

## **The Effect of Service Quality and Marketing Mix on Consumer Satisfaction Mediated Repurchase Interest at PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City**

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### **ABSTRACT**

This study aims to analyze the effect of service quality and marketing mix on repurchase intention, to analyze the effect of service quality and marketing mix on consumer satisfaction on repurchase intention. Data collection technique using non-probability sampling, obtained a total of (35) samples. The data analysis technique used is inferential statistics including path analysis and sobel test. The results show that the quality of service (X1) and the marketing mix (X2) implemented by PT Indomarco Pristama (Indomaret Group), Muchtar Basri branch and Medan city do not significantly affect repeat purchase intention (Y). increase. Consumer satisfaction (Z) is one of the factors driving repurchase interest (Y). Quality of service (X1) mediated by consumer satisfaction (Z) of PT Indomarco Pristama (Indomaret Group) Muttar Basri Branch, Medan City does not significantly affect repurchase intention (Y). In addition, the marketing mix (X2) of PT Indomarco Pristama (Indomaret Group) Muttar Basri Branch in Medan City has a significant impact on repeat purchase intent (Y) in communicating consumer satisfaction (Z). The research model uses four (4) variables that apply the concept of mediation, where there is a relationship in the research model analyzed with SmartPLS version 3.0 software. In this study, the quality of service (X1) and the marketing mix (X2) conducted by PT Indomarco Pristama (Indomaret Group), Muchtar Basri branch (Medan city) did not significantly affect repurchase intention (Y). was shown. Consumer satisfaction (Z) is one of the factors driving repurchase interest (Y). Quality of service (X1) mediated by consumer satisfaction (Z) of PT Indomarco Pristama (Indomaret Group) Muttar Basri Branch, Medan City does not significantly affect repurchase intention (Y). In addition, the marketing mix (X2) of PT Indomarco Pristama (Indomaret Group), Muttar Basri Branch, Medan City, has a significant impact on repurchase intent (Y) in communicating consumer satisfaction (Z). Based on the results of this study, we recommend further research to research or use different retailers to obtain more diverse results.

**Keywords:** Indomaret, Service Quality, Consumer Satisfaction, Marketing Mix.

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### INTRODUCTION

Currently there are many advances and developments that have taken place, both in the political, economic, social fields, as well as the influence on the behavior patterns of internal competitors running its business (Brand & At, 2022). The rapid development of the business world has led to caution for every company as an organization in marketing its products and services, where the current market conditions are full of various kinds of products and services offered as well as innovative marketing strategies (Statement & Works, 2021). In this context, the business world is becoming increasingly competitive, tighter, so companies must adapt themselves and keep up with changes in the market and business environment (Maharani & Jatra, 2021).

Every company generally wants to succeed in running its business. One of the efforts made to achieve the goals set by the company is through marketing activities, namely the process by which companies create value for consumers and build strong relationships with consumers with the aim of capturing value from consumers in return (Yudhistira Hanifyanto & Nurmahdi, 2022). The company must know the business activities being carried out and which parties are the target of selling the products that the company will offer (Murwanti & Surakarta, 2017).

Sumarwan (2011); (Dani Iskandar, 2019) states that consumer trust is consumer knowledge about an object, its attributes, and benefits. Based on this concept, consumer knowledge is closely related to the discussion of attitudes because consumer knowledge is consumer trust. Kotler and Keller (2009) in Hidayat and Trifiyanto 2020, stated that service quality is the whole of the features and characteristics of a product or service that has the ability to satisfy needs. Service quality is also interpreted as a critical element of customer perceptions of the service products they receive. In a purely service product, service quality becomes a very dominant element that is judged as a consumer comparison. Good service quality allows for customer satisfaction and will attract new customers so that it is hoped that it will eventually make loyal consumers (Rosita Wahyuni, 2021).

Customer satisfaction according to (Kotler, 2005); (Dedek K.Gultom, 2020) is a person's feelings of pleasure or displeasure towards a product after comparing the product's performance with what is expected. Customer satisfaction is an abstract concept where actual satisfaction varies from individual to product, depending on a number of individual expectations. Customer satisfaction increases when the customer feels the seller has been fair in the transaction. Consumers are the only reason for a company to survive and develop, therefore customer satisfaction is a top priority for a company. Consumers usually make a priority scale and try to find and buy products that are considered the best and most satisfying (Hermansyur, 2018). Consumer satisfaction is defined as a person's feelings of liking or disliking a product after comparing the product's performance with what is expected (Rosita Wahyuni, 2021). define. Consumer satisfaction is considered as the main goal of marketing activities and serves as a link between the purchasing and consumption processes, culminating in post-purchase phenomena, such as attitude change, repeat purchase and brand loyalty. Thus consumer satisfaction is a conscious evaluation or cognitive assessment regarding whether product performance is relatively good or bad (Bagus & Ulfan, 2022).

