ANALYZING THE INFLUENCE OF IN-STORE SHOPPING EXPERIENCE TOWARDS CUSTOMER SATISFACTION IN SHAPING REVISITING INTENTION

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Abstract: This study aims to investigate and analyze the influence of in-store shopping experience towards revisiting intention through customer satisfaction. This research was conducted by collecting the data of 155 customers of a supermarket by using questionnaires and being analyzed using simple linear regression and multiple linear regression. The results showed that in-store shopping experience, which is depicted by merchandise value, internal shop environment, interaction with staff, merchandise variety, presence and interaction with other customers, and in-store emotions have strong and positive simultaneous influence towards customer satisfaction. It is also can be found out that customer satisfaction has strong and positive relationship to revisiting intention. However, merchandise value, internal shop environment, interaction with staff, merchandise variety, and in-store emotions turn out to have strong and positive partial relationship with customer satisfaction, that leads to mediate the influence to revisiting intention.

Index Terms – **In-Store Shopping Experience, Merchandise Value, Internal Shop Environment, Interaction with Staff, Merchandise Variety, Presence and Interaction with Other Customers, In-Store Emotions, Customer Satisfaction, Revisiting Intention.**

I. INTRODUCTION

In this modern era, retail market plays an important role in supplying the daily needs of a society. As the number of people increased, the demand of daily needs increased. Hence, there are many new retail markets emerged to meet these demands. As a results, many retail markets appeared to provide more facilities to let the customers feel the better shopping experience to leave a deep imprint to the customers. Through the better shopping experience, they are looking forward for the higher revisiting customers.

Revisiting intention is the results of the customers' evaluation based on the previous experienced that leads to the revisiting or repurchase in a particular place (Cakici, et al., 2019). Amoako, et al. (2021) mentioned that the best customer experience will results in the higher number of revisiting customers. Hence, it can be concluded that through the previous experience of the customers', they will evaluate and analyze the whole process that they felt, which will lead to the satisfaction process and trigger the revisiting intention of the customers. Hence, it is important for a market to provide a better customer experience in order to create a higher revisit intention. In order to obtain higher revisiting intention, markets tend to focus on improving the customer satisfaction through the customer experience. Terblanche (2018) stated that customer experience consists of merchandise value, internal shop environment, interaction with staff, merchandise variety, presence and interaction with other customers, and in-store emotions.

The main focus of this study is to investigate and to analyze the influence of in-store shopping experience towards revisiting intention through customer satisfaction in a supermarket in Medan. The previous research conducted by Terblanche (2018) resulted that merchandise value, internal shop environment, interaction with staff, merchandise variety, and in-store emotions have significant influence towards customer satisfaction, and customer satisfaction has significant influence towards revisiting intention. However, the study did not investigate the influence of in-store shopping experience towards revisiting intention through customer satisfaction. From the description above, this research aims to evaluate and analyze:

1. The influence of merchandise value towards customer satisfaction.
2. The influence of internal shop environment towards customer satisfaction.
3. The influence of interaction with staff towards customer satisfaction.
4. The influence of merchandise variety towards customer satisfaction.
5. The influence of presence and interaction with other customers towards customer satisfaction.
6. The influence of in-store emotions towards customer satisfaction.
7. The influence of in-store shopping experience towards customer satisfaction.
8. The influence of customer satisfaction towards revisiting intention.

9. The influence of in-store shopping experience towards revisiting intention through customer satisfaction

In-Store Shopping Experience

Happ, et al. (2021) defined in-store shopping experience as the whole process felt by the customers when visiting or purchasing products in a particular place. Dirsehan in Ertemel, et al. (2021) also defined in-store shopping experience as the feeling felt by the customers after purchasing particular products. Terblanche (2018) stated that in-store shopping experience as the whole process felt by the customers. Hence, it can be concluded that in-store shopping experience is the process felt by the customers as the evaluation based from the previous experience after visiting or purchasing products in a particular place.

According to Terblanche (2018), in-store shopping experience can be measured through merchandise value, internal shop environment, interaction with staff, merchandise variety, presence and interaction with other customers, and in-store emotions.

Merchandise Value

Merchandise value is defined as the combination of price and quality that affect the perception and evaluation of customers towards purchased products (Irfan, et al. 2019). Rukaiyah (2020) stated that merchandise value is the measured value in terms of the convenience and the brand of the purchased products. Shintaputri and Wuisan (2017) also defined merchandise value as the advantages gained as a result of cost incurred by the customers. Kurniawan and Indriani (2018) also mentioned that merchandise value as the difference between value obtained by the customers and the value obtained through the purchase of the substitute product. In conclusion, merchandise value can be defined as the combination of price and quality that measured based on the advantages obtained by the customers.

