
Understanding Key Influences on Consumer Repurchase Decisions in Fashion Retail SME Stores

Tjokorda Gde Agung Wijaya Kesuma Suryawan¹, I Gusti Ayu Made Dian Pratiwi²,
I Wayan Meryawan³

^{1,2,3} Fakultas Ekonomi dan Bisnis, Universitas Ngurah Rai

E-mail: tjokagungwk@gmail.com¹, gustidianpratiwi3@gmail.com², meryawan.feb@unr.ac.id³

Article History:

Received: 16 November 2024

Revised: 19 Desember 2024

Accepted: 30 Desember 2024

Keywords: *Product Quality,
Word of Mouth, Store Image,
Repurchase Decisions,
Fashion Retail Store, SMEs*

Abstract: *This study examines the effects of product quality, word of mouth (WOM), and store image on consumer repurchase decisions at Dewa Ayu Shop in Klungkung, Bali. Recognizing the essential role of repurchase decisions for business sustainability, this research investigates both individual and combined impacts of these factors on consumer loyalty. Data were collected from 96 respondents through purposive sampling, analyzed using reliability and validity assessments, classical assumption testing, multiple linear regression, determination analysis, t-tests and F-test to evaluate simultaneous and partial influences. Results indicate that product quality, WOM, and store image each positively and significantly impact repurchase decisions, both independently and simultaneously. This study contributes to marketing scholarship by integrating these factors into a cohesive model of consumer repurchase drivers, highlighting the interaction between product quality and brand perception in customer retention. For retail managers, the findings underscore the importance of ensuring high product quality, fostering positive WOM, and enhancing store image, offering actionable insights to build customer loyalty and support competitive advantage in dynamic retail markets.*

INTRODUCTION

The rapid advancement of science and technology in the modern era has significantly transformed the business landscape, intensifying market competition and necessitating more sophisticated marketing systems for companies in both goods and services sectors (Amrita, Mandiyasa, et al. , 2024; Joesyiana, 2018). In this context, businesses are increasingly pressured to develop effective strategies that ensure survival and profitability amidst fierce competition (Nisa et al., 2019) . To remain competitive, companies must precisely target product markets, enabling consumers to recognize and engage with the products being marketed. Marketing has been identified as a key driver of success for businesses, particularly in sustaining long-term growth in today's globalized and competitive environment (Amrita, Suryawan, et al. , 2024; Pradana et al. , 2019). As consumer preferences become more selective, firms must adopt

marketing strategies that are both effective and efficient, ensuring consumer satisfaction and securing a competitive advantage (Hidayat et al., 2022). Satisfied customers are more likely to repurchase products or services when their needs reemerge, making repurchase decisions a crucial factor in business success (Hidayat et al., 2022). These decisions, which involve consumers choosing to buy a product they have previously purchased based on their satisfaction (Yunila et al., 2022), are vital for businesses to identify and achieve key strategic objectives.

Several factors influence repurchase decisions, including product quality, word of mouth (WOM), and store image (Suryawan, Handayani, et al., 2024). Product quality, defined as the ability of a product to meet or exceed consumer expectations, directly impacts repurchase behavior (Kotler et al., 2024; Setyaningrum & Wati, 2019). A high level of product quality leads to increased consumer satisfaction and enhances the likelihood of repurchase (Amron, 2018; Prayoni & Respati, 2020). Moreover, the influence of WOM, particularly in cultures with high interpersonal interaction such as Indonesia, plays a crucial role in shaping consumer purchasing decisions. Positive WOM, which arises from consumer satisfaction or dissatisfaction, is regarded as more credible and persuasive than traditional advertising (Suryani, 2013). Store image, the perception of a store's personality and the impression it leaves on consumers, also plays a significant role in repurchase decisions. A strong store image enhances consumer trust and increases the attractiveness of products, leading to repeated purchases (Marantika & Sarsono, 2020; Armalinda, 2019). However, while many studies confirm the importance of these factors, others report mixed or non-significant effects on repurchase decisions (Marisa & Rowena, 2019; Zulkarnain et al., 2021).

This study examines Dewa Ayu Shop, a women's fashion retailer located in Klungkung, Bali. As an SME, Dewa Ayu Shop plays a crucial role in driving sustainable economic growth in the region, aligning with Sustainable Development Goal (SDG) 8, which emphasizes inclusive and sustainable economic growth, employment, and decent work for all (Kpurunee & Zeb-Obipi, 2023). In Bali's highly competitive fashion retail landscape, SMEs like Dewa Ayu Shop face considerable pressure to meet customer needs and adapt to evolving consumer expectations, both to retain their customer base and to contribute to local community stability and resilience.

