

The Effects of Store Attributes toward Satisfaction and Purchase Intention**Fidelia Hartono¹, Suresh Kumar²**¹Masari Group, fidelia.hartono@gmail.com² Faculty of Business, President University, sureshkumar@president.ac.id

ABSTRACT

With the tight competition among retailers that causes many retail stores are closing down around the world, not to mention Indonesia, hence there is a need to find ways how not only to sustain from the competition but also to become the market leader. Therefore, this study would like to address how to increase sales by gaining more customers through satisfaction and purchase intention using store attributes especially in the supermarket industry. This study uses store attributes, satisfaction, and purchase intentions as its constructs. Therefore, a primary survey was conducted by using a questionnaire that is spread through social media. The questionnaire consists of screening questions, demographic profiles, and the questions regarding the constructs with 51 statements to measure store attributes, satisfaction, and purchase intention. This study uses 367 valid respondents that are gathered using purposive sampling. The data are analyzed using statistical software. Through this study, it shows that store attributes influence satisfaction also satisfaction influences purchase intention. However, store attributes do not influence purchase intention directly, therefore store attributes would only have an impact once the customers are satisfied. This study would like to study how certain dimensions of in-store attributes would influence satisfaction and purchase intention. The dimensions that this study used are adapted from previous studies with various industries in various countries to create a new finding upon the supermarket industry in Indonesia. The findings can be useful for managers of supermarkets as well as investors in order to retain more customers in the future. Since this study was conducted in Greater Jakarta, Indonesia, hence it is not to be generalized to other cities in Indonesia due to cultural differences not to mention other countries.

Keywords: Store Attributes, Satisfaction, Purchase Intention, Supermarket, Indonesia

1. Introduction

The retail business industry has contributed 5.9% of the United States GDP (Amadeo, 2019), while in the UK it contributes to 5% of the economy and 9.5% of employment (Rhodes, 2018). To increase growth, global biggest retailers, for example, Lotte Group that comes from South Korea, Aeon Group that comes from Japan, LC Waikiki from Turkey, and also Central Group from Thailand, are expanding their markets to developing countries—especially Indonesia—but at the same time they are also experiencing new changes and challenges (Ben-Shabat, Petrova, Moriarty, & Mukherjee, 2017). They are now facing tough competition with other global players, not to mention local players which resulted in some big players closing down their stores, such as Marks and Spencer in China, Galeries Lafayette in Morocco, Payless in the US, Toys R Us in the UK, and others (Barrabi, 2019; Simpson, 2019). The strong contribution of the retail industry to employment is shown as, in 2016, it contributes to the employment rate which reaches 31.81% (Statistics Indonesia, 2018). According to Statistics Indonesia (2019), in the third quarter of 2019, Indonesia's retail and wholesale sectors have contributed 10.39% to the GDP. Moreover, according to Statistics Indonesia (2019), Indonesia's retail continues to secure a strong contribution as it shows that the percentage of distribution is increasing or at least being stable by having an average of 10.50% throughout 2014 to 2019. As the contribution is one of the biggest contributions towards Indonesia's GDP,

Indonesia becomes one of the most promising markets in the retail sector among the countries in Asia. The strong contribution of the retail industry is supported by the spending lifestyle of the middle-class income people in Indonesia, which reaches nearly 60 million people in 2019 (the Ministry of Finance Republic of Indonesia, 2019). and it also happens as in 2018, the number of consumption increased to 5.05 % compared to the consumption number in 2017 that reached 4.95% (Adharsyah, 2019). Looking at the promising market in Indonesia, more retailers have emerged, both national and international players such as PT. Matahari Putra Prima, PT. Trans Retail Indonesia, Mitra Adi Perkasa, Ramayana Lestari Sentosa, Alfamart, PT. Hero Supermarket, PT.Lotte Indonesia. Thus, competition among retailers is also becoming very tight and, as the result, some retailers closed down their store—for instance, Lotus, Debenhams (“Lotus, Debenhams in Indonesia to close down by year’s end,” 2017), 7-Eleven (“7-Eleven outlets shutdown in Indonesia,” 2017), and the latest one was PT. Hero Supermarket Tbk (Rahman, 2019). As reported by Tony Mampuk, the spokesperson from Hero Supermarket, they had already closed down 26 of their stores and dismissed 532 employees (Rahman, 2019).

