Enrichment: Journal of Management, 14 (6) (2025)

Published by: Instiute of Computer Science (IOCS)

Enrichment: Journal of Management

Journal homepage: www.enrichment.iocspublisher.org

The influence of brand image, service quality, service convenience, and product innovation on repurchase intention at Ace Hardware in Jabodetabek

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ARTICLE INFO

Article history:

Received Jan 02, 2025
Revise Jan 10, 2025
Accepted Jan 24, 2025

Keywords:

Brand Image;
Product Innovation;
Repurchase Intention;
Service Convenience;
Service Quality.

ABSTRACT

This study aims to explore the factors influencing repurchase intention among Ace Hardware customers in Jabodetabek by integrating service quality, service convenience, brand image, and product innovation as independent variables, with customer satisfaction as a mediating variable. The research employs a quantitative method with a survey approach involving 235 respondents selected through purposive sampling. Data were collected using a questionnaire with a 5-point Likert scale and analyzed using PLS-SEM method. The results of the study indicate that the independent variables, service quality also service convenience, have a significant effect on customer satisfaction, which subsequently acts as a mediator in the relationship with repurchase intention. Additionally, brand image, and product innovation, also directly influence repurchase intention. By enhancing all independent variable either through customer satisfaction or directly, repurchase intention can be significantly increased. Therefore, this study provides practical insights for Ace Hardware to develop marketing and operational strategies focused on boosting repurchase intention in Ace Hardware stores in Jabodetabek.

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INTRODUCTION

Indonesia's economic growth is projected to average 4.9% between 2024 and 2026, slightly below the current 5%, due to weaker performance in commodities and industrial sectors. However, the economy remains resilient, supported by decreasing inflation and a stable currency. The OECD forecasts GDP growth of 5.1% in 2024 and 5.2% in 2025, driven by personal consumption and increased gross capital formation. Key contributors to GDP include manufacturing (19.28%), trade and retail (13.15%), agriculture (11.61%), construction (10.23%), and mining (9.34%) (Asia, 2024). The retail sector in Indonesia faces challenges from intense competition, regulatory complexities,

geopolitical factors, and diverse consumer preferences. High operational costs, particularly in regions like Jabodetabek, further strain profit margins. Additionally, the rise of e-commerce has disrupted traditional retail, necessitating investments in operational and marketing innovations to adapt to changing consumer behavior. The rapid adoption of smartphones and internet use has significantly transformed shopping habits. The online market is expected to grow by 15.5% in 2024, fueled by rising incomes, convenient payment options, and omnichannel behaviors, where consumers browse physical stores but purchase online. This research is highly relevant amidst the rapid growth of e-commerce in Indonesia, with urgency arising from the increasing consumer preference for online shopping due to convenience and cost-effectiveness, as well as the need for retailers like Ace Hardware to offer added value or advantages compared to online shopping. To remain competitive, physical retailers must emphasize unique value propositions, particularly during holidays, to attract and retain customers in this evolving landscape.

Repurchase intention, or a consumer's likelihood of buying a product or service again, plays a critical role in business performance, especially in competitive sectors like retail. It is influenced by factors such as customer satisfaction, perceived value, trust, brand image, and product quality (Saputra et al., 2020). The Theory of Planned Behavior and the Expectation-Confirmation Model suggest that positive post-purchase evaluations significantly impact repeat purchase decisions (Zhang,2024). Customer satisfaction, derived from positive experiences with product quality, service interactions, and brand trust, fosters loyalty and increases the probability of repurchases. Ease of repurchasing, positive recommendations, and attractive loyalty programs further enhance repurchase intention, particularly in markets with intense competition (Mahato & Goet, 2020). Several factors influence repurchase intention. Convenience in accessing and utilizing services enhances satisfaction, which in turn positively affects repurchase behaviors (Sun & Pan, 2023). Ace Hardware also maintains its brand image in the competition in Jabodetabek, one of which is by collaborating with public figure families who have a positive family image, making it a good representation for customers. A strong brand image builds trust and loyalty, while product innovations that meet evolving consumer needs further increase satisfaction and encourage repeat purchases (Ellitan et al., 2023). Customer satisfaction mediates the relationship between these factors and repurchase intention, as evidenced by studies highlighting that increased satisfaction leads to greater loyalty and repeated engagement (Ellitan, 2023).