Table 1. Target, Sales, and Achievement at Dewa Ayu Shop

No	Month	2021			2022		
		Targets	Actual Sales	Achievement	Targets	Actual Sales	Achievement
1	January	50.000.000	47.930.000	95,86%	50.000.00	51.225.000	102,45%
2	February	50.000.000	52.450.000	104,9%	55.000.00	54.755.000	99,55%
3	March	55.000.000	46.379.000	84,33%	55.000.00	53.560.000	97,38%
4	April	50.000.000	43.812.000	87,62%	55.000.00	52.800.000	96%
5	May	50.000.000	43.164.000	86,33%	55.000.00	52.540.000	95,53%
6	June	50.000.000	49.622.000	99,24%	55.000.00	51.980.000	94,50%
7	July	50.000.000	47.132.000	94,26%	55.000.00	51.629.000	93,87%
8	August	50.000.000	43.379.000	86,76%	55.000.00	51.540.000	93,71%
9	Septemb	50.000.000	42.886.000	85,77%	55.000.00	52.246.000	94,99%
10	October	50.000.000	42.494.000	84,99%	55.000.00	51.466.000	93,57%
11	Novemb	50.000.000	50.208.000	100,42%	55.000.00	51.135.000	92,97%
12	Decembe	52.000.000	55.481.000	106,69%	55.000.00	54.224.000	98,59%
Total		607.000.00	564.937.000	93,07%	655.000.0	629.100.000	96,04%

Source: (Dewa Ayu Shop Klungkung, 2023)

As shown in Table 1, monthly sales frequently fell short of set goals, suggesting possible shortfalls in aligning product offerings with consumer expectations, a critical factor that may be influencing customer retention and, subsequently, overall sales performance. Dewa Ayu Shop's sales targets are adjusted monthly, beginning with a baseline of IDR 50,000,000, and are raised whenever monthly sales exceed this benchmark. This practice aims to set increasingly ambitious goals to drive sales growth. However, as Table 1 illustrates, target achievement was inconsistent; only a few months saw targets exceeded, notably in February, November, and December 2021, with a similar trend in January 2022. The owner attribute these spikes to seasonal factors, such as Valentine's Day promotions in February and end-of-year sales incentives in December, which offered discounts to clear stock. Conversely, sales underperformance during other months highlights persistent challenges in maintaining consumer engagement and meeting market demands.

Further insights gathered through customer interviews reveal product-related concerns impacting repeat purchase decisions. Many consumers expressed dissatisfaction with product quality and design, indicating that these aspects often fell below their expectations. This misalignment not only dampens consumer interest but also detracts from Dewa Ayu Shop's brand image and competitive standing. Additionally, divergent customer perspectives on the store's reputation reflect mixed word-of-mouth (WOM) outcomes. While some customers appreciate the affordability of beauty products offered by Dewa Ayu Shop, others expressed reservations about its fashion products, citing inferior design and quality compared to alternative brands. Negative WOM poses a substantial threat to Dewa Ayu Shop's brand image, as consumer perceptions and recommendations are increasingly vital in influencing potential buyers in today's retail environment (Suryawan et al., 2023). Operational policies also appear to impact customer satisfaction and retention. The store's security policy, requiring customers to deposit personal belongings in lockers upon entry, has led to dissatisfaction, as customers cited concerns over the limited number and poor condition of the lockers, which detracts from their shopping experience. Although implemented as a theft prevention measure, this policy has inadvertently affected customer comfort, emphasizing the need for operational adjustments that balance security with customer convenience.

This study aims to explore the interconnected effects of product quality, WOM, and operational policies on consumer retention at Dewa Ayu Shop. By investigating the primary drivers behind consumer dissatisfaction and identifying areas for improvement in customer experience, this research seeks to offer actionable insights for Dewa Ayu Shop and similar SMEs striving for long-term growth in competitive markets. Findings from this study are expected to provide significant implications for enhancing SME brand reputation and customer loyalty through strategic marketing and operational improvements.

LITERATURE REVIEW

Product Quality, Word of Mouth and Store Image on Consumer Repurchase Decisions

The concept of repeat purchase decision is a critical aspect of consumer behavior, often associated with customer loyalty to a product, brand, or company (Amron, 2019). Irfan (2022) suggests that repeat purchase behavior is a positive consumer response to a product, leading to repurchase and loyalty. Factors such as product quality (Setyaningrum & Wati, 2019), word of mouth (WOM) (Insanniat & Soebiantoro, 2022), and store image (Armalinda, 2019) are significant in shaping repeat purchase decisions. Product quality, when it meets or exceeds consumer expectations, increases the likelihood of repurchase (Amron, 2018; Prayoni & Respati, 2020). WOM also plays a crucial role, as positive recommendations from acquaintances

influence consumer preferences and repurchase behavior (Tjiptono, 2011). Moreover, a positive store image enhances consumer perceptions, making them more likely to make repeat purchases (Apriliani et al., 2022). Empirical studies have supported these factors, showing that product quality, WOM, and store image positively and significantly affect repeat purchase decisions (Winata, 2020; Insanniat & Soebiantoro, 2022; Armalinda, 2019).

Based on the theoretical perspectives and empirical findings from previous studies, the following hypothesis is proposed:

H1: Product quality, word of mouth, and store image have a positive and significant simultaneous effect on repeat purchase decisions of consumers at Dewa Ayu Shop in Klungkung, Bali.

Product Quality on Consumer Repurchase Decisions

Product quality refers to a product's ability to perform its intended functions, encompassing durability, reliability, accuracy, ease of use, repairability, and other product attributes (Lionarto et al., 2022). High or positive product quality creates added value for consumers, which enhances their purchasing experience and strengthens their relationship with a particular brand. The higher the perceived product quality, the greater the likelihood of a consumer's purchase decision (Amron, 2018). When consumers respond positively to a company's product quality, it increases their desire to repurchase. This view is supported by Setyaningrum & Wati (2019), whose findings indicate that product quality has a positive and significant effect on repeat purchase decisions. Similarly, Winata (2020) demonstrated that product quality positively and significantly influences repeat purchase decisions.