The closing down of the retail stores is not merely due to the tight competition, but also the behavior changes of customers according to Mohammad Faisal, the Head research of Center of Reform on Economics (CORE). One of them is looking for the most convenient location that is the nearest to their home or office. As a result, customers prefer to go to thousands of minimarkets spreading all over Indonesia led by Indomaret and Alfamart—being the top 2 of the retailers in Indonesia with Indomaret having sales of US\$4.89 billion with 15,633 stores and Alfamart with sales of US\$3.97 billion with 13,991 stores (Mufti, 2018). This brings the revenue growth of PT Sumber Alfaria Trijaya (Alfamart) to 8.8% and Indomarc Prisma (Indomaret) to 10.2% in the first nine months of 2018 (“Indonesia minimarket growth to outpace large retailers: Fitch Ratings,” 2019). Hence, inconvenient located retail stores need to find a new strategy to stay in a competition or to close down their stores.

For the retailers to stay in the competition, the best way to do this is to increase the satisfaction of their customers (Copley, 2017; Kierczak, 2017). Furthermore, according to Alavi, Rezaei, Valaei, and Wan Ismail (2016), satisfaction leads to purchase intention in the mall industry in UAE. The same finding is also supported by Ladeira, Nique, Pinto, and Borges (2016) in the Sport Shoes/Equipment industry in Brazil. Further, Peng et al. (2018) argue that to increase customer satisfaction and purchase intention, store attributes can be the best strategy based on the findings in Malaysia. Studies by Hasan (2018) and Daniel, Narayana, and Kumar (2017), both were conducted in India, have also found that store attributes give a significant impact to purchase intention.

Looking at the importance of store attributes, previous studies used different indicators to measure the store attributes. The study that is conducted by Kiran (2016) used a better location, a parking facility, a pleasant ambiance, in-store promotions, children's play area, trained salespeople, adequate dressing room, and convenient shopping hours as indicators of store attributes in the Hypermarket industry. Also, the study conducted by Nair (2018) used atmosphere, convenience, facilities, institutional, merchandise, promotion, delivery options, service, payment options, sales personnel, in-store service, and after-sales service as the indicators in the food and grocery store industry. The study conducted by Banerjee, Datta, and Daga (2018) measure store attributes with store presentation/displays, personal interactions, convenient facilities, institutional, merchandises, promotions, sales promotions, salespeople interactions, and services. As for Peng et al. (2018), they measure store attributes with aesthetics, store assortments, customer relations, conveniences, and store services. This is different from Omar (2016), where he measures store attributes with the store atmosphere, conveniences, merchandises, promotions, post-transaction services, direct mails, interpersonal communications, preferential treatments, and tangible rewards.

Store Presentation/display is an important measurement upon store attribute, as according to Banerjee et al. (2018), it could encourage people to go into the store and observe the offerings in the store itself, it creates a positive impact in the customers' eyes hence, it would also encourage attention, desire, the interest of the customer. In addition, in the study by Venter de Villiers, Chinomona, and Chuchu (2018) in the fashion retail industry, the components of the store environment which includes the music, lightings, and merchandise arrangements that are also some of the measurement of store attributes are found to be the most important things to the marketing and have a significant influence towards the financial performance of a store. The product assortment is also an important measure that should be considered, as it is confirmed by the study by Peng et al. (2018) that merchandise with a good assortment and variety of products is also important to encourage satisfaction and purchase intention. This is also supported by the study of Nair (2018) that found product assortment as one of the measurements of