Ace Hardware Indonesia, a prominent retail company specializing in household goods, provides a case study for exploring these dynamics. Operating under PT Aspirasi Hidup Indonesia Tbk (ACES), the company has grown significantly since opening its first store in Jakarta in 1995, now managing over 230 stores across 69 cities (Putranto, 2022). Despite its extensive reach, Ace Hardware faces challenges in retaining customers and meeting sales targets. Data reveals that 15-20% of customers fail to make repeat purchases within six months, and the company only achieved its sales targets during two months of the first half of 2024, primarily driven by holiday periods. This highlights the urgency of implementing strategies to stimulate repeat purchases and maintain steady performance. Given its extensive product range of over 20,000 items across 18 departments, Ace Hardware must leverage insights into factors driving repurchase intention. This research focuses on five key variables—service quality, service convenience, brand image, and product innovation, with customer satisfaction as a mediating factor to effect repurchase intention from customers. Understanding the interplay of these variables will provide actionable strategies for Ace Hardware to enhance customer loyalty, increase sales, and strengthen its competitive position in Indonesia's retail market.

RESEARCH METHOD

This study examines the relationship between various independent variables—service quality, brand image, product innovation, and service convenience, and their impact on customer satisfaction, which mediates their effect on repurchase intention among Ace Hardware customers in the Jabodetabek region. Using a quantitative approach, an online survey will be distributed to gather data from respondents, which will be analyzed numerically for validity (Bahri et al., 2023). The study applies Cochran's formula to determine the sample size due to the unknown population size (Sugiyono, 2010). A Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) will be used to measure respondents' agreement with statements related to the research variables (Sekaran et al., 2024).

In this study, purposive sampling was used to select respondents who represent Ace Hardware customers in Jabodetabek based on criteria such as visit frequency and shopping areas, in order to obtain relevant data on customer satisfaction and repurchase behavior. The data will be analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) which allows for the simultaneous analysis of multiple relationships between variables (Sholihin, M., Ratmono, 2020). SEM is particularly effective for assessing complex models with latent variables like customer satisfaction and repurchase intention (Kerta et al., 2024). This study uses several measurements to assess the validity and reliability of the instrument to ensure that the data obtained reflects the true relationships between the variables. Convergent validity is measured using Average Variance Extracted (AVE) and factor loading values, with AVE above 0.5 and factor loading above 0.7 indicating valid constructs. Discriminant validity is tested using the Fornell-Larcker criterion and HTMT ratios. For reliability, Cronbach's alpha and composite reliability are used, with scores above 0.7 for all constructs, indicating good internal consistency of the survey instrument (Hair et al., 2020). By using PLS, the study can account for measurement errors and examine the relationships in a more nuanced way (Wan Nawang et al., 2024). The findings aim to provide a detailed understanding of how service quality, brand image, product innovation, and service convenience, influence repurchase intention, offering valuable insights for improving customer loyalty and business strategies in the retail sector, particularly for Ace Hardware Indonesia

RESULTS AND DISCUSSIONS

The data in this study were collected directly from the research respondents by distributing a questionnaire in the form of a Google form. This study involved a sample of 235 respondents, who were customers of Ace Hardware residing in the Greater Jakarta area (Jabodetabek). The following are the characteristics or profiles of the respondents in this study.

Table 1. The Profile of Research Respondents

Criteria		Frequency	Percentage
Gender	Man	138	58.7%
	Woman	97	41.3%
Age Range	< 17 Years	5	2.1%
	17 – 30 Years	142	60.4%
	31 – 45 Years	69	29.4%
	> 45 Years	19	8.1%

