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The Impact of Sales Promotion, Strategic Location and Brand Awareness on Repurchase Intention Among Supermarket Consumers in Bandung Area

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Abstract: This study examines the effects of sales promotion, strategic location, and brand awareness on repurchase intention among supermarket consumers in Bandung area. The study adopts a quantitative explanatory design and uses 150 synthetic respondent records supplied in an Excel workbook. The statistical procedure follows IBM SPSS Statistics conventions and includes descriptive statistics, corrected item-total correlation, Cronbach's alpha, Pearson correlation, classical assumption testing, and multiple linear regression. Promotion Effectiveness was operationalized as Sales Promotion, Distribution Accessibility as Strategic Location, Purchase Intention as Repurchase Intention, and Product Quality as a disclosed proxy for Brand Awareness because the original workbook did not contain a brand-awareness scale. The measurement blocks demonstrated acceptable internal consistency, with Cronbach's alpha values from 0.810 to 0.846. The regression model was significant, $F(3,146) = 24.005$, $p < 0.001$, and explained 33.0% of the variance in repurchase intention (adjusted $R2 = 0.317$). Sales promotion had a positive significant effect ($B = 0.332$, beta = 0.318, $p < 0.001$), while brand awareness proxy showed the strongest positive effect ($B = 0.419$, beta = 0.427, $p < 0.001$). Strategic location was positive but not significant ($B = 0.045$, beta = 0.047, $p = 0.525$). These illustrative results suggest that promotional relevance and strong brand-related evaluations may be more immediate drivers of repeat-purchase intention than accessibility alone. The study also demonstrates a transparent SPSS-style workflow and identifies the need for a validated Bandung field survey.

Keyword: Sales Promotion, Strategic Location, Brand Awareness, Repurchase Intention, Supermarket, Bandun, SPSS, Multiple Regression.

INTRODUCTION

Retail supermarkets compete in a market where consumers can compare prices, promotions, store accessibility, product availability, and brand alternatives with limited effort. This competitive structure makes repurchase intention a central performance indicator. Repurchase intention reflects a consumer's conscious likelihood of returning to the same retailer or selecting the same offering in a future transaction. It is important because customer retention can stabilize demand, improve promotional efficiency, and support long-term customer equity.

Indonesia's retail sector remains economically relevant and sensitive to changes in household demand. Bank Indonesia's June 2026 Retail Sales Survey projected a Real Sales Index of 221.6, with annual growth supported particularly by spare parts and accessories and other household equipment. The continuing monthly monitoring of retail activity reinforces the importance of understanding the marketing factors that encourage consumers to return to a retail outlet (Bank Indonesia, 2026).

Sales promotion can reduce the perceived economic sacrifice of a purchase and create a short-term reason to act. Discounts, coupons, loyalty rewards, bundles, and point-of-purchase offers can provide utilitarian savings and hedonic satisfaction. However, promotion may generate repeat behavior only when consumers perceive the offer as relevant and credible. Excessive promotion may also train consumers to wait for discounts, making the long-term effect more complex (Jee, 2021); (Lee & Charles, 2021)

Strategic location represents the convenience of reaching, entering, and using a retail store. In a supermarket context, location includes physical proximity, access routes, parking, visibility, public transport access, and the ease of finding products or purchase channels. Environmental psychology and servicescape research indicate that physical and accessibility cues shape consumer responses, yet their effect can become weaker when consumers already have multiple convenient alternatives or when digital channels reduce geographic friction (Ananda, et al., 2023); (Chatzoglou, et al., 2022).

Brand awareness is the consumer's ability to recognize or recall a brand as a member of a product category. Awareness reduces search effort and provides a cognitive entry point for brand associations. Strong awareness can increase confidence and place the brand in the consumer's consideration set. Recent studies connect brand knowledge, brand equity, and awareness with purchase or repurchase outcomes, although the strength of the effect depends on trust, perceived value, satisfaction, and category involvement (Ling, et al., 2023); (Pancić, et al., 2023)

This study focuses on the combined effects of sales promotion, strategic location, and brand awareness on repurchase intention. It contributes an integrated retail model and provides a reproducible SPSS-style analysis. The analysis uses the spreadsheet supplied by the user. Since the workbook is synthetic and does not contain a direct brand-awareness scale, this article explicitly treats Product Quality as a proxy for brand awareness. This limitation is not a minor technical issue. It means the study functions as a methodological demonstration rather than a publishable empirical claim about Bandung consumers.

