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## The Effect of Store Atmosphere and Service Quality on Repurchase Intention

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**Abstract:** This study is motivated by the rapid growth of the thrifting (used clothing) industry in Indonesia, which has intensified competition among retailers. In such a competitive environment, businesses are required to create a pleasant shopping experience to maintain customer loyalty and encourage repurchase intention. Factors such as store atmosphere and service quality are considered important in influencing consumer behavior, particularly in increasing the likelihood of repeat purchases. This study aims to analyze the effect of store atmosphere and service quality on repurchase intention among consumers of Ob.Second Cirebon Outlet. The research employs a quantitative approach with a causal design. The population consists of consumers who have made purchases at Ob.Second Cirebon Outlet, with a sample of 97 respondents selected using purposive sampling. Data were collected through questionnaires using a 5-point Likert scale and analyzed using multiple linear regression supported by SPSS. The results indicate that both store atmosphere and service quality have a positive and significant effect on repurchase intention, both individually and simultaneously. This implies that creating a comfortable store environment and delivering high-quality service are essential strategies to enhance customer satisfaction and encourage repeat purchases.

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### Article History:

Submitted: March 26, 2026

Revised: April 13, 2026

Accepted: April 23, 2026

Published: April 30, 2026

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### Keywords:

Repurchase Intention

Service Quality

Store Atmosphere

Thrifting

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Alqodri, M. F., Santoso., & Nurmalitasari, K. S. (2026). The Effect of Store Atmosphere and Service Quality on Repurchase Intention. *Almana : Jurnal Manajemen dan Bisnis*. 10(1), 123-135. <https://doi.org/10.36555/almana.v10i1.3012>

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## INTRODUCTION

Along with the times, the retail and service industry also continues to grow rapidly and creates increasingly fierce competition. This development is also related to people's evolving lifestyles and consumption patterns, including in the clothing retail industry (Ayuni, 2024). A person's interest in lifestyle is also closely tied to new fashion trends. Fashion is a trendy style of clothing and grooming as the new era develops.

Everyone generally has a different level of purchasing power when it comes to fulfilling their desired fashion attributes (Arifin et al., 2025). Everyone has different needs and desires from each other. One of the popular choices for people in meeting their needs for fashion is by thrifting. Thrifting, as defined by the Urban Dictionary, is the activity of looking for cheap items and unique products that are not on the market with current fashion trends.

In addition, the meaning of thrifting can also be referred to as the activity of buying second-hand goods (Noviana & Oktavia, 2023). This does not mean that the products

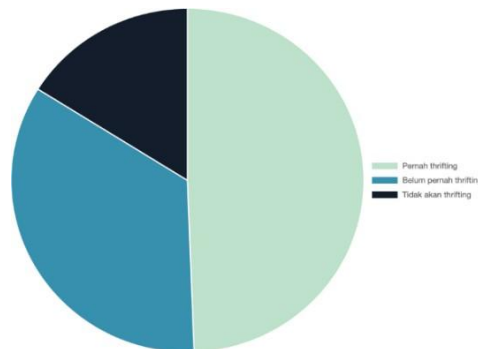


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sold are of poor quality. On the contrary, the items offered in thrift stores are still of good quality and condition. People now call it, in other words, preloved, as another term for goods sold in second-hand stores. Second-hand goods have their own value for their connoisseurs and are not just a commodity that is underappreciated in Indonesia. Thrifting is a popular choice among many people, especially young people.

Around 49.4% of the 261 respondents involved in the Goodstats survey on the fashion preferences of young Indonesians, which was held on August 5-16, 2023, stated that they had bought used clothes or thrifted from thrift stores. However, 34.5% have never tried to buy an item from a thrift store.



**Figure 1. Thrifting Purchase Experience Among Young Indonesians**

Source: Goodstats (2023)

In addition, according to information from the Central Statistics Agency (BPS), Indonesia imported 26.22 tons of used clothes in 2023. Compared to 2022, when the import of used goods only reached 8 tons, this data shows a considerable increase. In addition to price and quality, thrifting in Indonesia is very popular for several other reasons, such as thrifting goods have uniqueness and styles that may be difficult to find elsewhere, and thrifting can also reduce dependence on fast fashion, which often causes environmental problems, namely textile waste.