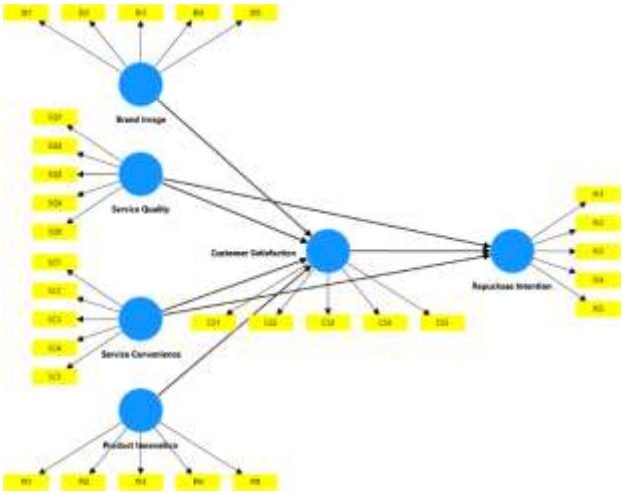

Figure 1. Conceptual Framework of the study

This study constructs a conceptual model to examine the relationships among brand image, service quality, service convenience, and product innovations that influence repurchase intention in customers at Ace Hardware stores, as depicted in Figure 1. In this model, brand image, service quality, service convenience, and product innovation are independent variables mediated by customer satisfaction, which influences repurchase intention as the dependent variable. This model structure modification of the research model from (Lin et al., 2022), (Sun & Pan, 2023) and (Ellitan et al., 2023)

The data analysis in this study was conducted using the SmartPLS version 4.1.0.8. The analysis aimed to define the model structure, assess the loading factors, and evaluate the significance of each variable. The outer model was evaluated based on three main criteria: Convergent Validity, Discriminant Validity, and Composite Reliability (Putranto, 2022). Below are the results of the outer model assessment conducted in this research.

The validity tests in this study included convergent validity and discriminant validity. Convergent validity was assessed using AVE (Average Variance Extracted) and outer loadings, with criteria indicating validity if AVE exceeds 0.5 and outer loadings are above 0.7 (Ramawati et al., 2020). Table 2 shows that all indicators are valid because the outer loading value is above. The AVE (Average Variance Extracted) value reflects the latent variable's capability to represent the original data scores (Blazevic & Sidaoui, 2022). A higher AVE value indicates a stronger ability to explain the indicator values used to measure the latent variable (Lin et al., 2022). A loading value greater than 0.7 indicates that the indicator explains more than 50% of the variance of the latent variable, demonstrating a strong relationship and adequate reliability (Perdana & Prasasti, 2023).

Table 2. Convergent Validity Test Result

Construct	Indicators	Outer Loading	AVE	Remark
Brand Image	BI1	0.858	0.733	Valid
	BI2	0.869		Valid
	BI3	0.860		Valid
	BI4	0.851		Valid
	BI5	0.842		Valid
Service Quality	SQ1	0.873	0.774	Valid
	SQ2	0.874		Valid
	SQ3	0.873		Valid
	SQ4	0.881		Valid
	SQ5	0.876		Valid
Service Convenience	SC1	0.847	0.766	Valid

	SC2	0.871		Valid
	SC3	0.874		Valid
	SC4	0.860		Valid
	SC5	0.863		Valid
Product Innovation	PI1	0.888	0.775	Valid
	PI2	0.870		Valid
	PI3	0.881		Valid
	PI4	0.874		Valid
	PI5	0.864		Valid
Customer	CS1	0.879	0.745	Valid
Satisfaction	CS2	0.872		Valid
	CS3	0.880		Valid
	CS4	0.878		Valid
	CS5	0.890		Valid
Repurchase Intention	RI1	0.866	0.767	Valid
	RI2	0.891		Valid
	RI3	0.881		Valid
	RI4	0.886		Valid
	RI5	0.877		Valid

Discriminant validity was tested using the Fornell-Larcker method and the heterotrait-monotrait ratio (HT/MT) (Hamid et al., 2022). The results showed that the AVE and outer loadings values met the required thresholds, confirming the validity of the indicators used in this study. The Fornell-Larcker Criterion, introduced by Fornell and Larcker in 1981, is a traditional method for assessing discriminant validity (Kabir et al., 2023). It recommends that the AVE (Average Variance Extracted) value of each construct should exceed the squared correlations between that construct and all other constructs (Widhiarso, 2023). This ensures that the shared variance between constructs is smaller than the variance explained by the indicators of each construct (Hair et al., 2020). In this study, the evaluation using the Fornell-Larcker Criterion confirmed adequate discriminant validity. The results show that the correlation values between constructs do not exceed the square root of the AVE for each construct, as demonstrated in Table 3. This indicates that the model's structural framework achieves discriminant validity effectively.