When consumers are satisfied with the products or services they receive, consumers will compare these products with other products (Kristianto et al., 2022). If consumers are satisfied, consumers will repurchase and recommend to others in the same place. Consumer

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satisfaction is a very important factor in shaping behavior to repurchase a product (Hudaya et al., 2021). Defining a repurchase decision is a decision to be willing to use the same product or service as before which indicates that the product or service meets consumer expectations (Wijayanto & Widiastuti, 2021). Consumer repurchasing behavior is very important to maintain the image and success of a company. One of the measuring tools to survive and increase market share is repurchasing behavior (Marbun et al., 2022).

Marketing as the party that markets a product, must study consumer desires in determining the repurchase process. In this case, many companies apply the concept of brand loyalty because it is closely related to consumer repurchasing behavior (Hudaya et al., 2021). Repurchase is a purchase that has been made by a buyer of the same product and will buy it again for the second or third time (Rosita Wahyuni, 2021). Meanwhile, according to (Suwarno et al., 2022) Brand image and price are one of the factors for a consumer to make repeat purchases, because affordable prices and a positive brand image can make consumers make purchases repeatedly. Consumer satisfaction also greatly influences repurchasing, (Özkan et al., 2020) states that consumers who are satisfied with a brand of product or service that they consume or use will make repeat purchases in the future.

Lots of concepts about strategy in doing business are offered, and a businessman can apply strategic concepts in his business (Suwarno et al., 2022). To increase product sales must use special strategies. This marketing strategy is a strategy regarding the marketing mix (Bastaman & Royyansyah, 2017), namely product, price, location, and promotion (Hidayat & Trifiyanto, 2020). Marketing mix is the process of preparing integrated communications that aim to provide information about goods or services in relation to satisfying human needs and desires (Murwanti & Surakarta, 2017).

Marketing mix according to (Kristianto et al., 2022) is a set of marketing tools that can be used by companies to achieve their marketing objectives in the target market. In the current state of intense competition, especially in the buyer's market, the role of pricing and promotion is very important to increase repeat purchases, because quality products, affordable prices, and various promotions provided can increase consumer desire to shop. Therefore the marketing mix (marketing mix) is considered as one of the most potential strategic elements in marketing a product (Putra & Pramudana, 2021). The role of marketing is very important for the progress of a company, by carrying out the right marketing mix it can increase consumer satisfaction and increase sales volume (products) in the market (Bellyanti & Ketut, 2019).

The growth of supermarkets in various regions has increased competition among other modern retail companies. Currently, retail is not only present in big cities, but has started to appear in various provinces in the country and even to remote areas (Anggraini & Budiarti, 2020). To be able to survive and develop, a company must be able to understand consumer behavior in order to be able to generate consumer repurchases so that they can compete with other companies. Consumers who are dissatisfied with the shopping experience at a retail company will not repurchase at that company (Özkan et al., 2020).

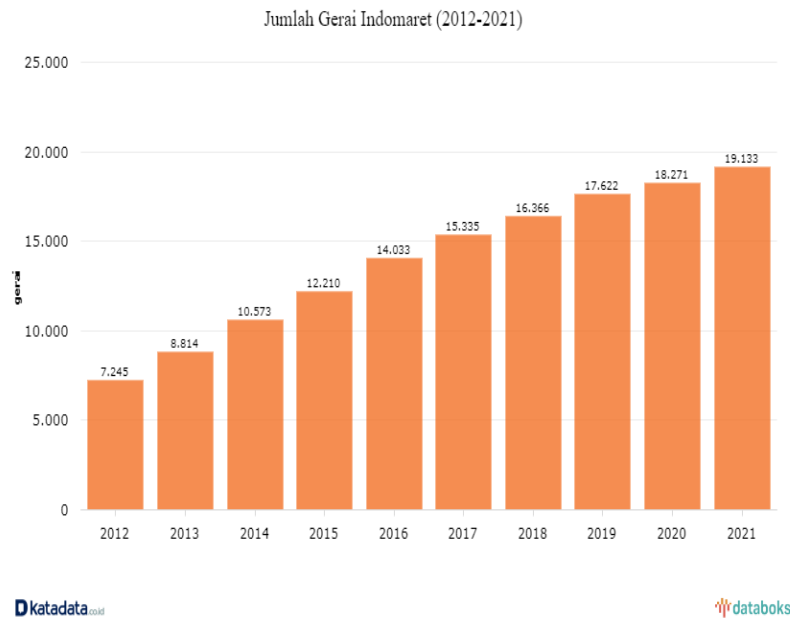
The current retail presence is not only aimed at the upper middle class, but is starting to focus on the lower middle class. Products that are neatly arranged, price clarity, convenient places and various promotions offered for products make people prefer to shop at modern retailers rather than traditional markets (Lie et al., 2019). The retail market is a business and a place that sells retail goods, especially selling goods directly to consumers