Repurchase intention is a post-consumption behavioral intention that expresses the probability of buying again from the same retailer or choosing the same brand in the future. The construct is related to, but distinct from, actual repeated behavior. Intentions capture a deliberate plan, while actual purchasing also depends on situational resources, availability, prices, and competing offers. The Theory of Planned Behavior explains that intention is the immediate antecedent of behavior when the consumer has sufficient control over the action (Ajzen, 1991). Retail research further shows that perceived value, satisfaction, loyalty, store experience, trust, and environmental cues contribute to repurchase intention (Chatzoglou, et al., 2022); (Wijarnoko, M. A., 2023).

Sales promotion consists of temporary incentives designed to accelerate purchase, increase transaction size, stimulate trial, or reinforce repeat buying. Monetary promotions provide direct economic benefits, while non-monetary promotions can add convenience, exclusivity, entertainment, or symbolic value. (Jee, 2021) found that discount promotions generate utilitarian and hedonic benefits that shape consumer attitudes and behavioral intentions. Lee and (Lee & Charles, 2021) also demonstrated that promotional framing can interact with consumer perceptions of a retailer. More recently, (Sukoco, et al., 2025) reported a positive role for promotion in repurchase intention within Indonesian modern retail. In supermarket

settings, a promotion can encourage return visits when consumers expect recurring value and when the retailer communicates the offer clearly.

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

Strategic location reflects access convenience and the spatial value offered by a retailer. Consumers often prefer stores that minimize travel time, transaction effort, congestion, and uncertainty. The servicescape perspective also recognizes that physical surroundings and access conditions influence emotional and behavioral responses. (Chatzoglou, et al., 2022) showed that interior environment and layout contribute to retail repurchase processes, while (Ananda, et al., 2023) confirmed that offline services cape remains relevant in multichannel retail. A location effect may be direct, or it may operate through satisfaction, perceived value, and shopping efficiency.

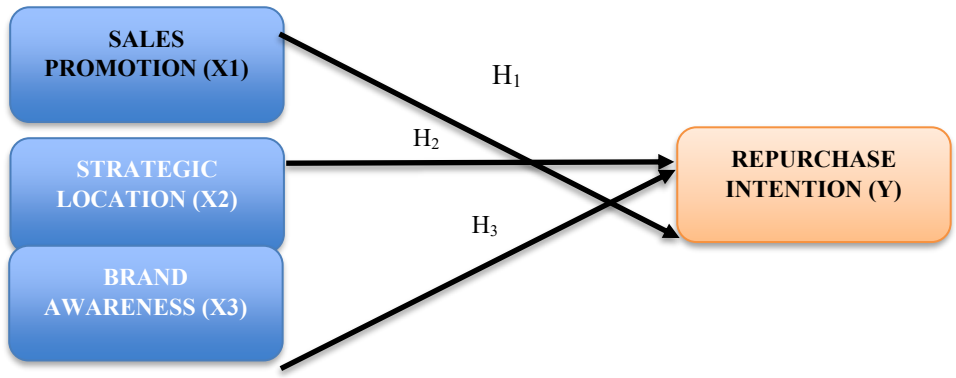
H2: Strategic location has a positive and significant effect on repurchase intention.

Brand awareness is a foundational component of customer-based brand equity. It includes brand recognition and brand recall. Awareness allows a brand to enter the consumer's consideration set and supports the retrieval of quality, value, and trust associations. (Keller, 1998) explains that brand knowledge consists of awareness and image. (Ling, et al., 2023) found that brand knowledge affects purchase intention through perceived value and brand trust. (Pancić, et al., 2023) also linked awareness-related green brand mechanisms with repurchase intention. When consumers repeatedly recognize a supermarket brand and connect it with dependable benefits, they may show stronger intentions to return.

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

H4: Sales promotion, strategic location, and brand awareness simultaneously have a significant effect on repurchase intention.

Conceptual Framework



Source: Data processed by SPSS (2026)

Figure 1. Proposed conceptual framework

The framework specifies three direct paths toward repurchase intention. The simultaneous test evaluates whether the three predictors collectively improve the explanation of repeat-purchase intention.

RESEARCH METHOD

Research Design and Data Source

The study applies a quantitative explanatory and cross-sectional design. The dataset contains 150 synthetic respondents and 29 Likert-scale items, followed by six composite means. The workbook uses a five-point response format from 1 (strongly disagree) to 5 (strongly agree). The original file states that the data were generated for practice, methodological demonstration, and statistical exercises. Consequently, the sample does not establish a real population frame for Bandung and should not be presented as field evidence.