store attributes. Convenient facilities are also chosen as one of the measurements of store attributes based on Peng et al. (2018). They found that people who have higher education are willing to splurge an amount of money for a convenient matter. The usage of convenient facilities is also important as it is one of the factors that encourage the purchase intention and importance upon the customers' decision to select a store to shop (Banerjee et al., 2018). Location is seen as an important factor as it is supported by the study by Peng et al. (2018). They mentioned the roles of good transportation, accessibility, and time to travel to the store which leads to customer satisfaction. In addition, upon store promotion, it is also an important measurement to be considered as it is an indicator of store selection from a non-price factor, as is mentioned by Kiran (2016) and Banerjee et al. (2018). The importance of store layout is emphasized by the study of Venter de Villiers et al. (2018) which mentioned that store layout is one of the significant things to be paid attention to and it might influence the sales of the store itself, this is also supported by the study that is done by Peng et al. (2018) that mentioned layout is also one of the important factors that creates a good image upon the customer which leads to customer satisfaction and purchase intention. However, value also emphasizes its importance, based on the study by Hasan (2018) that mentioned the importance of merchandise quality for the customers more than other factors, which may lead to satisfaction and purchase intention. Personal interaction itself is explained by Banerjee et al. (2018) as an important component of store attributes as it may have a big impact on customers rather than other price factors and it may lead to customer satisfaction and purchase intention—and if it is done further it could gain on customer loyalty. The usage of personal interaction is also supported by the study from Kiran (2016) which also emphasizes the importance of personal interaction towards the customer upon selecting a store and uses it to measure store attributes. The importance of after-sales service is also mentioned by the study of Hasan (2018) which mentioned that after-sales service is one of the elements that customers considered the most upon a store. This is also confirmed by Banerjee et al. (2018) which state that after-sales service has an important role upon creating customer retention and brand royalty as it could lead into purchase intention.

Hence, looking at the importance of store attributes of each previous study (Banerjee et al., 2018; Omar, 2016; Peng et al., 2018; Kiran, 2016; and Nair, 2018), the store attributes of the supermarket adopted in this study are store presentation/display, product assortment, convenience facilities, location sales promotion, store layout, value, personal interaction, and after-sale service. This study is expected to enrich the study of purchase intention in the retail supermarket industry through satisfaction and store attributes and to help the retail supermarket industry to sharpen a new strategy to increase the purchase intention of the store using satisfaction and store attributes. The rest of the study consists of 7 segmentations. First is the method that was used in this study, followed by the theories that are used in this study. The third would be the result of the study then continued by the discussion and the conclusion of the study. This study would also put some appendices at the end of the study.

2. Literature Review

2.1. Store Attributes

Today's date, customers desire some benefit from the store they visit. In addition, Peng et al. (2018) stated that one of the key success factors of the retailer is store attributes since it is how customers perceived the store and encourage upon selecting a store. In addition, store attributes themselves, according to Banerjee, Datta, and Daga (2018), are non-price factors that affect the consumer and play an important factor in the process of selecting a store. The definition of store attributes is further supported by Omar (2016), as a total assessment of the customers' opinion of the store about various attributes. Furthermore, Nair (2018) stated that store attributes are a marketing mix that is important to influence the consumers buying intention, the evaluation of the store, and the store choice behavior.

In measuring store attributes in the supermarket industry, this study adopts attributes from previous studies like Nair (2018) with atmosphere, convenience, facilities, institutional, merchandise, promotion, sales personnel interaction, and service; Peng et al. (2018) with aesthetics, store assortment, customer relation, store convenience, and store service; Banerjee et al. (2018) with presentation/display, personal interaction, convenient facilities, problem-solving, store layout, and temperature; and Daniel et al. (2017) with the behavior of sales personnel, sales promotion, store attributes, and product attributes.