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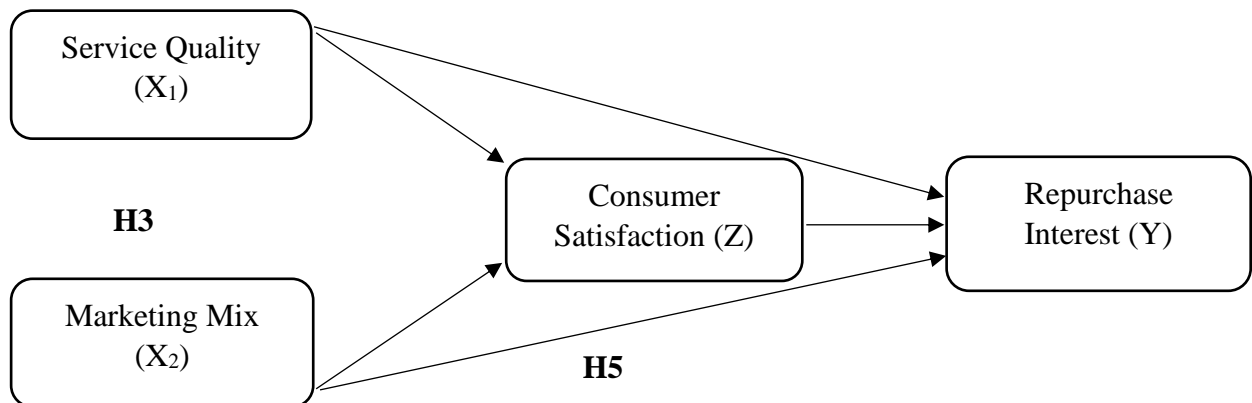
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without reselling to others (Suharyanto & Damayanti, 2022). Consumers in the retail industry are final consumers who enjoy the benefits of an item. Therefore, every company is required to continue to innovate in marketing its products so that consumers feel satisfied and intend to shop again (Suharyanto & Damayanti, 2022). One retail company that is currently developing is Indomaret. Indomaret, a national retail company that focuses on mini-markets, is a company that is growing very rapidly in Indonesia (Wijayanto & Widiastuti, 2021) (Decisions et al., 2018). The first Indomaret store opened in Ancol, North Jakarta, on June 20, 1988, under the management of PT Indomarco Prismatama (Rizaldi & Hardini, 2019). In 1997 the company developed the first franchise business in Indonesia, after Indomaret was tested with more than 230 outlets. Even now the development of Indomaret outlets has reached 18 thousand outlets throughout Indonesia. Where each outlet provides more than 65,000 types of products to meet the basic needs and daily needs of consumers.



**Figure 1.** Graph of Indomaret Development in Indonesia

Based on the graph above, the number of Indomaret outlets as of January 2021 reached 19,133 outlets. Since 2012, the number of outlets owned by Indomaret has continued to grow every year, spread across various provinces in Indonesia. Indomaret has a vision "to become a national asset in the form of a franchised retail network that excels in global competition". In accordance with the motto "easy and economical", Indomaret outlets are placed in strategic locations so that they are easy to reach. Indomaret outlets can easily be found in various areas of housing, offices, commerce, tourism, apartments and public facilities in each area. The various conveniences and low prices offered by Indomaret make it the choice of consumers to meet their daily needs.



**Figure 2.** Research Conceptual Framework

Based on Figure 2, an explanation of the theory related to service quality, marketing strategy (marketing mix) consumer satisfaction, and repurchase intention, the hypothesis is proposed as follows:

H1: It is suspected that there is a direct effect of service quality (X<sub>1</sub>) on customer satisfaction (Z).