The high interest and demand of the public for thrifted clothing, of course, many people take advantage of the momentum by opening thrift stores, both offline and online stores (Noviana & Oktavia, 2023). Nowadays, thrift shops are very easy to find anywhere. Many sellers have succeeded from this thrifting, but not a few have finally stopped doing this thrifting. Seeing the increasingly competitive competition in the clothing industry, this makes traders have to rack their brains so that their goods can still compete in the midst of this competition to get regular customers. Merchants need to understand the factors that affect the customer's desire to make a repeat purchase.

However, the phenomenon in the field actually shows that there is an imbalance between the high demand and the ability of thrift business actors to retain their consumers. Many thrift stores have sprung up, both offline and online, but not a few have finally closed because they are unable to compete. This indicates that high demand does not automatically guarantee long-term sales success.

The factor that is often the cause is the lack of attention to the store atmosphere and service quality, although these two aspects greatly affect customer repurchase intention (Kurniawati et al., 2022). Many thrifting stores are still complained about the messy condition of the store, poor lighting, lack of neatness in product arrangement, unfriendly service, and uncomfortable store atmosphere. This condition causes customers' shopping experience to be less pleasant, thus reducing their desire to buy again.

This phenomenon shows that there is a gap between the high public interest in thrifting and the services provided by most thrifting shops (Triani, 2025). Store owners

need to realize that customers are not only looking for low prices and unique products, but also prioritize a pleasant shopping atmosphere and quality service. This condition encourages the need for further research on how store atmosphere and service quality affect repurchase intention, especially at the Ob. The Second Cirebon outlet is one of the thrift stores operating in the midst of an increasingly competitive market.

Repurchase Intention in the future is an implied promise to yourself to buy the product again. This is very important because companies want to increase sales of certain products with the aim of maximizing their profits (Wen et al., 2023). Repurchase intention is a decision-making process carried out by consumers after purchasing a product (Noviana & Oktavia, 2023).

Positive experiences gained after acquiring a particular product or service are the main drivers of repurchase intent (Xue et al., 2021). The underlying principles of this concept focus on cognition and emotions that make customers repeatedly shop or use a brand or service. In addition, this concept is a measure of customer loyalty behavior that depends on the frequency of purchases in the past (Shabankareh et al., 2023). The existing literature shows that repurchase intent is influenced by factors such as service quality, customer satisfaction, perceived value, and trust (Kalim et al., 2024; Law et al., 2022).

Based on the above consumer repurchase factors, merchants also need to understand not only the price and quality of the product that determine the success of sales, but also the customer experience when shopping or while in the store. In this context, store atmosphere and service quality are identified as two factors that are included in psychological factors and encourage customers to repurchase intention.

Store atmosphere is a store atmosphere that is very influential factor for a store to make customers feel at home and comfortable choosing the type of product they will buy (Daulay et al., 2021). In improving the store atmosphere, business actors must pay attention to things that can improve customer comfort, such as paying attention to the available facilities, paying attention to the cleanliness and neatness of the business premises. This will give a good impression to customers and will increase the satisfaction obtained through the store atmosphere. Creating a friendly and comfortable environment for consumers has a huge influence on how consumers perceive stores. Adequate design is necessary to create a positive atmosphere in the store. This includes things like lighting, music selection, air temperature, and the flow in and out of visitors.

Service quality is very important for department stores because it can improve the image of department stores, strengthen customer satisfaction, and customer loyalty (Bachtiar et al., 2023; Chikazhe et al., 2021; Nurkholis et al., 2024). Service quality also has an important meaning for word-of-mouth intentions because it will have an impact on product repurchases (Sari et al., 2025).

The rapid growth of the thrifting industry in Indonesia has created increasingly intense competition among business actors, particularly in attracting and retaining customers. Despite the rising popularity of second-hand fashion, many thrift stores still face challenges in maintaining customer loyalty and encouraging repeat purchases. Previous studies have highlighted the importance of store atmosphere and service quality in shaping consumer behavior, yet most of these studies focus on conventional retail settings rather than the thrifting context. This indicates a research gap, as the unique characteristics of thrift stores, such as product variability, store layout, and experiential value, may influence consumer perceptions differently. Furthermore, there is limited empirical evidence explaining how these factors simultaneously affect repurchase intention within the thrifting industry. Therefore, a more focused investigation is needed to understand the determinants of customer retention in this growing market segment.