The study by Banerjee et al. (2018) states that store presentation/display is the wellness of the display of the retail merchandise that will increase the value and will increase the impulsive decision and purchase decision, which will then lead to sales. This definition is further supported by several studies that also shared the same meaning such as Taylor (2018), Randhawa & Saluja (2017), Saricam, Okur, Erdem, Akdag, & Kilickci (2018), and Ali Soomro, Abbas Kaimkhani, & Iqbal (2017). It is measured by the neatness and cleanliness of the store, the store decoration attractiveness, the store lightning, the colors that the supermarket uses, the attractiveness of the store display, the placement of the signage in the store, the attractiveness of the window display of the supermarket, the accessibilities of the goods being sold in the supermarket, and the appearance wellness of the salesperson of the supermarket.

Personal interaction is defined as a communication between the employee and the customers which will help to create the relationship, customer loyalty, positive word of mouth, and trust which is important for store selection (Banerjee et al., 2018; Esmark & Noble, 2016; Rippé, Smith, & Dubinsky, 2018; Stros, Heinze, & Riha, 2017). It is measured by whether the salesperson in the supermarket is welcoming, the courteousness of the salesperson, the prompt service from the salesperson, the personalization of the supermarket's salesperson, and how knowledgeable the salesperson is in the supermarket.

Convenient facilities according to the study of the fresh food industry in Malaysia by Chamhuri & Batt (2013) and that is further cited by Peng et al. (2018) are facilities to help in creating comfort that is important towards the currently fast-moving industry and has a role in creating satisfaction. This study is in line with a study by Martínez-Ruiz, Blázquez-Resino, & Pin (2017) on the grocery industry in Spain. It is measured by the easiness of payment method of the supermarket, the fast checkout facilities of the supermarket, the convenience of the opening hours of the supermarket, and how the supermarket could provide a one-stop service.

Product assortments are one of the important factors and should be concerned out as it could bring more traffic to the store and it could create more sales by providing unique kinds of products (Hasan, 2018; Peng et al., 2018). This definition is further supported by a various study that has a similar definition of product attributes, such as the study of flea market industry in Gauteng, South Africa, by Venter de Villiers, Visenza, & Phiri (2018), and the study of fruit stores in Malaysia by Nasir (2017). Product assortments are measured by the availability of the new grocery products in the supermarket, the variety of products in the supermarket, the availability of brands in the supermarket, and the availability of popular products in the supermarket.

In addition, store layout according to Banerjee et al. (2018), Mowrey, Parikh, & Gue (2019), Grosso, Castaldo, & Grewal (2018), and Terblanche (2018) is one of the beneficial factors for store selection as it is one of the components of a pleasant atmosphere which could not be ignored. Through a good store layout, positive results could be gained, such as satisfaction and the increase of the performance of the store. It is measured by the easiness to move around the supermarket and the adequateness space of the overall supermarket.

In the study by Peng et al. (2018), value is one of the important factors as a predictor for the customer in choosing a place to shop. It is one of the components of merchandise assortment and consists of a variety of products. It is measured by the appropriateness of the price of the products that are sold in the supermarket, the valuableness of the products that are sold in the supermarket that is on sale, the dependable of the products being sold in the supermarket, and the quality of the goods of the products being sold in the supermarket.

After-sales service in the study by Peng et al. (2018), Mehmood & Najmi (2017), Domazet & Stosic (2017), Knapp (2019), and Banerjee et al. (2018) is one of the strategies used in marketing to lead customers to loyalty and believed to increase customer retention. Therefore, it is measured by the goodness of the return policy in the supermarket, the goodness of the repair policy in the supermarket, the goodness of the delivery service of the supermarket, and the goodness of the refund service in the supermarket.

According to Hasan (2018), Venter de Villiers, Visenza, et al. (2018), Pan & Zinkhan (2006) that is also cited by Nilsson, Gärling, & Marell (2017) and Peng et al. (2018), location is defined as one of the significant factors that may influence the process of the customer selecting a store by seeing the convenience of the transportation dimension, time to travel, and distance, time and accessibility of the location and in this study is measured using the distance of the location of the supermarket to where the respondent lives, the easiness to reach the supermarket through various transportation, and the availability of parking space in the supermarket.