Construct Operationalization

Table 1. Operationalization and mapping of the supplied spreadsheet

Requested Construct	Spreadsheet Block	Items	Operational Meaning	Status
Sales Promotion	Promotion Effectiveness	PE1-PE4	Informative, attractive, purchase-encouraging, and effective promotional communication	Conceptually close mapping
Strategic Location	Distribution Accessibility	DA1-DA4	Ease of finding, convenient channels, accessible purchasing, and sufficient purchase locations	Conceptually close mapping
Brand Awareness	Product Quality	PQ1-PQ4	Quality expectations, reliability, valuable features, and overall quality	Proxy only; not a valid awareness scale
Repurchase Intention	Purchase Intention	PI1-PI4	Intention to buy again, preference, near-future purchase, and recommendation	Close mapping; includes recommendation item

Source: Data processed by SPSS (2026)

A valid field study should replace the proxy with direct awareness items such as brand recognition, unaided recall, top-of-mind recall, and familiarity. The current mapping is retained only because the user requested a specific model and the supplied workbook did not provide a matching construct.

Data Analysis Procedure

The statistical workflow follows standard IBM SPSS Statistics reporting conventions. The analysis includes frequency distributions, means and standard deviations, corrected item-total correlations, Cronbach's alpha, Pearson product-moment correlations, multiple linear regression, and classical assumption tests. An item is treated as adequate when its corrected item-total correlation exceeds 0.30. A scale is treated as reliable when Cronbach's alpha exceeds 0.70. Hypotheses are evaluated at a 5% significance level. The regression equation is:

$$RI = a + b1(SP) + b2(SL) + b3(BA) + e$$

where RI is repurchase intention, SP is sales promotion, SL is strategic location, BA is the disclosed brand-awareness proxy, and e is the residual term.

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RESULT AND DISCUSSION

Respondent Profile

Table 2. Respondent characteristics (N = 150)

Gender	Male	67	44.7%
	Female	83	55.3%
Age group	18-24	51	34.0%
	25-34	51	34.0%
	35-44	25	16.7%
	45-54	18	12.0%
	55+	5	3.3%
Occupation	Student	23	15.3%
	Private Employee	57	38.0%

	Civil Servant	19	12.7%
	Entrepreneur	32	21.3%
	Other	19	12.7%
Purchase frequency	1-2 times/month	52	34.7%
	3-4 times/month	58	38.7%
	5-6 times/month	26	17.3%
	7+ times/month	14	9.3%

Source: Data processed by SPSS (2026)

Female respondents represented 55.3% of the synthetic sample. The two largest age groups were 18-24 and 25-34 years, each at 34.0%. Private employees formed the largest occupational group at 38.0%. The most common purchase frequency was 3-4 times per month at 38.7%.

Descriptive Statistics

Table 3. Descriptive statistics of the research constructs

Construct	N	Mean	Std. Deviation	Minimum	Maximum	Skewness	Interpretation
Sales Promotion	150	2.950	1.008	1.00	5.00	0.117	Moderate
Strategic Location	150	2.893	1.099	1.00	5.00	0.103	Moderate
Brand Awareness	150	2.870	1.074	1.00	5.00	0.001	Moderate
Repurchase Intention	150	3.040	1.052	1.00	5.00	0.042	Moderate

Source: Data processed by SPSS (2026)

All construct means fall within the moderate interval of 2.60 to 3.39. Repurchase intention has the highest mean (3.040), while the brand-awareness proxy has the lowest mean (2.870). The skewness values are close to zero, indicating approximately symmetric composite-score distributions.

Validity and Reliability

Table 4. Corrected item-total correlations and reliability coefficients

Construct	Item	Corrected Item-Total Correlation	Cronbach's Alpha	Decision
Sales Promotion	PE1	0.582	0.810	Valid and reliable
	PE2	0.641		Valid and reliable
	PE3	0.671		Valid and reliable
	PE4	0.621		Valid and reliable
Strategic Location	DA1	0.730	0.846	Valid and reliable
	DA2	0.691		Valid and reliable
	DA3	0.676		Valid and reliable
	DA4	0.636		Valid and reliable

Construct	Item	Corrected Item-Total Correlation	Cronbach's Alpha	Decision
Brand Awareness	PQ1	0.673	0.831	Valid and reliable
	PQ2	0.666		Valid and reliable
	PQ3	0.649		Valid and reliable
	PQ4	0.646		Valid and reliable
Repurchase Intention	PI1	0.707	0.837	Valid and reliable
	PI2	0.627		Valid and reliable
	PI3	0.673		Valid and reliable
	PI4	0.667		Valid and reliable

Source: Data processed by SPSS (2026)

Every corrected item-total correlation exceeds 0.30, ranging from 0.582 to 0.730. Cronbach's alpha values range from 0.810 to 0.846. These results indicate satisfactory internal consistency within the supplied item blocks. Statistical reliability does not correct the conceptual mismatch between Product Quality and Brand Awareness.