This study offers novelty by specifically examining the influence of store atmosphere and service quality on repurchase intention in the context of a thrifting

business, namely Ob.Second Cirebon Outlet. Unlike prior research, this study emphasizes the integration of experiential and service-based factors within a niche retail environment that is still underexplored. The research contributes empirically by providing evidence from consumers of a local thrift outlet, which has not been widely discussed in previous literature. In addition, this study addresses the gap between increasing consumer demand for thrifting products and the relatively limited ability of stores to sustain long-term customer relationships. By focusing on both variables simultaneously, this study provides a more comprehensive understanding of factors influencing repurchase intention. Therefore, this research is expected to offer both theoretical enrichment and practical insights for improving customer retention strategies in the thrift industry.

## LITERATURE REVIEW

### Repurchase Intention

Rizky et al. (2023) state that repurchases are made by buyers for the same product and will buy again for a second or third time. Repurchase intention is a post-purchase evaluation or evaluation results after comparing what is perceived and expected (Vincent & Tamba, 2022).

Today, companies realize that long-term profitability can be achieved by encouraging customers to make a repurchase, and therefore, they are making efforts to encourage the repurchase process (Ummah & Oktavian, 2025). Repurchase intent refers to a customer's willingness to repeat the purchase of the same product or service from a particular brand after their first use (Wen et al., 2023). Repurchase intent significantly affects the company's future relationship with customers, the company's long-term profitability, and the success of the organization (Shabankareh et al., 2023).

According to Kotler & Ferninand, the dimensions used in repurchase intention include transactional interest, referential interest, preferential interest, and exploratory interest (Shabankareh et al., 2023).

### Store Atmosphere

Store atmosphere is one of the strategies used to attract consumer attention and to captivate consumers (Kalim et al., 2024). Store atmosphere tidak hanya akan memberikan suasana environmentan pembelian yang menyenangkan saja, tetapi juga dapat memberikan nilai tambah terhadap products yang dijual. On top of that, the store atmosphere is also the same as the store's citra. The creation of an atmosphere and good service is also supported by a unique interior design, and the availability of various supporting facilities such as wifi, live music, and so on is a great attraction for consumers.

Store atmosphere reflects the image of the store in the eyes of customers, so this can be a strategy used to retain customers. Store atmosphere is the atmosphere of an outlet or store that is presented in such a way by the company in the hope of making customers feel comfortable in that place (Setianingsih, 2023).

The atmosphere of the store includes various interiors, exteriors, layouts, store traffic, comfort, air, service, music, uniforms, goods care, and so on that create attractiveness for consumers and arouse the desire to buy (Sari et al., 2025).

### Service Quality

According to Putri et al. (2024), service quality is a special assessment of the difference between the expected service and the actual service. Service quality is defined as the expectations that customers receive from a service, as well as efforts to

achieve the quality of that service through the experience they experience (Indriani & Ramli, 2024).

Service quality is recognized as a multifaceted construct in the literature, and experts have proposed various frameworks for studying this phenomenon (Bakır & Atalık, 2024). Service Quality defines service quality as the difference between customer expectations and their perception of the service actually received (Singh, 2021).

The dimensions of service quality according to Dewi et al. (2025) include reliability in service delivery, responsiveness to customer needs, assurance in providing trust and confidence, personalized attention, and the physical appearance of facilities and personnel (Arifin et al., 2025).

Based on the theoretical review of *store atmosphere*, *service quality*, and *repurchase intention*, the hypotheses of this study are formulated as follows:

H1: Store atmosphere has a positive and significant effect on repurchase intention.

H2: Service quality has a positive and significant effect on repurchase intention.

H3: Store atmosphere and service quality simultaneously have a positive and significant effect on repurchase intention.

Based on the theoretical review of *store atmosphere*, *service quality*, and *repurchase intention*, this study develops a conceptual framework to explain the relationship between the independent and dependent variables. Store atmosphere and service quality are assumed to positively influence repurchase intention, both individually and simultaneously, by enhancing customer experience and satisfaction. Accordingly, the hypotheses propose that each variable has a positive and significant effect on repurchase intention, both partially and jointly. The conceptual relationship among these variables is illustrated in Figure 2.

