A Study from Developing Economies

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Abstract: Changes in consumer lifestyles must be a particular concern in identifying aspects of marketing in finding new target markets as one of the trends that have become the favourite of society in developing economies, i.e., shopping trends. This study focuses more on examining the effect of visual merchandising, store atmosphere, and impulse buying as a determinant and implication towards the consumer's repurchase intentions. The research uses causal-comparative type, which involves the consumer with 100 respondents from March until July 2020. The analysis method uses structural equation modelling with the confirmatory factor analysis technique. The results show that determining factor on Repurchase Intentions is empirical evidence that visual merchandising directly affects impulse buying and re-purchasing. On the other hand, store atmosphere fails to predict impulse buying and re-purchasing. Impulse buying directly impacts the repurchase intentions. Impulse buying is also a determining factor as a mediator between Visual Merchandising and Repurchase Intentions as an indirect, although Store Atmosphere is non-significant as a determining factor. The impulsive buying factor can be used as an alternative strategy to boost sales in the short term from the repurchase results.

Keywords: visual merchandising, windows display and in-store, impulse buying, repurchase intentions

## Introduction

Changes in consumer lifestyles must be a particular concern in identifying aspects of marketing in finding new target markets as one of the trends that have become the favourite of society in developing countries, i.e., shopping trends. The salesperson is faced with

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consumer behaviour that is always changing in the new age due to economic factors, competitive factors, and environmental development. It requires requiring this s to tend to be careful in spending accordingly and choose a reference to experience rather than the product itself which is offered (Lobaugh, Stephens, & Simpson, 2019). Based on the Nielsen Digital Consumers in 2019, 72 percent among them of the online shopper's purchases fashion category, and new payment option for consumers is e-Wallet. Marketers at outlets who are active certainly have many strategies to get to the market for impulse purchases. It aims to be an alternative in boosting sales to face the e-commerce market. This activity is a form of digital marketing as a branding event that involves web-based media such as websites, email, Ad Words, blogs, or other social networks in interacting (Kutz, 2016, hal. 16). However, this does not replace the shopper's interaction with the shop or retail outlet directly addressed. The presence of various malls certainly encourages retail companies to continue to maintain their existence. Many business actors are well aware of the optimization of service quality that will provide high sales and competitive advantage.

Based on the Indonesian Shopping Centre Association (APPBI) thru interview with the Head of Association in kompas.com, there are 321 Shopping Centres located in Jakarta city, such as Plaza Indonesia, Pacific Place, Senayan City, and Plaza Senayan. Pakuwon Mall and Tunjungan Plaza are located in East Java province. Besides, Summarecon Mall Kelapa Gading and Taman Anggrek Mall become the five-biggest malls in the country, the majored of located in the Jabodetabek area (The Jakarta Post, 2020). The number of malls will continue to increase. Innovation necessitates retail business actors to with expanding era for a willing product, have understood the need of the customer, serve treatment to a consumer, and view the behaviour of modern and complex consumers. Gen-Z consumers are experiencing rapid growth, both in terms of the quantity and purchasing power they have. Unfortunately, many traditional companies today have been abandoned by Gen-Z because messages are out of date and offerings are no longer relevant to Gen-Z (Francis & Hoefel, 2018, hal. 9).

Shopping activities have now developed and shifted to other values, including motivated by emotional motives. One example is shopping activities that are influenced by the appearance or presentation of the product (visual merchandising) and the store's atmosphere. Visitors will easily be attracted to the appearance of an attractive, good item and a comfortable shop environment so that visitors will make purchases without thinking (K.S., 2019). Visual Merchandiser at a well-known jewellery company in Indonesia, could be successful if it can attract consumers and enter the store without thinking. After that, they are served with comfortable shop conditions for consumers, both in room design and musical accompaniment to a shop's distinctive aroma (Kotler, Philip T., Keller, Kevin Lane, 2014). A

retail store is a place for consumers to make purchases, whether planned or unplanned. Impulse buying is assigned as a squally and instantaneous buy sans any foregoing purchase interest. Planned buying is buying behaviour in which purchasing decisions have been considered before entering the outlet, while unplanned purchases are buying behaviour without any prior consideration (Muruganantham & Bhakat, 2013). In the other side, sound (music or noise) turns out to have a big influence on consumers staying in the store if the music store is too loud. This directly affects their buying behaviour (Nell & Cant, 2013). Impulse buying is assigned as a squally and instantaneous buy sans any foregoing purchase interest. Planned buying is buying behaviour in which purchasing decisions have been considered before entering the outlet, while unplanned purchases are buying behaviour without any prior consideration (Chung, Song, & Lee, 2017). In-store promotion techniques are used to increase the stimulation to buy the product. Various examples of promotional ways put in an in-store arrangement, shelf position, promotional pricing, sampling (taking product samples), displaying Point of Purchase (POP), coupons, and in-store demonstrations. After making an unplanned purchase, consumers will try the product. When consumers feel happy with the product, a decision arises from the consumer and wants to repurchase the product even though in a planned manner on the second chance on the second chance. This is influenced by several factors, including experience and impressions when using the product (Khadka & Maharjan, 2017). Experience preference is an important key for device consumers to make re-purchases of products from the same brand. This includes the preferences of telling the superiority of the product to others, the experience of comfort in using a product, the experience preference for having attractive features and attributes, having a deep impression in product design, and the experience preference having a high sense of confidence in using the product. This is relevant to research, which explains that repurchase interest is a purchase savour based on prior buying. High repurchase savour reflects an upper level of satisfaction from consumers (Ibrahim, Ghoneim, Irani, & Fan, 2016).