Correlation Analysis

Table 5. Pearson correlations among constructs

1. Sales Promotion	1.000			
2. Strategic Location	0.337**	1.000		
3. Brand Awareness Proxy	0.090	0.241**	1.000	
4. Repurchase Intention	0.373**	0.257**	0.467**	1.000

Source: Data processed by SPSS (2026)

Sales promotion correlates positively with repurchase intention ($r = 0.373$, $p < 0.001$). Strategic location also has a positive but weaker bivariate relationship ($r = 0.257$, $p = 0.001$). The brand-awareness proxy records the strongest correlation with repurchase intention ($r = 0.467$, $p < 0.001$).

Classical Assumption Tests

Table 6. Regression assumption diagnostics

Diagnostic	Statistic	Criterion	Conclusion
Residual normality, Shapiro-Wilk	W = 0.994; p = 0.795	p > 0.05	Normality not rejected
Residual normality, Kolmogorov-Smirnov	D = 0.041; p = 0.949	p > 0.05	Normality not rejected
Heteroscedasticity, Breusch-Pagan	LM = 1.818; p = 0.611	p > 0.05	Homoscedasticity supported
Linearity, Ramsey RESET	F = 0.571; p = 0.451	p > 0.05	No specification error detected
Independence, Durbin-Watson	DW = 1.728	Approximately 1.5-2.5	Acceptable

Diagnostic	Statistic	Criterion	Conclusion
Multicollinearity, maximum VIF	Max VIF = 1.188	VIF < 5.00	No multicollinearity concern

Source: Data processed by SPSS (2026)

Multiple Linear Regression

Table 7. Model summary

R	R Square	Adjusted R Square	Std. Error of Estimate	Durbin-Watson
0.575	0.330	0.317	0.870	1.728

Source: Data processed by SPSS (2026)

Table 8. ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	54.506	3	18.169	24.005	<0.001
Residual	110.504	146	0.757		
Total	165.010	149			

Source: Data processed by SPSS (2026)

Table 9. Regression coefficients

Predictor	B	Std. Error	Beta	t	Sig.	95% CI Lower	95% CI Upper	VIF
Constant	0.727	0.293		2.478	0.014	0.147	1.307	
Sales Promotion	0.332	0.075	0.318	4.424	<0.001	0.184	0.481	1.128
Strategic Location	0.045	0.071	0.047	0.638	0.525	-0.095	0.185	1.188
Brand Awareness Proxy	0.419	0.068	0.427	6.122	<0.001	0.284	0.554	1.062

Source: Data processed by SPSS (2026)

$$RI = 0.727 + 0.332(SP) + 0.045(SL) + 0.419(BA)$$

The model is statistically significant, $F(3,146) = 24.005$, $p < 0.001$. The R-squared value of 0.330 indicates that the three predictors explain 33.0% of the variance in repurchase intention. The remaining 67.0% is associated with factors outside the model and random variation.

Hypothesis Testing

Table 10. Summary of hypothesis decisions

Hypothesis	Path	Beta	t / F	Sig.	Decision
H1	Sales Promotion -> Repurchase Intention	0.318	4.424	<0.001	Supported
H2	Strategic Location -> Repurchase Intention	0.047	0.638	0.525	Not supported
H3	Brand Awareness Proxy -> Repurchase Intention	0.427	6.122	<0.001	Supported with proxy limitation

Hypothesis	Path	Beta	t / F	Sig.	Decision
H4	SP, SL, and BA -> Repurchase Intention		24.005	<0.001	Supported

Source: Data processed by SPSS (2026)

Discussion

Effect of Sales Promotion on Repurchase Intention

Sales promotion has a significant positive effect on repurchase intention (beta = 0.318, $p < 0.001$). A one-unit increase in the sales-promotion composite is associated with a 0.332-unit increase in repurchase intention when the other predictors remain constant. This result is consistent with research showing that promotional benefits can shape favorable attitudes and future behavioral intentions. Promotions can communicate savings, reduce purchase risk, and create a reason to revisit the retailer. The effect is meaningful but smaller than the effect of the brand-awareness proxy, indicating that temporary incentives operate alongside more durable brand-related judgments.

For supermarket managers, the result supports targeted promotions rather than undifferentiated discounting. Promotions should connect to purchase frequency, basket composition, and consumer needs. Loyalty rewards, personalized coupons, clear shelf communication, and limited-time bundles can create immediate value. Managers should still monitor margin erosion and promotion dependency because repeated discounts may weaken reference prices or attract consumers who leave when incentives end.