Further, according to Hasan (2018), Banerjee et al. (2018), Guzovski, Smoljic, & Stanic (2018), store promotion is one of the measurements of the store attributes and is a non-price factor and it adds values through promotional

merchandise, coupons, gifts, rewards, and others to the store which supported the store selection process. In addition, it also aims to encourage making immediate purchases. It is measured by the goodness of promotional offers in the supermarket, the awareness of the offers about the goods in the supermarket, the frequency of the promotional offers in the supermarket, and the goodness of the redemption of gift/voucher in the supermarket. All of the item measurements for this study are taken based on the studies of Banerjee et al. (2018); Daniel et al. (2017); Omar (2016); Peng et al. (2018) and some adjustments were made accordingly to suit the context of Indonesia.

In the study by Nair (2018), store attributes play an important role in satisfaction as it becomes the mediator between store attributes and purchase intention. This study focuses on the food and grocery store industry. A study that is done by Watanabe et al. (2019) supported this study by confirming that store attributes have an important role in satisfaction by showing a direct relationship in a supermarket industry. Moreover, the study by Peng et al. (2018) stated that store assortment, aesthetics, store convenience become the strong antecedent of satisfaction as the study was conducted in a supermarket industry. Therefore, this study formulates the following hypothesis:

H1: Store attributes influence Satisfaction

2.2. Satisfaction

According to Nair (2018), satisfaction seeks the positive effect that influences purchase intention, and it is characterized by the state of mind. Further, consumers find cues upon the physical environment. Then, he acknowledges that customer satisfaction is related to the process of store choice and it depends on whether the chosen store meets or exceeds expectation. This is also supported by Goh et al. (2016), who stated that satisfied customers will have a higher possibility to return to the same brand they purchased before. In addition, Peng et al. (2018), state that satisfaction is every business' success key. A good satisfaction would influence the profitability and also the customer with a high satisfaction that will make the customer stay longer in the store which could cause impulse buying. It does not stop there, however, as according to El-Adly and Eid (2016), a satisfied customer can benefit the retailers in many sectors. For example, a benefit on customer loyalty and sustainable profitability. In measuring satisfaction, Rani and Suradi (2017) use- expectation, experience, needs, the decision to purchase, the right thing, overall brand performance, good experience with the brand, and delightful. In addition, in the study by Watanabe, Torres, & Alfinito (2019), they measure satisfaction by seeking how the respondents are satisfied with the supermarket that they have visited, whether the supermarket has met their expectation and the closeness scale of how the supermarket is their ideal supermarket. To measure satisfaction, this study uses expectation, experience, the decision to purchase, and overall performance, which are a combined measurement from the study by Rani & Suradi (2017) and Watanabe et al. (2019) with some adjustments to suit the context of Indonesia.

Hasan (2018) found that store attributes play an important role in purchase intention. It has a direct effect on purchase intention in the fashion industry. In addition, Kiran (2016) stated that store attributes significantly have an important role in consumer purchase intention as the study found out that store attributes have a bigger effect than product attributes upon the effect on purchase intention. In addition, Banerjee et al. (2018) who did a study in the fashion retail industry stated that convenient facilities and problem-solving, as some of the components of store attributes, are the biggest antecedent that might have affected a customer's decision to buy. Therefore, this study formulates the following hypothesis:

H2: Store attributes influence Purchase Intention

2.3. Purchase Intention

According to Goh et al. (2016), repeat purchase intention occurs when there is an initiative of effort from the consumer to buy the same brand, product, or services. They also state that repurchase intention of the same brand or product may happen as the consumer has a pleasant experience. In addition, according to Venter de Villiers et al. (2018), purchase intention is a plan from the customer to purchase a product or service and it includes conditions and timing, but the customer will purchase the merchandise. As stated by Goh et al. (2016), to drive the profitability of the company, repeat purchases may become the most important element.

In measuring purchase intention, Rani and Suradi (2017) use intention to use, regular updates, recommendations to others, and purchase intention in a franchise business. In addition, Goh et al. (2016) measure repeat purchase intention using competitor brand consideration, top of mind, repurchase intention, and first choice. To measure purchase intention, this study uses other supermarket considerations, the first choice of the supermarket, regular updates, willingness to recommend and to shop longer in the supermarket adjusted from the measurement by Rani & Suradi (2017) and Goh et al. (2016).