Based on the theoretical perspectives and empirical findings from previous studies, the following hypothesis is proposed:

H2: Product quality has a positive and significant partial effect on consumers' repeat purchase decisions at Dewa Ayu Shop in Klungkung, Bali.

Word of Mouth on Consumer Repurchase Decisions

Word of Mouth (WOM) is a highly effective strategy influencing consumer decisions regarding the use of products or services (Joesyiana, 2018). According to Saputra & Ardani (2020), WOM refers to the marketing effort where products or services are promoted through viral marketing, with customers discussing, recommending, and enthusiastically endorsing products and services to others on a voluntary basis. WOM can spread not only through traditional face-to-face communication but also via social media platforms, which significantly amplify its reach. WOM is particularly effective in increasing the likelihood of repeated usage, as recommendations from friends, family, or acquaintances are often considered more credible than traditional product promotions. This credibility stems from the independent and honest nature of the information, as there is no direct connection between the individual offering the recommendation and the company producing or selling the product (Insanniat & Soebiantoro, 2022). This argument is further supported by their findings, who demonstrated that WOM has a positive and significant effect on repeat purchase decisions.

Based on the theoretical perspectives and previous research findings, the following hypothesis is proposed:

H3: Word of Mouth has a positive and significant partial effect on consumers' repeat purchase decisions at Dewa Ayu Shop in Klungkung, Bali.

Store Image on Consumer Repurchase Decisions

According to Halim & Syamsuri (2016), store image encompasses the overall personality of a store, reflecting how consumers perceive and emotionally connect with it. This perception includes the store's aesthetic appeal, atmosphere, service quality, and even its brand reputation, collectively shaping the consumer's experience. Nuryani & Handayani (2022) further elaborates that store image is an evaluative impression that directly impacts an individual's perception of the store's quality and attractiveness. Such perceptions are crucial as they influence not only initial customer attraction but also long-term loyalty. A favorable store image can lead to higher consumer satisfaction and enhance trust, which, in turn, can significantly increase the likelihood of repeat purchases. Maretha & Kuncoro (2011) emphasize that a positive store image serves as a driving factor in consumers' decisions to repurchase, suggesting that it builds a sense of reliability and comfort that encourages them to return. This view is supported by Armalinda (2019), who demonstrates through empirical research that store image has a significant and positive impact on repeat purchase behavior.

Based on the theoretical perspectives and previous research findings, the following hypothesis is proposed:

H4: Store image has a positive and significant partial effect on consumers' repeat purchase decisions at Dewa Ayu Shop in Klungkung, Bali.

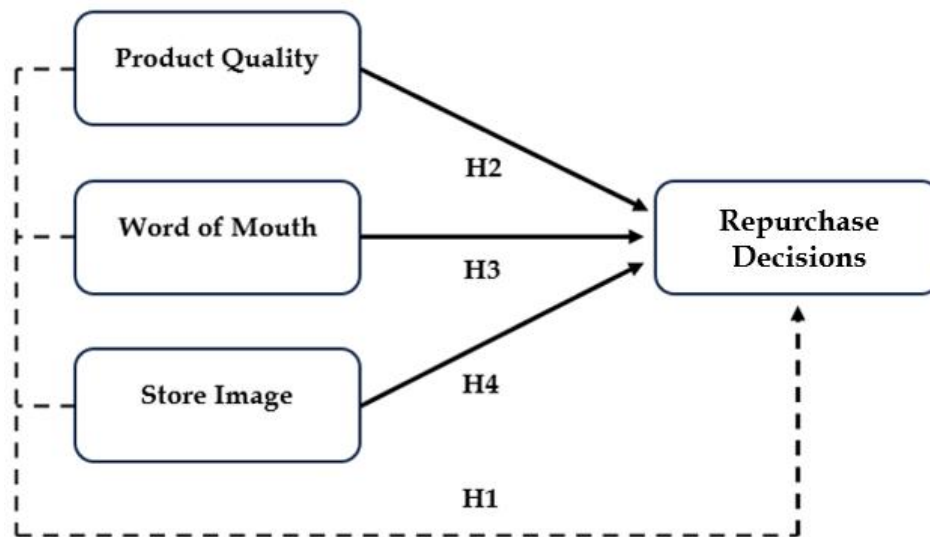


Figure 1. Research Conceptual Framework

Source: Theoretical review and previous research findings

These three variables have been identified in prior research as key determinants of consumer loyalty behaviors, particularly in the context of repeat purchasing (see Figure 1). Product Quality is expected to directly impact satisfaction levels, thereby influencing consumers' likelihood of returning to the store. Similarly, Word of Mouth and Store Image are anticipated to reinforce positive consumer perceptions and contribute to a favorable reputation, thus enhancing the propensity for repeat purchase decisions.

METHODS

The research method employed in this study is causal associative research. Causal associative research aims to investigate the influence between two or more variables under

examination (Sugiyono, 2019). The population of this study comprises all consumers who have made purchases at Dewa Ayu Shop, although the total number of consumers cannot be precisely identified. To select an appropriate sample, this study applies purposive random sampling, which involves selecting participants based on specific criteria to ensure that the data collected are representative (Sugiyono, 2019). To determine the appropriate sample size, the formula proposed by (Riduwan & Akdon, 2013), is utilized, given that the exact population size is unknown.

$$n = \left(\frac{Z_{\alpha/2} \sigma}{e} \right)^2$$

Where:

n = sample size

$Z_{\alpha/2}$ = Z-table value (the normal distribution level at a significance level of 5% = 1.96)

σ = population standard deviation (0.25, as per established guidelines)

e = margin of error (5% in this study)

Applying the above parameters, the sample size calculation results in:

$$n = \left(\frac{(1,96).(0,25)}{0,05} \right)^2$$

$$n = 96$$

As a result, 96 respondents were chosen from an unspecified population, ensuring that the sample accurately reflects the broader community. Accordingly, the sample includes consumers randomly selected who meet the following criteria: they must be at least 17 years old and have made purchases at Dewa Ayu Shop on more than two occasions. These criteria are established to ensure that respondents are sufficiently familiar with the shop's offerings and can meaningfully respond to the questionnaire statements.

