

THE EFFECT OF STORE ATMOSPHERE, CUSTOMER EXPERIENCE, AND PRICE PERCEPTION ON REPURCHASE INTENTION AT MIETIME WOAH, BADUNG

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Abstract:

Purpose:

This study examines the effects of store atmosphere, customer experience, and price perception on repurchase intention among Mietime Woah consumers in Badung.

Keywords:

Store Atmosphere,
Customer Experience, Price
Perception, Repurchase
Intention

Methodology:

A quantitative associative design was applied to 98 respondents. The sample size was determined using the Slovin formula, respondents were selected through non-probability purposive sampling, and the data were analyzed using multiple linear regression after instrument and classical-assumption testing.

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Findings:

Store atmosphere, customer experience, and price perception each have a positive and statistically significant effect on repurchase intention. The model explains 88.5% of the variation in repurchase intention based on adjusted R-squared.

Paper Type:

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Implication:

Mietime Woah should maintain a comfortable and attractive store atmosphere, consistently strengthen customer experience, and sustain price perceptions that are affordable and commensurate with product quality to encourage repeat purchases.

INTRODUCTION

As economic activity continues to expand, increasingly intense business competition requires firms to respond more effectively to market opportunities and implement appropriate sales strategies. Business actors must understand market dynamics and competitor strategies, particularly in the culinary sector. Indonesia ranked second globally in instant-noodle consumption in 2023, with total consumption reaching 14.54 billion servings. Data from the World Instant Noodles Association (WINA) show that Indonesian instant-noodle consumption increased consistently from 2020 to 2023, indicating that instant noodles remain an important part of daily food consumption.

Under increasingly competitive conditions, culinary businesses must manage customer loyalty effectively to strengthen repurchase intention. Repurchase intention is important for business continuity because it reflects customer satisfaction and experience with products or services previously consumed. Manurung and Hadian (2022) associate repurchase intention with past consumer experience and the considerations that influence future decisions. Aslam et al. (2018) explain that repurchase intention refers to consumers' tendency to buy repeatedly from the same provider with a positive attitude after evaluating whether the product or service has met expectations.

Mietime Woah Badung is a culinary business offering contemporary noodle products with a distinctive and innovative concept. However, fluctuations in consumers' transactional interest create challenges in maintaining repurchase intention. Interviews with the owner indicated competitive threats related to comfort, customer experience, and prices perceived as less competitive. Interviews with several consumers also identified complaints concerning poorly organized decoration, inadequate cleanliness of tables and restrooms, limited facilities, and service perceived as insufficiently friendly or responsive. These conditions may create discomfort, reduce satisfaction, and weaken intentions to revisit and repurchase.

Repurchase intention can be understood as consumers' tendency or intention to buy again in the future after previously using the same product or service. Purnawati et al. (2020) describe it as an internal motivation to repurchase a previously consumed product or service. Wahyuni (2020) identifies four indicators: transactional interest, referential interest, preferential interest, and exploratory interest.

Store atmosphere is one factor that can contribute to repurchase intention because it shapes consumer comfort and positive experiences. Imbayani and Endiana (2020) define store atmosphere as an intentionally

designed environment aligned with the target market and intended to encourage purchases. Ratnasari (2021) notes that a comfortable store atmosphere, supported by high satisfaction, increases the likelihood of repeat purchases.

Prior studies have produced mixed findings regarding store atmosphere. Catherine and Santoso (2021), Andrian et al. (2024), and Albi (2022) found positive effects on repurchase intention, whereas Widiarto and Tuti (2022) reported a significant negative effect, and Putri et al. (2025) indicated that a highly comfortable atmosphere does not always result in higher repurchase intention.

Customer experience is another relevant determinant. Positive experiences can create favorable perceptions of a business. Subastian (2023) argues that understanding customer experience is essential for retailers seeking to optimize satisfaction. Godovykh and Tasci (2020) define customer experience as the emotional and cognitive outcomes of interactions with a company, while Tyrvaenen et al. (2020) describe it as an important relational-marketing indicator reflecting customers' subjective responses to interactions.

Empirical evidence regarding customer experience is also mixed. Kotimah et al. (2023), Diyanti (2021), and Mustakim et al. (2022) reported positive contributions to repurchase intention, whereas Subastian (2023) and Nining and Hurnis (2024) reported negative relationships under certain conditions.

Price perception also affects repurchase intention. Kotler and Keller (2021) identify price perception as an important factor shaping shopping behavior. Sanjaya and Mursito (2023) emphasize that consumers evaluate not only nominal price but also the fit between price and expected quality. Saraswati and Wirayudha (2022) further explain that repurchase intention may develop from price perceptions shaped by consumer experience and expectations.

Previous studies have reported positive effects of price perception on repurchase intention (Purnawati, 2020; Mustakim et al., 2022; Sandy & Aquinia, 2022; Savitri & Wardana, 2021), while Ardinata and Yasa (2021) found a negative effect, indicating that prices inconsistent with consumer expectations can reduce willingness to repurchase.

Literature Review

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), proposed by Ajzen and Fishbein (1980), is used to understand individual behavior, particularly consumer behavior. The model explains that beliefs shape attitudes and subjective norms, which in turn contribute to behavioral intentions. Those intentions are subsequently reflected in actual behavior. TRA therefore emphasizes that consumer behavior develops through a cognitive process involving attitudes and social influence rather than arising spontaneously.