According to Rani and Suradi (2017), having a satisfied customer is one of the main factors to be considered for future purchase intention defeating brand reputation in the fast-food franchise industry. In addition, in food and grocery store, Nair (2018) stated that satisfaction becomes the mediator and has a positive impact that relates between store attributes and patronage intention. This is also further supported by Goh et al. (2016) who also stated satisfaction as the antecedent of purchase intention in the smartphone industry in Malaysia. Therefore, this study formulates the following hypothesis:

H3: Satisfaction influences Purchase Intention

Therefore, the theoretical framework of this study is as shown in Figure 1.

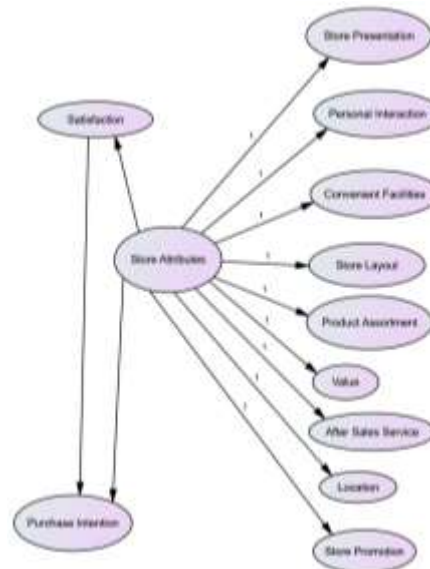


Figure 1: Theoretical Framework

3. Research Method

In developing the questionnaire, this study did several discussions with experts and several supermarket visitors to observe and to have in-depth knowledge on the influence of store attributes on the customer's satisfaction and willingness to purchase. To support this study, various sources from other similar studies were also taken from various industries. The questionnaire had 3 sections, i.e. screening questions, demography profiles, and measurement items. For the screening question, to get the targeted respondents, they must be from Jakarta and do their grocery in the supermarket. Demography questions were their gender, age, current occupation, education level, monthly spending, and which supermarkets that they usually go to. Most of the respondents were females (72%) of ages between 18 to 27 years old (87%). Most of them were bachelor degree holders (45%) and senior high school graduates (38%), hence they were either employed (57%) or being a student (33%). That makes their monthly expenditure was between less than IDR 2,000,000 (54%) and less than IDR 5,000,000 (39%). With less than IDR 5,000,000 expenditure the favor supermarkets were Giant (42%), followed by Hypermart (18%) and Transmart (11%).

Furthermore, for item measurement, there were three variables, i.e. store attributes, satisfaction, and purchase intention. Store Attributes used 9 sub-dimensions to measure it, they were store presentation/display (nine-item statements), personal interaction (six-item statements), convenient facilities (five-item statements), store layout (two-item statements), product assortment (four-item statements), value (five-item statements), after-sales-service (four-item statements), location (three-item statements), store promotion (five-item statements). In measuring store attributes, the questionnaire was adapted from Banerjee et al.(2018), Omar (2016), Nair (2018),

and Peng et al. (2018). To measure satisfaction, the questionnaire was adapted from Rani & Suradi (2017) and Watanabe et al. (2019) with five item statements as the measurement. Last, but not least was the purchase intention, adapted from Goh et al. (2016) and Rani & Suradi (2017) and measured by four-item statements. In this study, all of the item statements were measured by a 7-Likert scale to indicate and measure the agreement and disagreement, with a scale 1 is strongly disagreed to 7 is strongly agreed.