RESULT AND DISCUSSION

Result

Validity and Reliability Tests

The validity test in this study was conducted using the SPSS (Statistical Package for the Social Sciences) software to assess the accuracy and consistency of the measurement instruments. Validity testing aims to ensure that each item within a measurement scale accurately reflects the construct it is intended to measure. Specifically, a measurement item is deemed valid if there is a statistically significant correlation between the item score and the overall score of the construct. This correlation indicates that each item contributes meaningfully to the construct as a whole, thereby validating its inclusion in the instrument. Table 2 presents the validity test results for each item, showing the correlation values and indicating whether they meet the significance threshold required for validity in this study.

Table 2. Validity Test Results

Variable	Indicator	Correlation Coefficient	Status
<i>Hulu et al. (2022)</i>			
Product Quality	<i>Performance</i>	0.708	Valid
	<i>Reliability</i>	0.714	Valid

	<i>Durability</i>	0.774	Valid
	<i>Consistency</i>	0.698	Valid
	<i>Design</i>	0.627	Valid
<i>Bakti et al. (2021)</i>			
Word Of Mouth	<i>Will</i>	0.845	Valid
	<i>Recommendations</i>	0.752	Valid
	<i>Encouragement</i>	0.796	Valid
<i>Wahyuni & Raharjo (2019); Tansya et al. (2019)</i>			
Store Image	<i>Merchandise</i>	0.779	Valid
	<i>Excellent</i>	0.699	Valid
	<i>Customer Service</i>		
	<i>Price Range</i>	0.733	Valid
	<i>Location</i>	0.648	Valid
	<i>Physical Facilities</i>	0.494	Valid
<i>Kotler et al. (2019)</i>			
Repurchase Decisions	<i>Product Stability</i>	0.713	Valid
	<i>Product Requirements</i>	0.685	Valid
	<i>Provide</i>		
	<i>Recommendations</i>	0.834	Valid
	<i>Repeat Purchases</i>	0.816	Valid

Source: Primary Data Processed, 2024

Based on the findings presented in Table 2, the results of the instrument validity testing reveal that all statement items across the four variables under study are valid, with correlation coefficients exceeding the threshold of 0.30. Consequently, each item in the instrument meets the standard of validity and is therefore considered appropriate for inclusion in the analysis.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Status
Product Quality	0.742	Reliable
Word Of Mouth	0.711	Reliable
Store Image	0.696	Reliable
Repurchase Decisions	0.759	Reliable

Source: Primary Data Processed, 2024

As presented in Table 3, the results of the research instrument testing demonstrate that all question items across the four variables have achieved satisfactory reliability levels, with Cronbach's Alpha (α) correlation coefficients exceeding the threshold of 0.60. This indicates that the research instrument (questionnaire) meets the standards of reliability.

Classical Assumption Tests

Table 4. Normality Test Results

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.08422143

Most Extreme Differences	Absolute	0.058
	Positive	0.058
	Negative	-0.057
Test Statistic		0.058
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Primary Data Processed, 2024

Based on the analysis results presented in Table 4, the Kolmogorov-Smirnov test yielded an asymptotic significance (Asymp. Sig.) value of 0.200, which is greater than the threshold of 0.05. This outcome indicates that the data in this study are normally distributed.

Table 5. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.113	1.073		-	0.302		
Product Quality	0.363	0.066	0.410	5.531	0.000	0.818	1.222
Word Of Mouth	0.451	0.093	0.356	4.862	0.000	0.835	1.197
Store Image	0.233	0.071	0.247	3.295	0.001	0.802	1.247

Source: Primary Data Processed, 2024

Based on Table 5, it is evident that none of the independent variables display a tolerance value below 0.10, nor does any variable exhibit a Variance Inflation Factor (VIF) exceeding 10. Consequently, this regression model is free from multicollinearity issues.

Table 6. Heteroskedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.534	0.605		4.189	0.000
Product Quality	-0.035	0.037	-0.106	-0.932	0.354
Word Of Mouth	-0.037	0.052	-0.080	-0.708	0.481
Store Image	-0.004	0.040	-0.011	-0.095	0.924

Source: Primary Data Processed, 2024

Heteroscedasticity testing was conducted using the Glejser method. This method involves regressing the regression model to obtain the residual values, which are then converted to absolute values and regressed against all independent variables. Based on Table 6, it is evident that each model exhibits a significance value greater than 5% or 0.05. This indicates that the study is free from heteroscedasticity issues.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.113	1.073		-1.037	0.302
Product Quality	0.363	0.066	0.410	5.531	0.000
Word Of Mouth	0.451	0.093	0.356	4.862	0.000
Store Image	0.233	0.071	0.247	3.295	0.001