Miniso, which is managed by PT. Miniso Lifestyle Trading Indonesia. Based on the release report of IndoPremier Security corporation as the online version in 2018. This retail product originating from Japan is a retailer that sells various fashion items such as beauty tools, skincare, make-up products, and various other general equipment worlds. For a country that yields automobiles and currently has 500 million categories of passenger cars, it is estimated that by 2030 the number will triple (Traub-Merz, 2017, hal. 8). At the same time, Four Miniso Japan Products Won the 2018 if Design Award, according to reports from MINISO Japan.

The problem is consumer behavior in Miniso Indonesia because people who enter the store do not know what to buy. After all, no one knows exactly what Miniso really offers. One of the strategies used by Miniso retail is to create an attractive store appearance and atmosphere and to make consumers comfortable. Miniso relies on store appearance as a medium for promotion. The store appearance has a big enough influence on Miniso in attracting customers to customers buying goods in large quantities. One of Miniso's strategies is the "Golden Display," which is the entrance view (Miniso's top three shelves). When a customer sees the Miniso shop, the full three shelves' items will be seen first as the customer's lure to enter the shop and see the more excellent items. Besides, the shop atmosphere can be described as a change in the purchasing environment's planning that produces positive emotional effects that can cause consumers to purchase actions. Miniso products mostly come in pastel colors with a sweet quality and design but still unique. These products can be found easily because all products are always neatly arranged according to the category of product type on wooden shelves, dominated by white and brown wood. The outlet's condition is not too wide but still neat, brightly lit, full AC, and always clean. The shop staff's music or songs presentation makes consumers more comfortable and excited when visiting Miniso outlets and buying their products. This study focuses more on examining the effect of visual merchandising, store atmosphere, and impulse buying as a determinant and implication towards the consumer's re-buying intention.

# Literature Review

## Visual Merchandising

Several findings show that visual merchandising is an important determinant towards impulse buying and repurchase intention by customers—researchers who studied empirically in the last five years, viz. research in-store in Busan's city, South Korea 2015, which involved 160 of five fashion specialists selected brands. This study summarizes the friendly nice against visual merchandising linear transformation to excellent brand well positively linked with buying intention (Park, Jeon, & Sullivan, 2015). Research a retail store involved 280 respondents randomly in 2017. This study summarizes the window display, lightning, color, and store interior, which have favorable implications for consumer attention in visual merchandising (Soomro, Kaimkhani, & Iqbal, 2017). Research in Jaipur City, India, in 2019, involved 193 respondents as three reliance fresh stores, i.e., Rajapark store, Malviya Nagar store, and Jawahar Nagar store. This study summarized that visual merchandising impacts a choice regarding reliance fresh of consumers (Anuja & Maresh, 2019). Research is also in 2019, which uses 203 of a sample size to the Generation Z on the fashion industry's online

visual merchandising. This study summarized that online visual merchandising has an important implication on the impulse buying behavior (K.S., 2019). Research in retail stores in central Peru in the third quarter of 2019 involved inhabitants of El Tambo and Huancayo district at 384 consumers or clients the wineries. This study summarized that the visual merchandising factors, i.e., internal and exterior architecture, and also the atmosphere, make determining the buy resolving of consumers (Cordova, Surichaqui, Ricaldi, & Vicente-Ramos, 2020).

## Store Atmosphere

The several findings above state that store atmosphere plays an important role in forming impulse buying, directly impacting repurchase intention in a product or service. First, the store atmospherics with ambiance, area layout, and facility aesthetics propose more understanding that customer motive will return intentions through perceived value and satisfaction. The mediated impact of customer satisfaction bridge betwixt store atmospherics and behavioural intention (case in Malaysia) (Abdul Jalil, Fikry, & Zainuddin, 2016). Second, the store atmosphere with other factors such as availability of items, technology, salesperson behaviour, store lighting, product display, and location to push the customer to impulsive buying behaviour involves 473 consumers from eighteen mega stores in Faisalabad, Lahore, and Islamabad, Pakistan (Akram, Hui, Khan, Hashim, & Rasheed, 2016) Third, the store atmospherics with multi-sensory congruent cues play a non-visual part in terms of olfaction and attempt and how a client looks at the store's surroundings pattern weights purchasing behaviour on 376 participants of Swedish furnishing retailer (Helmefalk & Hultén, 2017). Fourth, the retail store atmospheric with interior and exterior and visual merchandising dimensions implication of customer repurchase intention, which in concert with 150 respondents of supermarket consumers in Sri Lanka (Jayaweera & Sirisena, 2020). Fifth, the store atmosphere with staff retail give serve true and also adequate and efficient servicing is becoming customer happy and revisiting the coffe chain shop. Also, promotion activity and pricing excuse contribute to the retail store's revisit on 523 final sample respondents of 50 districts of shops in Gas Service Stations, Bangkok (Ratasuk & Gajesanand, 2020). Sixth, the store atmosphere with satisfaction, impression client, and relishing simply by the tea store atmosphere. Music presenting is the determinant element for persuading customers to revisit the hotel restaurant and aesthetics easiness factors, which involve 402 final sample respondents of residence 25-five star hotels of Tapioca Tea, Taipeh (Lin & Chang, 2020).