Table 3. Fornell-Larcker Test Result

Construct	Brand Image	Customer Satisfaction	Product Innovation	Repuchase Intention	Service Convenience	Service Quality
Brand Image	0.856					
Customer Satisfaction	0.669	0.880				
Product Innovation	0.714	0.706	0.875			
Repuchase Intention	0.698	0.710	0.701	0.880		
Service Convenience	0.695	0.679	0.673	0.690	0.863	
Service Quality	0.665	0.701	0.678	0.678	0.667	0.876

Hair et al. (2022) recommend assessing discriminant validity using the heterotrait-monotrait ratio of correlations (HTMT). This method calculates the average correlation between indicators of different constructs (heterotrait-heteromethod correlations) and compares it to the geometric mean of correlations between indicators of the same construct. According to (Henseler et al., 2015), an HTMT value below 0.90 is considered acceptable for structural models with highly similar constructs. In this study, the HTMT values for all variables, as shown in Table 4, are below 0.90, confirming that the indicators meet the criteria for discriminant validity. These results demonstrate that each indicator is more strongly associated with its respective construct, validating the discriminant validity of all variables in the research model.

Table 4. Heterotrait-montrait Ratio (HTMT) Test Result

Construct	Brand Image	Customer Satisfaction	Product Innovation	Repuchase Intention	Service Convenience	Service Quality
Brand Image						
Customer Satisfaction	0.727					
Product Innovation	0.779	0.761				
Repuchase Intention	0.760	0.763	0.757			
Service Convenience	0.763	0.736	0.733	0.749		
Service Quality	0.726	0.754	0.732	0.732	0.725	

In reliability evaluation, internal consistency is a crucial aspect, traditionally measured by Cronbach's alpha, which estimates reliability based on the intercorrelation of observed indicators. However, Cronbach's alpha assumes equal reliability across all indicators and is sensitive to the number of items, often underestimating internal consistency. In the context of Partial Least Squares Structural Equation Modeling (PLS-SEM), composite reliability is recommended as a more robust alternative due to its ability to account for individual indicator reliability (Hakim Muthi et al., 2020). Both Cronbach's alpha and composite reliability range from 0 to 1, with higher values indicating better reliability. Specifically, values between 0.60 and 0.70 are acceptable for exploratory research, while values between 0.70 and 0.90 are considered satisfactory for more advanced studies (Ketchen, 2013), and the results in Table 5 show that all variables in this study have reliability values above 0.7, indicating good construct reliability.

Table 5. Reliability Test Result

Construct	Cronbach's alpha	Composite reliability	Result
Brand Image	0.909	0.909	Reliable
Customer Satisfaction	0.927	0.929	Reliable
Product Innovation	0.924	0.924	Reliable
Repuchase Intention	0.927	0.928	Reliable
Service Convenience	0.914	0.915	Reliable
Service Quality	0.924	0.925	Reliable

High collinearity can have two main impacts on analysis results. First, it increases the standard error, reducing the ability to show that estimated weights are significantly different from zero, which is especially important in PLS-SEM with small samples. Second, it can make weight estimates less accurate or even cause sign changes in the estimates (Hair et al., 2020). Collinearity is measured using the Variance Inflation Factor (VIF), where values of 5 or higher indicate serious collinearity problems among indicators of a formative construct. In this study, the VIF values in Table 6. show that all variables have values below 5, indicating no collinearity issues in the indicators, in line with the guidelines.

