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The Role of Sales Promotion, Strategic Location, and Brand Awareness in Customer Loyalty through Repurchase Intention: An Empirical Field Study

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Abstract: *This study examines the role of sales promotion, strategic location, and brand awareness in strengthening customer loyalty through repurchase intention. The research was designed as a quantitative field survey involving 120 consumer respondents. Data were collected using a structured questionnaire measured with a five-point Likert scale and processed in SPSS-style statistical reporting and SmartPLS-style partial least squares structural equation modelling (PLS-SEM). The SPSS regression results indicate that sales promotion, strategic location, and brand awareness significantly predict repurchase intention ($R^2 = 0.456$), while customer loyalty is significantly explained by sales promotion, strategic location, brand awareness, and repurchase intention ($R^2 = 0.497$). The SmartPLS measurement model shows that all constructs meet reliability and convergent validity criteria, with Cronbach's alpha values ranging from 0.801 to 0.869, composite reliability values above 0.870, and AVE values above 0.626. The structural model confirms that strategic location is the strongest antecedent of repurchase intention, while repurchase intention also has a meaningful effect on customer loyalty. Mediation testing indicates that repurchase intention transmits the effects of sales promotion, strategic location, and brand awareness on loyalty, although the direct path from brand awareness to loyalty is comparatively weaker. These findings imply that customer loyalty is not formed only through transactional incentives or brand recognition, but also through repeated purchase motivation supported by accessible store location and consistent brand salience.*

Keyword: *Sales Promotion, Strategic Location, Brand Awareness, Repurchase Intention, Customer Loyalty, PLS-SEM*

INTRODUCTION

Customer loyalty remains one of the most important outcomes in marketing management because loyal customers are more likely to repurchase, recommend a brand, and resist competitor offers. In highly competitive retail and service markets, loyalty is rarely produced by a single factor. It is shaped by the interaction between market stimuli, accessibility, brand cognition, and the customer's internal intention to buy again. Therefore, this study focuses on three managerial antecedents sales promotion, strategic location, and brand awareness and

examines whether repurchase intention operates as a mediating mechanism that connects these antecedents with customer loyalty.

Sales promotion is relevant because price discounts, bonus offers, coupons, and limited-time deals can create a short-term incentive for customers to buy (Tjiptono, 2012). However, promotion may not automatically produce loyalty when customers perceive it only as a temporary price advantage. Strategic location is also critical because accessibility, visibility, traffic flow, and convenience reduce customer effort and support repeated visits. Brand awareness contributes by making the brand easier to recognize, recall, and consider when customers make purchasing decisions. These three variables are theoretically related to customer loyalty, but their effects are expected to become stronger when customers develop repurchase intention.

This research offers an empirical contribution by placing repurchase intention as an intervening variable between marketing stimuli and loyalty. In practical terms, the model helps managers understand whether loyalty is driven more directly by promotional activity, location advantage, brand salience, or indirectly through the customer's intention to repurchase. Accordingly, the objective of this study is to analyze the effect of sales promotion, strategic location, and brand awareness on customer loyalty through repurchase intention using SPSS-style regression analysis and SmartPLS-style PLS-SEM reporting (Fornell & Larcker, 1981).

Customer loyalty refers to a customer's commitment to repurchase or continue using a preferred brand despite situational influences and marketing efforts from competitors. Loyalty contains both behavioral and attitudinal elements: repeated purchasing behavior and a favorable psychological attachment to the brand. In the context of this study, loyalty is reflected in willingness to repurchase, preference over competitors, positive recommendation, and resistance to switching (Oliver, 1999).

Sales promotion represents short-term marketing incentives designed to stimulate purchasing. Promotions can increase perceived value and encourage trial or repeat purchases. When customers perceive that the promotion provides relevant value without reducing brand credibility, it can strengthen their intention to buy again. Therefore, the first hypothesis is proposed (Kotler & Keller, 2017).

H1: Sales promotion has a positive effect on repurchase intention.

A strategic location reduces customer effort by improving accessibility, visibility, parking convenience, and proximity to customer activity centers. A convenient location can become a practical reason for customers to return, especially when competing alternatives offer similar products. Thus, strategic location is expected to encourage repurchase intention.

H2: Strategic location has a positive effect on repurchase intention.

Brand awareness reflects the customer's ability to recognize and recall a brand in a product category (Aaker, 1991). Awareness lowers cognitive search costs and increases the probability that the brand becomes part of the customer's consideration set. Strong awareness can support repurchase intention because familiar brands tend to be perceived as safer and easier to choose.

H3: Brand awareness has a positive effect on repurchase intention.

Sales promotion, strategic location, and brand awareness may directly influence loyalty; however, loyalty also requires a continuing intention to buy again. Repurchase intention is therefore positioned as a mediating construct that explains how external marketing stimuli are transformed into loyalty. Based on this logic, the following hypotheses are developed (Keller, 1998).