Source: Primary Data Processed, 2024

Based on Table 7, the multiple linear regression equation can be written as follows:

$$Y = -1.113 + 0.363X_1 + 0.451X_2 + 0.233X_3$$

The coefficient $a = -1.113$ suggests that when Product Quality (X_1), Word of Mouth (X_2), and Store Image (X_3) are all zero or remain unchanged, the baseline value of the Repeat Purchase Decisions (Y) is projected to be -1.113, indicating a low initial likelihood of repeat purchasing without the influence of these factors. The positive coefficient for Product Quality (X_1) at 0.363 demonstrates that an increase in Product Quality, while keeping Word of Mouth (X_2) and Store Image (X_3) constant, would enhance Repeat Purchase Decisions by 0.363 units. Similarly, the coefficient for Word of Mouth (X_2) at 0.451 reveals a stronger positive impact on Repeat Purchase Decisions, suggesting that with each increase in Word of Mouth, and with Product Quality and Store Image held steady, Repeat Purchase Decisions would rise by 0.451 units. Finally, the coefficient for Store Image (X_3) at 0.233 also indicates a positive influence on Repeat Purchase Decisions, whereby any increase in Store Image, while keeping Product Quality and Word of Mouth constant, would yield a 0.233 increase in Repeat Purchase Decisions.

Determination Analysis

Table 8. Determination Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 ^a	0.587	0.573	2.118

Source: Primary Data Processed, 2024

Based on Table 8, the coefficient of determination indicates an R Square value of 0.587, meaning that 58.7% of the Repeat Purchase Decision is influenced by the variables of Product Quality, Word of Mouth, and Store Image. The remaining 41.3% is influenced by other variables that were not examined in this study.

Simultaneous Significance Test (F-test)

Table 9. Simultaneous Significance Test (F-test) Results

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	586.312	3	195.437	43.570	.000b
	Residual	412.678	92	4.486		
	Total	998.990	95			

Source: Primary Data Processed, 2024

The Simultaneous Test (F-test) is used to determine whether all independent variables, collectively, have an influence on the dependent variable. As shown in Table 9, the F-calculated value is 43.570 with a significance of 0.000, which exceeds the F-critical value of $F(0.05; 3; 96) = 2.70$ at a 95% confidence level ($\alpha = 0.05$). Since the significance value is less than 0.05, the null hypothesis is rejected, indicating that Product Quality, Word of Mouth, and Store Image have a significant collective impact on Repeat Purchase Decisions at Dewa Ayu Shop. This supports the validity of the proposed hypothesis.

Partial Significance Test (t-test)

Table 10. Partial Significance Test (t-test) Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.113	1.073		-1.037	0.302
	Product Quality	0.363	0.066	0.410	5.531	0.000
	Word Of Mouth	0.451	0.093	0.356	4.862	0.000
	Store Image	0.233	0.071	0.247	3.295	0.001

Source: Primary Data Processed, 2024

The partial test (t-test) is used to assess the influence of each independent variable on the dependent variable. The significance level (α) is set at 5% or 0.05, and the degrees of freedom (dF) are calculated as $(n - k) = 96 - 3 = 93$, resulting in a t-table value of 1.66 at $(0.05; 93)$. According to Table 10, it can be observed that the t-calculated value for Product Quality (5.531) is greater than the t-table value (1.66) with a significance level of $0.000 < 0.05$, leading to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_a). This indicates that Product Quality has a positive and significant effect on Repeat Purchase Decisions. Similarly, the t-calculated value for Word of Mouth (4.862) exceeds the t-table value (1.66) with a significance level of $0.000 < 0.05$, leading to the rejection of H_0 and acceptance of H_a , suggesting that Word of Mouth has a positive and significant effect on Repeat Purchase Decisions. Lastly, the t-calculated value for Store Image (3.295) is greater than the t-table value (1.66) with a significance level of $0.001 < 0.05$, leading to the rejection of H_0 and acceptance of H_a , indicating that Store Image has a positive and significant effect on Repeat Purchase Decisions.

Discussion

Product Quality

The study confirms that Product Quality has a significant and positive impact on Repeat Purchase Decisions. This finding is consistent with prior research, which suggests that consumers' perception of high-quality products enhances satisfaction and increases the likelihood of repurchase (Setyaningrum & Wati, 2019). In the case of Dewa Ayu Shop, the emphasis on maintaining consistent product quality serves as a key driver of customer loyalty. As consumers increasingly seek value and reliability, ensuring that products meet or exceed expectations is essential for sustaining repeat business, which in turn emphasizes the need for effective leadership practices that not only drive continuous product improvements and quality assurance

mechanisms aligned with customer demands, but also influence, guide, and oversee employees in fulfilling their responsibilities according to well-structured directives from management (Herlambang et al., 2021). Furthermore, the findings suggest that businesses should adopt a customer-centric approach, where product quality is not only a competitive differentiator but also a tool for fostering long-term customer relationships.

Word of Mouth

The study further highlights the significant positive effect of Word of Mouth (WOM) on Repeat Purchase Decisions. WOM has long been recognized as a powerful marketing tool, influencing consumer decision-making through personal recommendations and shared experiences (Saputra & Ardani, 2020). The findings indicate that when customers share positive experiences about their purchases, it encourages others to return, thereby amplifying repurchase decisions. This is particularly relevant in the digital era, where social media and online reviews increasingly shape consumer behaviour (Suryawan et al., 2022). The positive correlation between WOM and repeat purchases underscores the importance of cultivating strong customer relationships and providing exceptional service to generate positive word-of-mouth communication (Suryawan, Purwati, et al., 2024). Companies must actively encourage satisfied customers to share their experiences, thereby leveraging organic marketing to attract new and returning customers.