According to Terblanche (2018), the indicators used to measure merchandise value in this research are:
1. This store offers guaranteed products of well-known brands,
2. Products in this store are free from damage, which is value for money,
3. Price of the products in this store represent good product value.

Internal Shop Environment

Liu and Tse (2018) defined internal shop environment as everything that related to the internal of the store, such as decoration and design of the store. Kotler and Armstrong (2017) also defined internal shop environment as the environment that are well-designed to create and to encourage the shopping intention of the customers. Munaro, et al. (2019) also mentioned that internal shop environment is the strategy developed by creating elements to increase the value given by the customers towards the environment. Ing, et al. (2019) also stated that internal shop environment is factors that help the customers to feel relaxed and comfortable while shopping, such as the lightning, temperature, etc. Hence, it can be concluded that internal shop environment is every element that helps the customers to feel relaxed to encourage the customers to shop and to add the value based on the internal environment.

According to Terblanche (2018), the indicators used to measure internal shop environment in this research are:
1. This store has attractive internal promotional displays,
2. This store has attractive decorations (figure, drawings, etc.),
3. This store has attractive internal physical facilities (cashier, product shelf, etc).

Interaction with Staff

Chen and Li (2021) mentioned that interaction with staff is the customers' perception about the whole interaction with the staff. Shoshan and Sonnentag (2019) defined interaction with staff as the moment where the customers will feel the whole service of the company that might affect the customers' evaluation. Lechner and Paul (2017) also added that interaction with staff is the company's well-designed interaction that being delivered through to the customers. Interaction with staff also can be defined as the participation of staff-customers to create shopping experience, which is adjusted to each customer in every communication (Liang, et al., 2020). In conclusion, interaction with staff can be defined as the interaction with staff, which is well-designed by the company to increase the customer shopping experience, which should be adjusted to each customer.

According to Terblanche (2018), the indicators used to measure interaction with staff in this research are:
1. The staff of this store always willing to help me,
2. The staff of this store quickly served me,
3. This store has courteous staffs,
4. The staff of this store has a good product knowledge regarding the products sold.

Merchandise Variety

Kautish and Sharma (2019) defined merchandise variety as the variation of price, options, utility, delivery, and suitability about a particular product towards the needs of customers. Oktarina and Wahyono (2020) also defined that merchandise variety as diversity of product categories provided to customers. Kotler and Armstrong (2017) also mentioned that merchandise variety is a variation of a provided product to match the needs of diverse customers. Lamb, et al. (2017) also defined merchandise variety as number of products sold in different variation in one product line. In conclusion, merchandise variety can be defined as variation of price and products, which is in one product line to meet the needs of customers.

According to Terblanche (2018), the indicators used to measure merchandise variety in this research are:
1. This store provides various good quality products,
2. This store provides various products that available in many sizes,
3. This store provides various good quality national products.

Presence and Interaction with Other Customers

Sanusi, et al. (2020) defined presence and interaction with other customers as the behavior of the customers in order to understand the mind, feeling, and action of other people and their surroundings. Heinonen, et al. (2018) mentioned that interaction with other customers is the interaction conducted among customers to help the decision-making process. Tran, et al. (2020) also defined interaction with other customers as the verbal or nonverbal communication among customers for their opinion, knowledge, and information. Interaction with other customers also can be defined as the customers' behavior to look for opinion or related information of a particular product (Rahayu, 2018). Based on the definition above, it can be concluded that presence and interaction with other customers can be defined as the behavior of customers to look for related information regarding to a particular products or services.

According to Terblanche (2018), the indicators used to measure presence and interaction with other customers in this research are:

1. I am comfortable to discuss with the other customers of this store,
2. I appreciate the suggestions offered by the other customers in this store,
3. I enjoy every interaction with the other customers in this store,
4. The customers in this store are friendly towards me.

In-Store Emotions

Aprillia and Khuzaini (2019) defined in-store emotions as the customers' evaluation based on the influences felt when visiting a particular place. Rahmana and Kurniawan (2021) defined in-store emotions as the feeling emerged towards a product resulted from the atmosphere in a particular place, which triggers the purchase intention of the customers. Aurellia (2019) mentioned in-store emotions as the feeling or emotions emerged in a particular place atmosphere that trigger the purchase intention. Devi and Jatra (2020) also defined in-store emotions as the emotions or feelings that triggers the unplanned purchase resulted from the influences of the environment of the internal store. Hence, it can be concluded that in-store emotions is an emotional perception based on the atmosphere inside a particular place, which triggers the purchase intention.

According to Terblanche (2018), the indicators used to measure in-store emotions in this research are:

1. This store has a comfortable shopping atmosphere,
2. This store has an attractive appearance related to the service provided,
3. This store is able to satisfy my curiosity of daily needs products,
4. This store provides shopping experience that might trigger the purchase intention of several products in the store.

