

Retail Marketing Drivers of Repurchase Intention: Empirical Analysis of Price, Product Completeness and Location

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Abstract: This study analyzes the effect of price, product completeness, and location on consumer repurchase interest in Agrimart, Manokwari. The research aims to examine both direct and indirect relationships among the variables using a structural equation modeling approach based on Partial Least Squares (PLS-SEM). Data were collected from consumers of Agrimart using a structured questionnaire measured on a Likert scale, covering perceptions of price, product availability and variety, store location attributes, and repurchase interest. The measurement model evaluation shows that most indicators are valid and reliable, although several location indicators exhibit weak loadings, indicating limitations in representing the construct. The structural model results reveal that price has a significant and positive effect on consumer repurchase interest, making it the most influential determinant in the model. Product completeness significantly influences price perception, while location significantly affects product perception. However, location does not have a significant direct effect on consumer repurchase interest or price perception, and product completeness does not directly influence repurchase interest. These findings indicate that consumer repurchase behavior is primarily driven by price perception, particularly affordability and perceived value. Product completeness and location contribute indirectly through their influence on other constructs, especially price. The results highlight that in the context of Agrimart, competitive pricing strategies are more critical for sustaining consumer loyalty than physical store location or product variety alone. The study contributes to retail marketing literature by clarifying the hierarchical influence of marketing mix elements on consumer repurchase behavior in a regional retail setting. Practically, the findings suggest that Agrimart should prioritize pricing strategies while improving product availability and optimizing location-related services to strengthen overall consumer satisfaction and loyalty.

Keywords: *Price perception; Product completeness; Store location; Repurchase intention; PLS-SEM analysis*

Introduction

Business and technology are developing very rapidly in the world, which have a major impact on life and mindset in society, thus affecting the lifestyle of everyone in their lives. In the current era of globalization, there are many companies competing in business and trade, with a wide selection of products and services offered so that people are free to choose according to the needs and desires of consumers. This causes companies to compete to maintain a position in the tight business and service world (Kyung 2014). Due to the new competition in today's retail industry, retailers are trying to increase their income by running their stores more efficiently (Simanjuntak et al. 2020). In order to increase sales and revenue, various analyzes carried out by retailers to determine different products must be related to previous analyzes.

The retail industry continues to develop continuously and changes according to the current state of society. In our country today, with the support of foreign capital, this sector continues to rise in position and compete at the international level. Especially since the mid-1980s, the retail sector has experienced very important developments in parallel with the observed socio-economic changes. Collaborative initiatives in order to provide a sustainable competitive advantage allow consumers to buy products at affordable prices (Febriandika and Millatina 2023), with more variety, cheaper products and better quality.

Consumer repurchase interest arises because buyers buy the most preferred product (Thierman 2025; Hermansyah 2024; Febriandika and Millatina 2023), where the consumer's decision to modify, delay or avoid is strongly influenced by the perceived risk. So, repurchase interest is the process of buying goods or services for the umpteenth time, after carrying out the previous buying process. Consumer repurchase interest is created after consumers carry out a series of consumer buying processes, namely problem recognition, information search, alternative evaluation, purchase decisions and post-purchase behavior (Jiang and Rosenbloom 2005; Kere, Indriani, and Bakari 2021; Tandon, Mittal, and Manohar 2020; Dholakia and Zhao 2010). Against a product and repurchase the product so that the consumer's repurchase interest arises. One of the determinants of consumer repurchase interest is price, because price is the value of an item that determines how much money consumers must spend to buy goods. In the marketing mix, price is an element that can generate income for the company. Therefore, the price is very affect profits for the company (Febriandika and Millatina 2023).

Based on this theory, it can be explained that price has a major role in the decision-making process of consumers. In addition, price also plays a role in helping consumers obtain the highest expected benefit or utility based on their purchasing power (Phuong et al. 2014; Godoy et al. 2014; Stellmacher and

Kelboro 2019; Hermansyah 2024). Thus, the price can help consumers to decide to allocate their purchasing power to various types of goods or services. Consumers compare prices from various available alternatives, then decide on the desired allocation of funds. The development of the retail business in Indonesia is very good and increasing (Ringga 2024) , because the population in Indonesia is very large with various types of needs and desires (Hermansyah 2024; Febriandika and Millatina 2023; Pratama and Fitria 2023). This causes competition between retail businesses to be very tight, one of which is in the city of Manokwari, West Papua Province.

Agrimart is one of the retailers located in Manokwari City which was established in 2004. The owner of the Agrimart Store is one of the technicians at the Orcid Supermarket, at the first he opened the Agrimart store for his business, Agrimart received supplies of products from distributors in Manokwari. Product prices at Agrimart are also affordable because they are cheap. Due to the large number of retail industry competitors in Manokwari, researchers are interested in examining whether price, product completeness and location can affect repurchase interest at Agrimart.

Research Methods

Sites, Time and Samples

This study took place at Agrimart Manokwari, which is located at the street of Pasir Putih Inggandi Manokwari, West Papua. This research was carried out for more than 1 (one) month, starting on April 13, 2025 until May 15, 2025. Sampling was carried out using a non-probability sampling method. Non-probability sampling is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to become a sample. Based on the results of the calculation of the Malhotra formula, the number of samples obtained is as many as 100 respondents.