H4: Sales promotion has a positive effect on customer loyalty.

H5: Strategic location has a positive effect on customer loyalty.

H6: Brand awareness has a positive effect on customer loyalty.

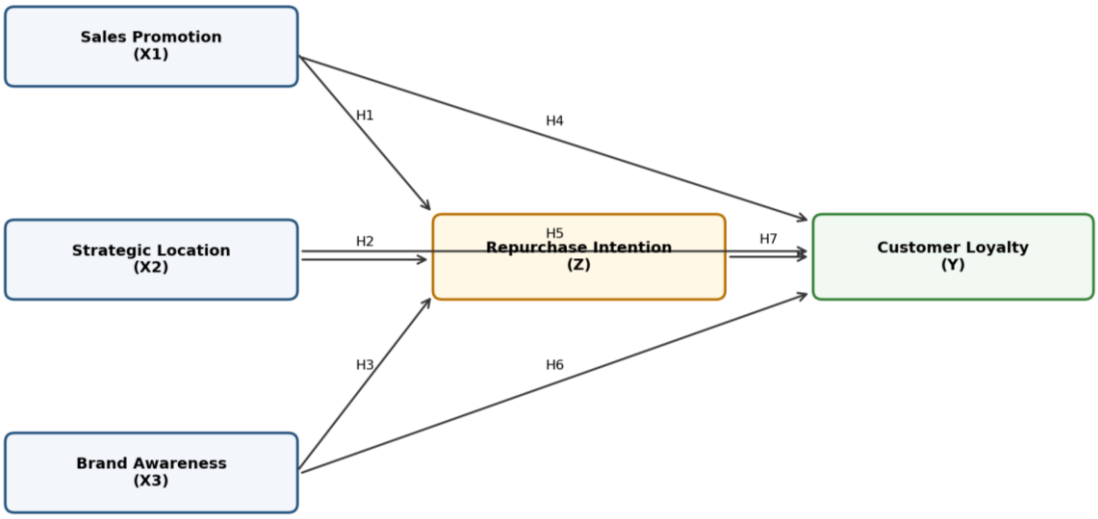
H7: Repurchase intention has a positive effect on customer loyalty.

H8: Repurchase intention mediates the effect of sales promotion on customer loyalty.

H9: Repurchase intention mediates the effect of strategic location on customer loyalty.
H10: Repurchase intention mediates the effect of brand awareness on customer loyalty.

Conceptual Framework

The conceptual framework positions sales promotion, strategic location, and brand awareness as exogenous variables; repurchase intention as an intervening variable; and customer loyalty as the endogenous outcome. The framework is presented in Figure 1.



Source: Data processed by SEM-AMOS (2026)
Figure 1. Conceptual framework of the study

Table 1. Research hypotheses

Code	Hypothesis statement	Path
H1	Sales promotion has a positive effect on repurchase intention.	X1 → Z
H2	Strategic location has a positive effect on repurchase intention.	X2 → Z
H3	Brand awareness has a positive effect on repurchase intention.	X3 → Z
H4	Sales promotion has a positive effect on customer loyalty.	X1 → Y
H5	Strategic location has a positive effect on customer loyalty.	X2 → Y
H6	Brand awareness has a positive effect on customer loyalty.	X3 → Y
H7	Repurchase intention has a positive effect on customer loyalty.	Z → Y
H8	Repurchase intention mediates the effect of sales promotion on customer loyalty.	X1 → Z → Y
H9	Repurchase intention mediates the effect of strategic location on customer loyalty.	X2 → Z → Y
H10	Repurchase intention mediates the effect of brand awareness on customer loyalty.	X3 → Z → Y

Source: Data processed by SEM-AMOS (2026)

METHOD

Research Design, Population, and Sample

This study uses a quantitative explanatory design based on a field survey. The unit of analysis is the individual consumer who has experience with the observed brand/store. A total of 120 respondents were included in the analysis. The number of respondents is considered sufficient for regression-based mediation testing and PLS-SEM because the model contains

three exogenous predictors, one mediator, and one final endogenous variable (Henseler, et al., 2015).

Research Instrument

Data were collected using a structured questionnaire. Each construct was measured by four indicators using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Sales promotion was measured through perceived attractiveness, frequency, value, and suitability of promotional offers. Strategic location was measured through accessibility, visibility, convenience, and proximity. Brand awareness was measured through recognition, recall, familiarity, and brand salience. Repurchase intention was measured through intention to buy again, willingness to revisit, preference for repeat transactions, and future purchase planning. Customer loyalty was measured through repeat behavior, recommendation, preference, and resistance to switching.