Customer Satisfaction

Hossain, et al. (2019) defined customer satisfaction as the results gained after fulfilling the customers' needs and expectation to rebuild the revisiting intention. Lamb, et al. (2017) also defined customer satisfaction as the whole customers' evaluation based on the degree where the products or services meet their expectation. Customer satisfaction also can be defined as the fulfillment of products and services towards the expectation of the customers (Kotler & Armstrong, 2017). Leri and Theodoridis (2018) also added that customer satisfaction is the emotions that resulted based on the experience of the customers. In conclusion, customer satisfaction can be defined as the evaluation of the customers based on the experience regarding to the fulfillment of products or services to their expectation.

According to Terblanche (2018), the indicators used to measure customer satisfaction in this research are:

1. I am very satisfied with the services of this store,
2. This store provides the satisfactory shopping experience,
3. I am very satisfied with the products of this store,
4. Overall, I am very satisfied with this store.

Revisiting Intention

Revisiting intention is the behavior of customers based on the evaluation of the previous experiences (Cakici, et al., 2019). Shahijan, et al. (2018) defined revisiting intention as the intention of the customers to revisit a particular place in the future. Kadi, et al. (2021) also defined revisiting intention as the results of customer satisfaction that indicated by the intention to revisit the particular place. Perovic, et al. (2018), also mentioned that revisiting intention is the results of customer satisfaction based on the customers' evaluation of both tangible and intangible factors. Hence, it can be concluded that revisiting intention is the results of customer satisfaction based on the evaluation of both tangible and intangible factors that improve the revisiting intention to repurchase.

According to Terblanche (2018), the indicators used to measure revisiting intention in this research are:

1. I consider this store as my first choice to purchase daily needs,
2. I intend to purchase my grocery products from this store in the future,
3. I will keep to shop for more grocery products from this store in the future.
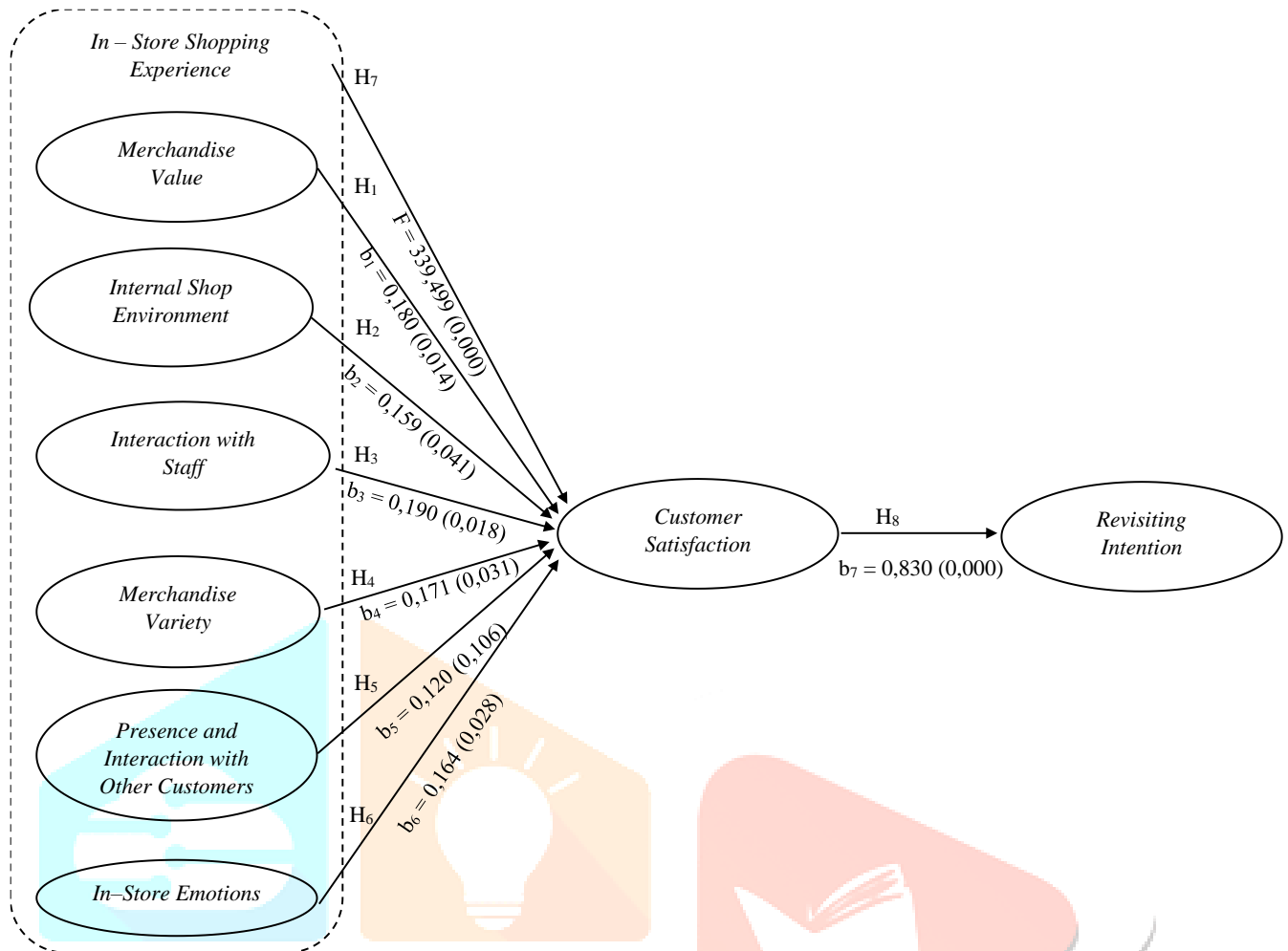
Theoretical Framework