Data and Analysis

Data Sources and Collection

Sources of data in this study are primary data and secondary data (Table 1). Observation is an observation that is a case study or learning that is carried out intentionally, directed, sequentially, and according to the purpose (Creswell 2014; Nasehi 2018).

Recording of observation activities is called observation results, the results of these observations are explained in detail, precise, accurate, thorough, objective and useful. Questionnaires are ways of collecting data carried out by researchers by providing written questions or statements that will be distributed to respondents to be answered, so that researchers obtain field or empirical data to solve research problems and test established hypotheses.

Table 1. Parameters, indicators, definition and references.

Parameter	Indicator	Definition	References
Price (X ₁)	X _{1.1} Reachable price	The extent to which the price of products is affordable and within consumers' financial capability.	Frank et al. (2014)
	X _{1.2} Compatibility with product quality	The degree to which consumers perceive that the price matches the quality of the product.	Verma and Pant (2021)
	X _{1.3} Price competitiveness	The ability of Agrimart to offer competitive prices compared to other stores.	Verma and Pant (2021)
	X _{1.4} Price compatibility with product benefits	Suitability between the price paid and the benefits/value received.	
	X _{1.5} Price affects purchasing power	The influence of product price on consumers' purchasing ability.	Miklyaev et al. (2017)
	X _{1.6} Price affects decision-making	The extent to which price guides or influences the consumer's purchase decisions.	Hartarto (2021)
Product Completeness (X ₂)	X _{2.1} Sold product varieties	Diversity of types or categories of products available.	Simanjuntak et al. (2020)
	X _{2.2} Variety of products sold	Availability of different options or variants within a product category.	(Phuong et al. 2014)
	X _{2.3} Availability of products sold	The degree to which products are consistently in stock and accessible.	(Ederer et al. 2023)
	X _{2.4} Kinds of brands sold	The collection of different brands offered to provide consumer choice.	Frank et al. (2014)

Location (X ₃)	X _{3.1} Easy to reach	How easily consumers can access Agrimart's location.	Chinomona and Dubihlela (2014)
	X _{3.2} Strategic	Suitability of the store location relative to customer flow and market centers.	(Hermansyah 2024)
	X _{3.3} Smooth traffic	Convenience of traffic conditions around the store.	Berman & Evans (2013)
	X _{3.4} Ordered parking space	Availability and arrangement of comfortable parking facilities.	Rossello-Nadal and Sard (2026)
	X _{3.5} Safe environment	Level of security and safety around the store.	Tjiptono (2015)
Consumer Repurchase Interest (Y)	Y _{1.1} Knowledge of the concept in a store	Understanding of store layout, concept, and identity.	Dholakia and Zhao (2010)
	Y _{1.2} Meaning of a concept in a store	Consumer interpretation of store atmosphere and theme.	Dholakia and Zhao (2010); Chinomona and Dubihlela (2014)
	Y _{1.3} Interest in a product	Consumer psychological tendency to pay attention to a product.	Schiffman & Wisenblit (2019)
	Y _{1.4} Interest to buy a product	The intention or motivation to make a purchase.	Alonso et al. (2020)
	Y _{1.5} Belief in purchased products	Consumer trust based on experience with the purchased product.	Tandon et al. (2020); Nguyen et al. (2021)

The writing in this study provides a score determined by the *Likert* to measure the variables to be studied, while the answer scores for the question items have the following weights: According to Snedecor and Cochran (1989), in the Likert scale the possible answers are not just "agree" and "no". agree", but made more possible answers, namely strongly disagree (1), disagree (2), neutral (3), agree (4), strongly agree (5).

Data Analyses

The data analysis techniques used in this study are as follows. 1). Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. 2). Reliability test is used to measure a questionnaire which is an indicator of a variable.

A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable over time. The method used to test the reliability of the questionnaire in this study is the Cronbach Alpha. A variable is said to be reliable if it gives a Cronbach Alpha equal to or greater than 0.60. 3). Normality test aims to determine whether in the regression model, the confounding or residual variables have a normal distribution. This study uses Kolmogorov-Smirnov to see whether the data distribution is normal or not by comparing the significant value if the significant value > 0.05 then the data is normally distributed. On the other hand, if the significant value is < 0.05 , then the data is not normally distributed and the test assumes a straight diagonal line. 4).