4. Results and Discussion

Before testing the hypothesis model, the goodness of fit of the data were fit. The initial result was not good fit (CMIN = 2.03; GFI=0.789; AGFI=0.785; IFI=0.906; TLI=0.898; CFI=0.905; RMSEA = 0.059) (Table 3). Since it was not good fit, to improve the goodness of fit, this study did some adjustments as recommended by the study from Alalwan, Dwivedi, & Rana (2017). After conducting modification indices, the goodness of fit has been improved to suit the criteria recommended by Hair Jr et al. (2014) (CMIN = 1.852; GFI=0.825; AGFI=0.795; IFI=0.928; TLI=0.918; CFI=0.927 RMSEA = 0.048) (Table 3). From 5 out of 7 criteria were shown to have passed the minimal number and they showed a good fit.

Table 1. Convergent Validity

CONSTRUCTS	AVE	CR
Store Presentation	0.60	0.89
Personal Interaction	0.54	0.84
Convenience Facilities	0.53	0.83
Store Layout	0.75	0.81
Product Assortment	0.62	0.86
After Sales Service	0.72	0.88
Location	0.56	0.74
Store Promotion	0.63	0.82
Value	0.59	0.89
Satisfaction	0.63	0.86
Purchase Intention	0.58	0.74

As for the convergent validity, all of the items being measured are above 0.5. with the lowest item is the Convenient Facilities (0.53) and the highest item is after-sales service (0.72) (Table 1). For the discriminant validity test, it shows that most of the squared AVE of the variable being measured has exceeded the other factors. However, there are still some numbers where the numbers of factors were high, such as between value and convenience facilities and also between personal interaction and convenience facilities (Table 2). Upon checking the reliability of the study using composite reliability, it shows that all of the factors in the items being measured exceeded 0.70 (Table 1) as recommended by Hair Jr et al. (2014) with the highest number from Store Presentation/Display (0.89) and the lowest one is Location and Purchase Intention (0.74).

Table 2. Discriminant Validity

	SP	CF	PA	VA	AS	PI	LO	SPR	SL	SAT	PIN
SP	0.78										
CF	0.70	0.73									
PA	0.54	0.72	0.79								
VA	0.63	0.82	0.76	0.764							
AS	0.54	0.56	0.56	0.56	0.85						
PI	0.68	0.80	0.65	0.66	0.64	0.74					
LO	0.35	0.62	0.58	0.63	0.45	0.45	0.75				
SPR	0.52	0.63	0.65	0.67	0.58	0.63	0.67	0.79			
SL	0.37	0.55	0.65	0.52	0.46	0.50	0.62	0.62	0.87		

SAT	0.56	0.70	0.70	0.74	0.63	0.69	0.65	0.83	0.58	0.79
PIN	0.55	0.55	0.53	0.61	0.60	0.58	0.56	0.68	0.44	0.76

The next procedure is to test the hypothesis among variables. This study found that store attributes positively influence satisfaction (hypothesis 1) and satisfaction positively influences purchase intention (hypothesis 3) with both having P-value of <0.01 and C.R 14.074 and 6.744 respectively. However, store attributes that influence purchase intention is not confirmed (hypothesis 2) by having a p-value of 0.627 (greater than 0.05) and the C.R 0,468 (Table 3).

Table 3. Hypothesis Testing

			Estimate	S.E.	C.R.	P	Estimation of standardized regression
Satisfaction	<---	Store Attributes	1.064	0.076	14.074	***	0.870
Purchase Intention	<---	Store Attributes	-0.078	0.161	-0.486	0.627	-0.56
Purchase Intention	<---	Satisfaction	1.016	0.151	6.744	***	0.891

After hypothesis testing, this study checked upon the R-Square. The higher the value of the R-Square is, it indicates that the variable is more independent. After analyzing the R-Square of the study, the R-Square of each variable, this study has the R-Square of satisfaction reaching up to 75.7% and Purchase Intention of 71% (Table 4). Therefore, it can be explained that there are still chances that store attributes could be explained by another factor.