H2: It is suspected that there is a direct influence of the marketing mix (X<sub>2</sub>) on consumer satisfaction (Z).

H3: It is suspected that there is a direct effect of consumer satisfaction (Z) on repurchase intention (Y).

H4: It is suspected that there is a direct effect of service quality (X<sub>1</sub>) on repurchase intention (Y).

H5: It is suspected that there is a direct influence of the marketing mix (X<sub>2</sub>) on repurchase intention (Y).

H6: It is suspected that there is an indirect effect between service quality (X<sub>1</sub>) on repurchase intention (Y) through consumer satisfaction (Z).

H7: It is suspected that there is an indirect effect between marketing mix (X<sub>2</sub>) on repurchase intention (Y) through consumer satisfaction (Z).

## METHOD

Based on the problems studied, this research is classified as associative research, which is a study that aims to determine the causal effect of the variables studied (Sugiyono, 2017: 37). This is evidenced by the research design that seeks to examine and explain the relationship between variables. The variables studied are X<sub>1</sub>: Service Quality, X<sub>2</sub>:

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Marketing Mix, Y: Repurchase Intention and Z: Consumer Satisfaction. The location of this research was conducted at Indomaret Muchtar Basri Branch, Medan.

The software used in this study is SmartPLS version 3.0 to analyze and create partial structural models. The population of this research is Medan people who have bought products from Indomaret. This study used 11 indicators, so the sample size ranged from 55 to 35 people. The non-probability sampling technique was chosen in determining the sample to be used, in this case purposive sampling, namely the sampling technique with certain considerations, the data collection method using a questionnaire survey in the Google Form and data measurement methods. The method used to collect data is to distribute questionnaires in the form of a statement using the Google Form. The data analysis technique used is inferential statistics including path analysis and sobel test.

The research questionnaire used in this study uses a five (5) Likert scale point for the answer choices, namely strongly disagree, disagree, undecided, agree, and strongly agree. There are 5 statements on service quality, 14 statements on marketing mix, 8 statements on customer satisfaction and 3 statements on repurchase intention. Detailed statements of each of these variables can be seen in Table 1.

**Table 1.** Detailed Indicators for Each Variable

<i>No</i>	<i>Variabel</i>	<i>Item Pernyataan</i>
<b>1</b>	Quality of Service (X1)	Q1.1 Indomaret Basri employees are quick to serve consumer.
		Q1.2 Feel safe and comfortable interacting with employees at Indomaret.
		Q1.3 Indomaret employees serve with a friendly / smile.
		Q1.4 Indomaret employees greet consumers.
		Q1.5 The appearance of Indomaret employees is neat.
<b>2</b>	Marketing Mix (X2)	Q2.1 Indomaret offers much needed products.
		Q2.2 Indomaret offers many product variants.
		Q2.3 Indomaret presents a complete product
		Q2.4 The products presented by Indomaret never disappoint.
		Q2.5 Indomaret offers prices according to quality.
		Q2.6 Indomaret offers affordable prices for everyone.
		Q2.7 Indomaret prices compete with other competitors.
		Q2.8 Indomaret has a comfortable place.
		Q2.9 Indomaret has a clean place.
		Q2.10 Indomaret location is very strategic.
		Q2.11 Indomaret location is a place that is easy to access.
		Q2.12 Indomaret often offers discounts. The advertisements displayed by Indomaret are very interesting.
		Q2.13 Promotions conducted by Indomaret are in accordance with reality.
		Q2.14 You intend to visit Indomaret again.

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No	Variabel	Item Pernyataan
3	Repurchase Interest (Y)	Q3.1 You intend to visit Indomaret again.
		Q3.2 You intend to try other new menu variations offered by Indomaret when you revisit.
		Q3.3 You prefer to choose Indomaret compared to other minimarkets.
4	Consumer Satisfaction (Z)	Q4.1 I am satisfied with the various products available at Indomaret.
		Q4.2 I am satisfied with the quality of the products available at Indomaret.
		Q4.3 I am satisfied with the product purchase promo at Indomaret.
		Q4.4 I am satisfied with the performance of the nimble and responsive employees at Indomaret.
		Q4.5 I am satisfied with the cleanliness and tidiness of Indomaret.
		Q4.6 I am satisfied with the friendliness of Indomaret employees in serving consumers.
		Q4.7 I like shopping at Indomaret because it's more modern.
		Q4.8 I feel happier shopping at Indomaret because it is very conducive and complete.