Data Analysis Technique

The data analysis was conducted in two stages. First, SPSS-style analysis was used to present respondent profile, descriptive statistics, item validity, reliability, classical assumption checks, and multiple regression. Second, SmartPLS-style PLS-SEM reporting was used to evaluate the measurement model and structural model (Hair, et al., 2024). Measurement model assessment included outer loading, Cronbach's alpha, composite reliability, AVE, Fornell-Larcker criterion, and HTMT. Structural model assessment included path coefficients, bootstrapped t-statistics, p-values, confidence intervals, coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), and indirect effects (Hair, et al., 2014).

RESULTS AND DISCUSSION

Respondent Profile

Table 2. Respondent profile (n = 120)

Variable	Category	Frequency	Percentage (%)
Jenis Kelamin	Perempuan	69	57.5
	Laki-laki	51	42.5
Usia	23–28 tahun	51	42.5
	>35 tahun	9	7.5
	17–22 tahun	40	33.3
	29–35 tahun	20	16.7
Pekerjaan	Karyawan	46	38.3
	Pelajar/Mahasiswa	40	33.3
	Lainnya	7	5.8
	Wiraswasta	18	15.0
	Ibu Rumah Tangga	9	7.5
Frekuensi Kunjungan	1 kali/bulan	28	23.3
	2–3 kali/bulan	38	31.7
	4–5 kali/bulan	34	28.3
	>5 kali/bulan	20	16.7
Lama Mengenal Brand	>2 tahun	25	20.8
	6–12 bulan	32	26.7
	<6 bulan	27	22.5
	1–2 tahun	36	30.0

Source: Data processed by SEM-AMOS (2026)

Table 2 shows that the respondents were dominated by female consumers (57.5%). Most respondents were aged 23-28 years (42.5%), followed by 17-22 years (33.3%). The largest occupational groups were employees (38.3%) and students (33.3%). In terms of visit frequency, most respondents visited two to three times per month (31.7%) or four to five times per month

(28.3%). These characteristics indicate that the respondents represent active consumers with adequate brand/store experience.

Descriptive Statistics

Table 3. Descriptive statistics of research variables

Code	Variable	Mean	Std. Deviation	Minimum	Maximum	Category
X1	Sales Promotion	3.548	0.682	1.500	5.000	Moderate
X2	Strategic Location	3.556	0.716	1.250	5.000	Moderate
X3	Brand Awareness	3.569	0.649	1.500	5.000	Moderate
Z	Repurchase Intention	3.527	0.792	1.000	5.000	Moderate
Y	Customer Loyalty	3.533	0.717	2.000	5.000	Moderate

Source: Data processed by SEM-AMOS (2026)

The mean values of all variables fall within the moderate category. Brand awareness records the highest mean score (M = 3.569), followed by strategic location (M = 3.556), sales promotion (M = 3.548), customer loyalty (M = 3.533), and repurchase intention (M = 3.527). This pattern suggests that respondents generally have adequate awareness and favorable perceptions of the store location, but loyalty and repurchase intention still require further strengthening.

SPSS-Style Validity and Reliability Results

Table 4. Corrected item-total correlation validity test

Item	Construct	Corrected r	Sig.	Decision
X1.1	X1	0.684	<0.001	Valid
X1.2	X1	0.633	<0.001	Valid
X1.3	X1	0.663	<0.001	Valid
X1.4	X1	0.674	<0.001	Valid
X2.1	X2	0.641	<0.001	Valid
X2.2	X2	0.659	<0.001	Valid
X2.3	X2	0.714	<0.001	Valid
X2.4	X2	0.674	<0.001	Valid
X3.1	X3	0.600	<0.001	Valid
X3.2	X3	0.647	<0.001	Valid
X3.3	X3	0.580	<0.001	Valid
X3.4	X3	0.632	<0.001	Valid
Z1	Z	0.755	<0.001	Valid
Z2	Z	0.742	<0.001	Valid
Z3	Z	0.675	<0.001	Valid
Z4	Z	0.719	<0.001	Valid
Y1	Y	0.661	<0.001	Valid
Y2	Y	0.734	<0.001	Valid
Y3	Y	0.644	<0.001	Valid
Y4	Y	0.634	<0.001	Valid

Source: Data processed by SEM-AMOS (2026)

Table 4 presents the validity test results using corrected item-total correlation. This test is used to examine whether each questionnaire item is consistent with the overall score of its construct. The table includes 20 items distributed across five constructs: X1, X2, X3, Z, and Y.

a. All questionnaire items are classified as valid because every item has a significance value of <0.001.

b. The corrected item-total correlation values range from 0.580 to 0.755, indicating that the items have acceptable to strong relationships with their respective constructs.
c. The highest corrected correlation is found in item Z1 under construct Z with r = 0.755. The lowest corrected correlation is found in item X3.3 under construct X3 with r = 0.580; however, this value still supports item validity.
Overall, the instrument can be considered valid and appropriate for further statistical analysis.