## The Research Model

The research model is essential to state an alternative hypothesis. Hypothesis testing involves confirming that a theoretical model fits and comparing fit between alternative models or testing parameter coefficients for significance, even whether coefficients are equal between groups (Schumacker & Lomax, 2010, p. 93). The alternative hypothesis is formulated using IPO logic (input-process-output). The input in question is the entire recorded data, namely the observation data on the research object using a questionnaire, namely Miniso's consumer. And then processed through data analysis methods with a statistical approach that aims to produce output, namely repurchase intentions. The formulation of the model extracted as follows:

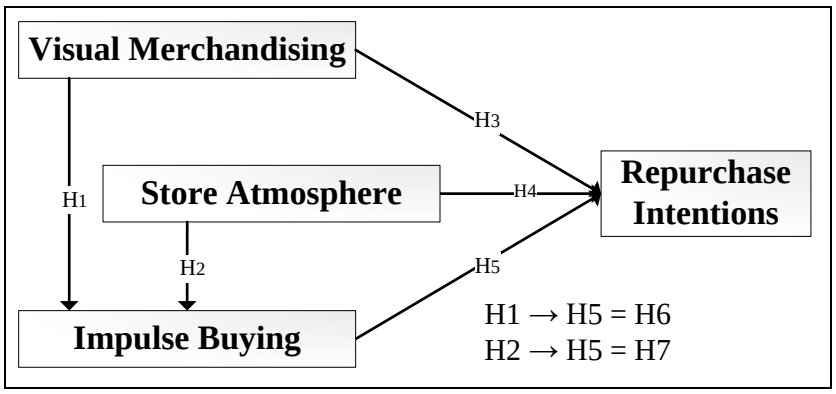



**Figure 1 Proposed Reseach Model**

Mehta and Chugan (2013) state that certain visual merchandising dimensions do affect impulse purchase, i.e., window display, floor merchandising, and promotional signage. Gudonavičienė and Alijošienė (2015), by their research, produce findings that the visual merchandising elements are the most important for consumers through window displays, in-store design, promotional signage, store layout, and store atmosphere. Gopu K.S. (2019) uses 3D visualization of products, customer experience, user interface, online advertisements, photo zooming, load uptime, and video representation. These findings proving the significant evidence, i.e., visualization of product, customer experience, and user interface, which the part of online visual merchandising have own to impulse buying behaviour. These research yields will formulate thru the first parts of the alternative hypothesis as follow:

> $H_1$ states that the Impulse Buying factor had to effect from Visual Merchandising

Muruganantham & Bhakat (2013) substantiate that creating an attractive physical shopping environment and in-store stimulus is essential to increasing sales through unplanned purchases. Akram *et al.* (2016) suggest that store atmosphere has a positive relationship and significant influence on impulse buying behaviour. Cho and Lee (2016) also prove the empirical evidence that positive interactions between emotional and cognitive states of

consumers in a store contribute to the extant consumer psychology literature in stores. Saamarth Gandhi (2020) states that the overall store environment and lower prices played a pivotal role, and also, the emergence of e-commerce positively impacted impulse buying behaviour. These research yields will formulate thru the alternative hypothesis as follow:

> $H_2$ states that the Impulse Buying factor had to effect from Store Atmosphere

Yasir Ali Soomro *et al.* (2017) uses store layout, window display, colour & lightning, and store interior dimensions, proving the positive and significant evidence, i.e., window display, colour, and lightning, and store interior on consumer attention. PD Jayaweera and AB Sirisena (2020) uses product displays, racks and shelves, posters, wall decorations, and signs of visual merchandising indicators which prove the positive and significant evidence towards customer's purchase intention. These research yields will formulate thru the alternative hypothesis as follow:

> $H_3$ states that the Repurchase Intentions factor had to effect from Visual Merchandising

Agdayemawer Anuja and Kumar Maresh (2019) use store displays, lighting, music, storefronts, mannequins, and price tags in new store dimensions, proving the overall dimensions people attracted to a store buy a product after looking at the shop's visual displays. Thirumalazhagan and Nithya (2020) use exterior, layout, visual merchandising, price, and promotions in a retail store, proving the store atmosphere and planogram able to get a number of customers to repurchase and enhance sales. These research yields will formulate thru the second parts of any alternative hypothesis as follow:

> $H_4$ states that the Repurchase Intentions factor had to effect from Store Atmosphere

Hereinafter, Van Dat Tran's (2020) findings indicate that crowding perceptions negatively influence customer satisfaction, leading to their impulse purchase decision. This belief is advocated by the existence of human emotional reactions to customer satisfaction. This research will continue to formulate thru the alternative hypothesis as follow:

> $H_5$ states that the Repurchase Intentions factor had to effect from Impulse Buying

By research, Hyun Hee Park *et al.* (2015) produce findings that the preferred attitude towards visual merchandise is directly transferred to the select brand attitude, positively related to purchase intention. The importance of emphasizing indirect visual merchandising as in creating impulse buying using spontaneity, strength, desire, and indifference to consequences is expected to be a factor that leads to higher impulse buying to achieve repurchase intentions. This research will formulate thru the alternative hypothesis as follow:

> $H_6$ states that the Repurchase Intentions factor had to effect from Visual Merchandising through Impulse Buying

By research, Miralem Helmefalk and Bertil Hultén (2017) give a piece of empirical evidence that multi-sensory congruent cues in-store atmosphere has positive effects on shopper emotions and purchase behavior Hereinafter, Shin-Yi Lin and Chia-Chi Chang (2020), based on the empirical study, find that hotel restaurants' atmosphere and service performance influence customer well-being and positively affect customers' repurchase intentions. The importance of emphasizing indirect store atmosphere as in creating impulse buying using spontaneity, strength, desire, and indifference to consequences is expected to be a factor that leads to higher impulse buying to achieve repurchase intentions. This research will formulate thru the alternative hypothesis as follow:

> $H_7$ states that the Repurchase Intentions factor had to effect from Store Atmosphere through Impulse Buying

## Research Method

The research using causal-comparative type, which is variable or between model-based on the quantitative approach, a design that presupposes establishing what is occasioning as far as specific factors are concerned (Salkind, 2010, hal. 124). The subject research is the consumer's in Minoso's Grand Metropolitan Mall, Bekasi City of Indonesia. Data collection methods use observation techniques facile from primary data to use a device of online questionnaire each of Miniso's consumers since March until July 2020. The synopsis measurement of variables is computed by variable name (abbreviation), dimension, indicator, and literature will develop from previous research. The questionnaire as a means of collecting data is measured using an Ordinal scale. On the whole, data use a 'Likert'. The measurement of variables is summarized as follow:

**Table 1 Variable Measuring**

| Variable Name / Abbreviation | Dimension | Indicator Abbreviation | References (Literature and Previous Research) |
|---|---|---|---|
| Visual Merchandising (VM) | Windows Display | WD1-WD2 | (Mehta & Chugan, 2013) |
| | In Store Form / Mannequin Display | ISF1-ISF2 | |
| | Floor Merchandising | FM1-FM2 | |
| | Promotional Signage | PS1-PS2 | |
| Store Atmosphere (SA) | Visual Communication | VC1-VC2 | (Levy & Weitz, 2012, hal. 576; Parsad, Prashar, Vijay, & Sahay, 2019) |
| | Lighting | L1-L3 | |
| | Colour | C1-C2 | |
| | Music | M1-M3 | |
| | Flavour | F1-F3 | |
| Impulse Buying (IB) | Spontaneity | Sp1-Sp2 | (Rook & Fisher, 1995; Chung, Song, & Lee, 2017) |
| | Strength | St1-St2 | |

| Variable Name / Abbreviation | Dimension | Indicator Abbreviation | References (Literature and Previous Research) |
|---|---|---|---|
| | Desire | D1-D2 | |
| | Indifference to Consequences | ItC1-ItC2 | |
| Repurchase Intentions (RI) | Transactional | Trans. | (Kotler, Philip T., Keller, Kevin Lane, 2014; Priansa, 2017) |
| | Referential | Ref. | |
| | Preferential | Pref. | |
| | Explorative | Exp. | |

Source: *Based on the foregoing study*, and literature (2020)

In this research, the non-probability sampling technique is used because samples taken from the population must be truly representative. Miniso's consumer has the amount of very many and not known with certainty in population. Based on J. Anderson and D. Gerbing (1988) recommends the magnitude or range of sample sizes in performing structural equation modelling tests, namely between 100-150 (Schumacker & Lomax, 2010, p. 41). On this basis, the final number of samples studied was appointing of 100 respondents.

The Structural Equation Modelling (SEM) is the hybrid technique; it covers the confirmatory aspect from analysis factor, path analysis, and multiple regressions, which is considered a particular SEM case (Santosa, 2020, hal. 1). Analysis methods start begun from data validity and reliability tests, goodness-of-fit tests, and hypothetical testing. These regression equations are computed as follow:

$$\eta_1 = \alpha + \gamma_{11}\,\xi_1 + \gamma_{12}\,\xi_1 + \zeta_1$$

$$\eta_2 = \alpha + \gamma_{21}\,\xi_1 + \gamma_{22}\,\xi_1 + \zeta_2$$

This stage, the determinant of repurchase intentions with analysis SEM methods itemize each notation at the research result stage after passing the instrument phase research and goodness of fit model testing. Assessing the Goodness-of-Fit Criteria is carried out to indicate the comparison between the specified model and the covariance analysis between indicators (observed variables) thru three measurement criteria, namely absolute fit indices, Incremental fit indices, and parsimonious fit indices (Hair, Black, Babin, & Anderson, 2014, pp. 666-669). Through the t-value statistical path diagram (.pth) output, this application can automatically confirm the complete t-test results with the test error rate set (default) of 0.05 (Schumacker & Lomax, 2010, p. 53). If the test results of the effect of a latent variable on other latent variables show insignificant results, the LISREL program will print the output with a "red" line. The results of the discussion and conclusions are based on the results of the intended analysis

# Result and Discussion

## Descriptive Respondents

The demographic respondent outcomes view as follows:

**Table 2 Summary Demographic Respondents**

| Based on | Categorized | Amount (%) |
|---|---|---|
| Gender | Male = 18 | 18 |
| | Female = 82 | 82 |
| Age | less than 20 Years Old | 2 |
| | betwixt 20-25 Years Old | 90 |
| | betwixt 26-30 Years Old | 7 |
| | more than 30-35 Years Old | 1 |
| Education | Junior High Schools | 0 |
| | Senior High Schools | 62 |
| | Diploma | 7 |
| | Bachelor | 31 |
| Occupational | Government Employees | 1 |
| | General Employees | 35 |
| | Entrepreneur | 2 |
| | Student / College Student | 59 |
| | Others | 3 |
| Monthly Expenses | less than 1 million IDR | 27 |
| | betwixt 1 - 1,5 million IDR | 37 |
| | more than 1,5 - 2 million IDR | 23 |
| | more than 2 million IDR | 13 |

Source: *author's calculate from programs* (2021)

Table 2 summarizes analysis statistic descriptive allocation data respondents from 100 respondent yield 82 percent of Miniso's consumer are female with a productive age between 20 and 25 years and have a senior high school education. They have an occupation 59 percent of student or college student and 35 percent of general employees with monthly expenses is betwixt 1 - 2 million IDR in the majority. Based on data from table 1 above, which can provide conclusions that Miniso's consumer in Grand Metropolitan Mall, Bekasi City is youth, i.e., student or college student status and covered people who affordable expense in consumption.

## Assessment of Data Validity and Reliability

This research uses confirmatory factor analysis in assessing data validity. Standardized loadings factor (SLF) require must be more than equal to 0.3 score; items are legitimate to state 'valid' or vice versa. If a score with an SLF is less than equal to 0.3, then things are stated 'invalid' and so need assessing data validity again without involving an indicator that invalid or must be eliminated from the repeat tests.

**Table 3 Summary Data Validity**

| Variable | Data Validity | | Run Tests | | Repeat Tests | | |
|---|---|---|---|---|---|---|---|
| | Indicator | Items Abbreviation | SLF Score | Proceeds | SLF Score | Proceeds | Final Results |
| Visual Merchandising (VM) | Windows Display | WD1 | 0.33 | valid | 0.39 | valid | SLF score ≥ 0.3 |
| | | WD2 | 0.31 | valid | 0.30 | valid | |
| | In Store Form / Mannequin Display | ISF1 | 0.34 | valid | 0.33 | valid | |
| | | ISF2 | 0.36 | valid | 0.36 | valid | |
| | Floor Merchandising | FM1 | 0.18 | invalid | - | valid | |
| | | FM2 | 0.27 | invalid | - | valid | |
| | Promotional Signage | PS1 | 0.29 | invalid | - | valid | |
| | | PS2 | 0.25 | invalid | - | valid | |
| Store Atmosphere (SA) | Visual Communication | VC1 | 0.44 | valid | 0.43 | valid | SLF score ≥ 0.3 |
| | | VC2 | 0.46 | valid | 0.46 | valid | |
| | Lighting | L1 | 0.38 | valid | 0.38 | valid | |
| | | L2 | 0.48 | valid | 0.47 | valid | |
| | | L3 | 0.60 | valid | 0.60 | valid | |
| | Colour | C1 | 0.46 | valid | 0.46 | valid | |
| | | C2 | 0.54 | valid | 0.54 | valid | |
| | Music | M1 | 0.65 | valid | 0.65 | valid | |
| | | M2 | 0.51 | valid | 0.52 | valid | |
| | | M3 | 0.58 | valid | 0.58 | valid | |
| | Flavour | F1 | 0.54 | valid | 0.54 | valid | |
| | | F2 | 0.59 | valid | 0.59 | valid | |
| | | F3 | 0.62 | valid | 0.62 | valid | |
| Impulse Buying (IB) | Spontaneity | Sp1 | 0.51 | valid | 0.51 | valid | SLF score ≥ 0.3 |
| | | Sp2 | 0.58 | valid | 0.58 | valid | |
| | Strength | St1 | 0.56 | valid | 0.56 | valid | |
| | | St2 | 0.58 | valid | 0.59 | valid | |
| | Desire | D1 | 0.46 | valid | 0.45 | valid | |
| | | D2 | 0.60 | valid | 0.60 | valid | |
| | Indifference to Consequences | ItC1 | 0.72 | valid | 0.72 | valid | |
| | | ItC2 | 0.61 | valid | 0.61 | valid | |
| Repurchase Intentions (RI) | Transactional | Trans. | 0.54 | valid | 0.53 | valid | SLF score ≥ 0.3 |
| | Referential | Ref. | 0.42 | valid | 0.42 | valid | |
| | Preferential | Pref. | 0.40 | valid | 0.41 | valid | |
| | Explorative | Exp. | 0.38 | valid | 0.38 | valid | |

Source: *author's calculate from programs* (2021)

Table 3 states that the SLF score for each item is more than 0.3 points, but in the initial run test still produces a score of fewer than 0.3 points, i.e., floor merchandising and promotional signage. Therefore, doing the retest of data validity not involving the indicator above. The overall test yields items and indicators with an SLF score of more than 0.3. It implies 'valid.' It implies that the data validity uses confirmatory factor analysis has been fulfilled. Hereinafter, data reliability uses variance extracted (VE) measure, which requires more than equal to 0.50 scores.