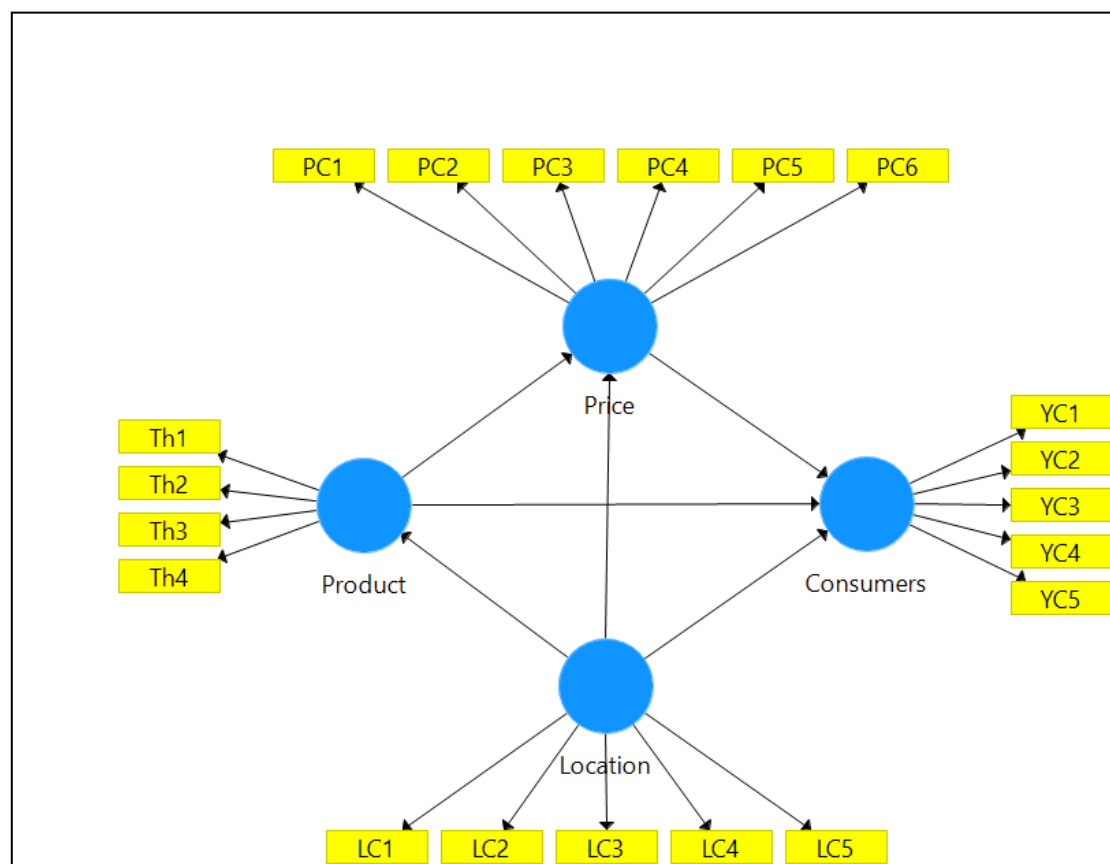


Figure 1. Model established to analyze path relationship.

Multicollinearity test aims to test whether the regression model found a correlation between the independent variables (independent). To test

multicollinearity in the regression model, it can be seen by looking at the value of the *Variance Inflation Factor* (VIF) of each independent variable. If the VIF value is < 10 then the level of collinearity can be tolerated. 5). The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is homoscedasticity or there is no heteroscedasticity, 6). According to (Snedecor and Cochran 1989), statistical tests are used to determine whether each independent variable partially has a significant effect on related variables.

Results

From Table 2. which has been presented here, it is known that the number of male respondents is 53 people with a percentage of 53% and female respondents are 47 people with a percentage of 47%. So, it can be concluded that consumers who shop at Agrimart Manokwari are more dominated by men than women.

Table 2. Number of Respondents by Gender, Ages, and Type of Works

Parameters	Number of Respondents (People)	Percentage (%)
Gender		
Male	53	53
Female	47	47
Total	100	100
Age (yo)		
17-20	26	26
21-30	37	37
31-40	18	18
41-50	12	12
51-60	4	4
61-70	3	3
Type of Works		
Housewives	23	23
Students	12	12
Not Working	11	11
Honorary	10	10
Students	10	10
Civil Servants	9	9
Employees	7	7
Entrepreneurs	4	4
Driver	2	2

Casual Laborer	Daily	2	2
Head Builder		2	2
Fisher		1	1
Farmer		1	1
Midwife		1	1
TNI POLRI		1	1
Head of RT		1	1
Satpol PP		1	1

From the above table, it can be seen that of the 100 consumers who do buying activities at Agrimart Manokwari, 37 hh (37%) aged 21-30 yo, 26 hh with a percentage of (26%) aged 17-20 yo, 18 hh with a percentage of (18%) aged 31-40 yo, 12 people with a percentage of (12%) aged 41-50 years, 4 people with a percentage of (4%) aged 51-60 yo, 3 people with the percentage of (3%) aged 61-70 yo. Based on the respondent's data above, consumers who do buying the most at Agrimart are consumers on productive age. Productive age consumers are consumers who fall into the age range between 15-64 years. Consumers of that age are considered capable of producing goods and services in the production process and shopping to meet their daily needs. From the age level most of the consumers who do buying at Agrimart Manokwari are consumers who fall into the productive age category, namely the age where someone is still able to work and produce something (Pelc 2018).

Table 3. shown that the value of $r_{count} > r_{table}$ and the value of $sig. < 0.05$. It is concluded that the statement items contained in the questionnaire are declared valid.