Figure 1. Theoretical Framework

Hypothesis

H_1 : Merchandise value significantly influences customer satisfaction.
H_2 : Internal shop environment significantly influences customer satisfaction.
H_3 : Interaction with staff significantly influences customer satisfaction.
H_4 : Merchandise variety significantly influences customer satisfaction.
H_5 : Presence and interaction with other customers significantly influences customer satisfaction.
H_6 : In-store emotions significantly influences customer satisfaction.
H_7 : In-store shopping experience significantly influences customer satisfaction.
H_8 : Customer satisfaction significantly influences revisiting intention.
H_9 : Customer satisfaction mediates the influence of in-store shopping experience towards revisiting intention.

II. RESEARCH METHODS

This research was conducted to test the hypothesis proposed by using quantitative approach. Quantitative research is research that using the statistical data to measure, to define, and to test the relationship among variables to determine the pattern, correlation, and causal effect (Leavy, 2017). In addition, this research also conducted using causal research in order to describe the causal relationship among the variables used in this research (Leavy, 2017).

In this research, the data was collected by using purposive sampling method and was analyzed by using simple linear regression and multiple linear regression. Purposive sampling method is a data collection method that gathers the data based on the particular characteristics (Sugiyono, 2018). The sample size of this research will be 155 customers of a supermarket in Medan.

This research will use simple linear regression to analyze the influence of customer satisfaction towards revisiting intention, and multiple linear regression to analyze the influence of merchandise value, internal shop environment, interaction with staff, merchandise variety, presence and interaction with other customers, and in-store emotions toward customer satisfaction. The multiple linear regression model in this research will be as follows:

$$CS = b_1 . MV_{value} + b_2 . IE + b_3 . IS + b_4 . MV_{variety} + b_5 . PIC + b_6 . EM$$

Where :
CS : Customer Satisfaction
b1 : Partial slope of linear relationship of MV_{alue} to CS
MV_{alue} : Merchandise Value
b2 : Partial slope of linear relationship of IE to CS

IE : Internal Shop Environment
b3 : Partial slope of linear relationship of IS to CS
IS : Interaction with Staff
b4 : Partial slope of linear relationship of MV_{ariety} to CS
MV_{ariety} : Merchandise Variety
b5 : Partial slope of linear relationship of PIC to CS
PIC : Presence and Interaction with Other Customers
b6 : Partial slope of linear relationship of EM to CS
EM : In-Store Emotions

The simple linear regression model in this research will be as follows:

$$RI = b_7 . CS$$

Where :
RI : Revisiting Intention
b7 : Partial slope of linear relationship of CS to RI
CS : Customer Satisfaction

III. RESEARCH RESULTS AND DISCUSSION

Demographic Analysis

In this research, the respondents were asked to fill their data regarding to age and gender. Through the demographic data, it can provide the differentiation in views about variables that affect revisiting intention based on age and gender. The age and the gender of the customers that came to the supermarket are as follow:

Table 1. Age and Gender of Customers

Age	Frequency	%	Gender	Frequency	%
18 – 35 years old	51	32,903%	Male	72	47,097%
36 – 50 years old	32	20,645%	Female	82	52,903%
51 – 60 years old	72	46,452%			
TOTAL	**155**	**100,000%**	**TOTAL**	**155**	**100,000%**

Based on Table 1, it can be concluded that the customers that came to the supermarket are mainly female, which aged between 51 – 60 years old. Hence, it can be assumed that most of the customers were female senior citizens.