**Table 4 Summary Data Reliability**

| Variable | Indicator | Items Abbreviation | Loading Factors | Error Variance | VE Calculation (Results) |
|---|---|---|---|---|---|
| Visual Merchandising (VM) | Windows Display | WD1 | 0.39 | 0.34 | $\frac{(1.38)^2}{(1.38)^2 + 1.37} = 0.5816 > 0.5$ |
| | | WD2 | 0.30 | 0.27 | |
| | In Store Form / Mannequin Display | ISF1 | 0.33 | 0.33 | |
| | | ISF2 | 0.36 | 0.42 | |
| | **Σ** | | **1.38** | **1.36** | **Reliable** |
| Store | Visual | VC1 | 0.43 | 0.33 | $(6.84)^2$ |

| Variable | Indicator | Items Abbreviation | Loading Factors | Error Variance | VE Calculation (Results) |
|---|---|---|---|---|---|
| Atmosphere (SA) | Communication | VC2 | 0.46 | 0.32 | $= 0.5917 > 0.5$ |
| | Lighting | L1 | 0.38 | 0.31 | |
| | | L2 | 0.47 | 0.44 | |
| | | L3 | 0.60 | 0.52 | |
| | Color | C1 | 0.46 | 0.32 | |
| | | C2 | 0.54 | 0.34 | |
| | Music | M1 | 0.65 | 0.29 | |
| | | M2 | 0.52 | 0.57 | |
| | | M3 | 0.58 | 0.38 | |
| | Flavor | F1 | 0.54 | 0.37 | |
| | | F2 | 0.59 | 0.22 | |
| | | F3 | 0.62 | 0.31 | |
| | **Σ** | | **6.84** | **4.72** | **Reliable** |
| Impulse Buying (IB) | Spontaneity | Sp1 | 0.51 | 0.43 | $\frac{(4.62)^2}{(4.62)^2 + 3.70} = 0.5553 > 0.5$ |
| | | Sp2 | 0.58 | 0.60 | |
| | Strength | St1 | 0.56 | 0.36 | |
| | | St2 | 0.59 | 0.57 | |
| | Desire | D1 | 0.45 | 0.26 | |
| | | D2 | 0.60 | 0.36 | |
| | Indifference to Consequences | ItC1 | 0.72 | 0.51 | |
| | | ItC2 | 0.61 | 0.61 | |
| | **Σ** | | **4.62** | **3.70** | **Reliable** |
| Repurchase Intentions (RI) | Transactional | Trans. | 0.53 | 0.25 | $\frac{(1.74)^2}{(1.74)^2 + 1.12} = 0.6084 > 0.5$ |
| | Referential | Ref. | 0.42 | 0.31 | |
| | Preferential | Pref. | 0.41 | 0.26 | |
| | Explorative | Exp. | 0.38 | 0.30 | |
| | **Σ** | | **1.74** | **1.12** | **Reliable** |

Source: *author's calculate from programs* (2021)

Table 4 states that the VE calculation produces score for each instrument is more than 0.5 points. It is meanings that the variance of the indicators extracted by the latent construct is more than the error variance.

## Goodness of Fit Index of CFA

The analysis of structural equation modelling involved, i.e., the CFA, the test of hybrid, an examination of fittings model, and examination of the hypothesis. The initial stage assessed the appropriate indices explain confirmatory factor analysis compute in the path diagram. The overall Goodness-of-Fit Indices result summarizes in table 5 as follows:

**Table 5 Summary Goodness-of-Fit Indices**

| Goodness-of-Fit Index | Score | | | | |
|---|---|---|---|---|---|
| | ***Cut off*** | **Initial Model** | **Results** | **Modified Model** | **Results** |
| *Chi-Square* $\chi$ | minimum score | 765.12 | Poor | 493.65 | Poor |
| Probability | > 0.50 | 0.00 | Poor | 0.00 | Poor |
| GFI | > 0.90 | 0.65 | Poor | 0.74 | Poor |
| RMSEA | < 0.08 | 0.104 | Poor | 0.076 | Acceptable |
| RMR | ≤ 0.05 | 0.057 | Marginal | 0.050 | Acceptable |
| *Standardized* RMR | ≤ 0.08 | 0.087 | Marginal | 0.079 | Close-Fit |
| AGFI | ≥ 0.90 | 0.59 | Poor | 0.69 | Poor |
| NFI | ≥ 0.90 | 0.84 | Marginal | 0.89 | Marginal |

| | | | | | |
|---|---|---|---|---|---|
| TLI or NNFI | ≥ 0.95 | 0.90 | Marginal | 0.95 | Acceptable |
| CFI | ≥ 0.90 | 0.91 | Marginal | 0.96 | Acceptable |
| RFI | ≥ 0.95 | 0.82 | Marginal | 0.96 | Acceptable |
| PGFI | > 0.50 | 0.56 | Acceptable | 0.61 | Acceptable |
| PNFI | 0.60 - 0.90 | 0.77 | Acceptable | 0.77 | Acceptable |
| CMIN/dF | < 2.00 | 2.067 | Poor | 1.526 | Acceptable |

Source: *author's calculate from programs* (2021)

The output from the initial model produces an RMSEA score of more than 0.10. Then the CFA can modification the index based on output application suggestions because the fitting model can improve. Joreskog dan Sorbom (1993) gives recommendations modelling strategy of re-specification. In this study, model generating type use because models do not have the expected abilities. The modification process can be done repeatedly until the best match is found of substantial prediction error for a pair of indicators calculated by the program for each relationship between the estimated variables (Hair, Black, Babin, & Anderson, 2014). The next stage assessed the modification indices to improve the previous model for produces an RMSEA score of less than 0.08, which has fulfilled a minimum score and indicates that the model has a reasonable error estimate.