Table 3. Result of validity test of the variables

Variable	Statement	Pearson Correlation	R table	Sig.
(X1)	1	0.689	0.000	Valid
	2	0.195	0.000	Valid
	3	0.195	0.000	Valid
	4	0.195	0.195	Valid
	5	0.000	0.000	Valid
	6	0.195	0.000	Valid
Completeness (X2)	1	0.708	0.195	Valid
	2	0.844	0.195	Valid
	3	0.673	0.195	Valid
	4	0.668	0.000	Valid
(X3)	1	0.594	0.000	Valid

	2	0.195	0.000	Valid
	3	0.195	0.000	Valid
	4	0.195	0.000	Valid
	5	0.195	0.000	Valid
Interest (Y)	1	0.449	0.195	Valid
	2	0.586	0.195	Valid
	3	0.716	0.195	Valid
	4	0.775	0.195	Valid
	5	0.816	0.195	Valid

Table 4 shows the factor loading results for all constructs in the model, indicating the strength of the relationship between each indicator and its respective latent variable.

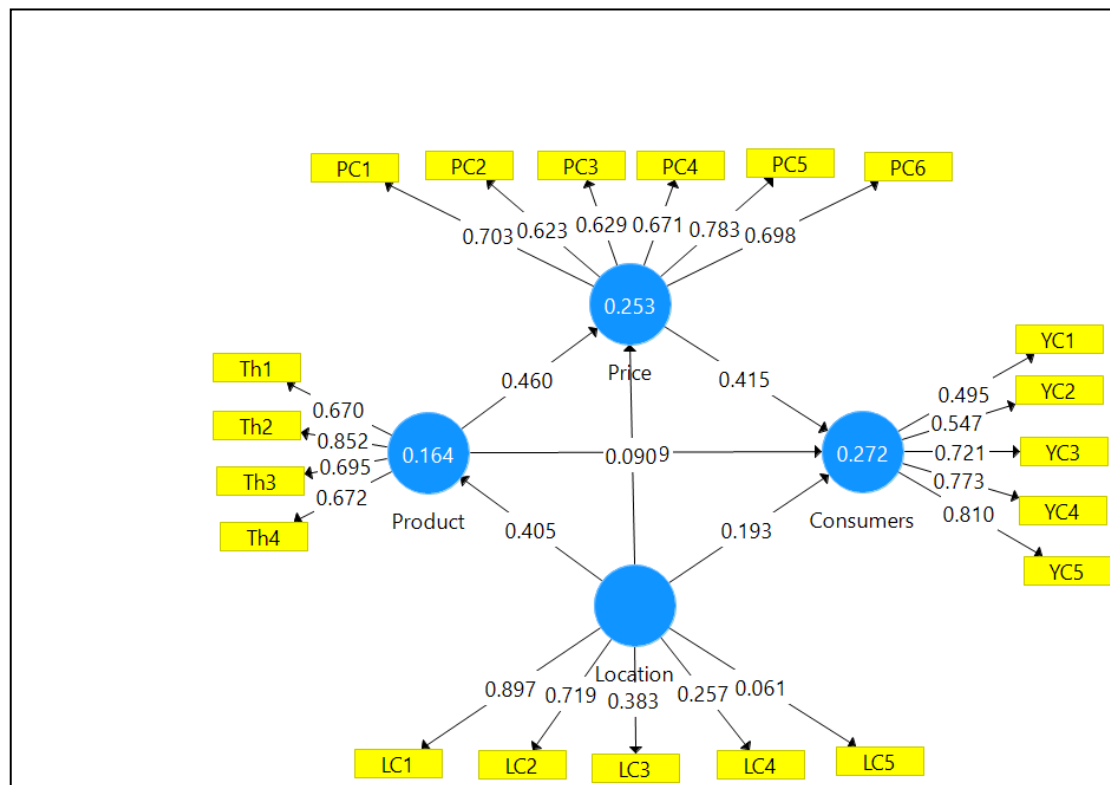


Figure 2. First round model analysis

For the Price construct, all indicators show acceptable to strong loadings (0.623–0.783). The strongest indicator is *price affects consumer purchasing power* (0.783), suggesting that purchasing power sensitivity is the most dominant aspect of price perception in this study. For the Product construct, all items demonstrate strong validity (0.670–0.852), with *variety of products sold* (0.852) as the highest loading. This indicates that product variety (Verma and Pant 2021) is the most important dimension in shaping consumer perception of product completeness at Agrimart.

Table 4. Factor loadings

Constructs	Items	Factor loading values
Prices		
	X1.1 Reachable price	0.703
	X1.2. Compatibility with product quality	0.623
	X1.3. Price competitiveness	0.629
	X1.4. Price compatibility with production benefits	0.671
	X1.5. Price affects consumer purchasing power	0.783
	X1.6. Price affects consumers in making decisions	0.689
Product		
	X2.1 Sold product varieties	0.670
	X2.2. Variety of products sold	0.852
	X2.3. Availability of products sold	0.695
	X2.4. Kinds of brands sold	0.672
Location		
	X3.1. Easy to reach	0.897
	X3.2. Strategic	0.719
	X3.3. Smooth traffic	0.383
	X3.4. Ordered parking space	0.257
	X3.5. Safe environment	0.061
Consumers		
	Y1.1. Knowledge of the concept in a store	0.495
	Y1.2. The meaning of a concept in a store	0.547
	Y1.3. Interest in a product	0.721
	Y1.4. Interest to buy a product	0.773
	Y1.5. Belief for products that have been purchased	0.810

In the Location construct, there is a clear variation in indicator strength. Easy to reach (0.897) and strategic location (0.719) show strong loadings, meaning accessibility is the dominant dimension. However, smooth traffic (0.383), parking arrangement (0.257), and especially safety environment (0.061) have very low loadings, indicating that these indicators do not strongly represent the location construct in this context. For the Consumer repurchase interest construct, most indicators show moderate to strong loadings (0.547–

0.810). The strongest indicator is belief in purchased products (0.810), followed by interest to buy (0.773), indicating that trust and purchase intention are key elements of repurchase interest. The results suggest that most indicators are valid, although several location-related items (especially parking and safety) contribute weakly to the construct and may require refinement or exclusion in further analysis.