Validity and Reliability Test

In order to test the validity and reliability of the questionnaire, it is important to conduct validity and reliability test before conducting the main test. The validity and reliability test will be conducted to 105 respondents with the significance level of 5%. In order to pass the validity and reliability test, the minimum value of r_{count} should be higher than 0,1918 and the minimum value of cronbach's alpha higher than 0,6. The validity and reliability test will be as follow:

Table 2. Validity and Reliability Test

Variable	Question	r_{count}	r_{table}	Cronbach's Alpha Based on Standardized Items	N of Items
Merchandise Value	Q1	0.847		0,815	3
	Q2	0.860			
	Q3	0.857			
Internal Shop Environment	Q4	0.792		0,767	3
	Q5	0.838			
	Q6	0.847			
Interaction with Staff	Q7	0.891		0,885	4
	Q8	0.848			
	Q9	0.853			
	Q10	0.854			
Merchandise Variety	Q11	0.807	0,1918	0,669	3
	Q12	0.751			
	Q13	0.768			
Presence and Interaction with Other Customers	Q14	0.868		0,873	4
	Q15	0.812			
	Q16	0.861			
	Q17	0.863			
In-Store Emotions	Q18	0.792		0,821	4
	Q19	0.792			
	Q20	0.795			
	Q21	0.848			
Customer Satisfaction	Q22	0.823		0,820	4
	Q23	0.789			

	Q24	0.777		
	Q25	0.835		
Revisiting Intention	Q26	0.775	0,712	3
	Q27	0.808		
	Q28	0.807		

Based from the table above, it can be seen that all of the indicators that are being used in the research variables passed reliability test, as r_{count} value > r_{table}. In addition, by assessing the cronbach's alpha based on standardized items are higher than 0,600 which passed the validity test. In conclusion, all indicators of the research variables passed the validity and reliability test.

Normality Test

Before conducting the hypothesis test, it is important to conduct normality test to know, whether the data are being normally distributed or not. In this research, the significance level that are being used is 5%. In order to pass the normality test, the significance value of the residuals of the unstandardized linear regression value should be higher than 0,05. The normality test in this research will be as follow:

Table 3. Age and Gender of Customers

Linear Regression	One-Sample Kolmogorov-Smirnov Test	
		Unstandardized Residuals
MVal, ISE, IS, MVar, PIC, ISEmo → CS	N	155
	Test Statistic	0,064
	Asymp. Sig. (2-tailed)	0,200
CS → RI	N	155
	Test Statistic	0,065
	Asymp. Sig. (2-tailed)	0,200

Through Table 3, it can be concluded that the regression model used in this research passed the normality test, which indicates the regression model being used in this research has the normally distributed residual value.

Multicollinearity Test

Multicollinearity test is a test that being conducted in order to detect multicollinearity or the condition where the research variables carrying the same information (Silalahi, 2018). The multicollinearity test conducted in this research is as follow:

Table 4. Multicollinearity Test

Variables	Tolerance	VIF
MVal * CS	0,243	4,123
ISE * CS	0,215	4,644
IS * CS	0,202	4,963
MVar * CS	0,208	4,808
PIC * CS	0,237	4,221
ISEmo * CS	0,236	4,239

Through Table 4 above, it can be concluded that there are no multicollinearity occurs in this research, as the tolerance value of the research variables are higher than 0,1 and the VIF value are lower than 10. Hence, the research variables used in this research do not suffer multicollinearity or carry the same information.

Heteroscedasticity Test

Heteroscedasticity test is conducted in to detect, whether there is a heteroscedasticity occurred in the regression model used in the research or the unequal variance in the regression model used in the research (Sarstedt & Mooi, 2019). In this research, the heteroscedasticity test is conducted by using spearman row test, where the significance level should be higher than 0,05 to pass the heteroscedasticity test. The heteroscedasticity test conducted in this research is as follow:

Table 5. Multicollinearity Test

Variables	Sig.
MVal * CS	0,332
ISE * CS	0,627
IS * CS	0,678
MVar * CS	0,534
PIC * CS	0,627
ISEmo * CS	0,834
CS * RI	0,740

According to Table 5 above, it can be known that the regression model used in this research are free from heteroscedasticity, which can be seen through the significance value that are higher than 0,05. Hence, it can be concluded that the regression models used in this research are free from heteroscedasticity.

Linearity Test

Linearity test is conducted to know the linear relationship between independent variables towards dependent variable (Silalahi, 2018). In order to pass the linearity test, the linearity value should be less than 0,05. The linearity test in this research will be as follow:

Table 6. Linearity Test

Variables	Linearity
CS * MVal	0,000
CS * ISE	0,000
CS * IS	0,000
CS * MVar	0,000
CS * PIC	0,000
CS * ISEmo	0,000
RI * CS	0,000

Based on Table 6 above, it can be concluded that the relationship between independent variables with the dependent variable are linear, since the linearity value of all variables in this research are less than 0,05. Hence, it can be concluded that all independent variables in this research have linear relationship with the dependent variables used in this research.