Table 6. VIF Test Result

Construct	Customer Satisfaction	Repuchase Intention
Brand Image	2.598	
Customer Satisfaction		2.333
Product Innovation	2.546	
Repuchase Intention		
Service Convenience	2.403	2.141
Service Quality	2.296	2.267

The coefficient of determination (R^2) is used to assess the explanatory power of the structural model, representing the squared correlation between actual and predicted values for a specific endogenous construct. R^2 indicates the extent to which variation in the endogenous

construct is explained by all the related exogenous constructs, reflecting the collective impact of the exogenous latent variables on the endogenous ones. According to Table 7 the R^2 for customer satisfaction is 0.627, meaning that 62.7% of the variation in customer satisfaction is explained by brand image, service quality, service convenience, and product innovation, with the remaining 37.3% explained by other variables not included in the study. For repurchase intention, the R^2 is 0.610, indicating that 61% is explained by customer satisfaction, while the remaining 39% is explained by other variables not part of the research.

Table 7. R^2 Test Result

Construct	R-Square
Customer Satisfaction	0.627
Repuchase Intention	0.610

Effect size, or F^2, is used to assess how well independent variables support the dependent variable. According to Table 8 all variables—customer satisfaction, service convenience, service quality, and product innovation—have a small but significant effect, with F^2 values between 0.02 and 0.15, indicating a modest impact, but the model can still have a positive Q-Square, suggesting predictive relevance despite the small individual effects (Shmueli et al., 2016).

Table 8. F^2 Effect Size

Path	F^2	Classification
Brand Image -> Customer Satisfaction	0.021	Small Effect
Customer Satisfaction -> Repuchase Intention	0.124	Small Effect
Product Innovation -> Customer Satisfaction	0.078	Small Effect
Service Convenience -> Customer Satisfaction	0.048	Small Effect
Service Convenience -> Repuchase Intention	0.108	Small Effect
Service Quality -> Customer Satisfaction	0.093	Small Effect
Service Quality -> Repuchase Intention	0.067	Small Effect

The Q-square (Q^2) value is used to test the predictive ability of a research model when changes occur in data parameters. According to the data in Table 8 the customer satisfaction and repurchase intention variables have Q^2 values greater than 0.5, with 0.602 for customer satisfaction and 0.573 for repurchase intention, indicating that both variables can effectively predict the research outcomes.

Table 9. Q^2 Test Result

Construct	Q-Square
Customer Satisfaction	0.602
Repuchase Intention	0.573

The inner model analysis tests the significance of the relationships between variables in the research model. The purpose of this test is to determine whether these relationships have a significant effect, so the research results can be generalized to a broader population. A one-tailed statistical test is used with the following criteria: if the T-statistic value > T-table (1.645) at a 5% significance level or the P-value ≤ 0.05, it can be concluded that the variable has a positive and significant effect on another variable.

Table 10. Direct Path Coefficient Test Result

	Hypothesis	Original Sample	t-statistics	p-values
H1	Brand Image -> Customer Satisfaction	0.142	1.661	0.048
H2	Customer Satisfaction -> Repuchase Intention	0.335	3.499	0.000

H3	Product Innovation -> Customer Satisfaction	0.273	2.805	0.003
H4	Service Convenience -> Customer Satisfaction	0.208	2.678	0.004
H5	Service Convenience -> Repuchase Intention	0.370	3.655	0.000
H6	Service Quality -> Customer Satisfaction	0.283	3.615	0.000
H7	Service Quality -> Repuchase Intention	0.337	3.308	0.000

Based on the data analysis in Table 10 . Hypothesis H1 shows that brand image positively influences customer satisfaction with a P-value of 0.048, a T-value of 1.661, and a standard coefficient of 0.142, confirming its significance. This indicates that a strong brand image enhances customer satisfaction at Ace Hardware. Hypothesis H2 demonstrates that customer satisfaction significantly affects repurchase intention, with a P-value of 0.000, T-value of 3.499, and a standard coefficient of 0.335. Thus, satisfied customers are more likely to repurchase from Ace Hardware. For Hypothesis H3, product innovation also positively impacts customer satisfaction with a P-value of 0.003, T-value of 2.805, and a standard coefficient of 0.273. This shows that innovative products are key drivers of customer satisfaction. Hypothesis H4 confirms that service convenience significantly affects customer satisfaction (P-value 0.004, T-value 2.678, standard coefficient 0.208). The convenience of services offered by Ace Hardware contributes to improved customer satisfaction. Similarly, Hypothesis H5 shows that service convenience positively influences repurchase intention with a P-value of 0.000, T-value 3.655, and a standard coefficient of 0.370. This suggests that service convenience is a critical factor in encouraging repeat purchases. Hypothesis H6 reveals that service quality significantly enhances customer satisfaction with a P-value of 0.000, T-value of 3.615, and a standard coefficient of 0.283. High service quality is a major contributor to customer satisfaction at Ace Hardware. Finally, Hypothesis H7 confirms that service quality positively affects repurchase intention with a P-value of 0.000, T-value of 3.308, and a standard coefficient of 0.337. This indicates that excellent service quality is an important factor in driving repeat purchases. These findings highlight the significant positive relationships between brand image, product innovation, service convenience, service quality, customer satisfaction, and repurchase intention at Ace Hardware.

