

Retail Marketing Mix, Store Image, Trust, Satisfaction, and Repurchase Intention in Modern Retail

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ABSTRACT

Purpose: This study examines the relationships among retail marketing mix, store image, consumer trust, customer satisfaction, and repurchase intention among Alfamart consumers in Samarinda, Indonesia.

Research Method: A quantitative explanatory survey of 185 consumers used 37 indicators measured on a five-point Likert-type scale. The structural model was evaluated using covariance-based structural equation modeling in IBM AMOS version 23.

Results and Discussion: Retail marketing mix was positively associated with trust and satisfaction. Store image was positively associated with trust but not satisfaction. Neither retail marketing mix nor store image showed a significant direct association with repurchase intention. Trust was positively associated with satisfaction and repurchase intention, while satisfaction was positively associated with repurchase intention.

Implications: The non-probability, single-city, cross-sectional design limits generalizability and causal interpretation. Formal mediation was not evaluated because inferential tests of indirect effects were unavailable.

Originality: The study distinguishes controllable retail actions from accumulated store perceptions and shows that these stimuli display different relational patterns in a physical minimarket context.

Keywords: Retail Marketing Mix; Store Image; Consumer Trust; Customer Satisfaction; Repurchase Intention; Modern Retail.

1. Introduction

Modern retail has become increasingly competitive as consumers evaluate not only product availability and price but also service quality, convenience, promotional value, store atmosphere, and the consistency of the overall shopping experience. These attributes matter because repeat purchasing depends on more than transactional utility: consumers also form judgments about whether a retailer is reliable, satisfying, and worth returning to. Research on physical retail environments therefore increasingly treats customer experience and relationship quality as mechanisms that connect store-level stimuli with future behavioral intentions (Chatzoglou *et al.*, 2022; Shamsher, 2021).

Alfamart is a major modern minimarket format in Indonesia, and its performance depends on the extent to which consumers perceive its merchandise, prices, promotions, services, store design, and location as coherent sources of value. Evidence from Indonesian retail and service settings indicates that marketing-mix attributes, store perceptions, trust, and satisfaction can shape repurchase-related outcomes, although the magnitude and direction of these relationships vary across contexts (Alfonsius *et al.*, 2021; Ananda *et al.*, 2021; Jovianggi & Soelasih, 2020; Sihotang & Ellyawati, 2020). This variability



makes local evidence relevant, particularly in markets where consumers can readily switch among minimarkets, traditional retailers, and other convenience-oriented alternatives.

Prior research has often examined only subsets of these relationships or has concentrated on online retailing, where platform quality, e-trust, and digital service conditions differ from physical-store encounters (Antwi, 2021; Javed *et al.*, 2020; Miao *et al.*, 2022; Santoso & Farida, 2020). Evidence from physical retail is also not uniform: marketing-mix and store-image variables have been associated with repurchase-related outcomes directly in some studies and indirectly through satisfaction, trust, or perceived value in others (Ananda *et al.*, 2021; Chatzoglou *et al.*, 2022; Jovianggi & Soelasih, 2020; Sihotang & Ellyawati, 2020). This leaves a mechanism-based question about whether controllable retail actions and accumulated store perceptions relate to repeat-purchase intention in the same way once trust and satisfaction are considered simultaneously.

This study addresses that mechanism-based gap by examining retail marketing mix, store image, consumer trust, customer satisfaction, and repurchase intention in one structural model for Alfamart consumers in Samarinda City. It asks how retail marketing mix and store image are associated with trust, satisfaction, and repurchase intention, and how trust and satisfaction are associated with repurchase intention. The contribution is therefore both contextual and model-integrative: it provides evidence from physical modern retail while testing whether two conceptually different retail stimuli display distinct relational patterns. The remainder of the paper develops the hypotheses, explains the research methodology, reports the structural-model results, discusses their theoretical and managerial implications, and concludes with limitations and directions for future research.

2. Literature Review and Hypothesis Development

The conceptual model integrates the Stimulus-Organism-Response (S-O-R) perspective with relationship-marketing logic. In S-O-R terms, retail marketing mix and store image represent external stimuli, whereas consumer trust and customer satisfaction represent internal relational and evaluative states that are associated with the behavioral response of repurchase intention. Relationship-marketing theory adds specificity to the organism stage by identifying trust as a mechanism that supports durable exchange relationships (Morgan & Hunt, 1994), while satisfaction reflects an evaluation of whether prior shopping experiences meet or exceed expectations (Oliver, 1980). The two exogenous constructs are related but not interchangeable: retail marketing mix represents controllable retailer actions across product, price, promotion, service, store design, and location, whereas store image represents the consumer's accumulated overall perception of store attributes and reputation. Their measurement domains partially overlap because consumer perceptions of price, merchandise, and physical environment can reflect both retailer actions and holistic image formation; the structural model therefore tests whether these stimuli show different associations with trust and satisfaction rather than assuming equivalent effects.