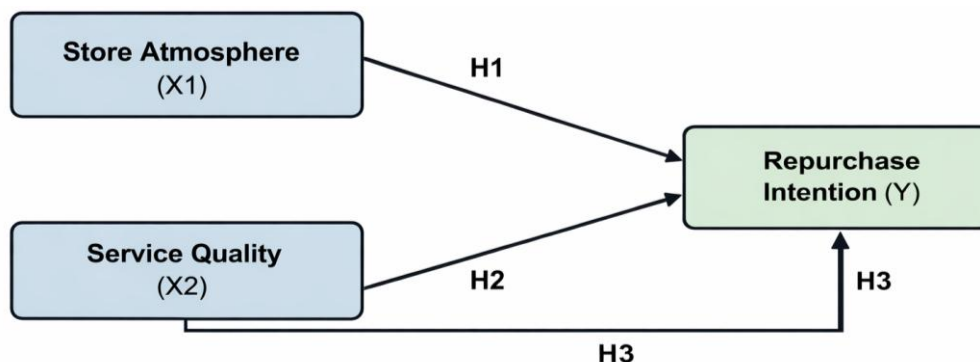


Figure 2. Conceptual Framework

Source: Goodstats (2023)

## METHODS

This study uses a quantitative research method that aims to uncover phenomena systematically through measurable data collection. The quantitative method emphasizes the use of numerical data as well as statistical analysis to explain the relationships between research variables. According to Law et al. (2022), quantitative research is carried out by utilizing researchers as a key instrument in the process of data collection and processing. This study focuses on the analysis of the influence of store atmosphere and service quality on repurchase intention. The object of the research was conducted on consumers who shop at OB Outlets. Second Cirebon. With this approach, it is hoped that it can be known to what extent these two variables affect consumer repurchase interest.

The population in this study is a whole object or subject that has certain characteristics in accordance with the purpose of the research. According to Sujarweni (2022), the population is the overall element that researchers are concerned about to draw conclusions. Samples are a part of the population that is considered to be able to represent the overall characteristics of the population. In this study, the determination of the number of samples was carried out using the Slovin formula to obtain a representative sample size. The use of the Slovin formula was carried out because the population was large enough that it was not possible to research all members of the population. This method helps researchers determine an adequate number of samples so that the results of the study remain valid and generalizable (Nurkholis et al., 2024).

The sampling technique in this study uses a non-probability sampling method with a purposive sampling approach. This technique was chosen because the sample was determined based on certain criteria that suit the needs of the research. The research respondents were consumers of OB Outlets. Second, Cirebon, who is willing to fill out a research questionnaire. Data collection was carried out through the distribution of questionnaires using a five-point Likert scale to measure the level of approval of respondents to the statements given. Research instruments are used to obtain accurate data on the social phenomena being studied. Data analysis was carried out through several stages of testing, namely validity tests, reliability tests, classical assumption tests, which included normality, multicollinearity, and heteroskedasticity tests, as well as hypothesis testing using t-tests, F tests, and determination coefficients ( $R^2$ ).

## RESULTS AND DISCUSSION

The following are the results of the validity test of the store atmosphere variable (X1):

**Table 1. Store Atmosphere Variable Validity Test Results**

No	R count	R table 5% (100)	Criteria
1	0,347312	0,166	Valid
2	0,364366	0,166	Valid
3	0,493111	0,166	Valid
4	0,470402	0,166	Valid
5	0,349828	0,166	Valid
6	0,504366	0,166	Valid
7	0,481787	0,166	Valid
8	0,595738	0,166	Valid
9	0,526944	0,166	Valid
10	0,492905	0,166	Valid
11	0,614114	0,166	Valid
12	0,480783	0,166	Valid
13	0,645836	0,166	Valid
14	0,4717	0,166	Valid
15	0,598203	0,166	Valid
16	0,508084	0,166	Valid

Source: Data that has been processed by the author (2026)

Based on the data in the table of the results of the *Store Atmosphere* variable validity test above, it can be seen that all statements totaling 16 statements are proven to be valid. So that the statement items can be used in future research to measure *Service Quality*.