## RESULT AND DISCUSSION

### Characteristics of Respondents Based on Gender

From the questionnaire data distributed to the 35 respondents who met the requirements for further processing and aggregation to obtain the results of the characteristics of the respondents, male (51%) and female (49%). Respondent profile information can be seen in Table 2 below.

**Table 2:** Characteristics of Respondents by Gender

Characteristics	Description	Freq	PERSENTAGE
<i>Gender</i>	Male	18	51 %
	Female	17	49 %
	<b>Total</b>	<b>35</b>	<b>100 %</b>

### Characteristics of Respondents by Age

From the questionnaire data that was distributed and the 35 respondents who met the criteria, so that it could be processed further to get the results of the characteristics of the respondents who showed the largest age difference, namely at the age of 21-25 years as much as 57%. In addition, the age of 16-20 years reached 26% and the age of 26-30 years 17%. The following details the age of the respondents presented in Table 3 below.

**Table 1:** Respondent Age

No	Age	Freq	Percentage
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<b>1</b>	16-20 years	9	26 %
<b>2</b>	21-25 years	20	57 %
<b>3</b>	26-30 years	6	17 %
<b>Total</b>		<b>35</b>	<b>100 %</b>

### Research Instrument Testing

#### 1. Validity Test

Validity test is used to measure whether a questionnaire is valid or not. To test the validity of a variable, it can be seen based on convergent validity and discriminant validity with the results of the AVE (Average Variance Extcacted) test and the value received is  $> 0.50$ . If the variable being tested gets results with a value  $> 0.50$ , then the variable is declared valid. The convergent validity test is shown in the value of the loading factor. The lowest acceptable load factor value is 0.6 and preferably above 0.7. The following are the results of the validity test according to Table 4 below.

**Table 2: Outer Loading (Measurement Model)**

Variable	Item	Loading	CA	CR	AVE	Conclusion
<b>QUALITY OF SERVICE (X1)</b>			0.879	0.924	0.708	Valid
	Q1.1	0.838				Valid
	Q1.2	0.802				Valid
	Q1.3	0.884				Valid
	Q1.4	0.827				Valid
	Q1.5	0.854				Valid
<b>MARKETING MIX (X2)</b>			0.959	0.963	0.654	Valid
	Q2.1	0.850				Valid
	Q2.2	0.729				Valid
	Q2.3	0.867				Valid
	Q2.4	0.851				Valid
	Q2.5	0.845				Valid
	Q2.6	0.731				Valid
	Q2.7	0.790				Valid
	Q2.8	0.768				Valid
	Q2.9	0.816				Valid
	Q2.10	0.836				Valid
	Q2.11	0.853				Valid
	Q2.12	0.714				Valid
	Q2.13	0.775				Valid
Q2.14	0.874				Valid	
<b>REPURCHASE INTEREST (Y)</b>			0.837	0.902	0.754	Valid
	Q3.1	0.888				Valid
	Q3.2	0.890				Valid
	Q3.3	0.825				Valid
<b>CONSUMER SATISFACTION (Z)</b>			0.928	0.941	0.668	Valid
	Q4.1	0.802				Valid
	Q4.2	0.798				Valid
	Q4.3	0.795				Valid
	Q4.4	0.853				Valid
	Q4.5	0.789				Valid
	Q4.6	0.858				Valid
	Q4.7	0.877				Valid
Q4.8	0.757				Valid	

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To assess discriminant validity, you can use the square root of the Average Variance Extract (AVE) criteria. In principle, the correlation between indicators of different latent variables should be low. If there are 2 (two) latent variables and each latent variable has 4 (four) indicators, then the latent variable 1 (one) indicator has a lower correlation than the latent variable 2 (two) or (no multicollinearity). For testing, it can be seen the value of the  $\sqrt{\text{AVE}}$  parameter and its correlation with the latent variables. The Fornell-Lacker criterion approach can be used to test discriminant validity. The column in bold is always greater than the correlation between each of the latent variables above and below it. This provides information that the tested variable meets the eligibility requirements. The results of the discriminant validity test are shown in Table 5 below:

**Table 3:** Fornell-Lacker Criterion

No	Latent Variable Consumer Satisfaction (Z)	Consumer Satisfaction (Z)	Service Quality (X1)	Marketing Mix (X2)	Repurchase Intention (Y)
1	Consumer Satisfaction (Z)	<b>0.817</b>			
2	Quality of Service (X1)	0.804	<b>0.841</b>		
3	Marketing Mix(X2)	0.859	0.797	<b>0.809</b>	
4	Repurchase Interest (Y)	0.816	0.608	0.697	<b>0.868</b>

## 2. Reliability Test

Internal consistency reliability test is a form of reliability measurement that is used to assess the extent to which test items that examine constructs produce similar results. Cronbach Alpha (CA) is a component that can be used when conducting internal reliability tests. The CA assumption value based on the mutual correlation of each latent variable indicator is 0.06, so the research variable is declared reliable with a value of 0.06. In addition to the CA value to indicate whether a variable is reliable or not, the Composite Reliability (CR) value can also be seen. A variable is declared reliable if its CR value is 0.07. The higher the value of Cronbach Alpha (CA) and Composite Reliability (CR), the higher the reliability of these variables. The following is the reliability test as shown in Table 6 below.

**Table 4:** Composite Reliability

VARIABLE	COMPOSITE REABILITY (CR)	CONCLUSION
QUALITY OF SERVICE (X1)	0.924	Reliable
MARKETING MIX (X2)	0.963	Reliable
CONSUMER SATISFACTION (Z)	0.941	Reliable
REPURCHASE INTEREST (Y)	0.902	Reliable

## Hypothesis Test

Testing the model or structure in the model is used to confirm the hypothesis. The model structure is used to examine the relationship between variables on the R-Squared value of the research model. When using SmartPLS, model estimation starts by looking at the R-Squared value of each dependent latent variable. The results of the R-Squared value

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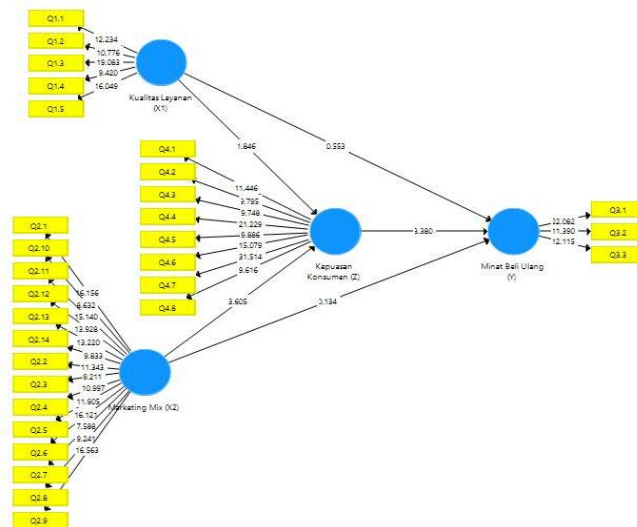
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can be used to evaluate the effect of certain exogenous latent variables on endogenous latent variables that have a significant effect. Following are the results of the test analysis to assess suitability in Table 7.

**Table 5: R-Square test**

Variable	R Square	R Square Adjusted
<b>CONSUMER SATISFACTION (Z)</b>	0.777	0.763
<b>REPURCHASE INTEREST (Y)</b>	0.673	0.641

Based on the results of the R-Square test, it can be seen that the value of the repurchase intention model is 0.673, which means that variations in the independent variables, namely service quality (X1) and marketing mix (X2) with the mediating variable consumer satisfaction (Z) can explain these fluctuations. The dependent variable, namely repurchase intention (Y) is 67.3%, the remaining 32.7% are various other independent variables that have an effect but are not included in repurchase intention (Y) in the research model. The causal relationship model between service quality (X1), marketing mix (X2) and mediation of consumer satisfaction (Z) on repurchase intention (Y) can be seen in Figure 1 below.