Table 11. Indirect Path Coefficient Test Result

	Hypothesis	Original Sample	t-statistics	p-values
H8	Service Convenience -> Customer Satisfaction -> Repuchase Intention	0.070	2.258	0.012
H9	Service Quality -> Customer Satisfaction -> Repuchase Intention	0.095	2.735	0.003

The mediation test results confirm the significance of Hypotheses 8 and 0. Hypothesis 8, which examines the relationship between service convenience and repurchase intention through customer satisfaction, shows a P-value of 0.012 and a T-value of 2.258, indicating that service convenience can increase repurchase intention through customer satisfaction at Ace Hardware. Similarly, Hypothesis 9, which explores the impact of service quality on repurchase intention via customer satisfaction, presents a P-value of 0.003 and a T-value of 2.735, confirming that service quality, mediated by customer satisfaction, significantly drives repurchase intention. These findings highlight the importance of both service convenience and service quality in enhancing customer satisfaction and encouraging repeat purchases at Ace Hardware stores.

CONCLUSION

This study examines the impact of service quality, service convenience, brand image, and product innovation on repurchase intention at Ace Hardware stores in the Jabodetabek area, with customer satisfaction as a mediating factor. Using a quantitative approach, data were collected from 235

respondents through digital questionnaires and analyzed with SmartPLS software. The findings reveal the importance of these factors in driving customer satisfaction and repurchase intention. Brand image positively influences customer satisfaction, as it reflects product quality, service, and reputation, fostering loyalty. Service quality enhances satisfaction by providing excellent service experiences, such as friendly and efficient staff, creating a positive shopping experience. Service convenience contributes to satisfaction by offering easy access, flexible hours, and smooth transactions, strengthening customer relationships. Product innovation also significantly boosts satisfaction by addressing customer needs with relevant and innovative products. Both service quality and service convenience directly and positively affect repurchase intention, as customers are more likely to return when these factors meet their expectations. Customer satisfaction is a critical driver of repurchase intention, reinforcing the importance of ensuring a positive shopping experience to encourage loyalty and repeat purchases. The findings of this study can be used to develop an omnichannel strategy at Ace Hardware by enhancing the integration between physical and online stores, such as through click-and-collect services or seamless inventory visibility. Additionally, Ace Hardware can leverage product innovation to offer exclusive online promotions and strengthen personalized marketing based on customer satisfaction findings to remain competitive with e-commerce. Despite its insights, the study has limitations. It focuses solely on Ace Hardware customers in the Jabodetabek area and only considers offline purchases, making the results region-specific. Furthermore, the small effect sizes of independent variables suggest that while significant, their individual contributions to repurchase intention are limited. Future research should broaden the scope to include a national sample and online shoppers, explore additional variables or moderating factors, adopt qualitative or mixed methods for deeper insights, increase the sample size to enhance statistical power, and refine the theoretical framework to identify variables with greater practical significance. This would provide more comprehensive strategies for improving customer satisfaction and repurchase intention. Also,the findings of this study can be applied to enhance Ace Hardware's marketing strategy by developing campaigns that highlight a strong brand image, innovative products, and convenient services to improve customer satisfaction and repurchase intention. Additionally, promotions can be tailored to the Jabodetabek area through loyalty programs and seasonal promotions, while successful strategies can be expanded to the national market by adapting them to local consumer preferences.

ACKNOWLEDGEMENTS

Thanks are due to Pelita Harapan University for providing full support to the author, so that this research can be completed.

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