Table 4. R-Square

Construct	Estimate
Satisfaction	0.756
Purchase Intention	0.723

5. Conclusion and Implications

This study aims to identify and analyse the relationship between store attributes, satisfaction, and purchase intention. In the supermarket context in Indonesia, the results show that store attributes do influence satisfaction and satisfaction does influence purchase intention, however, store attributes do not influence purchase intention. However, this study also has several limitations, such as the respondents. This study only took the respondents from Greater Jakarta. Hence, it is recommended to replicate the study in other big cities in Indonesia and other neighbouring countries which have a similar characteristic of people like countries in South East Asia to gain more generalization of the findings. This study recommends and encourages to explore other sub-dimensions to measure store attributes, since many options have not been studied in this study, such as auxiliary services, representation, and functionality in the study by Hasan (2018), problem-solving from Banerjee et al. (2018), and preferential treatments, and tangible rewards from the study of Omar (2016). This study also recommends duplicating the concepts in other service industries such as restaurants and malls. This study would also recommend trying to use other mediating variables to analyse the relationship of store attributes and purchase intention, such as retail experience as it is one of the efforts of the brick-and-mortar store in the US and China to survive upon the big wave of e-commerce.

The results contribute to further discussions of the factors that influence satisfaction which in return influences purchase intention. This study has also created a structural model that expresses the relationship among the variables being measured and may encourage further studies that discussed store attributes.

This study has also identified what store attributes' sub-dimension those influence the customers the most in bringing satisfaction. The dimensions start from the store's convenience facilities, value, product attributes,

personal interaction, store presentation, location, after-sales service, and store location. Thus, in managing a store, store managers should focus more on the discussed variables. By convenient facilities, this study focuses on the ease of payment system, fast checkout, the feeling of safety and security in the store, one-stop shopping, and also the opening hours. This study would like to recommend the business people re-evaluate the checkout system, whether with that system people have to queue that may consume a lot of time or not since people dislike the queue. Not only that, but easy payment facilities could also bring convenience to customers, since nowadays in Indonesia, most stores are facilitated with the cashless payment system. Therefore, it is recommended for business owners, especially in the supermarket industry, to add another payment system to their facilities, such as debit cards, credit cards, or maybe another fin-tech payment system such as Go-Pay, OVO, Dana, and others. The feeling of being safe while shopping in the supermarket is seen as an important factor of convenient facilities, therefore it is important to have whether it is CCTV, securities, and others to make the customers feel safe inside the supermarket. Not only that but also people prefer to have a one-stop shopping as it eases their process of shopping. Therefore, it is recommended to the business owner to have more related products/services to help customers reach the one-stop shopping. Not only that, but it is also recommended for the business owners to re-evaluate their working hours, whether the working hour has the right timing for their customers. Besides convenient facilities, the value of the store should also be evaluated, whether the store shows the appropriate price, the quality, and the values of the product. Related to product attributes, they have a high number of estimates.

This shows that it is important to always be updated with new products, serving with varieties of products from various brands. Personal interaction is an important store attributes to be concerned about. What this study meant by personal interaction is about the relation between the sales personnel and the customer, whether the sales personnel are welcoming, courteous, knowledgeable about what is being sold, and others. Business owners could re-evaluate this one and socialize with employees on how important personal interaction is. They may start by doing greetings upon the customer, be more considerate if there is a sign of people who are asking for help. This also includes being knowledgeable and associated with the supermarket. The other factors such as store promotion, store presentation, after-sales service, and location are also important to be studied and re-evaluated by the business owners. As store promotion, the business owners could consider more promotional offers in the store, such as getting creative with the promotion that happens in the store; such as providing price claw for an exchange of the lucky draw or it could be a promotion by adding a certain amount of money, you could get 2 of its products. About store presentation, there are many aspects to be considered, such as the cleanliness of the store, the interiors, the brightness of the supermarket or lighting, the display, the colors being used, the signage, and the window display. Not only creating sales, by serving a good after-sales service could also bring more satisfaction to the customer, such as providing a good return service, a delivery service, a refund service, and a repair policy. The last one would be about location. People would consider being satisfied and want to purchase in the store if it is accessible by both public and private transportation. It is near where the customers live and have a sufficient area to park their vehicle whether it is a car or a motorcycle.

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