Repurchase Intention

Kotler and Keller (2021) state that repurchase intention arises from consumer satisfaction or dissatisfaction after a purchase. Fuadi and Budiantono (2021) describe it as the process through which consumers decide to repurchase the most preferred product alternative after completing an evaluation. Christian (2022) explains repurchase intention as the intention to buy the same product or service again based on prior purchasing experience, while Subawa et al. (2020) define it as consumers' desire to repurchase products or services they have previously consumed.

Store Atmosphere

Tanjung (2020) defines store atmosphere as the design of a retail environment intended to stimulate the senses and create particular emotional effects for consumers and retailers. Renko et al. (2020) explain that retail atmosphere includes architecture, layout, signs and displays, color, lighting, temperature, sound, and scent, all of which interact to shape customer perceptions and loyalty. Store atmosphere can therefore contribute to consumers' repurchase intention.

Customer Experience

Latif and Hasbi (2021) define customer experience as the impressions consumers obtain through direct and indirect interactions with company services and management. Tjahjaningsih et al. (2021) further note that customer experience is central to consumers' evaluation of a company, and satisfaction with the service provided may become a competitive advantage for the products or services offered.

Price Perception

Nasution et al. (2021) define price perception as consumers' subjective evaluation of the value and appropriateness of the price of a product or service relative to the sacrifice made. Sanjaya and Mursito (2023)

emphasize affordability and competitiveness, while Saraswati and Wirayudha (2022) note that price perception also includes emotional considerations in consumers' evaluations.

METHODS

The study was conducted at Mietime Woah Badung, a culinary business. The population consisted of 5,426 consumers in 2024. Using the Slovin formula, a sample of 98 respondents was obtained. The study used non-probability purposive sampling, with respondents required to have purchased from Mietime Woah Badung more than once. A quantitative associative approach and multiple linear regression were used to examine the effects of store atmosphere, customer experience, and price perception on repurchase intention.

RESULTS AND DISCUSSION

Results

Multiple Linear Regression Analysis

Table 1. Summary of Multiple Linear Regression Analysis

Variable	Regression Coefficient	Beta	t-statistic	Sig.
Constant	1.758	-	2.962	0.004
Store Atmosphere (X1)	0.140	0.130	2.551	0.012
Customer Experience (X2)	0.421	0.618	11.697	0.000
Price Perception (X3)	0.332	0.306	4.421	0.000
R	0.943	-	-	-
R Square	0.889	-	-	-
Adjusted R Square	0.885	-	-	-
F	250.329	-	-	0.000

Source: Processed data (2024).

The regression equation is:

$$Y = 1.758 + 0.140X_1 + 0.421X_2 + 0.332X_3$$

The coefficient for store atmosphere (X1) is 0.140, indicating a positive relationship with repurchase intention. A one-unit increase in store atmosphere is associated with an increase in repurchase intention, holding the other variables constant. The coefficient for customer experience (X2) is 0.421, indicating that improved customer experience is associated with higher repurchase intention. The coefficient for price perception (X3) is 0.332, indicating that a more favorable price perception is also associated with higher repurchase intention, with other variables held constant.

The adjusted R-squared value of 0.885 indicates that the independent variables explain 88.5% of the variation in repurchase intention, while the remaining 11.5% is explained by factors outside the model. The F-statistic of 250.329 is greater than the F-table value of 2.70, indicating that the independent variables simultaneously have a significant effect on repurchase intention.

Partially, store atmosphere has a positive and significant effect on repurchase intention ($t = 2.551 > 1.985$; $p = 0.012 < 0.05$). Customer experience also has a positive and significant effect ($t = 11.697 > 1.985$; $p = 0.000 < 0.05$). Price perception likewise has a positive and significant effect ($t = 4.421 > 1.985$; $p = 0.000 < 0.05$).

Discussion

Effect of Store Atmosphere, Customer Experience, and Price Perception on Repurchase Intention

All three independent variables have positive and significant effects on repurchase intention among Mietime Woah Badung consumers. A comfortable store atmosphere, positive customer experience, and appropriate price perception can shape favorable consumer attitudes and beliefs and thereby encourage repeat purchasing. These results are consistent with Catherine and Santoso (2021), Andrian et al. (2024), Albi (2022), Kotimah et al. (2023), Diyanti (2021), and Mustakim et al. (2022).

Effect of Store Atmosphere on Repurchase Intention

Store atmosphere has a positive and significant effect on repurchase intention. A comfortable, attractive, and well-organized environment can create positive emotional experiences that encourage consumers to repurchase. The result is consistent with Catherine and Santoso (2021), Andrian et al. (2024), and Albi (2022).

Effect of Customer Experience on Repurchase Intention

Customer experience has a positive and significant effect on repurchase intention. Positive interactions with products and services can build satisfaction and trust and strengthen the desire to purchase again. This finding is consistent with Kotimah et al. (2023), Diyanti (2021), and Mustakim et al. (2022).

Effect of Price Perception on Repurchase Intention

Price perception has a positive and significant effect on repurchase intention. Prices perceived as appropriate, affordable, and commensurate with product quality strengthen consumers' willingness to repurchase. The result is consistent with Purnawati (2020), Mustakim et al. (2022), Sandy and Aquinia (2022), and Savitri and Wardana (2021).

CONCLUSION

Repurchase intention at Mifetime Woah Badung is significantly influenced by store atmosphere, customer experience, and price perception. All three variables contribute positively to repurchase intention. A more comfortable store atmosphere, stronger customer experience, and more favorable price perception increase consumers' willingness to repurchase; conversely, weaker conditions in these areas tend to reduce repurchase intention.

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