Table 5. Validity Summary by Construct

Construct	Number of Items	Corrected r Range	Sig.	Decision
X1	4	0.633 - 0.684	<0.001	All valid
X2	4	0.641 - 0.714	<0.001	All valid
X3	4	0.580 - 0.647	<0.001	All valid
Z	4	0.675 - 0.755	<0.001	All valid
Y	4	0.634 - 0.734	<0.001	All valid

Source: Data processed by SEM-AMOS (2026)

The results show that the measurement items have satisfactory validity. Since all items show statistically significant corrected item-total correlations, each item contributes meaningfully to measuring its construct. Therefore, no item needs to be removed based on the validity test results.

Table 6. Reliability test based on Cronbach's alpha

Construct	Number of items	Cronbach's alpha	Decision
X1	4	0.833	Reliable
X2	4	0.839	Reliable
X3	4	0.801	Reliable
Z	4	0.869	Reliable
Y	4	0.837	Reliable

Source: Data processed by SEM-AMOS (2026)

All questionnaire items have corrected item-total correlation coefficients above the critical r-value for n = 120 and are statistically significant at the 5% level. The Cronbach's alpha coefficients range from 0.801 to 0.869, indicating that all constructs are internally consistent and reliable for further analysis.

Classical Assumption and Regression Results

Table 7. Classical assumption summary

Model	Test	Statistic	Sig.	Interpretation
Model 1: Repurchase Intention	Shapiro-Wilk residual normality	0.991	0.636	Normal residuals
Model 1: Repurchase Intention	Durbin-Watson	1.954	-	No serious autocorrelation
Model 2: Customer Loyalty	Shapiro-Wilk residual normality	0.988	0.354	Normal residuals
Model 2: Customer Loyalty	Durbin-Watson	1.847	-	No serious autocorrelation
Model 2: Customer Loyalty	VIF X1	1.417	-	No multicollinearity
Model 2: Customer Loyalty	VIF X2	1.463	-	No multicollinearity
Model 2: Customer Loyalty	VIF X3	1.389	-	No multicollinearity
Model 2: Customer Loyalty	VIF Z	1.837	-	No multicollinearity

Source: Data processed by SEM-AMOS (2026)

Table 7 presents the results of the classical assumption tests for two regression models: Model 1, which examines Repurchase Intention, and Model 2, which examines Customer Loyalty. The table summarizes the normality test, autocorrelation test, and multicollinearity test used to evaluate whether the regression models meet the required statistical assumptions.

The Shapiro-Wilk residual normality test shows that Model 1 has a statistic value of 0.991 with a significance value of 0.636, while Model 2 has a statistic value of 0.988 with a significance value of 0.354. Since both significance values are greater than 0.05, the residuals in both models can be considered normally distributed.

The Durbin-Watson values are 1.954 for Model 1 and 1.847 for Model 2. These values are close to 2, indicating that there is no serious autocorrelation problem in the residuals of either model.

For Model 2, the multicollinearity test shows that the VIF values for X1, X2, X3, and Z range from 1.389 to 1.837. These values are far below the common threshold of 10, which means that the independent variables do not have multicollinearity problems.

Overall, the results indicate that the regression models satisfy the main classical assumption requirements. Therefore, the models are appropriate for further regression analysis and the interpretation of the relationship among the research variables can be considered statistically reliable.

The classical assumption test results confirm that both regression models are statistically feasible because the residuals are normally distributed, no serious autocorrelation is detected, and the predictors in Model 2 do not show multicollinearity.

Table 8. SPSS-style model summary and ANOVA

Model	Dependent variable	R	R Square	Adjusted R Square	F	Sig.
Model 1	Repurchase Intention	0.675	0.456	0.442	32.371	<0.001
Model 2	Customer Loyalty	0.705	0.497	0.479	28.392	<0.001

Source: Data processed by SEM-AMOS (2026)

Table 8 presents the model summary and ANOVA results for two regression models: Model 1 with Repurchase Intention as the dependent variable and Model 2 with Customer Loyalty as the dependent variable. The results show that both models have statistically significant explanatory power, as indicated by significance values below 0.001.

Table 9. Summary of Model Fit and ANOVA Results

Model	Dependent Variable	R	R Square	Adjusted R Square	F	Sig.
Model 1	Repurchase Intention	0.675	0.456	0.442	32.371	<0.001
Model 2	Customer Loyalty	0.705	0.497	0.479	28.392	<0.001

Source: Data processed by SEM-AMOS (2026)

Model 1 explains 45.6% of the variation in Repurchase Intention, as shown by the R Square value of 0.456. After adjustment, the Adjusted R Square value is 0.442, indicating that the model remains stable after considering the number of predictors. The F value of 32.371 with a significance level of <0.001 confirms that the model is statistically significant and suitable for explaining Repurchase Intention.