2.1 Retail Marketing Mix and Consumer Trust

The retail marketing mix comprises controllable elements through which retailers create value and shape consumer perceptions. In this study, those elements include product, price, promotion, retail service, store design, and location. Consistent product availability, transparent pricing, credible promotions, dependable service, and convenient access can reduce uncertainty and signal retailer reliability.

Relationship-quality research likewise shows that trust strengthens when consumers repeatedly encounter dependable exchange conditions (Antwi, 2021; Iskandar & Yulianti, 2023). The marketing mix may therefore function not only as a tactical bundle but also as a credibility signal about the retailer's ability to deliver promised value, consistent with signaling-based explanations of how observable performance cues reduce uncertainty (Li *et al.*, 2024).

H1. Retail marketing mix is positively associated with consumer trust among Alfamart consumers in Samarinda City.

2.2 Retail Marketing Mix and Customer Satisfaction

Customer satisfaction reflects an overall evaluation of the shopping experience relative to expectations. Product availability, affordability, promotional benefits, service quality, store convenience, and ease of access can jointly determine whether the experience is perceived as worthwhile. Studies in retail and service contexts report that marketing-mix and store attributes can influence satisfaction because they determine the functional and experiential value received by consumers (Alfonsius *et al.*, 2021; Chatzoglou *et al.*, 2022; Tannady & Purnamaningsih, 2023). Accordingly, consumers who evaluate Alfamart's retail mix more positively are expected to report higher satisfaction.

H2. Retail marketing mix is positively associated with customer satisfaction among Alfamart consumers in Samarinda City.

2.3 Store Image and Consumer Trust

Store image is the overall perception formed from functional, physical, and symbolic store attributes, including merchandise quality, price, service, atmosphere, convenience, and reputation. A favorable image can reduce perceived uncertainty because it provides a summary signal of retailer competence and consistency. Empirical retail research indicates that store image is associated with trust and loyalty-related evaluations, including in contexts where consumers rely on both tangible store cues and accumulated experience (Shamsher, 2021; Van Quang & Thi Van, 2025). For Alfamart consumers, positive judgments about product quality, store organization, cleanliness, accessibility, and brand reputation are therefore expected to reinforce trust.

H3. Store image is positively associated with consumer trust among Alfamart consumers in Samarinda City.

2.4 Store Image and Customer Satisfaction

Store image can also shape satisfaction because consumers form expectations before and during a store visit. A favorable image may raise perceptions of quality, convenience, and shopping value, while actual encounters with merchandise, employees, and the store environment determine whether those expectations are confirmed. Research has reported both positive and context-dependent links between store image and satisfaction (El Moussaoui *et al.*, 2023; Ene & Özkaya, 2014; Gill *et al.*, 2021). This variation suggests that store image may contribute to satisfaction, but its effect can depend on the extent to which the image is supported by the experienced performance of the store.

H4. Store image is positively associated with customer satisfaction among Alfamart consumers in Samarinda City.

2.5 Retail Marketing Mix and Repurchase Intention

Repurchase intention is the consumer's intention to buy again from the same retailer. A favorable retail mix can strengthen this intention by reducing search costs, increasing perceived value, and making the store a convenient recurring choice. Product variety and quality, competitive prices, promotions, service, design, and location may all contribute to the perceived benefits of returning. Prior research provides evidence that marketing and store attributes can support repurchase intention, although indirect pathways through satisfaction or other relational variables are also common (Alfonsius *et al.*, 2021; Chatzoglou *et al.*, 2022; Jovianggi & Soelasih, 2020; Restuputra & Rahanatha, 2020; Sharma *et al.*, 2024).

H5. Retail marketing mix is positively associated with repurchase intention among Alfamart consumers in Samarinda City.

2.6 Store Image and Repurchase Intention

Consumers are more likely to consider returning to retailers that maintain a favorable and consistent image. Store image can differentiate a retailer, reduce perceived risk, and reinforce preferences that have developed through prior shopping experiences. Evidence from retail studies links store or brand image with repurchase intention, although the relationship may operate partly through perceived value and satisfaction (Ananda *et al.*, 2021; Ene & Özkaya, 2014; Lucky *et al.*, 2023). Thus, a favorable image of Alfamart is expected to increase consumers' intention to return.