Store Image

Store Image also significantly influences Repeat Purchase Decisions. This result aligns with previous studies that suggest the image and reputation of a store can impact consumer perceptions and behaviours (Armalinda, 2019). A strong store image encompasses factors such as store ambiance, customer service, and overall reputation, which collectively contribute to a customer's willingness to return. In the case of Dewa Ayu Shop, the findings imply that the store's overall presentation, the quality of its service, and its market reputation play an essential role in shaping consumers' perceptions of the brand. This suggests that businesses must invest in branding strategies that enhance their image in the eyes of consumers. In the context of repeat purchases, customers are more likely to return to stores that provide a consistent, positive experience, reinforcing the value of a strong store image.

CONCLUSION

This study provides essential insights into the determinants of repeat purchase decisions, particularly emphasizing the roles of product quality, Word of Mouth (WOM), and store image. Product quality emerges as a significant factor in customer satisfaction and loyalty, thus boosting the likelihood of repeat purchases. Managing and encouraging WOM is also critical, as it strongly influences consumer decisions; by fostering positive experiences and incentivizing reviews, businesses can leverage WOM to improve customer engagement and retention. Additionally, a positive store image, built through consistent branding, excellent customer service, and reliable delivery, contributes meaningfully to repurchase decisions.

From a theoretical perspective, this research enhances existing consumer behaviour models by integrating product quality, WOM, and store image, offering a richer view of the multidimensional factors driving repeat purchases. These findings contribute to marketing literature by underscoring the interplay between tangible and intangible influences on consumer loyalty. The study suggests further exploration of additional psychological and socio-economic factors, such as trust, price sensitivity, and cultural impacts, which could deepen understanding of

repeat purchase behaviours in varied market contexts.

For practitioners and researchers, the study highlights practical strategies, which are enhancing product quality as a driver of loyalty, actively promoting positive WOM through customer satisfaction initiatives, and strengthening store image through cohesive branding and service excellence. Future research should examine psychological and socio-economic influences on consumer behaviour, particularly across diverse demographics and longitudinal settings. Further investigation into digital and social media's role in WOM and retention, as well as cultural and demographic effects on repeat purchases, would broaden insights into global consumer dynamics.

ACKNOWLEDGEMENTS

The successful completion of this research is a result of the collective efforts, insights, and time generously shared by all contributors. Our sincere thanks go to the management and customers of Dewa Ayu Shop for their cooperation and active participation in the data collection process, which was essential to the study's success. We also recognize the support and guidance from our colleagues and peers, whose constructive feedback and advice were instrumental in refining the research. Finally, we are grateful to the academic community and research institutions for fostering an environment that supports scholarly inquiry, which played a crucial role in the development of this study.

REFERENCES

- Amrita, N. D. A., Mandiyasa, I. K. S., Suryawan, T. G. A. W. K., Handayani, M. M., Nugroho, M. A., Puspitarini, E. W., Haro, A., Purbaya, M. E., Rivai, D. R., Munizu, M., Saktisyahputra, Mustikadara, I. S., Syapudin, Kirniasari, I., Wibisono, L. K., & Judijanto, L. (2024). *DIGITAL MARKETING (Teori, Implementasi dan Masa Depan Digital Marketing)* (Efitra, Ed.; 1st ed.). PT. Green Pustaka Indonesia. www.greenpustaka.com
- Amrita, N. D. A., Suryawan, T. G. A. W. K., Idayanti, I. D. A. A. E., Putri, C. I. A. V. N., Suwastawa, I. P. A., Boari, Y., Daffa, F., & Judijanto, L. (2024). *GREEN MARKETING (Dunia Baru dalam Dunia Marketing)* (Y. Agusti, Ed.; 1st ed.). PT. Sonpedia Publishing Indonesia. www.buku.sonpedia.com
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal, ESJ*, 14(13), 228. <https://doi.org/10.19044/esj.2018.v14n13p228>
- Apriliani, D. P., Nuringwahyu, S., & Krisdianto, D. (2022). Pengaruh Promosi, Citra Toko, dan Potongan Harga Terhadap Keputusan Pembelian Konsumen (Studi pada Konsumen Bahrul Maghfiroh Mart). *JLIGABI (Jurnal Ilmu Administrasi Niaga/Bisnis)*, 11(2), 202–211. <https://jim.unisma.ac.id/index.php/jiagabi/article/view/17427>
- Armalinda, A. (2019). Pengaruh Citra Toko dan Promosi Terhadap Keputusan Pembelian Ulang Melalui Kepuasan Konsumen (Studi Pada Toko Blueberry Lahat). *Riset Ekonomi Manajemen*, 3(1), 63–69. <https://doi.org/https://doi.org/10.31002/rn.v3i1.1539>
- Bakti, U., Hairudin, & Setiawan, R. (2021). Pengaruh Harga, Personal Selling, Kualitas Produk Dan Word Of Mouth Terhadap Keputusan Pembelian Motor Pada Dealer Pt. Yamaha Putera Langkapura. *Jurnal Cakrawala Indonesia*, 1(1). <https://doi.org/https://doi.org/10.53625/jcijurnalcakrawalaindonesia.v1i1.343>
- Dewa Ayu Shop Klungkung. (2023). *Unpublished primary data*.
- Halim, A., & Syamsuri, A. R. (2016). Pengaruh store atmosphere, store image, dan kepuasan