**Figure 3.**

**Table 6: Path Coefficient**

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Hypothesis	Track	Original Sampel (O)	Sample Mean (M)	Standar Deviation (STDEV)	T-Statistics ( O/STDEV )	P Values	Conclusion
<b>H1</b>	X1 -> Z	0.326	0.313	0.177	1.846	0.065	<b>Rejected</b>
<b>H2</b>	X2 -> Z	0.599	0.613	0.166	3.605	0.000	<b>Be accepted</b>
<b>H3</b>	Z -> Y	0.897	0.846	0.265	3.380	0.001	<b>Be accepted</b>
<b>H4</b>	X1 -> Y	-0.151	-0.102	0.272	0.553	0.580	<b>Rejected</b>
<b>H5</b>	X2 -> Y	0.046	0.058	0.346	0.134	0.894	<b>Rejected</b>
<b>H6</b>	X1 -> Z -> Y	0.293	0.270	0.174	1.679	0.093	<b>Rejected</b>
<b>H7</b>	X2 -> Z -> Y	0.537	0.515	0.203	2.643	0.008	<b>Be accepted</b>

Table 8 shows the results of hypothesis testing with path coefficient analysis using a t-table value of 1.96 and shows that service quality (X1) has no significant effect on customer satisfaction (Z). Thus the H1 hypothesis is rejected and does not prove that the higher the service quality (X1), the higher the customer satisfaction (Z). In addition, the marketing mix (X2) has a significant effect on consumer satisfaction (Z). Thus the H2 hypothesis is accepted, proving that the higher the marketing mix (Y) that is applied, the higher the consumer satisfaction (Z). Meanwhile, consumer satisfaction (Z) has a significant effect on repurchase intention (Y) ( ). Thus, the H3 hypothesis is accepted indicating that higher consumer satisfaction (Y) can increase repurchase interest (Y). In addition, service quality (X1) and marketing mix (X2) are expected to increase repurchase interest (Y) and have no significant effect. Thus the H4 and H5 hypotheses are rejected, which does not prove that the higher the service quality (X1) and marketing mix (X2), the higher the intention to repurchase (Y). Furthermore, service quality (X1) has no significant effect on repurchase intention (Y) through customer satisfaction (Z). Thus the H6 hypothesis is rejected and does not prove that the higher the service quality (X1), the higher the intention to repurchase (Y) through customer satisfaction (Z). In addition, the marketing mix (X2) has a significant effect on repurchase intention (Y). Thus the H7 hypothesis is accepted, proving that the higher the marketing mix (Y) that is applied, it can increase repurchase interest (Y) through consumer satisfaction (Z).

### DISCUSSION

#### Effect of Service Quality (X1) on Consumer Satisfaction (Z).

The first hypothesis test examines the effect of service quality (X1) on customer satisfaction (Z). Based on the results of the path coefficient test, it shows that the service quality variable (X1) has no significant effect on customer satisfaction (Z). These results mean that there is no significant influence between the level of service quality (X1) and customer satisfaction (Z) at PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City. So it can be concluded that the hypothesis which states service quality (X1) has a significant effect on customer satisfaction (Z) is rejected (H1 is rejected). The results of this study confirm that the quality of service provided by PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City does not increase consumer satisfaction. The results of this study are different from previous studies by (Mulyana, 2019), (Kelvianto Kusuma, 2018), and (Muhammad Muiz, 2019) showing that service quality has a positive effect on customer satisfaction.

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**Effect of Marketing Mix (X2) on Consumer Satisfaction (Z).**

The second hypothesis test examines the effect of marketing mix (X2) on consumer satisfaction (Z). Based on the results of the path coefficient test, it shows that the marketing mix variable (X2) has a significant effect on consumer satisfaction (Z). These results mean that there is a significant influence between marketing mix (X2) and consumer satisfaction (Z) at PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City. So it can be concluded that the hypothesis which states marketing mix (X2) has a significant effect on consumer satisfaction (Z) is accepted (H2 is accepted). The results of this study confirmed that the marketing mix provided by PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City was able to increase consumer satisfaction. That is, if the marketing mix is carried out by Indomarco Pristama (Indomaret Group) Muchtar Basri Branch of Medan City continuously, it will be able to present a good and satisfied impression from consumers who carry out economic transaction processes. The results of the study were able to confirm previous research (Nora Pitri Nainggolan, 2018) which stated that prices and promotions had a positive and significant effect on consumer satisfaction.

**Effect of Consumer Satisfaction (Z) on Repurchase Interest (Y).**

The third hypothesis test is used to test the effect of consumer satisfaction (Z) on repurchase intention (Y). From the results of the path coefficient test it shows that the variable consumer satisfaction (Z) which states customer satisfaction at PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City has a significant effect on repurchase intention (Y). This shows that there is a positive and significant influence between the level of customer satisfaction (Z) and repurchase intention (Y) at PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City. Increased consumer satisfaction (Z) has a significant impact on consumers who make repeat purchases. The results of this research further confirm previous research conducted by Fifin Angrain (2020), (Vina Astriyani, 2021), (Mulyana, 2019) showing that consumer satisfaction (Z) has a significant influence on repurchase intention. That is, if consumers are satisfied they will tend to make repeat purchases.