H6. Store image is positively associated with repurchase intention among Alfamart consumers in Samarinda City.

2.7 Consumer Trust and Customer Satisfaction

Trust reduces uncertainty by increasing confidence that the retailer will act reliably and deliver expected value. When consumers believe that a retailer is honest, capable, and benevolent, they are more likely to evaluate their shopping experience positively. Relationship-marketing research therefore treats trust as an important antecedent of satisfaction, particularly in repeated exchanges where consumers accumulate evidence about retailer performance (Morgan & Hunt, 1994). Empirical studies in retail and digital commerce also show that trust and satisfaction are closely connected, even though the strength of the relationship can vary across settings (Ashiq & Hussain, 2024; Javed *et al.*, 2020; Lie *et al.*, 2019; Miao *et al.*, 2022).

H7. Consumer trust is positively associated with customer satisfaction among Alfamart consumers in Samarinda City.

2.8 Consumer Trust and Repurchase Intention

Trust can increase repurchase intention because confidence in the retailer lowers the perceived uncertainty associated with future transactions. Consumers who believe that the retailer will continue to provide acceptable quality, transparent prices, reliable promotions, and consistent service have less reason to switch solely to avoid risk. Studies of relationship quality and repurchase behavior repeatedly identify trust as an important predictor of continued purchasing (Antwi, 2021; Miao *et al.*, 2022; Zhao *et al.*, 2019).

H8. Consumer trust is positively associated with repurchase intention among Alfamart consumers in Samarinda City.

2.9 Customer Satisfaction and Repurchase Intention

Satisfaction provides an evaluative basis for future behavior because consumers are more willing to return when previous shopping experiences have met or exceeded expectations. Across retail and service contexts, satisfaction is consistently associated with repurchase intention, although its importance may coexist with trust, perceived value, and convenience (Antwi, 2021; Chatzoglou *et al.*, 2022; Miao *et al.*, 2022). Indonesian studies similarly show that satisfaction can transmit the effects of store or marketing attributes to repurchase intention (Ananda *et al.*, 2021; Lucky *et al.*, 2023).

H9. Customer satisfaction is positively associated with repurchase intention among Alfamart consumers in Samarinda City.

3. Research Method

3.1 Research Design, Population, and Sample

This study used a quantitative explanatory design to examine the structural relationships among retail marketing mix, store image, consumer trust, customer satisfaction, and repurchase intention. The population comprised consumers who had visited and purchased products from Alfamart outlets in Samarinda City, East Kalimantan, Indonesia. Because the exact population size was not available, the study used the number of measurement indicators to determine the minimum sample requirement. With 37 indicators and a minimum ratio of five respondents per indicator, the required sample was 185 respondents, and the analysis was conducted on 185 cases. Respondents were recruited using a non-probability procedure and were eligible if they had visited and made at least one purchase at an Alfamart outlet in Samarinda. The sampling procedure is reported conservatively as non-probability recruitment because a more specific subtype was not documented unambiguously.

3.2 Data Collection and Measurement

Primary data were collected using a structured, closed-ended questionnaire distributed directly and through online channels, including social media. All constructs were measured using a five-point Likert-type response format, consistent with response values ranging from 1 to 5 in the normality output. The study examined five main constructs: retail marketing mix and store image as exogenous variables; consumer trust and customer satisfaction as relational variables; and repurchase intention as the endogenous outcome. In the AMOS model, retail marketing mix was represented as a higher-order construct comprising six first-order dimensions: product, price, promotion, retail service, store design, and location. The dimension-level loadings and AVE values in Table A1 (APPENDIX) describe these first-order measurement components, whereas the structural paths use the higher-order retail marketing mix construct shown in Figure 1.

3.3 Analytical Procedure

The analysis used covariance-based Structural Equation Modeling (CB-SEM) with IBM AMOS version 23. The measurement assessment considered indicator loadings and Average Variance Extracted (AVE), while the structural model evaluated standardized path coefficients, critical ratios (C.R.), and probability values. A direct relationship was treated as statistically significant when C.R. exceeded 1.96 in absolute value and $p < .05$. The sample-size rationale followed a minimum ratio of five respondents per indicator; with 37 indicators, 185 cases met that criterion. No separate power or model-complexity calculation is

reported. Discriminant-validity statistics are not reported. Formal mediation was not evaluated because bootstrap confidence intervals or equivalent inferential significance tests for indirect effects were unavailable.