**Table 2. Service Quality Variable Validity Test Results (X2)**

No	R count	R table 5% (100)	Criteria
1	0,71735	0,166	Valid
2	0,5158	0,166	Valid
3	0,594904	0,166	Valid
4	0,707756	0,166	Valid
5	0,500664	0,166	Valid
6	0,76361	0,166	Valid
7	0,707722	0,166	Valid
8	0,81845	0,166	Valid
9	0,808217	0,166	Valid
10	0,615827	0,166	Valid
11	0,801446	0,166	Valid
12	0,679493	0,166	Valid
13	0,730209	0,166	Valid
14	0,764506	0,166	Valid
15	0,750562	0,166	Valid
16	0,545979	0,166	Valid

Source: Data that has been processed by the author (2026)

Based on the data in the table of the validity test results of the variable Service Quality test above, it can be seen that all statements totaling 16 statements are proven to be valid. So that the statement items can be used in future research to measure Service Quality.

**Table 3. Validity Test Results of Repurchase Intention (Y) Variables**

No	R count	R table 5% (100)	Criteria
1	0,577042	0,166	Valid
2	0,615714	0,166	Valid
3	0,631344	0,166	Valid
4	0,690466	0,166	Valid
5	0,705567	0,166	Valid
6	0,562855	0,166	Valid
7	0,508695	0,166	Valid
8	0,481559	0,166	Valid

Source: Data that has been processed by the author (2026)

Based on the data in the table of variable *Repurchase Intention* validity test results above, it can be seen that all statements, totaling 8 statements, are proven to be valid. So that the details of the statement can be used in the research.

**Table 4. Results of Reality Test**

Variable	Cronbach's Alpha	N Of Items	Remarks
Store Atmosphere	0,78	16	Reliabel
Service Quality	0,92	16	Reliabel
Repurchase Intention	0,69	8	Reliabel

Source: Data that has been processed by the author (2026)

From the table 4 above, it can be seen that the statements of the variable > 0.60 and none of them are less than <0.60. With this data on each item, the statement in the variables in the study is reliable, so that it can be used for research.

Classical assumption testing is an analysis stage that is carried out before hypothesis testing in linear regression research to ensure that the regression model

meets the necessary statistical requirements. This test includes a normality test, a multicollinearity test, and a heteroskedasticity test that aims to find out whether the research data have met the basic assumptions in regression analysis.

**Table 5. Normality Test Results**

Remarks	Value
N	97
Mean	0.000000
Std. Deviation	2.42142337
Most Extreme Differences (Absolute)	0.052
Most Extreme Differences (Positive)	0.067
Most Extreme Differences (Negative)	-0.052
Kolmogorov-Smirnov Z	1.501
Asymp. Sig. (2-tailed)	0.223

Source: Data that has been processed by the author (2026)

In the table 5 above, it can be concluded that the value of Asymp. A sig. (2-tailed) of 0.223, greater than  $\alpha = 0.05$ , means that, according to decision-making using the Kolmogorov-Smirnov test, the data have a normal distribution and have met the normality requirements in the regression model.

**Table 6. Multicollinearity Test Results**

Model	Collinearity Statistics		
	Tolerance	VIF	
1	X1	.657	1.523
	X2	.638	1.511

a. Dependent Variable: Y

Source: Data that has been processed by the author (2026)

In the table 6 of test results above, it shows that the X1 variable has a tolerance value of  $0.657 > 0.10$  and the VIF value of the X1 variable is  $1.523 < 10$ . Furthermore, the X2 variable has a tolerance value of  $0.638 > 0.10$ , and the VIF value of the X2 variable is  $1.511 < 10$ . So it can be concluded that the data tested by the researchers did not have symptoms of multicollinearity because both variables had a tolerance value greater than 0.10 and a VIF value of less than 10.

**Table 7. Heteroscedasticity Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	11.207	1.887		5.939	.000
	X1	-.105	.032	-.378	-3.339	.131
	X2	-.024	.023	-.119	-1.052	.296

a. Dependent Variable: ABS RES

Source: Data that has been processed by the author (2026)

In Table 7, the test shows that the significance value of the Store *Atmosphere* variable (X1) of 0.131 is greater than  $\alpha = 0.05$ . Meanwhile, the significance value of the *Service Quality* variable (X2) of 0.669 is greater than  $\alpha = 0.05$ . Based on this, it can be concluded that, according to the decision-making from the glacial test, there is no heteroscedasticity in the regression model.