Table 5 presents the Pearson correlation matrix among all indicators, showing the strength and direction of relationships between observed variables across constructs. Overall, the correlation coefficients indicate that most indicators have positive but weak to moderate relationships, generally ranging below 0.60. This suggests that the indicators are related but still measure distinct aspects of each construct, supporting discriminant validity of the measurement model (Brunetto et al. 2012; Hui et al. 2025; Chinomona and Dubihlela 2014).

Table 5. Pearson Correlation Coefficient of the Parameters

Indicators	PC1	PC2	PC3	PC4	PC5	PC6	Th1	Th2	Th3	Th4	LC1	LC2	LC3	LC4	LC5	YC1	YC2	YC3	YC4	YC5
PC1	1.000																			
PC2	0.430	1.000																		
PC3	0.444	0.154	1.000																	
PC4	0.304	0.369	0.233	1.000																
PC5	0.427	0.285	0.469	0.420	1.000															
PC6	0.261	0.302	0.295	0.433	0.578	1.000														
Th1	0.106	0.358	0.166	0.269	0.320	0.142	1.000													
Th2	0.339	0.348	0.292	0.276	0.366	0.201	0.529	1.000												
Th3	0.291	0.261	0.221	0.125	0.162	0.270	0.233	0.432	1.000											
Th4	0.249	0.245	0.172	0.162	0.301	0.223	0.264	0.450	0.281	1.000										
LC1	0.295	0.111	0.151	0.202	0.097	0.083	0.197	0.261	0.330	0.184	1.000									
LC2	0.24	0.157	0.121	0.127	0.0	0.13	0.066	0.097	0.01	0.17	0.42	1.00								

	5				99	9			9	0	5	0								
LC ₃	0.10 9	0.02 8	0.180	0.04 0	0.01 3	0.03 7	0.013	- 0.048	0.18 0	0.11 4	0.22 4	0.36 9	1.00 0							
LC ₄	0.12 6	- 0.156	0.037	0.06 7	0.03 9	0.01 2	-0.173	- 0.140	- 0.01 3	- 0.13 3	0.24 7	0.37 5	0.46 5	1.00 0						
LC ₅	0.14 3	- 0.06 0	0.063	- 0.00 4	- 0.11 2	- 0.04 7	- 0.280	- 0.232	- 0.127	- 0.12 3	0.13 1	0.33 3	0.40 4	0.48 6	1.00 0					
YC ₁	0.20 6	0.23 4	0.037	0.33 2	0.16 4	0.23 2	0.045	150.0 00	- 0.02 4	0.16 8	0.23 6	0.22 3	0.10 7	0.30 2	0.128	1.00 0				
YC ₂	0.11 8	0.193	0.173	0.35 3	0.17 4	0.22 0	0.175	0.241	0.20 5	0.0 07	0.12 4	0.01 4	0.13 0	0.06 3	0.07 6	0.25 3	1.00 0			
YC ₃	0.29 4	0.121	0.365	0.217	0.27 1	0.27 2	0.063	0.232	0.24 0	0.17 2	0.28 8	0.11 0	0.02 3	- 0.01 9	0.03 4	0.05 9	0.24 8	1.00 0		
YC ₄	0.21 5	0.187	0.276	0.112	0.25 9	0.42 0	0.078	0.190	0.27 2	0.14 1	0.20 6	0.11 6	- 0.05 5	- 0.02 6	- 0.510	0.14 3	0.22 9	0.50 9	1.00 0	
YC ₅	0.22 9	0.22 3	299.0 00	0.174	0.15 1	0.16 4	164.0 00	0.187	0.115	0.16 9	0.25 3	0.16 8	- 0.01 8	0.00 7	- 0.06 8	0.30 3	0.2 68	0.4 81	0.6 37	1.00 0

For the Price (PC) indicators, correlations are generally positive and moderate, with the strongest relationships observed between PC5 and PC6 (0.578), indicating that perceptions of purchasing power and decision influence are closely linked. The Product (Th) indicators also show moderate internal relationships, particularly between Th1 and Th2 (0.529), suggesting consistency in how consumers perceive product variety and completeness. For the Location (LC) indicators, correlations are relatively low to moderate. LC3–LC5 show moderate interrelations (up to 0.486), while LC1 and LC2 have weaker associations with other indicators. This pattern aligns with earlier results showing that some location items (especially safety and parking) are less strongly connected to the construct.