Multiple Linear Regression

Multiple linear regression is the analysis conducted based on the relationship between several independent variables to dependent variable (Sugiyono, 2018). In this research, the multiple linear regression will be as follow:

Table 7. Multiple Linear Regression

Variables	Standardized Coefficient
Merchandise Value	0,180
Internal Shop Environment	0,159
Interaction with Staff	0,190
Merchandise Variety	0,171
Presence and Interaction with Other Customers	0,120
In-Store Emotions	0,164

$$CS = b_1.MV_{value} + b_2.IE + b_3.IS + b_4.MV_{variety} + b_5.PIC + b_6.EM$$
$$CS = 0,180.MV_{value} + 0,159.IE + 0,190.IS + 0,171.MV_{variety} + 0,120.PIC + 0,164.EM$$

Where :
CS   : Customer Satisfaction
MV_{alue} : Merchandise Value
IE   : Internal Shop Environment
IS   : Interaction with Staff
MV_{ariety} : Merchandise Variety
PIC   : Presence and Interaction with Other Customers
EM   : In-Store Emotions

From the multiple linear regression formed above, it can be seen that if the merchandise value variable increased 1(one) unit, the customer satisfaction will increase 0,180 unit. If the internal shop environment variable increased 1(one) unit, the customer satisfaction will increase 0,159 unit. If interaction with staff variable increased 1(one) unit, the customer satisfaction will increase 0,190. If merchandise variety variable increased 1(one) unit, the customer satisfaction will increase 0,171. If presence and interaction with other customers variable increased 1(one) unit, the customer satisfaction will increase 0,120. However, if in-store emotions variable increased 1(one) unit, the customer satisfaction will increase 0,164. Hence it can be concluded that interaction with staff play the most important and significant part in terms of influencing the customer satisfaction.

Simple Linear Regression

Simple linear regression is the analysis conducted based on the relationship between an independent variable to a dependent variable (Sugiyono, 2018). In this research, the multiple linear regression will be as follow:

Table 8. Simple Linear Regression

Variables	Standardized Coefficient
Customer Satisfaction	0,830

$$RI = b_7.CS$$
$$RI = 0,830.CS$$

Where :
RI   : Revisiting Intention
b7   : Partial slope of linear relationship of CS to RI
CS   : Customer Satisfaction

From the simple linear regression formed in Table 8 above, it can be seen that if the customer satisfaction variable increased 1(one) unit, the revisiting intention will increase 0,830 unit. Through the simple linear regression model formed, it can be concluded that customer satisfaction has significant influence towards revisiting intention.

Coefficient of Determination

Coefficient of determination is a value that describe how much a dependent variable is explained by dependent variables in a regression model (Silalahi, 2018). In this research, to prevent bias in the calculation, the coefficient of determination value used is the adjusted R^2 value, as the independent variables used in this research are more than one. The coefficient of determination in this research will be as follow:

Table 9. Coefficient of Determination

Variables	Adjusted R^2
MVal, ISE, IS, MVar, PIC, ISEmo * CS	0,803
CS * RI	0,689

Based from the table 9 above, it can be concluded that 80,3% of customer satisfaction in this research is being explained by merchandise value, internal shop environment, interaction with staff, merchandise variety, presence and interaction with other customers, and in-store emotions, while the other 19,7% are being explained by the other variables. In addition, it can be seen that the 68,9% of revisiting intention in this research is being explained by customer satisfaction, while the other 31,1% are being explained by the other variables.

Hypothesis Testing

In this research, the hypothesis testing is conducted by using F-test and t-test in order to find the simultaneous influence and partial influence of merchandise value, internal shop environment, interaction with staff, merchandise variety, presence and interaction with other customers, and in-store emotions towards customer satisfaction. In addition, there will be sobel test to find the influence of merchandise value, internal shop environment, interaction with staff, merchandise variety, presence and interaction with other customers, and in-store emotions to revisiting intention through customer satisfaction. The hypothesis test conducted will be as follow:

Table 10. F-Test

Variables	Sig.
MVal, ISE, IS, MVar, PIC, ISEmo * CS	0,000

Based on the F-test result in Table 10 above, it can be seen that the significance level is less than 0,05 which indicates that merchandise value, internal shop environment, interaction with staff, merchandise variety, presence and interaction with other customers, and in-store emotions have significant simultaneous influence towards customer satisfaction, which indicates H_7 is accepted .