4. Results and Discussion

4.1 Analysis Results

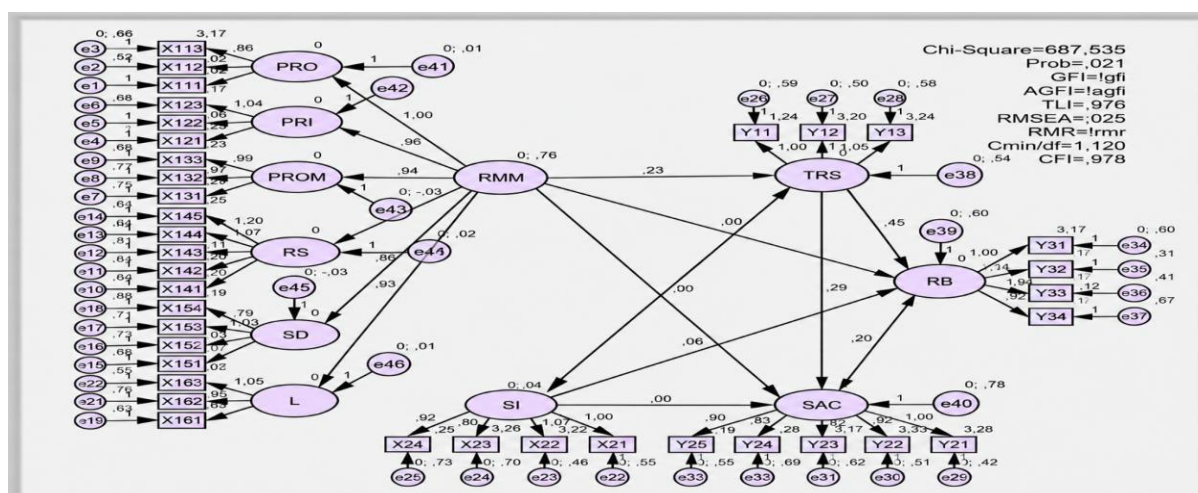
Table A1 (Appendix) shows indicator loadings ranging from 0.661 to 0.875. The AVE values for product, price, promotion, retail service, location, store image, trust, satisfaction, and repurchase intention are at or above 0.50. Store design has an AVE of 0.492, which is marginally below the conventional 0.50 benchmark. The store-design component was retained because its reliability exceeded 0.70 and all associated loadings exceeded 0.50.

These results support proceeding to structural analysis while indicating that convergent validity for store design is borderline. Because discriminant-validity statistics are not available, distinctiveness between retail marketing mix and store image is evaluated conceptually rather than by an additional reported discriminant-validity test. **Table A2 (Appendix)** shows the indicator-level critical ratios for skewness fall within the ± 2.58 criterion used in the analysis, and the multivariate critical ratio is 1.186. On that basis, the data were treated as satisfying the normality requirement for maximum-likelihood CB-SEM.

4.1.1 Hypothesis Testing

The nine proposed direct relationships were evaluated using standardized path coefficients, critical ratios, and probability values. Figure 1 presents the structural-model estimation, and **Table 1** summarizes the hypothesis-testing results. The figure reports chi-square = 687.535, $p = .021$, TLI = .976, RMSEA = .025, CMIN/df = 1.120, and CFI = .978. Numeric GFI, AGFI, and RMR values are not displayed in the figure. Explicit fit-threshold criteria for these indices were not documented and are therefore not reconstructed; the reported fit indices are presented descriptively.

Figure 1. Structural Model Estimation



Source(s): IBM AMOS structural-model output.

Table 1. Hypothesis Testing

Relationship	Standardised Path Coefficient	C.R	Probability	Description
Retail marketing mix → Trust	0.233	3.036	0.002	Significant
Store image → Trust	0.331	4.096	***	Significant
Retail marketing mix → Satisfaction	0.286	3.158	0.002	Significant
Store image → Satisfaction	-0.003	-0.032	0.975	Not Significant
Retail marketing mix → Repurchase intention	0.005	0.060	0.952	Not Significant
Store image → Repurchase intention	0.056	0.658	0.510	Not Significant
Trust → Satisfaction	0.293	2.559	0.010	Significant
Trust → Repurchase intention	0.445	3.973	***	Significant
Satisfaction → Repurchase intention	0.200	2.515	0.012	Significant

Source(s): Structural-model estimates. *** indicates $p < .001$.