After the model is modified (Table 5), the conformity test results (full-model) are calculated by the LISREL 8.72 program for each relationship between variables estimated on the Goodness-of-Fit test, the score $\chi 2 = 493.65$, with a p-value of 0.000 and an RMSEA score of 0.076. The GFI (goodness of fit index) and adjusted model only meets the Marginal-Fit criteria with a score of 0.74 and 0.69. Each standard of the Incremental Fit Measures (TLI or NNFI, CFI, and RFI) scores greater than equal to (≥) 0.95. Meanwhile, the PGFI (parsimonious goodness of fit index) model has a value of 0.61. The combination of the various test criteria above concluded that the entire research model has an acceptable Goodness-of-Fit level.

## Structural Equaton Results

The hybrid model fitting results from figure 3 above yield a calculate of the structural equation as follows:

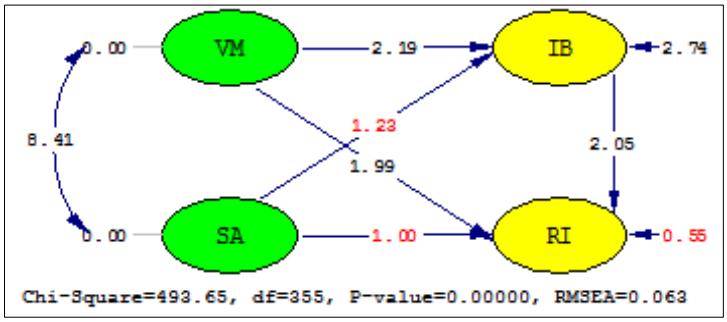
IB = 0.52*VM + 0.16*SA, Errorvar.= 0.45, $R^2 = 0.55$

RI = 0.37*IB + 0.51*VM + 0.18*SA, Errorvar.= 0.060, $R^2 = 0.94$

Based on the structural equation yields, bivariate model $R^2$ score formulation for Impulse Buying is 0.55, and Repurchase Intentions is 0.94, respectively, which means this model can explain 55% and 94% of changes latent variables of Impulse Buying and Repurchase Intentions.

## Hypothesis of Tests

Regarding the model in determining Repurchase Intentions can be seen in figure 2 as follows:




Source: *output programs* (2021)

**Figure 2 Structural Model**

Hypothesis examining begins with assessing the regression weight score of determinant repurchase intentions to foresee the power of impact that transpires betwixt each of the independent variables, i.e., visual merchandising, store atmosphere, and impulse buying.

**Table 6 The Results of Hypothesis Examine**

| Path | Direct Effect | | | | |
|---|---|---|---|---|---|
| | β | error variance | t-values | Requisite | Hypothesis Statement |
| VM to IB | 0.52 | 0.24 | 2.19 | t value > t critical (1.96) | Accept $H_1$ |
| SA to IB | 0.26 | 0.21 | 1.23 | | Reject $H_2$ |
| VM to RI | 0.71 | 0.25 | 1.99 | | Accept $H_3$ |
| SA to RI | 0.28 | 0.23 | 1.00 | | Reject $H_4$ |
| IB to RI | 0.37 | 0.18 | 2.05 | | Accept $H_5$ |
| **Indirect Effect** | | | | | |
| VM to IB to RI | 0.19 | 0.10 | 1.98 | t value > t critical (1.96) | Accept $H_5$ |
| SA to IB to RI | 0.10 | 0.10 | 0.94 | | Reject $H_6$ |

Source: *author's calculate from programs* (2021)

## Discussions

The yield of structural equation modelling for portending a Repurchase Intention determining (from Table 5), empirical evidence shows that the Visual Merchandising has generated a significant extent t-values more than 1.96 critical value, it is indicated that in a statistic proves towards Impulse Buying and Repurchase Intentions (H1, H3 is Accepted) with and significant score. In CFA analysis, the visual merchandising no involves both floor merchandising and promotional signage indicators because of no fulfil requirement. These findings support the previous research stating that the window display indicator involves floor merchandising and promotional signage, which implies impulse purchase (Mehta & Chugan, 2013). Hereinafter, these findings are also proving the significant evidence use window display, in-store design indicator but involve store layout and store atmosphere, which implication impulse buying behaviour (Gudonavičienė & Alijošienė, 2015), while proving the significant evidence of online visual merchandising towards impulse buying (K.S., 2019). Visual merchandising is no involves floor merchandising and promotional support the previous research use window display and in-store interior to prove a piece of

significant evidence towards consumer attention (Soomro, Kaimkhani, & Iqbal, 2017). Hereinafter, these findings are also proving the significant evidence use store displays and mannequins, which implication consumer attention (Anuja & Maresh, 2019), and the uses the products display and posters, which implication to customer's purchase intention (Jayaweera & Sirisena, 2020).