Table 11. t-Test

Variables	Sig.
MVal * CS	0,014
ISE * CS	0,041
IS * CS	0,018
MVar * CS	0,031
PIC * CS	0,106
ISEmo * CS	0,028
CS * RI	0,000

By assessing the t-test results in Table 11 above, it can be seen that the significance level of merchandise value, internal shop environment, interaction with staff, merchandise variety, and in-store emotions are less than 0,05 which indicates that merchandise value, internal shop environment, interaction with staff, merchandise variety, and in-store emotions have significant partial influence towards customer satisfaction, while presence and interaction with other customers turn out to has no significant partial influence towards customer satisfaction, as the significance level are higher than 0,05. Hence, it can be assumed that H_1, H_2, H_3, H_4, H_6, and H_7 are accepted, while H_5 is rejected. According to the t-test above, it indicates that most of the customers do not consider presence and interaction with other customers will satisfy them, as they consider the interaction is a quick interaction.

Table 12. Sobel Test

Variables	t_{count}
MVal * RI	2.457
ISE * RI	2.052
IS * RI	2.369
MVar * RI	2.169
PIC * RI	1.622
ISEmo * RI	2.209

According Table 12 above, it can be seen that the t_{count} value of merchandise value, internal shop environment, interaction with staff, merchandise variety, and in-store emotions are less than 1,96. Hence, it can be concluded that merchandise value, internal shop environment, interaction with staff, merchandise variety, and in-store emotions have significant influence towards revisiting intention mediated by customer satisfaction. However, it can be seen that the t_{count} of are less than 1,96 which indicates that presence and interaction with other customers turn out to has no influence towards revisiting intention mediated by customer satisfaction, as the presence and interaction with other customers has no significant partial influence towards customer satisfaction. Hence, it can be concluded that H_9 is accepted.
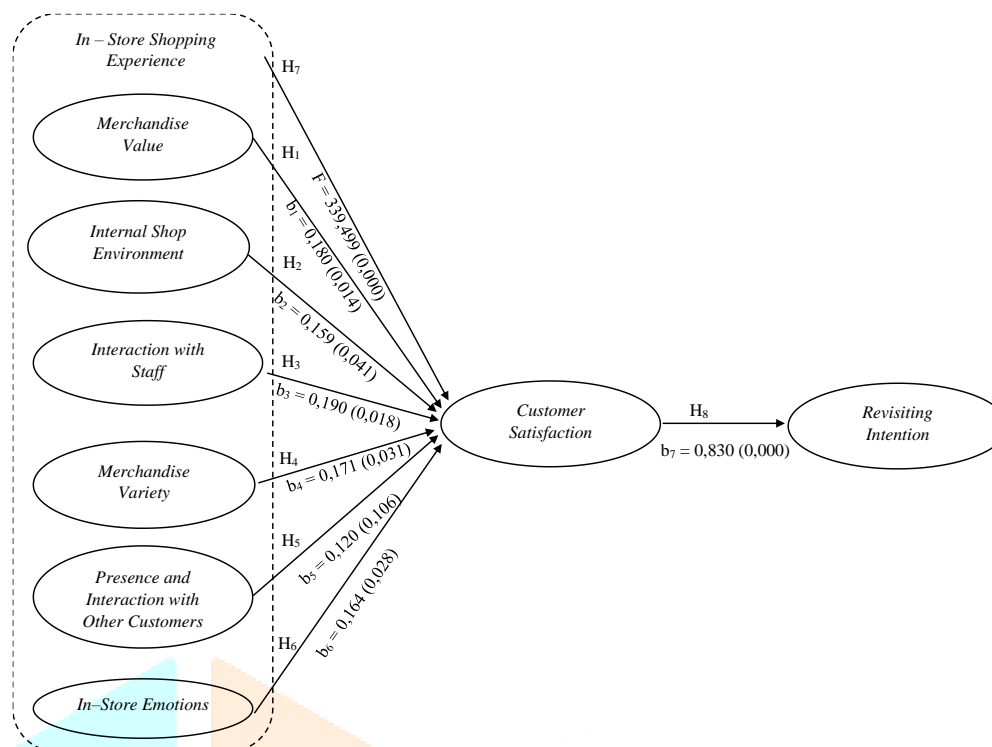
Discussion

Figure 2. Structure Model

Merchandise Value

By assessing the table above, it can be concluded that merchandise value is the second variables after interaction with staff that affects customer satisfaction. This influence can be seen through the multiple linear regression formed, which shows that every increase of merchandise value in 1 (one) unit will resulted in the increase of customer satisfaction in 0,180 unit. Furthermore, merchandise value turns out to have significant positive influence towards customer satisfaction. Through those result, it can be concluded that merchandise value also played an important role in customer satisfaction.