**Effect of Service Quality (X1) on Repurchase Interest (Y).**

The fourth hypothesis test examines the effect of service quality (X1) on repurchase intention (Y). Based on the results of the path coefficient test, it shows that the service quality variable (X1) has no significant effect on repurchase intention (Y). These results mean that there is no significant effect between the level of service quality (X1) and repurchase intention (Y) at PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City. The results of this study are in line with previous research by Febriano Clinton Polla, Lisbeth Mananeka and Rita N Taroreh (2018). The title of the research is the analysis of the effect of price, promotion, location and service quality on repurchasing decisions at PT. Indomaret Manado Unit Jalan Sea, the results of the study show that service quality has no effect on repurchasing decisions.

**Effect of Marketing Mix (X2) on Repurchase Interest (Y).**

To test the fifth hypothesis, we tested the effect of the marketing mix (X2) on repurchase intention (Y). Based on the results of the path coefficient test, it shows that the marketing mix variable (X2) has no significant effect on repurchase intention (Y). These results mean that there is no significant influence between marketing mix (X2) and repurchase interest (Y) at PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch,

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Medan City. The results of this study are in line with previous research conducted by Febriano Clinton Polla, Lisbeth Mananeka and Rita N Taroreh (2018). The title of the research is the analysis of the effect of price, promotion, location and service quality on repurchasing decisions at PT. Indomaret Manado Jalan Sea Unit, shows the results that the promotion variable has no effect on the repurchase decision.

**Effect of Service Quality (X1) on Repurchase Interest (Y) Through Consumer Satisfaction (Z).**

The sixth hypothesis test examines the effect of service quality (X1) on repurchase intention (Y) through customer satisfaction (Z). Based on the results of the statistical t test, the t statistical value is smaller than the t table of  $1.673 < 1.96$  with a significance of  $0.102 > 0.05$ . This shows that the service quality variable (X1) which states customer satisfaction at PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City has no significant effect on repurchase intention (Y). These results indicate that the quality of service (X1) performed by PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch of Medan City cannot be mediated through consumer satisfaction (Z) to increase repurchase interest (Y). Consumer satisfaction (Z) cannot be a mediating variable between service quality (X1) and repurchase intention (Y).

**Effect of Marketing Mix (X2) on Repurchase Interest (Y) Through Consumer Satisfaction (Z).**

Testing the seventh hypothesis, the effect of marketing mix (X2) on repurchase intention (Y) is tested with consumer satisfaction (Z). Based on the results of the statistical t test, it is known that the t statistic value is greater than t table  $2.675 > 1.96$  with a significance of  $0.008 < 0.05$ . This proves that the marketing mix (X2) of PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City has a significant effect on repurchase intention (Y) through consumer satisfaction (Z). These results indicate that the marketing mix (X2) implemented by PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City can be mediated by customer satisfaction (Z) to increase repurchase interest (Y). Consumer satisfaction (Z) can be a mediating variable between marketing mix (X2) and repurchase intention (Y). The results of this study are in line with previous research by Wahid Nur Hidayat and Kabul Trifiyanto (2020) entitled the effect of service quality and marketing mix on customer satisfaction and their impact on repurchase intention, showing the results that marketing mix through customer satisfaction has a significant effect on repurchase intention.

**CONCLUSION**

From the research and discussion it can be concluded that service quality (X1) and marketing mix (X2) implemented by PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City were not able to increase repurchase intention (Y). The consumer satisfaction factor (Z) is one of the factors that can increase repurchase interest (Y). Service quality (X1) from PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch, Medan City through the mediation of consumer satisfaction (Z) has no significant effect on repurchase intention (Y). In addition, the marketing mix (X2) of PT Indomarco Pristama (Indomaret Group) Muchtar Basri Branch of Medan City in mediating consumer satisfaction (Z) has a significant effect on repurchase intention (Y).

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Regardless of the research that has been done, although it produces interesting results, this research still has some shortcomings that can be used as a basis for developing further research. These limitations are research variables concerning service quality (X1), marketing mix (X2), consumer satisfaction (Z), and repurchase intention (Y). Another limitation of this study also concerns the types of businesses in Medan City. Researchers only studied one type of retail store, so the research results obtained were not much different.

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