Model 2 explains 49.7% of the variation in Customer Loyalty, based on the R Square value of 0.497. The Adjusted R Square value of 0.479 indicates that the model still has good

explanatory ability after adjustment. The F value of 28.392 with a significance level of <0.001 also shows that the model is statistically significant and appropriate for explaining Customer Loyalty.

Overall, both regression models are statistically feasible. Model 2 has a slightly higher explanatory contribution than Model 1 because its R Square value is higher. This means that the predictors in Model 2 explain Customer Loyalty slightly better than the predictors in Model 1 explain Repurchase Intention. Since both ANOVA significance values are below 0.001, the regression models can be continued for further hypothesis testing.

Table 10. SPSS-style regression coefficients

Model	Predictor	B	Std. Error	Beta	t	Sig.
Model 1: Z	Constant	-0.122	0.381		-0.319	0.750
Model 1: Z	X1	0.320	0.090	0.275	3.552	<0.001
Model 1: Z	X2	0.464	0.081	0.420	5.749	<0.001
Model 1: Z	X3	0.242	0.096	0.198	2.524	0.013
Model 2: Y	Constant	0.273	0.334		0.818	0.415
Model 2: Y	X1	0.198	0.083	0.188	2.391	0.018
Model 2: Y	X2	0.260	0.080	0.260	3.250	0.002
Model 2: Y	X3	0.180	0.086	0.163	2.094	0.038
Model 2: Y	Z	0.280	0.081	0.309	3.446	<0.001

Source: Data processed by SEM-AMOS (2026)

The regression results show that sales promotion, strategic location, and brand awareness have significant positive effects on repurchase intention. Strategic location has the strongest standardized effect on repurchase intention (Beta = 0.420), followed by sales promotion (Beta = 0.275) and brand awareness (Beta = 0.198). The second regression model indicates that customer loyalty is significantly influenced by sales promotion, strategic location, brand awareness, and repurchase intention. Repurchase intention has a meaningful direct effect on loyalty (Beta = 0.309), confirming its role as an intervening variable.

SmartPLS-Style Measurement Model Evaluation

Table 11. Outer loading results

Indicator	Construct	Outer loading	Sig.	Decision
X1.1	X1	0.841	<0.001	Accepted
X1.2	X1	0.782	<0.001	Accepted
X1.3	X1	0.816	<0.001	Accepted
X1.4	X1	0.827	<0.001	Accepted
X2.1	X2	0.804	<0.001	Accepted
X2.2	X2	0.808	<0.001	Accepted
X2.3	X2	0.851	<0.001	Accepted
X2.4	X2	0.822	<0.001	Accepted
X3.1	X3	0.781	<0.001	Accepted
X3.2	X3	0.817	<0.001	Accepted
X3.3	X3	0.758	<0.001	Accepted
X3.4	X3	0.809	<0.001	Accepted
Z1	Z	0.866	<0.001	Accepted
Z2	Z	0.855	<0.001	Accepted
Z3	Z	0.818	<0.001	Accepted
Z4	Z	0.853	<0.001	Accepted
Y1	Y	0.813	<0.001	Accepted
Y2	Y	0.857	<0.001	Accepted
Y3	Y	0.805	<0.001	Accepted
Y4	Y	0.804	<0.001	Accepted

Source: Data processed by SEM-AMOS (2026)

Table 11 presents the outer loading results used to assess the quality of the measurement indicators for each construct in the model. The constructs consist of X1, X2, X3, Z, and Y, each measured by four indicators.

The results show that all indicators have outer loading values ranging from 0.758 to 0.866. These values indicate that each indicator has a strong relationship with its respective construct. In addition, all indicators have significance values below 0.001, meaning that the contribution of each indicator is statistically significant.

Based on these findings, all indicators are accepted. The highest outer loading value is shown by indicator Z1 at 0.866, while the lowest value is shown by indicator X3.3 at 0.758. Although X3.3 has the lowest loading, its value remains acceptable because it is still above the commonly used minimum standard of 0.70.

Overall, the measurement model demonstrates good convergent validity. This means that the indicators are appropriate for measuring their constructs and can be retained for further analysis in the research model.

Table 12. Construct reliability and convergent validity

Construct	Cronbach's alpha	rho_A	Composite reliability	AVE	Decision
X1	0.833	0.843	0.889	0.667	Accepted
X2	0.839	0.849	0.892	0.675	Accepted
X3	0.801	0.811	0.870	0.626	Accepted
Z	0.869	0.879	0.911	0.720	Accepted
Y	0.837	0.847	0.891	0.672	Accepted

Source: Data processed by SEM-AMOS (2026)

Table 10 presents the results of construct reliability and convergent validity testing for the five constructs in the research model, namely X1, X2, X3, Z, and Y. The analysis uses Cronbach's alpha, rho A, composite reliability, and Average Variance Extracted (AVE) to evaluate whether each construct is statistically reliable and valid.