- konsumen terhadap keputusan pembelian di toko buku gramedia cabang gajah mada medan (studi kasus pada mahasiswa kedokteran methodist medan). *Jurnal Ecobisma*, 3(1), 116–131. <https://doi.org/https://doi.org/10.36987/ecobi.v3i1.1400>
- Herlambang, P. G. D., Sukanti, N. K., & Suryawan, T. G. A. W. K. (2021). Pengaruh Kompensasi Finansial Dan Kepemimpinan Terhadap Kepuasan Kerja Karyawan Pada Mumbul Motor Nusa Dua, Banjar Mumbul, Bali Tahun 2020. *Jurnal Ekonomi Dan Pariwisata*, 16(2), 34–40. <https://jurnal.undhirabali.ac.id/index.php/pariwisata/article/view/1502/1284>
- Hidayat, R., Arief, M. Y., & Pramesthi, R. A. (2022). Pengaruh Fasilitas Terhadap Kepuasan Konsumen Melalui Keputusan Pembelian Sebagai Variabel Intervening Pada Cafe Sky Garden Wonoboyo Di Bondowoso. *Jurnal Mahasiswa Entrepreneur (JME) FEB UNARS*, 1(10), 2141–2151. <https://doi.org/https://doi.org/10.36841/jme.v1i10.2262>
- Hulu, E., Mendrofa, Y., & Kakisina, S. M. (2022). Pengaruh Kualitas Produk Terhadap Kepuasan Pelanggan Pada Pt. Indomarco Adi Prima Cabang Medan Stok Point Nias Kota Gunungsitoli. *Jurnal Ilmiah Simantek*, 6(4). <https://www.simantek.sciencemakarioz.org/index.php/JIK/article/view/381>
- Insanniat, U., & Soebiantoro, U. (2022). Pengaruh Word Of Mouth, Kualitas Produk, dan Brand Image Terhadap Keputusan Pembelian Ulang Hand & Body Lotion Mariana di Surabaya. *Jurnal E-Bis*, 6(2), 416–425. <https://doi.org/https://doi.org/10.37339/e-bis.v6i2.946>
- Irfan, M. (2022). Peran Harga dan Kualitas Produk Bagi Konsumen Melakukan Pembelian Ulang di Toko Roti Primadona Surabaya. *Journal of Business and Economics Research (JBE)*, 3(1), 30–36. <https://doi.org/10.47065/jbe.v3i1.1345>
- Joesyiana, K. (2018). The Effect of Word of Mouth on Consumer Purchasing Decisions at Shopee (Online Shop) in Pekanbaru. *Jurnal Valuta*, 4(1), 71–85. <https://journal.uir.ac.id/index.php/valuta/article/view/2534>
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). *Principles of Marketing* (19th ed.). Pearson Education Limited.
- Kotler, P., Armstrong, G., & Opresnik, M. (2019). *Marketing: An Introduction* (13th ed.).
- Kpurunee, G., & Zeb-Obipi, I. (2023). Exploring Means of Promoting Sustainable Development Goal 8 (Decent Work and Economic Growth) in Nigeria: Human Resource Management Perspective. *African Journal of Business and Economic Development*, 3(2).
- Lionarto, L., Tecoalu, M., & Wahyoedi, S. (2022). Harga dan Kualitas Produk terhadap Keputusan Pembelian Mobil yang Dimediasi Kepuasan Konsumen. *Journal of Management and Bussines (JOMB)*, 4(1), 527–545. <https://doi.org/10.31539/jomb.v4i1.3709>
- Marantika, W., & Sarsono, S. (2020). Pengaruh Kualitas Produk, Word of Mouth, dan Store Image terhadap Keputusan Pembelian: Studi pada Pengunjung Toko Amigo Pedan. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 10(1), 114. <https://doi.org/10.30588/jmp.v10i1.633>
- Maretha, V., & Kuncoro, E. A. (2011). Pengaruh Store Atmosphere dan Store Image Terhadap Keputusan Pembelian Konsumen Pada Toko Buku Gramedia Pondok Indah. *Binus Business Review*, 2(2), 979–991. <https://doi.org/https://doi.org/10.21512/bbr.v2i2.1241>
- Marisa, O., & Rowena, J. (2019). Pengaruh Brand Image, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Kembali Pada Produk High End Make Up And Skin Care Pada Generasi Millenial Jakarta. *Maret*, 7(2), 161–170.
- Nisa, N. R., Rahayu, R., Kurniati, & Hardati, R. N. (2019). Pengaruh Brand Image dan Word Of Mouth Terhadap Keputusan Pembelian (Studi Pada Konsumen Grab Car Mahasiswa