In the next CFA analysis, the Store Atmosphere has generated no significant extent t-values fewer than 1.96 critical value; it is indicated that in a statistic no proves towards Impulse Buying (H2 is Rejected). While the Store Atmosphere has a significant t-values of less than 1.96 points, it is indicated that a statistic confirms Repurchase Intentions (H4 is Rejected). These findings do not support the previous research stating that the physical shopping environment and in-store implication unplanned purchases (Muruganantham & Bhakat, 2013). Furthermore, the study does not support that store atmosphere has a positive relationship and significant influence on impulse buying behavior (Akram, Hui, Khan, Hashim, & Rasheed, 2016; Gandhi, 2020). Store atmosphere uses lighting, color, and store dimensions of indicator no support the previous research to prove a piece of significant evidence towards consumer attention (Soomro, Kaimkhani, & Iqbal, 2017), and also use a products display and posters indicators in measure of store atmosphere towards customer's purchase intention (Jayaweera & Sirisena, 2020). Hereinafter, these findings do not prove the previous study's evidence, i.e., confirming the positive and significant evidence, i.e., window display, colour, lightning, and store interior on consumer attention (Soomro, Kaimkhani, & Iqbal, 2017). Store atmosphere store displays and mannequins dimension with implication consumer attention (Anuja & Maresh, 2019). The store atmosphere uses different dimensions, i.e., exterior, layout, visual merchandising, price, and promotions, to obtain customers to repurchase—third of them no support in this research (Thirumalazhagan & Nithya, 2020).

Empirical evidence shows that the Impulse Buying has generated an extent of more than 1.96 critical value (Table 5), it is indicated that in a statistic proves towards Repurchase Intentions (H5 is Accepted) with and significant score. These findings not support the previous research stating that the crowding perceptions negatively influence customer satisfaction, leading to their impulse purchase decision (Tran, 2020). Evidence on the indirect implication from visual merchandising shows that the Impulse Buying as a mediator has generated a significant extent t-values more than 1.96 critical value, it is indicated that in a statistic proves towards Repurchase Intentions through Visual Merchandising and Impulse Buying foregoing (H6 is Accepted) with and significant score. These findings support the previous research stating that the visual merchandise is directly transferred to the select brand attitude, positively related to purchase intention preferred attitude (Park, Jeon, &

Sullivan, 2015). The indirect implication from Store Atmosphere shows that the Impulse Buying as a mediator has generated a significant extent t-values less than 1.96 critical value, it is indicated that in a statistic no proves towards Repurchase Intentions through Store Atmosphere and Impulse Buying foregoing (H7 is Rejected). These findings do not support the previous research through multi-sensory congruent cues in-store atmosphere as a mediator towards a purchase behaviour (Helmefalk & Hultén, 2017), and also customers' repurchase intentions through hotel restaurants' atmosphere (Lin & Chang, 2020). Based on the hypothesis in this study, Visual Merchandising becomes a determining factor in creating Impulse Buying and Repurchase Intentions as a direct or indirect effect (through Impulse Buying) Miniso's consumer, although in CFA analysis must eliminate floor merchandising and promotional signage from measurement indicator. Unfortunately, Store Atmosphere in this study is not a determining factor for predicting Impulse Buying and Repurchase Intentions as a direct or indirect effect. However, Impulse Buying has a favorable significant implication towards Repurchase Intentions as directly on the consumer Miniso's in Grand Metropolitan Mall, Bekasi City - Indonesia.

## Conclusions

The determining factor on Repurchase Intentions is empirical evidence that visual merchandising (i.e., windows display and in-store form/mannequin display) directly affects impulse buying and re-purchasing. On the other hand, store atmosphere (visual communication, lighting, colour, music, and flavour) fails to predict impulse buying and re-purchasing. Impulse buying directly impacts the repurchase intentions with spontaneity, strength, desire, and indifference to consequence indicators. Impulse buying is also a determining factor as a mediator betwixt of Visual Merchandising and Repurchase Intentions as an indirect, although Store Atmosphere is non-significant as a determining factor.

This research's findings provide input to Miniso's store in the study, such as implementing visual merchandising get combine with a creative strategy online or web-based to persuade in the preserve repurchase intentions consumer. Improving the store atmosphere technique, especially to get impulse buying from consumers', proving the evidence from determining contribution is only 55 percent. Impulse buying can use as a 'keyword' or a new strategy for creating a candidate consumer or new target market; this condition proved the contribution is very high, i.e., 94 percent to make of repurchase intentions in an emerging market, especially in Jabodetabek area. Further research can add indicators, especially in visual merchandising, such as the floor merchandise, posters, posters, signs, and wall decorations.

The implication for marketers is to identify penetration, measurement better, and market development on intelligent marketing conceptual as information collected and deep analysed in decision-making to achieve more actual and accurate organizational goals. For store managers, the impulsive buying factor can be used as an alternative strategy to further boost sales in the short term from the repurchase results. Supervision, training, and creative ideas need to be poured in to become input for salespeople in the forefront to be more creative in techniques for marketing store products, especially to attract impulsive purchases. Digital-based alternative promotional techniques should develop to deal with similar competitors, especially unit business or store, and organizations can have self-differentiation for always sustain and competitive advantages. In addition, the results of the alternative technique evaluation for repurchase intentions will provide important information for the marketers to get a new consumer.

Another instrument is also developed for a research model, which enriches marketing science findings in emerging market countries, such as technology, user perception, satisfaction elements, and other factors. This study can be added and expanded using the sample category from Miniso's consumers from another country and do the benchmark with case-study approach instance.

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