In **Table 1**, six of the nine proposed direct relationships are statistically significant. Retail marketing mix is positively associated with trust ($\beta = 0.233$, C.R. = 3.036, $p = .002$) and satisfaction ($\beta = 0.286$, C.R. = 3.158, $p = .002$). Store image is positively associated with trust ($\beta = 0.331$, C.R. = 4.096, $p < .001$) but is not significantly associated with satisfaction ($\beta = -0.003$, C.R. = -0.032, $p = .975$). Neither retail marketing mix ($\beta = 0.005$, C.R. = 0.060, $p = .952$) nor store image ($\beta = 0.056$, C.R. = 0.658, $p = .510$) has a statistically significant direct association with repurchase intention. Trust is positively associated with satisfaction ($\beta = 0.293$, C.R. = 2.559, $p = .010$) and repurchase intention ($\beta = 0.445$, C.R. = 3.973, $p < .001$), while satisfaction is positively associated with repurchase intention ($\beta = 0.200$, C.R. = 2.515, $p = .012$). Thus, H1, H2, H3, H7, H8, and H9 are supported, whereas H4, H5, and H6 are not supported.

Among the reported standardized direct paths to repurchase intention, the coefficient for trust is largest ($\beta = 0.445$). The contrasting pattern is that retail marketing mix is significantly associated with both trust and satisfaction, whereas store image is significantly associated with trust but not satisfaction; neither exogenous construct has a significant direct path to repurchase intention. This pattern is descriptive and does not establish causal ordering or statistically tested differences between coefficient magnitudes.

4.1.2 Indirect Effects and Mediation Assessment

Formal mediation was not evaluated because inferential tests of indirect effects, such as bootstrapped confidence intervals or equivalent significance tests, were unavailable. Earlier descriptive path-product calculations were not retained because they could not be reconciled consistently with the standardized direct-path coefficients in **Table 1**. The results therefore support interpretation of the statistically tested direct relationships only and do not establish mediated effects.

4.1.3 Direct Effects on Repurchase Intention

Among the direct paths to repurchase intention, trust has the largest standardized coefficient (0.445), followed by satisfaction (0.200), store image (0.056), and retail marketing mix (0.005). Only the direct paths from trust and satisfaction are statistically significant; the coefficient ordering is reported descriptively and was not subjected to formal coefficient-difference testing (see **Table 2**).

Table 2. Direct Effects on Repurchase Intention

No.	Direct Effect	Estimate
1	Retail marketing mix → Repurchase Intention	0.005
2	Store Image → Repurchase Intention	0.056
3	Trust → Repurchase Intention	0.445
4	Satisfaction → Repurchase Intention	0.200

Source(s): Direct-effect estimates.

4.2 Discussion

The significant positive association between retail marketing mix and consumer trust supports the view that consumers interpret retail attributes as signals of reliability. The standardized coefficient of 0.233 ($p = .002$) indicates that more favorable evaluations of product, price, promotion, service, store design, and location are associated with stronger trust. Product brand has the highest loading within the retail marketing-mix indicators (0.780), while benevolence has the highest loading for trust (0.799). This pattern is consistent with relationship-marketing logic (Morgan & Hunt, 1994) and with evidence that marketing-related retail attributes are associated with trust (Iskandar & Yulianti, 2023), although context-dependent results have also been reported (Amelia *et al.*, 2024). The B2B and healthcare evidence is used comparatively rather than treated as directly equivalent to physical minimarket shopping.

Store image is also positively associated with trust ($\beta = 0.331$, $p < .001$). Its standardized coefficient is descriptively larger than that of retail marketing mix, but no formal test of coefficient differences was conducted. Product quality is the strongest store-image indicator (loading = 0.821), showing that store image includes functional quality perceptions as well as symbolic and visual impressions. This interpretation is consistent with physical-retail evidence linking store image with trust and loyalty-related outcomes (Shamsher, 2021) and with more recent evidence connecting store image and trust with store loyalty (Van Quang & Thi Van, 2025).

Retail marketing mix is positively associated with customer satisfaction ($\beta = 0.286$, $p = .002$). This pattern is consistent with satisfaction as an integrated evaluation of the shopping experience rather than a reaction to one isolated marketing element. It aligns with research linking marketing-mix and store attributes to satisfaction and repurchase-related outcomes (Alfonsius *et al.*, 2021; Chatzoglou *et al.*, 2022). Descriptive means of 3.21 for retail marketing mix and 3.25 for satisfaction indicate moderate evaluations rather than exceptionally strong performance. Accordingly, the structural association should not be interpreted as evidence that changes in the retail mix would necessarily cause higher satisfaction.