- Fakultas Ilmu Administrasi Universitas Islam Malang). *JIAGABI*, 8(1), 59–66. <https://jim.unisma.ac.id/index.php/jiagabi/article/view/1941>
- Nuryani, N. N. J., & Handayani, K. D. (2022). The Effect of Store Image, Discount Prices and Distribution Channels on Sales Volume At UD Pande Kertiasih In Sawan Village, Sawan District. *Management Studies and Entrepreneurship Journal*, 3(4), 1953–1960. <https://doi.org/https://doi.org/10.37385/msej.v3i4.725>
- Pradana, M. F., Dimiyati, M., & Sibagyo, A. (2019). Analisis Pengaruh Word of Mouth dan Brand Image Terhadap Keputusan Pembelian pada Waroeng Spesial Sambal" SS" Jember. *Jurnal Ekonomi Akuntansi Dan Manajemen*, 18(1), 11–21. <https://doi.org/https://doi.org/10.19184/jeam.v18i1.10265>
- Prayoni, I. A., & Respati, N. N. R. (2020). Peran Kepuasan Konsumen Memediasi Hubungan Kualitas Produk Dan Persepsi Harga Dengan Keputusan Pembelian Ulang. *E-Jurnal Manajemen Universitas Udayana*, 9(4), 1379. <https://doi.org/10.24843/ejmunud.2020.v09.i04.p08>
- Riduwan, & Akdon. (2013). *Rumus dan Data dalam Analisis Statistik* (3rd ed.). CV. Alfabeta.
- Saputra, G. W., & Ardani, I. G. A. K. S. (2020). Pengaruh Digital Marketing, Word Of Mouth, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *E-Jurnal Manajemen Universitas Udayana*, 9(7), 2596. <https://doi.org/10.24843/ejmunud.2020.v09.i07.p07>
- Setyaningrum, F., & Wati, N. J. (2019). Pengaruh kualitas produk, promosi dan citra merek terhadap keputusan pembelian ulang. *JAMSWAP: Jurnal Akuntansi Dan Manajemen STIE Walisongo Pasuruan*, 4(4), 17–25.
- Sugiyono, D. (2019). *Metodelogi Penelitian Kuantitatif, Kualitatif dan R&D*. ALFABETA.
- Suryani, T. (2013). *Perilaku Konsumen di Era Internet. Implikasinya pada Strategi Pemasaran*. Graha Ilmu.
- Suryawan, T. G. A. W. K., Handayani, M. M., Putri, C. I. A. V. N., & Yeni, N. P. R. P. (2024). Product Quality, WOM, and Store Image on Consumer Purchase Decisions: Evidence from Mbarshopp Store Bali. *EKOMA: Jurnal Ekonomi*, 3(5), 654–667. <https://doi.org/https://doi.org/10.56799/ekoma.v3i5.4161>
- Suryawan, T. G. A. W. K., Purwati, N. K. E., Handayani, M. M., & I Wayan, M. (2024). Pengaruh Digital Marketing dan Customer Relationship Marketing terhadap Customer Loyalty pada Laughing Buddha Bar Ubud. *Entrepreneur: Jurnal Bisnis Manajemen Dan Kewirausahaan*, 5(2), 61–73. <https://doi.org/https://doi.org/10.31949/entrepreneur.v5i2.8663>
- Suryawan, T. G. A. W. K., Sumerta, I. K., Vataru, I. G. A., & Abdullah, S. (2022). The Impact of Online Reviews and Ratings toward Shopee's Customer Purchase Intention in Gianyar Regency. *JBTI: Jurnal Bisnis: Teori Dan Implementasi*, 13(3), 176–192. <https://doi.org/10.18196/jbti.v13i3.16655>
- Suryawan, T. G. A. W. K., Sumerta, I. K., Widiyanti, A. P. S., & Abdullah, S. (2023). How Product Review, Price and Ease of Transaction Affect Online Purchase Decision: Study of Bukalapak Users in Gelgel Village, Bali. *JBTI: Jurnal Bisnis: Teori Dan Implementasi*, 14(1), 287–305. <https://doi.org/10.18196/jbti.v14i1.18463>
- Tansya, S., Samuel, H., & Adiwijaya, M. (2019). Pengaruh Store Atmosphere terhadap Store Image dan Purchase Intention Produk Fashion Merek Zara di Surabaya. *Petra Business and Management Review*, 5(1).
- Tjiptono, F. (2011). *Strategi Pemasaran* (3rd ed.). Andi Offset.
- Wahyuni, S., & Raharjo, S. (2019). Pengaruh Store Image Dan Store Atmosphere Terhadap

-
- Impulse Buying Pada Konsumen Dafinna Swalayan Di Tenggarong. *Jurnal Ekonomi Dan Manajemen Indonesia*, 19(1), 53–62.
<https://doi.org/https://doi.org/10.53640/jemi.v19i1.604>
- Winata, E. (2020). Pengaruh Kualitas Produk, Harga Dan Citra Merek terhadap Keputusan Pembelian Ulang Pulsa pada Kartu Simpati Telkomsel (Studi kasus pada mahasiswa STIM Sukma Medan). *Jurnal Ilman: Jurnal Ilmu Manajemen*, 8(2), 25–32.
<https://doi.org/https://doi.org/10.35126/ilman.v8i2.59>
- Yunila, Pariama, M., & Apriani, N. (2022). Pengaruh Promosi, Kualitas Layanan, Dan Harga Terhadap Keputusan Pembelian Ulang Pada Mbakoy Coffee Unaaha. *PROMOSI (Jurnal Pendidikan Ekonomi)*, 10(2), 103–108.
<https://doi.org/http://dx.doi.org/10.24127/pro.v10i2.6717>
- Zulkarnain, M., Latief, A., Prof, J., Thayeb, S., & Langsa, M. (2019). Kualitas Produk, Servicescape dan Word of Mouth Serta Pengaruhnya terhadap Keputusan Pembelian Ulang. *Business Innovation and Entrepreneurship Journal*, 3(1), 38.
<https://doi.org/https://doi.org/10.35899/biej.v3i1.198>