Internal Shop Environment

Based on the test conducted above, it can be known that internal shop environment also played an important role in constructing customer satisfaction. Every increase of internal shop environment in 1 (one) unit will resulted in the increase of customer satisfaction in 0,159 unit. Through the hypothesis test above, it can be known that internal shop environment has significant positive influence towards customer satisfaction. Hence, it can be concluded that internal shop environment also should be maintained in order to have a high customer satisfaction.

Interaction with Staff

By assessing the results of the test above, it can be known that interaction with staff played the most important role in constructing customer satisfaction. Every increase of interaction with staff in 1 (one) unit will resulted in the increase of customer satisfaction in 0,190 unit. As interaction with staff variable played the most important part in constructing customer satisfaction, it is important to maintain this variable high, as it will significantly influencing customer satisfaction.

Merchandise Variety

Based on the test above, it can be concluded that merchandise variety also played a significant in influencing customer satisfaction. Every increase of merchandise variety in 1 (one) unit will resulted in the increase of customer satisfaction in 0,171 unit. By assessing the hypothesis test above, it can be known that merchandise variety has significant influence towards customer satisfaction. Hence, it is important to improve merchandise variety in order to improve the customer satisfaction.

Presence and Interaction with Other Customers

Based on the test above, it can be concluded that presence and interaction with other customers does not have significant influence towards customer satisfaction. This can be known by assessing the t-test in Table 11 above, which showed the significance level of presence and interaction with other customers is higher than 0,05 that indicates presence and interaction with other customers does not have significant influence towards customer satisfaction. However, by assessing the result of F-test in Table 10 above, it can be known that presence and interaction with other customers along with the other variables, namely merchandise value, internal shop environment, interaction with staff, merchandise variety, and in-store emotions simultaneously influencing customer satisfaction. Hence, it can be concluded that by improving presence and interaction with other customers will improve presence and interaction with other customers. However, the improvement of presence and interaction with other customers is not the priority, as it does not significantly influence customer satisfaction.

In-Store Emotions

By assessing the results of the test, it can be known that in-store emotions has positive significant influence in constructing customer satisfaction. Every increase of in-store emotions in 1 (one) unit will resulted in the increase of customer satisfaction in 0,164 unit. Furthermore, it can be seen that in-store emotions played a significant influence towards customer satisfaction. As a results, it can be concluded that by improving in-store emotions will improving customer satisfaction as well, since in-store emotions significantly influences customer satisfaction.

Customer Satisfaction

By assessing the hypothesis test above, it can be known that customer satisfaction significantly influences revisiting intention, which can be seen through the simple linear regression formed above. Every increase of customer satisfaction in 1 (one) unit will resulted in the increase of revisiting intention in 0,830 unit. Furthermore, it can be seen that the 68,9% of revisiting intention is being explained by customer satisfaction. Hence, it can be concluded that it is important to improve customer satisfaction in order to get a higher revisiting intention, as there is a significant influence of customer satisfaction towards revisiting intention.

IV. CONCLUSION

By evaluating the results above, it can be concluded that revisiting intention is highly influenced by customer satisfaction, while customer satisfaction is simultaneously influenced by merchandise value, internal shop environment, interaction with staff, merchandise variety, presence and interaction with other customers, and in-store emotions. However, variables that partially influenced customer satisfaction are merchandise value, internal shop environment, interaction with staff, merchandise variety, and in-store emotions, since most of the customers in the supermarket consider the interaction with the other customers as quick interaction that should be ended as soon as possible. In terms of improving customer satisfaction, it can be seen that interaction with staff played the most important role in constructing customer satisfaction, while merchandise value and merchandise variety played the second and third most important variables that influence customer satisfaction. Hence, it can be concluded that staff played an important part in constructing the satisfaction of the customers.

In conclusion, by improving customer satisfaction, the revisiting intention will be increased as well, since the 68,9% of revisiting intention can be explained by customer satisfaction. It is important to keep the customer satisfaction high, since it will directly influence revisiting intention. In terms of improving customer satisfaction, it is important to focus on the interaction with staff, as it played the most important factors in constructing customer satisfaction, while merchandise value and merchandise variety is the second and third important factors in constructing customer satisfaction. Hence, it indicates that the customers are more satisfied if they are well-served in a store, rather than the cheaper and various product sold, but there are less-served. However, it is still important to focus on all factors that significantly influence customer satisfaction, namely merchandise value, internal shop environment, interaction with staff, merchandise variety, and in-store emotions. Presence and interaction with other customers turn out to not significantly influence customer satisfaction, as the customers tend to consider the interaction should be ended quickly. For the future researchers, it is recommended for the future researcher to develop and to link the understandings of factors that might influence revisiting intention such as age, gender, and income.

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