For the Consumer (YC) indicators, correlations vary from weak to moderate. Stronger relationships appear among YC3, YC4, and YC5 (up to 0.637), indicating that interest, trust, and repurchase intention tend to move together as a behavioral response cluster. However, YC1 and YC2 show weaker correlations with other indicators, suggesting that conceptual understanding of the store is relatively distinct from actual repurchase behavior. In summary, the correlation structure supports the overall measurement validity, showing acceptable relationships within constructs while maintaining discriminant differences between indicators.

Table 6 presents the results of the measurement model evaluation using reliability and validity indicators, including factor loadings (SL), Cronbach's alpha (α), composite reliability (CR), rho_A, and average variance extracted (AVE). For the Price construct, the reliability results are acceptable, with Cronbach's alpha (0.773), rho_A (0.774), and composite reliability (0.842), indicating good internal consistency. However, the AVE value (0.471) is slightly below the recommended threshold of 0.50, suggesting that although the construct is reliable, its convergent validity is marginal and may need improvement.

The Product construct shows satisfactory measurement quality, with $\alpha = 0.697$, CR = 0.815, and AVE = 0.527. This indicates that the indicators adequately represent the construct and have acceptable convergent validity. The strongest indicator is product variety (0.852), confirming its dominant role in explaining product completeness. For the Location construct, although some indicators load strongly (e.g., easy to reach = 0.897 and strategic = 0.719), the overall measurement quality is weak. This is reflected in the very low rho_A (0.343) and low AVE (0.308), indicating poor internal consistency and weak convergent validity. The presence of very low-loading items (e.g., safety = 0.061 and parking = 0.257) significantly reduces construct reliability, suggesting that the location construct is not well captured by the current indicators and may require model refinement or item elimination.

Table 6. Analysis of SL, Alfa, rho-A, CR, and AVE

Constructs	Items	SL	alfa	rho_A	CR	AVE
Prices						
	X1.1	0.703	0.773	0.774	0.842	0.471
	compatibility with product quality	0.623				
	X1.3. Price competitiveness	0.629				
	X1.4. Price compatibility with production benefits	0.671				
	X1.5. Price affects consumer purchasing power	0.783				
	X1.6. Price affects consumers in making decisions	0.689				
Product						
	X2.1. Sold product variety	0.670	0.697	0.713	0.815	0.527
	X2.2. Variety of products sold	0.852				
	X2.3. Availability of products sold	0.695				
	X2.4. Kinds of brands sold	0.672				
Location						
	X3.1. Easy to reach	0.897	0.725	0.343	0.608	0.308
	X3.2. Strategic	0.719				
	X3.3. Smooth traffic	0.383				
	X3.4. Ordered parking space	0.257				
	X3.5. Safe environment	0.061				
Consumers						
	Y1.1. Knowledge of the concept in a	0.4	0.697	0.711	0.807	0.464

	store	95				
	Y1.2. The meaning of a concept in a store	0.547				
	Y1.3. Interest in a product	0.721				
	Y1.4. Interest to buy a product	0.773				
	Y1.5. Belief for products that have been purchased	0.810				

The Consumer repurchase interest construct shows moderate reliability, with $\alpha = 0.697$, $CR = 0.807$, and $AVE = 0.464$. While composite reliability is acceptable, the AVE is slightly below the ideal threshold, indicating that the indicators explain less than half of the variance in the construct. Nevertheless, key indicators such as purchase belief (0.810) and purchase intention (0.773) strongly contribute to the construct. Overall, the measurement model demonstrates acceptable reliability for most constructs, particularly Price and Product.

Table 7 presents the results of the path analysis testing the structural relationships among the variables in the model, based on t-values and p-values. The relationship between Location and Consumers is not statistically significant ($t = 1.666$; $p = 0.096$), indicating that location does not have a direct effect on consumers' repurchase interest at the 5% significance level, although it shows a weak positive tendency. The path from Location to Price is also not significant ($t = 0.682$; $p = 0.495$), suggesting that perceived location does not influence price perception in this context. However, Location has a significant positive effect on Product ($t = 2.564$; $p = 0.011$), indicating that better accessibility and location characteristics are associated with stronger perceptions of product availability and variety at Agrimart.

Table 7. Path analyses test.

Hypothesis	T-value	P-value
Location-->Consumers	1.666	0.096
Location-->Price	0.682	0.495
Location-->Product	2.564	0.011
Price-->Consumers	4.572	0.000
Product-->Consumers	0.268	0.789
Product-->Price	5.142	0.000

The relationship between Price and Consumers is highly significant ($t = 4.572$; $p = 0.000$), confirming that price perception is a key determinant of consumer repurchase interest. This is one of the strongest effects in the model, highlighting the importance of affordability and perceived value. In contrast, Product does not have a significant direct effect on Consumers ($t = 0.268$; $p = 0.789$), indicating that product completeness alone does not directly drive repurchase interest in this study.

Finally, there is a strong and significant relationship between Product and Price ($t = 5.142$; $p = 0.000$), suggesting that consumers perceive a strong linkage between product availability/variety and price evaluation. Overall, the findings indicate that Price is the most influential direct predictor of consumer repurchase interest, while Location and Product mainly operate indirectly, particularly through their influence on price and interrelationships among constructs.