In contrast, store image is not significantly associated with satisfaction ($\beta = -0.003$, $p = .975$). One plausible explanation is that a general image of Alfamart may be conceptually distinct from evaluations of a specific shopping experience, which can depend more directly on product availability, service responsiveness, price acceptability, and transaction convenience. Another possibility is construct overlap: store image includes variety, quality, low price, and interior decoration, while related domains also appear within the retail marketing mix. The result differs from studies reporting positive store-image associations with satisfaction (El Moussaoui *et al.*, 2023; Ene & Özkaya, 2014; Shamsher, 2021), while remaining compatible with evidence that store image does not always retain a direct relationship with satisfaction once other experiential variables are considered (Gill *et al.*, 2021).

Neither retail marketing mix nor store image has a statistically significant direct association with repurchase intention. Similar patterns have been reported where store or marketing attributes are linked

with future purchase intentions through evaluative or relational variables rather than through a significant direct path (Jovianggi & Soelasih, 2020). The broader literature also indicates that customer experience, satisfaction, trust, and perceived value can accompany the relationship between retail environments and repeat-purchase intentions (Chatzoglou *et al.*, 2022; Javed *et al.*, 2020). In this study, the absence of significant direct paths suggests that retail attributes alone do not account for repurchase intention once trust and satisfaction are included in the model; it does not establish that those attributes are necessary or sufficient conditions.

Trust is the most prominent relational variable in the reported direct-path pattern. It is positively associated with satisfaction ($\beta = 0.293$, $p = .010$) and has the largest standardized direct coefficient with repurchase intention ($\beta = 0.445$, $p < .001$). This pattern is consistent with the commitment-trust perspective, in which confidence in an exchange partner supports ongoing relationships (Morgan & Hunt, 1994), and with evidence from online and offline settings linking trust with continued purchasing and loyalty-related outcomes (Antwi, 2021; Miao *et al.*, 2022; Zhao *et al.*, 2019). Because several cited studies come from digital commerce, the comparison supports the general relevance of trust but does not imply that online and physical retail mechanisms are identical.

Customer satisfaction is also positively associated with repurchase intention ($\beta = 0.200$, $p = .012$), consistent with expectation-based views of satisfaction (Oliver, 1980) and with studies linking satisfaction to repurchase intention across retail settings (Antwi, 2021; Lucky *et al.*, 2023; Miao *et al.*, 2022). Because inferential tests of indirect effects were unavailable and the descriptive path-product calculations were not internally reconcilable with the standardized direct-path coefficients, the discussion does not make mediation claims. The interpretation is therefore limited to the statistically tested direct associations reported in Table 1.

The theoretical contribution lies in the asymmetry between the two retail stimuli. Within the integrated S-O-R and relationship-marketing logic, retail marketing mix is associated with both trust and satisfaction, whereas store image is associated with trust but not satisfaction. This distinction suggests that controllable retailer actions and accumulated store perceptions may enter the organism stage differently: the former corresponds to both relational confidence and experience evaluation, while the latter is more clearly connected with trust in this setting. The findings therefore refine a simple stimulus-to-response interpretation by showing that different stimuli need not have identical relational patterns, while the cross-sectional design prevents causal claims.

Managerially, the results indicate that product assortment, price, promotion, service, design, and location should be evaluated alongside the relational outcomes with which they are associated. The observed pattern gives particular attention to reliability, consistency, fairness, and consumer-oriented service because trust and satisfaction are the constructs with significant direct associations with repurchase intention. Benevolence has the strongest trust loading, while revisit intention is a strong repurchase-intention indicator and "main choice" is comparatively weaker. These associations support attention to complaint handling, employee responsiveness, service consistency, and visible concern for customer needs, but they do not establish that any specific intervention will causally increase repurchase intention.

5. Concluding Remarks and Recommendation

This study examined how retail marketing mix and store image are associated with trust, satisfaction, and repurchase intention among Alfamart consumers in Samarinda. Retail marketing mix is positively

associated with trust and satisfaction, while store image is positively associated with trust but not satisfaction. Neither retail marketing mix nor store image has a significant direct association with repurchase intention. Trust and satisfaction, by contrast, have significant direct associations with repurchase intention, with trust showing the largest standardized direct coefficient. These findings identify a differentiated relational pattern rather than a simple direct link from retail attributes to repurchase intention.