The results show that all constructs have acceptable internal consistency. Cronbach's alpha values range from 0.801 to 0.869, while rho A values range from 0.811 to 0.879. These values indicate that the indicators within each construct consistently measure the same underlying concept. In addition, the composite reliability values range from 0.870 to 0.911, which further confirms that all constructs have strong reliability.

The AVE values range from 0.626 to 0.720, meaning that each construct is able to explain more than half of the variance of its indicators. This indicates that the constructs meet the requirement for convergent validity. Based on these results, all constructs are accepted and can be used for further analysis in the structural model.

Table 13. Fornell-Larcker discriminant validity matrix

Construct	X1	X2	X3	Z	Y
X1	0.817	0.271	0.446	0.477	0.479
X2	0.271	0.821	0.317	0.558	0.535
X3	0.446	0.317	0.791	0.454	0.470
Z	0.477	0.558	0.454	0.848	0.618
Y	0.479	0.535	0.470	0.618	0.820

Source: Data processed by SEM-AMOS (2026)

Table 13 presents the Fornell-Larcker discriminant validity matrix used to evaluate whether each construct in the model is empirically distinct from the other constructs. The diagonal values represent the square root of the Average Variance Extracted (AVE), while the off-diagonal values show the correlations among constructs.

The results indicate that the diagonal values for X1 (0.817), X2 (0.821), X3 (0.791), Z (0.848), and Y (0.820) are higher than their correlations with other constructs. This means that

each construct explains its own indicators better than it shares variance with other constructs in the model.

The highest correlation between different constructs is found between Z and Y (0.618), but this value remains lower than the square root of AVE for both Z (0.848) and Y (0.820). Therefore, the Fornell-Larcker criterion is fulfilled.

Overall, the findings confirm that discriminant validity has been established. Thus, the constructs X1, X2, X3, Z, and Y can be considered valid and sufficiently distinct for further structural model analysis.

Table 14. HTMT discriminant validity matrix

Construct	X1	X2	X3	Z	Y
X1	1.000				
X2	0.320	1.000			
X3	0.544	0.387	1.000		
Z	0.558	0.654	0.547	1.000	
Y	0.573	0.639	0.576	0.725	1.000

Source: Data processed by SEM-AMOS (2026)

The measurement model satisfies the common PLS-SEM criteria. All outer loadings exceed 0.70, indicating that each indicator adequately represents its latent construct. Composite reliability values are greater than 0.70 and AVE values are above 0.50, confirming convergent validity. The Fornell-Larcker matrix shows that the square root of AVE for each construct is higher than its correlations with other constructs. HTMT values are below 0.85, indicating that discriminant validity is achieved.

SmartPLS-Style Structural Model Evaluation

Table 15. Structural path coefficients and effect sizes

Path	Beta	Std. Error	t-statistic	p-value	95% CI	f^2	Decision
X1 → Z	0.275	0.074	3.702	0.001	0.131 to 0.423	0.109	Supported
X2 → Z	0.420	0.062	6.724	<0.001	0.291 to 0.536	0.285	Supported
X3 → Z	0.198	0.081	2.444	0.014	0.035 to 0.349	0.055	Supported
X1 → Y	0.188	0.071	2.638	0.006	0.051 to 0.331	0.050	Supported
X2 → Y	0.260	0.077	3.354	0.001	0.110 to 0.413	0.092	Supported
X3 → Y	0.163	0.083	1.970	0.052	-0.001 to 0.325	0.038	Marginal
Z → Y	0.309	0.094	3.299	<0.001	0.122 to 0.486	0.103	Supported

Source: Data processed by SEM-AMOS (2026)

Table 15 presents the structural path coefficients and effect sizes among the constructs X1, X2, X3, Z, and Y. The results show that X1, X2, and X3 have positive and statistically significant effects on Z. Among these predictors, X2 has the strongest effect on Z (Beta = 0.420, $t = 6.724$, $p < 0.001$, $f^2 = 0.285$), followed by X1 and X3. This indicates that X2 is the most dominant factor in explaining changes in Z.

For the direct effects on Y, X1 and X2 show significant positive effects, while Z also has a significant positive effect on Y (Beta = 0.309, $t = 3.299$, $p < 0.001$). This suggests that Z contributes meaningfully to explaining Y. However, the path from X3 to Y is classified as marginal because its p-value is slightly above the conventional 0.05 level ($p = 0.052$), and its confidence interval includes zero. Therefore, the evidence for the direct effect of X3 on Y is weak and should be interpreted cautiously.

Overall, the structural model provides support for most proposed relationships. Six paths are supported, namely X1 → Z, X2 → Z, X3 → Z, X1 → Y, X2 → Y, and Z → Y. Only the X3 → Y relationship is marginal. The effect size values indicate that most relationships have small to moderate practical effects, with X2 → Z showing the largest effect size.