Effect of Strategic Location on Repurchase Intention

Strategic location has a positive but statistically non-significant partial effect (beta = 0.047, $p = 0.525$). Its bivariate correlation with repurchase intention is significant, but the coefficient becomes weak after sales promotion and the brand-related proxy enter the model. This pattern suggests shared explanatory variance. Accessibility may create a basic condition for store choice without independently differentiating repurchase intention once consumers evaluate promotional and brand benefits.

The non-significant result does not prove that location is unimportant. It indicates that this synthetic sample does not provide sufficient evidence for a unique direct effect. Location may influence repurchase through satisfaction, shopping efficiency, perceived value, or store experience. It may also matter more for consumers with limited mobility, high travel costs, or low access to digital shopping. Future Bandung research should measure distance, travel time, parking, public transport access, traffic congestion, store visibility, and channel integration separately.

Effect of Brand Awareness on Repurchase Intention

The disclosed brand-awareness proxy has the strongest standardized effect (beta = 0.427, $p < 0.001$). This finding is directionally consistent with brand-equity theory, which positions strong brand knowledge as a mechanism that reduces search cost and strengthens consideration. It also aligns with recent studies that link brand knowledge and awareness-related mechanisms to purchase or repurchase outcomes (Ling, et al., 2023); (Pancić, et al., 2023).

However, the supplied items measure perceived product quality, not brand recognition or recall. The coefficient should therefore be interpreted as evidence that favorable quality evaluations predict repurchase intention, not as a valid numerical estimate of brand awareness. This distinction is essential. A publishable study must use direct awareness indicators and should assess convergent and discriminant validity through exploratory factor analysis, confirmatory factor analysis, or partial least squares structural equation modeling.

Simultaneous Effect and Explanatory Power

The predictors jointly produce a significant model with adjusted R-squared of 0.317. The explanatory power is moderate. It confirms that repeat-purchase intention is multi-causal and cannot be fully explained by promotion, access, and brand-related perceptions. Customer satisfaction, perceived value, product assortment, price fairness, service quality, store atmosphere, trust, loyalty, and prior experience are plausible additional variables. Recent retail studies similarly describe repurchase intention as an outcome of interconnected experiential, cognitive, and relational mechanisms (Anshu, et al., 2022); (Chatzoglou, et al., 2022).

Managerial Implications

Design promotion for retention. Use loyalty-linked discounts, personalized coupons, and repeat-visit rewards. Evaluate incremental sales and margin, not redemption alone.

Strengthen durable brand memory. Maintain consistent store identity, signage, assortment promises, digital communication, and service standards. Measure recognition and recall separately from perceived quality.

Treat location as an experience system. Improve access routes, parking guidance, store visibility, aisle navigation, checkout speed, and online-to-offline integration. Convenience is broader than geographic coordinates.

Build an integrated measurement dashboard. Track promotional response, awareness, satisfaction, visit frequency, basket size, churn risk, and actual repeat transactions. Behavioral data should validate survey intentions.

CONCLUSION

Conclusion

The SPSS-style analysis indicates that sales promotion and the disclosed brand-awareness proxy positively and significantly predict repurchase intention, while strategic location does not have a significant unique partial effect. The overall regression model is significant and explains 33.0% of repurchase-intention variance. Brand-related evaluation is the strongest predictor, followed by sales promotion. The model supports an integrated retail strategy that combines short-term promotional value with stronger long-term brand meaning.

Limitations

The workbook contains synthetic data, so the findings are illustrative and cannot be generalized to real supermarket consumers in Bandung. The Product Quality block was used as a Brand Awareness proxy. The item content does not establish construct validity for awareness. Purchase Intention was treated as Repurchase Intention, although only one item explicitly states buying again and another item measures recommendation.

The cross-sectional design captures intention at one point in time and does not confirm actual repeat purchasing. The model omits important mediators and controls, including customer satisfaction, perceived value, price fairness, service quality, income, and retailer type.

Future Research

A follow-up study should collect primary data from verified supermarket shoppers across Bandung City and the surrounding metropolitan area. Researchers should use probability-based or carefully stratified sampling where feasible. The questionnaire should include direct brand-awareness indicators, retailer-specific location measures, promotion depth and frequency, customer satisfaction, and actual purchase frequency. The model can then be tested with hierarchical regression, mediation analysis, or structural equation modeling. Multi-group analysis may compare age, income, retailer format, and online versus offline shopping patterns.

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