The findings support an integrated view in which retail stimuli correspond to different relational and evaluative states rather than operating interchangeably. Retail marketing mix, conceptualized as controllable retailer actions, is associated with both trust and satisfaction; store image, conceptualized as an accumulated consumer perception, is associated with trust but not directly with satisfaction. This asymmetry qualifies a uniform S-O-R expectation and gives relationship-marketing constructs a more specific role within the organism stage. Managerial implication— Retailers can use these results to prioritize monitoring of trust and satisfaction alongside functional retail attributes, while recognizing that the cross-sectional associations do not demonstrate causal intervention effects.

The study uses a non-probability sample from a single city and one retail chain, relies on cross-sectional self-reported data, and therefore has limited generalizability and causal interpretability. Discriminant-validity statistics are not reported, which is particularly relevant because retail marketing mix and store image contain partially overlapping content domains. Formal mediation was not evaluated because inferential tests of indirect effects were unavailable, and unreconciled descriptive path-product calculations were not retained. Future research should replicate the model across cities and retail formats, use designs that strengthen temporal or causal inference, test indirect effects with bootstrapped confidence intervals or equivalent procedures, examine the empirical distinctiveness of retail marketing mix and store image, and consider additional mechanisms such as perceived value, customer experience, switching costs, loyalty, digital engagement, and personalization.

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Statement of Use of Generative AI

During the preparation of this work, the author used generative artificial intelligence tools to support the scientific writing process. All interpretations, analyses, and conclusions presented in this study are the sole responsibility of the author.

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Appendix

Table A1. Indicator Measurement

No	Variables	Indicator	Code	Factor Loading	Note	AVE
1	Retail marketing mix	Product	Product	Product	Product	Product
1	Retail marketing mix	Type	X1.1.1	0.748	Valid	0.544 (Reliable)
1	Retail marketing mix	Brand	X1.1.2	0.780	Valid	0.544 (Reliable)
1	Retail marketing mix	Products are always available.	X1.1.3	0.681	Valid	0.544 (Reliable)
1	Retail marketing mix	Price	Price	Price	Price	Price
1	Retail marketing mix	Price suitability	X1.2.1	0.716	Valid	0.513 (Reliable)
1	Retail marketing mix	Affordability	X1.2.2	0.719	Valid	0.513 (Reliable)
1	Retail marketing mix	Competitor prices	X1.2.3	0.714	Valid	0.513 (Reliable)
1	Retail marketing mix	Promotion	Promotion	Promotion	Promotion	Promotion
1	Retail marketing mix	Personal selling	X1.3.1	0.682	Valid	0.501 (Reliable)
1	Retail marketing mix	Advertising	X1.3.2	0.745	Valid	0.501 (Reliable)
1	Retail marketing mix	Sale promotion	X1.3.3	0.714	Valid	0.501 (Reliable)
1	Retail marketing mix	Retail Service	Retail Service	Retail Service	Retail Service	Retail Service
1	Retail marketing mix	Reliability	X1.4.1	0.716	Valid	0.505 (Reliable)
1	Retail marketing mix	Assurance	X1.4.2	0.718	Valid	0.505 (Reliable)
1	Retail marketing mix	Tangibles	X1.4.3	0.704	Valid	0.505 (Reliable)
1	Retail marketing mix	Empathy	X1.4.4	0.693	Valid	0.505 (Reliable)
1	Retail marketing mix	Responsiveness	X1.4.5	0.722	Valid	0.505 (Reliable)
1	Retail marketing mix	Shop design	Shop design	Shop design	Shop design	Shop design
1	Retail marketing mix	The store is clean	X1.5.1	0.707	Valid	0.492 (Reliable)
1	Retail marketing mix	A comfortable shopping place	X1.5.2	0.696	Valid	0.492 (Reliable)
1	Retail marketing mix	Neatly arranged items	X1.5.3	0.691	Valid	0.492 (Reliable)
1	Retail marketing mix	Sufficient lighting	X1.5.4	0.722	Valid	0.492 (Reliable)
1	Retail marketing mix	Location	Location	Location	Location	Location
1	Retail marketing mix	Convenient Parking	X1.6.1	0.719	Valid	0.512 (Reliable)
1	Retail marketing mix	Convenient Public Transport	X1.6.2	0.665	Valid	0.512 (Reliable)