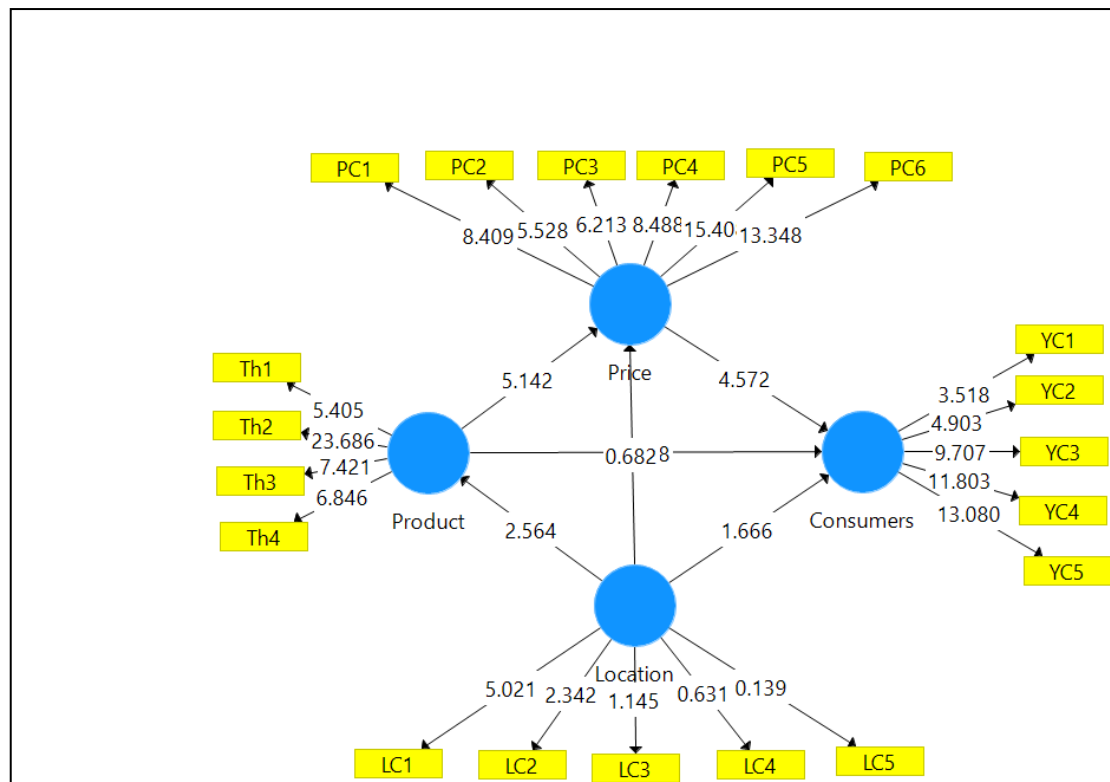


Figure 3. Second round analyses of the model using SemPLS.

The figure presents the results of the structural equation model (SEM-PLS) analyzing the relationships between price, product, location, and consumer repurchase interest in Agrimart, Manokwari. The structural paths show that Price has a strong and significant effect on Consumer repurchase interest, indicating that affordability and perceived value are the main determinants of consumers' intention to return. Product also has a significant positive effect on Price, suggesting that product variety and availability strongly influence how consumers evaluate pricing.

Meanwhile, Location significantly affects Product, meaning that accessibility and strategic positioning contribute to consumers' perception of product availability and variety. However, Location does not have a significant direct effect on Consumers or Price, indicating its influence is indirect rather than direct.

In addition, Product does not directly influence Consumer repurchase interest, showing that product effects are fully mediated through Price. Overall, the model indicates that consumer repurchase interest is primarily driven by price perception, while product and location play supporting indirect roles through the pricing mechanism.

The results of multiple linear regression analysis in Table 8. explain the form of the regression equation following. The explanation of the regression equation is as follows. The constant value obtained from the regression equation is 9.587. This means that if the independent variable price (X_1), product completeness (X_2), location (X_3) are considered constant, the value of the dependent variable of consumer repurchase interest (Y) is 9.587.

Table 8. Test Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	9.587	2.451	-
Price (X_1)	0.268	0.069	0.403
Product Completeness (X_2)	0.103	0.098	0.106
Location (X_3)	0.124	0.094	0.119

The price variable obtains a value from the regression equation of 0.268 which states that each addition of one unit value to the price variable (X_1) will increase the consumer's repurchase interest variable (Y) by 0.268. The product completeness variable obtains a value from the regression equation 0.103 which states that each addition of one unit value to the product completeness variable (X_2) will increase the consumer repurchase interest variable (Y) by 0.103. The

location variable obtains a value from the regression equation 0.124 which states that each addition of one unit value to the location variable (X_3) will increase the consumer repurchase interest variable (Y) by 0.124.