**Table 8. Multiple Linear Regression Test Results**

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	22.694	3.236	-	7.014	0.000
X1	0.111	0.054	0.231	2.043	0.044
X2	0.098	0.039	0.282	2.492	0.014

Source: Data that has been processed by the author (2026)

Table 8, it shows that the regression equations obtained from the calculation results are as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 22.694 + (0.111 X_1) + (0.098 X_2) + e$$

Based on the regression equation, the constant value of 22.694 indicates that when the variables Store Atmosphere (X1) and Service Quality (X2) are assumed to be zero, the value of Repurchase Intention (Y) is 22.694. The regression coefficient of Store Atmosphere (X1) is 0.111, which implies that for every one-unit increase in Store Atmosphere, Repurchase Intention will increase by 0.111, assuming other variables remain constant. This also indicates a positive (unidirectional) relationship between Store Atmosphere and Repurchase Intention. Furthermore, the regression coefficient of Service Quality (X2) is 0.098, meaning that for every one-unit increase in Service Quality, Repurchase Intention will increase by 0.098, ceteris paribus. This finding shows that Service Quality also has a positive (unidirectional) effect on Repurchase Intention.

**Table 9. Results of Statistical Test t (Partial)**

Model	Variable	B	Std. Error	Beta	t	Sig.
1	(Constant)	22.694	3.236	-	7.014	0.000
	X1	0.111	0.054	0.231	2.043	0.044
	X2	0.098	0.039	0.282	2.492	0.014

Source: Data that has been processed by the author (2026)

Based on the results of the t-test, the following explanation is obtained. With n (number of respondents) = 97, k (number of variables) = 3, and a significance level of 5% (0.05), the degrees of freedom (df) are calculated as  $df = n - k = 97 - 3 = 94$ . Based on this, the t-table value is 1.661. The significance value for the Store Atmosphere variable (X1) is 0.044, which is less than 0.05, and the t-count value (2.043) is greater than the t-table value (1.661). Therefore, it can be concluded that H1 is accepted, indicating that Store Atmosphere has a positive and significant effect on repurchase intention among OB Second outlet consumers.

From Table 9, the results of the t-test can be explained as follows. With n (number of respondents) = 97, k (number of variables) = 3, and a significance level of 5% (0.05), the degrees of freedom (df) is calculated as  $df = n - k = 97 - 3 = 94$ . Based on this, the t-table value is 1.661. The significance value for the Service Quality variable (X2) is 0.014, which is less than 0.05, and the t-count value (2.492) is greater than the t-table value (1.661). Therefore, it can be concluded that H2 is accepted, indicating that Service Quality has a positive and significant effect on repurchase intention among OB Second outlet consumers.

**Table 10. Statistical Test Results F (Simultaneous)**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	149.103	2	74.552	12.450	.000 <sup>a</sup>
Residual	562.876	94	5.988		
Total	711.979	96			

a. Predictors: (Constant), X2, X1  
b. Dependent Variable: Y

Source: Data that has been processed by the author (2026)

From Table 10, the results of the F-test (simultaneous test) can be explained as follows. With  $n$  (number of respondents) = 97,  $k$  (number of variables) = 3, and a significance level of 5% (0.05), the degrees of freedom are  $df_1 = k - 1 = 3 - 1 = 2$  and  $df_2 = n - k = 97 - 3 = 94$ . Based on these values, the F-table value at  $\alpha = 0.05$  is 3.093. The significance value for the independent variables Store Atmosphere (X1) and Service Quality (X2) is 0.000, which is less than 0.05, and the calculated F-value (12.450) is greater than the F-table value (3.093). Therefore, H3 is accepted, indicating that Store Atmosphere and Service Quality simultaneously have a positive and significant effect on repurchase intention among OB Second outlet consumers.

**Table 11. Coefficient of Determination**

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.458 <sup>a</sup>	.209	.193	2.44705

a. Predictors: (Constant), X2, X1

Source: Data that has been processed by the author (2026)

Based on Table 11, the result is that the Adjusted R-Square value (determination coefficient) is 0.193. This means that the independent variables *Store Atmosphere* (X1) and *Service Quality* (X2) can affect the *Repurchase Intention* (Y) by 0.193 or 19.3%, while the remaining 80.7% is influenced by other variables outside the variables studied.