No	Variables	Indicator	Code	Factor Loading	Note	AVE
1	Retail marketing mix	Easy in and out store	X1.6.3	0.759	Valid	0.512 (Reliable)
2	Store Image	Variety	X2.1	0.77	Valid	0.568 (Reliable)
2	Store Image	Good quality	X2.2	0.821	Valid	0.568 (Reliable)
2	Store Image	Low price	X2.3	0.661	Valid	0.568 (Reliable)
2	Store Image	Interior decoration	X2.4	0.701	Valid	0.568 (Reliable)
3	Trust	Honesty	Y1.1	0.729	Valid	0.577 (Reliable)
3	Trust	Benevolence	Y1.2	0.799	Valid	0.577 (Reliable)
3	Trust	Ability	Y1.3	0.750	Valid	0.577 (Reliable)
4	Satisfaction	Satisfied	Y2.1	0.830	Valid	0.571 (Reliable)
4	Satisfaction	Have done the right thing	Y2.2	0.780	Valid	0.571 (Reliable)
4	Satisfaction	Wise decision	Y2.3	0.709	Valid	0.571 (Reliable)
4	Satisfaction	Feel confident	Y2.4	0.694	Valid	0.571 (Reliable)
4	Satisfaction	Enjoyable	Y2.5	0.758	Valid	0.571 (Reliable)
5	Repurchase Intention	Repurchase	Y3.1	0.763	Valid	0.675 (Reliable)
5	Repurchase Intention	Revisit	Y3.2	0.875	Valid	0.675 (Reliable)
5	Repurchase Intention	Experience	Y3.3	0.829	Valid	0.675 (Reliable)
5	Repurchase Intention	Main choice	Y3.4	0.816	Valid	0.675 (Reliable)

Source(s): Study measurement output.

Table A2. Normality Test

Variable	min	max	skew	c.r	kurtosis	c.r
Y34	1.000	5.000	-0.13	-0.724	-0.665	-1.851
Y33	1.000	5.000	-0.21	-1.168	-0.556	-1.547
Y32	1.000	5.000	-0.034	-0.19	-0.668	-1.86
Y31	1.000	5.000	-0.153	-0.855	-0.834	-2.321
Y25	1.000	5.000	-0.069	-0.384	-0.735	-2.046
Y24	1.000	5.000	-0.235	-1.308	-0.671	-1.867
Y23	1.000	5.000	-0.134	-0.749	-0.548	-1.525
Y22	1.000	5.000	-0.382	-2.124	-0.5	-1.392
Y21	1.000	5.000	-0.209	-1.161	-0.779	-2.168
Y13	1.000	5.000	-0.197	-1.095	-0.671	-1.869
Y12	1.000	5.000	-0.389	-2.167	-0.583	-1.622
Y11	1.000	5.000	-0.124	-0.691	-0.587	-1.633
X24	1.000	5.000	-0.242	-1.347	-0.757	-2.109
X23	1.000	5.000	-0.31	-1.723	-0.365	-1.016
X22	1.000	5.000	-0.219	-1.222	-0.717	-1.996

Variable	min	max	skew	c.r	kurtosis	c.r
X21	1.000	5.000	-0.291	-1.62	-0.72	-2.004
X163	1.000	5.000	-0.144	-0.802	-0.661	-1.841
X162	1.000	5.000	-0.276	-1.538	-0.608	-1.692
X161	1.000	5.000	-0.275	-1.53	-0.486	-1.353
X154	1.000	5.000	-0.194	-1.08	-0.523	-1.456
X153	1.000	5.000	-0.181	-1.01	-0.585	-1.629
X152	1.000	5.000	-0.255	-1.418	-0.529	-1.474
X151	1.000	5.000	-0.194	-1.078	-0.675	-1.878
X145	1.000	5.000	-0.243	-1.354	-0.728	-2.026
X144	1.000	5.000	-0.231	-1.284	-0.73	-2.033
X143	1.000	5.000	-0.351	-1.957	-0.709	-1.975
X142	1.000	5.000	-0.246	-1.372	-0.743	-2.069
X141	1.000	5.000	-0.285	-1.586	-0.514	-1.432
X133	1.000	5.000	-0.276	-1.537	-0.703	-1.957
X132	1.000	5.000	-0.197	-1.097	-0.746	-2.078
X131	1.000	5.000	-0.138	-0.768	-0.744	-2.071
X123	1.000	5.000	-0.159	-0.884	-0.731	-2.034
X122	1.000	5.000	-0.274	-1.527	-0.754	-2.099
X121	1.000	5.000	-0.15	-0.835	-0.606	-1.688
X113	1.000	5.000	-0.332	-1.848	-0.503	-1.401
X112	1.000	5.000	-0.222	-1.237	-0.637	-1.774
X111	1.000	5.000	-0.235	-1.309	-0.733	-2.042
Multivariate					9.344	1.186

Source(s): IBM AMOS normality output.