Table 9. Partial Test Results (t-test)

Model	T	Sig
Price (X_1)	3.907	0.000
Completeness of Products (X_2)	1.042	0.300
Location (X_3)	1.325	0.188

The price variable (X_1) has a significant value of 0.000 (Table 9). It means that the significant value is less than 0.05 ($0.000 < 0.05$) meaning that the price variable (X_1) partially affects the consumer's repurchase interest variable (Y). The conclusion is that H_{0-1} is rejected and H_{A-1} is accepted. The variable completeness of the product (X_2) has a significant value of 0.300. It means that the significant value is greater than 0.05 ($0.300 > 0.05$). This means that the product completeness variable (X_2) partially has no effect on the consumer repurchase interest variable (Y). The conclusion is that H_{0-2} is accepted and H_{A-2} is rejected. The location variable (X_3) has a significant value of 0.188. It means that the significant value is greater than 0.05 ($0.188 > 0.05$). This means that the location variable (X_3) partially has no effect on the variable of consumer repurchase interest (Y). Therefore, it is concluded that H_{0-3} is accepted and H_{A-3} is rejected.

Table 10. Simultaneous Test Results (Test F)

Model	Sum Of Squares	Df	Mean Square	F	Sig
Regression	102,578	3	34,193	10,485	0,000
Residual	313,062	96	3,261	-	-
Total	415,640	99	-	-	-

Based on Table 10, the variable price (X_1), product completeness (X_2), and location (X_3) simultaneously affect the variable of consumer repurchase interest (Y). This is indicated by a significant value of $0.000 < 0.05$. So, it can be concluded that H_{0-3} is rejected and H_{A-3} is accepted. The results of the determination test in table 4.12 which have been presented above show that the Adjust R Square 0.223. This means that 20% of consumers repurchase interest variables (Y) can be explained by independent variables, namely price (X_1), product completeness (X_2), and location (X_3), while the remaining 80% is explained by other variables outside of this study.

Discussion

The Effect of Price on Consumer Repurchase Interest

Based on the test results show that the price variable has a significant value of 0.000 at an error rate of 0.05. The t-test results show that partially the price variable (X_1) has a significantly smaller value than the error rate, which means that the price variable has a partial effect on the consumer repurchase interest variable at Agrimart Manokwari. This is because the prices applied by Agrimart Manokwari are still affordable and can be said to be economical by consumers, this will increase consumer repurchase interest and have a good impact on the income of sellers at Agrimart Manokwari.

The Effect of Product Completeness on Consumer Repurchase Interest

Based on the test results show that the product completeness variable has a significant value of 0.300 at an error rate of 0.05. The results of the t-test indicate that partially the product completeness variable (X_2) has a significantly greater value than the error rate, which means that the product completeness variable does not partially affect consumer repurchase interest at Agrimart Manokwari. If this is not considered, it will cause consumer repurchase interest to decrease and have an impact on sales income owned by Agrimart Manokwari.

The Effect of Location on Consumer Repurchase Interest

Based on the test results show that the location variable has a significant value of 0.188 at an error rate of 0.05. The t-test results show that partially the location variable has a significantly greater value than the error rate ($0.188 > 0.05$), which means that location does not partially affect consumer repurchase interest at Agrimart Manokwari. Why did Agrimart not choose a strategic location because the shop owner made his home as his place of business. This is what makes the location of Agrimart Manokwari no effect on Consumer Repurchase Interest.

The Effect of Price, Product Completeness and Location on Consumer Repurchase Interest

Based on the results of hypothesis testing conducted, it shows that the variables Price (X_1), Product Completeness (X_2), and Location (X_3) simultaneously have an influence on Consumer Repurchase Interest (Y) in Agrimart Manokwari. This is indicated by the results of the simultaneous test (F test) that the value is significantly smaller than the error rate ($0.000 < 0.05$). This means that the price, product completeness, and location owned by Agrimart Manokwari have the effect of attracting consumer repurchase interest (Hoogland, de Boer, and Boersema 2007; Hartarto 2021; Briones 2014) so that they can shop at Agrimart Manokwari, it can have a positive impact in the form of profits for Agrimart Manokwari. If the consumer's repurchase interest is higher, the profits obtained by Agrimart Manokwari will also increase.

Conclusion

The price variable partially affected the Consumer Repurchase Interest. There is no effect of Product Completeness variable partially on Consumer Repurchase Interest at Agrimart Manokwari. The Completeness variable The product partially has no effect on Consumer Repurchase Interest. There is no partial effect of Location variable (X_3) on Consumer Repurchase Interest (Y) at Agrimart Manokwari, this is indicated by a significantly greater value than the error rate ($0.188 > 0.05$), so it can be concluded that the Location variable is partial does not affect the Consumer Repurchase Interest. The variables of price, product completeness and location have a significant value of 0.000 at an error rate of 0.05. The results of the F test show that the price, product completeness and location variables simultaneously have a significantly smaller value than the error rate ($0.000 < 0.05$), so it can be concluded that the price, product completeness and location variables have a simultaneous effect on consumers' repurchase interest.

For Agrimart Manokwari, based on the results of the study, it can be seen that price has a significant influence on consumer repurchase interest, product completeness does not have a significant effect on consumer repurchase interest, and location does not have a significant effect on consumer repurchase interest. However, it is hoped that Agrimart must maintain a commitment to maintaining prices and see what products are needed by consumers who are not yet in Agrimart and see the existence of Agrimart Manokwari competitors in order to increase consumer repurchase interest and are expected to keep abreast of developments to continue to innovate so that they can compete with competitors. other businesses in West Papua specifically in Manokwari Regency.

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