The results of the multiple linear regression analysis indicate that Store Atmosphere and Service Quality have a positive relationship with Repurchase Intention. The positive coefficients suggest that improvements in these variables are associated with increased customer willingness to repurchase. The constant value also implies that repurchase intention is influenced by other external factors beyond the variables examined in this study. This finding aligns with consumer behavior theory, which emphasizes that both environmental and service-related factors shape purchasing decisions. Therefore, the model confirms that Store Atmosphere and Service Quality are relevant predictors in understanding customer behavior in the thrift context.

The partial test results show that Store Atmosphere has a significant effect on Repurchase Intention. This finding is consistent with previous studies, such as (Daulay et al. (2021), which state that a well-designed store environment can enhance customer comfort and satisfaction. A pleasant atmosphere, including layout, lighting, and cleanliness, creates positive emotional responses that encourage customers to revisit the store. This supports the stimulus-organism-response (S-O-R) theory, where environmental stimuli influence internal states and behavioral responses. Thus, improving store atmosphere is a strategic factor in increasing repurchase intention among consumers.

Furthermore, Service Quality is also found to have a significant influence on Repurchase Intention. This result supports previous research by (Bachtiar et al., 2023) and (Chikazhe et al., 2021), which highlight the importance of service quality in building customer satisfaction and loyalty. High-quality service enhances customers' trust and

perceived value, leading to stronger intentions to repurchase. This finding is also in line with the SERVQUAL model, which emphasizes dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. Therefore, service quality plays a crucial role in strengthening long-term relationships between businesses and customers.

The simultaneous test results indicate that Store Atmosphere and Service Quality jointly have a significant effect on Repurchase Intention. This suggests that customer behavior is not influenced by a single factor but rather by a combination of experiential and relational elements. Previous studies, such as Wen et al. (2023), also emphasize that positive customer experiences are key drivers of repeat purchasing behavior. The integration of a comfortable store environment and high-quality service creates a holistic shopping experience. As a result, businesses must manage both aspects simultaneously to maximize customer retention.

However, the coefficient of determination shows that the explanatory power of the model is relatively moderate. This indicates that other variables, such as price perception, product quality, brand image, and customer satisfaction, also play an important role in influencing repurchase intention. This finding is supported by (Law et al., 2022) and (Shabankareh et al., 2023), who identify multiple determinants of repurchase behavior. It suggests that repurchase intention is a multidimensional construct influenced by various internal and external factors. Therefore, future research should incorporate additional variables to provide a more comprehensive understanding.

Overall, the findings of this study contribute to the existing literature by providing empirical evidence in the context of the thrifting industry, which is still relatively underexplored. Unlike previous studies that focus on modern retail, this research highlights the importance of store atmosphere and service quality in a thrift store setting. This reinforces the idea that even in price-sensitive markets, experiential and service factors remain critical. The results also offer practical implications for business owners to improve customer experience and loyalty. Thus, this study not only fills the research gap but also strengthens the theoretical and practical understanding of repurchase intention in the thrifting sector.

## CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that store atmosphere and service quality play an important role in encouraging customers repurchase intention at Ob.Second Cirebon Outlet. A comfortable and attractive store environment reflected in aspects such as lighting, layout, and overall ambiance can create positive shopping experiences that strengthen customers' desire to return. In addition, friendly, responsive, and professional service further enhances customer satisfaction and builds stronger relationships, which ultimately encourages repeat purchases. The findings also show that the combination of a well-managed store atmosphere and high-quality service is essential in supporting customer retention. However, repurchase intention is not solely determined by these two factors, as other aspects such as price, product quality, and perceived value also contribute to shaping customers' decisions to repurchase. Based on the findings of the study, the researcher provided several strategic suggestions, especially for OB management. Second Cirebon. In an effort to optimize the Store Atmosphere, management is advised to continue to innovate product layouts or displays so that the thrift items sold still look exclusive and neat. The emphasis on cleanliness and air circulation regulation is very crucial to eliminate the impression of stuffiness and provide maximum comfort for visitors. In addition, in the aspect of Service Quality, increasing staff capacity through periodic training is very necessary, especially in terms of product knowledge. Staff who are able to provide personalized style recommendations will add value to the customer's shopping experience. Given that the influence of the variables studied is still relatively low on loyalty, management also needs to consider additional strategies such as membership

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card programs or providing special discounts for repeat customers to strengthen competitiveness in the thrift market.

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