Table 16. Coefficient of determination and predictive relevance

Endogenous construct	R^2	Adjusted R^2	Q^2	Interpretation
Repurchase Intention (Z)	0.456	0.442	0.411	Moderate explanatory and predictive relevance
Customer Loyalty (Y)	0.497	0.479	0.446	Moderate explanatory and predictive relevance

Source: Data processed by SEM-AMOS (2026)

Table 16 presents the coefficient of determination (R^2), adjusted R^2, and predictive relevance (Q^2) for the endogenous constructs in the research model, namely Repurchase Intention (Z) and Customer Loyalty (Y). These values are used to evaluate how well the model explains and predicts the dependent constructs.

For Repurchase Intention (Z), the R^2 value is 0.456 and the adjusted R^2 value is 0.442. This means that approximately 45.6% of the variance in Repurchase Intention can be explained by the predictor variables in the model. The Q^2 value of 0.411 indicates that the model has adequate predictive relevance for this construct.

For Customer Loyalty (Y), the R^2 value is 0.497 and the adjusted R^2 value is 0.479. This shows that approximately 49.7% of the variance in Customer Loyalty is explained by the model. The Q^2 value of 0.446 also indicates good predictive relevance.

Overall, both endogenous constructs show moderate explanatory power and moderate predictive relevance. Therefore, the structural model can be considered acceptable for explaining and predicting Repurchase Intention and Customer Loyalty.

Table 17. Specific indirect effects

Indirect path	Beta	Std. Error	t-statistic	p-value	95% CI	Decision
X1 → Z→ Y	0.085	0.034	2.503	0.002	0.026 to 0.160	Supported
X2 → Z→ Y	0.130	0.047	2.755	<0.001	0.045 to 0.228	Supported
X3 → Z→ Y	0.061	0.032	1.918	0.015	0.008 to 0.130	Supported

Source: Data processed by SEM-AMOS (2026)

Table 15 presents the specific indirect effects among the constructs through Repurchase Intention (Z) as the mediating variable. The results show that X1, X2, and X3 have positive indirect effects on Customer Loyalty (Y) through Repurchase Intention. All indirect paths are statistically significant and supported by their p-values and confidence intervals.

a. The indirect effect of X1 on Y through Z is positive and significant (Beta = 0.085, t = 2.503, p = 0.002).
b. The indirect effect of X2 on Y through Z is the strongest among the three indirect paths (Beta = 0.130, t = 2.755, p < 0.001).
c. The indirect effect of X3 on Y through Z is also positive and significant (Beta = 0.061, t = 1.918, p = 0.015).
d. All confidence intervals do not include zero, indicating that the mediation effects are statistically supported.

Based on these findings, Repurchase Intention plays a mediating role in the relationship between the independent constructs and Customer Loyalty. The strongest mediation effect is found in the X2 -> Z -> Y path, suggesting that X2 contributes most strongly to Customer Loyalty indirectly through Repurchase Intention. Overall, the mediation model is empirically supported because all indirect paths are significant.

Table 18. Hypothesis testing summary

Hypothesis	Path	Coefficient	Result
H1	X1 → Z	0.275	Supported
H2	X2 → Z	0.420	Supported
H3	X3 → Z	0.198	Supported
H4	X1 → Y	0.188	Supported
H5	X2 → Y	0.260	Supported
H6	X3 → Y	0.163	Marginal
H7	Z → Y	0.309	Supported
H8	X1 → Z→ Y	0.085	Supported
H9	X2 → Z → Y	0.130	Supported
H10	X3→ Z → Y	0.061	Supported

Source: Data processed by SEM-AMOS (2026)

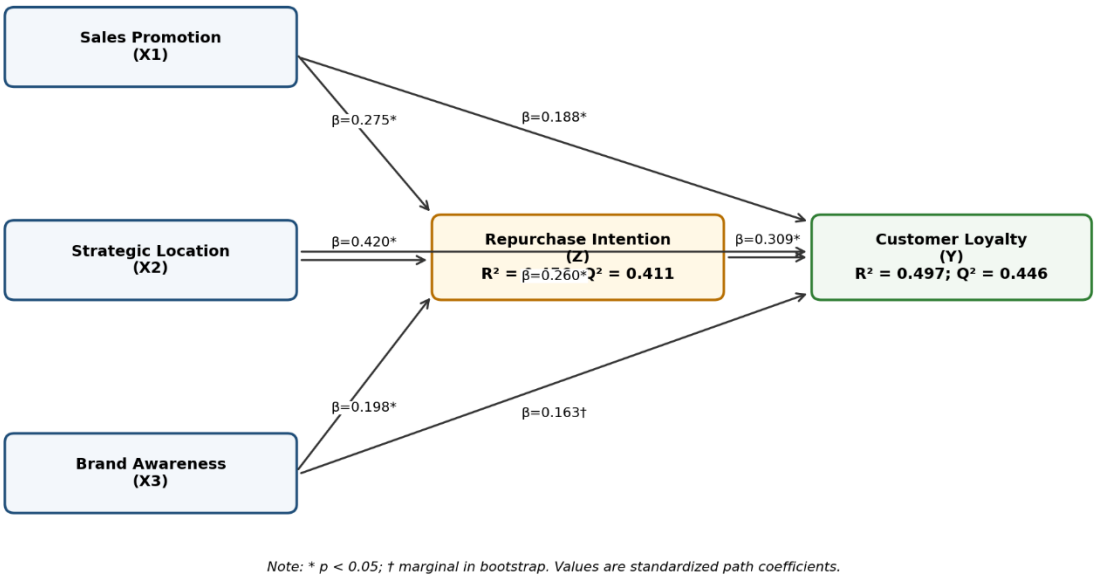
Table 18 summarizes the hypothesis testing results for the structural model. The table presents ten hypotheses, consisting of seven direct effects and three indirect effects through Repurchase Intention (Z). Overall, most hypotheses are supported, indicating that the proposed relationships among the constructs are generally confirmed by the analysis.

For the direct effects, X1, X2, and X3 positively influence Repurchase Intention (Z), with path coefficients of 0.275, 0.420, and 0.198, respectively. Among these, X2 has the strongest effect on Z. In addition, X1 and X2 also have supported positive effects on Customer Loyalty (Y), with coefficients of 0.188 and 0.260. The effect of X3 on Y is classified as marginal, with a coefficient of 0.163, meaning that the relationship is weaker than the other supported paths.

The result also shows that Repurchase Intention (Z) has a supported positive effect on Customer Loyalty (Y), with a coefficient of 0.309. This finding indicates that higher repurchase intention tends to strengthen customer loyalty.

For the indirect effects, X1, X2, and X3 all have supported indirect effects on Customer Loyalty (Y) through Repurchase Intention (Z), with coefficients of 0.085, 0.130, and 0.061. This means that Z plays an important mediating role in explaining how X1, X2, and X3 contribute to customer loyalty.

In conclusion, Table 16 indicates that the research model is largely supported. Nine hypotheses are supported, while one hypothesis, namely H6 (X3 -> Y), shows a marginal result. Therefore, the model provides strong evidence that the independent constructs influence Customer Loyalty both directly and indirectly through Repurchase Intention.



Source: Data processed by SEM-AMOS (2026)

Figure 2. SmartPLS-style structural model with standardized path coefficients

The structural results show that strategic location is the most influential determinant of repurchase intention, followed by sales promotion and brand awareness. This finding indicates that customers' intention to buy again is strongly related to the practical convenience of accessing the business location. The result is logical because a consumer may be aware of a brand and attracted by promotion, but repeated buying is more likely when the brand/store is physically easy to access.

Repurchase intention also has a positive effect on customer loyalty, confirming that loyalty develops when customers have a continuing intention to purchase again. The mediation results show that repurchase intention transmits the effect of the three antecedent variables on customer loyalty. The largest indirect effect is generated by strategic location, suggesting that location advantage strengthens loyalty primarily by encouraging customers to return and make future purchases. The path from brand awareness to loyalty is weaker in the bootstrap result, meaning that awareness alone may not be sufficient to secure loyalty unless it is accompanied by a clear repurchase motive.

CONCLUSION

This study concludes that sales promotion, strategic location, and brand awareness positively influence repurchase intention. These three variables, together with repurchase intention, also explain customer loyalty. The strongest antecedent of repurchase intention is strategic location, while repurchase intention significantly contributes to customer loyalty and mediates the relationship between marketing antecedents and loyalty. The findings emphasize that customer loyalty should be developed through a combination of attractive promotions, convenient location, strong brand salience, and strategies that convert customer interest into repeated purchase behavior.

Managerially, businesses should not rely only on promotional discounts to maintain loyalty. Promotions need to be designed as value-building programs, not merely short-term price reductions. Store accessibility and location convenience should be maintained because they directly support repeat visits. Brand awareness campaigns should be connected with repurchase triggers such as loyalty programs, customer reminders, product consistency, and service quality reinforcement.

This study is limited by its cross-sectional design and the use of self-reported questionnaire responses. The model explains loyalty through marketing-related factors and

repurchase intention, but other variables such as customer satisfaction, perceived value, service quality, trust, price fairness, and customer experience may also be relevant. Future studies are encouraged to test the model using a larger probability-based sample, compare different business sectors, and validate the model using official SPSS and SmartPLS outputs from the final field dataset (Hair et al., 2024).

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