Customer Satisfaction Linking Product Diversity and Service Quality to Repurchase Intention in Retail

Luthfi Ramadhon[1], Ari Anggarani Winadi Prasetyoning Tyas[1*]
[1]Universitas Esa Unggul, Jakarta, Indonesia
*ari.anggarani@esaunggul.ac.id

ABSTRACT

This study investigates the influence of product diversity and service quality on repurchase intention in a modern retail context, with customer satisfaction positioned as an intervening construct. An explanatory quantitative approach was employed, drawing on data collected from 110 consumers of Superindo Daan Mogot through a structured questionnaire. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine both direct and indirect relationships among the variables. The results indicate that product diversity and service quality do not exert significant direct effects on repurchase intention. Instead, both variables demonstrate a significant influence on customer satisfaction, which in turn shows a strong positive effect on repurchase intention. These findings suggest that repeat purchasing behavior is shaped less by isolated retail attributes and more by consumers' evaluative judgments of their overall shopping experience. Customer satisfaction therefore operates as a key explanatory mechanism through which retail performance attributes are internalized into behavioral intention. This study shows that, in a relatively standardized supermarket environment, product diversity and service quality shape repurchase intention primarily through customer satisfaction rather than through direct effects. From a practical perspective, the findings suggest that retail strategies should focus on integrating product assortment quality and service delivery in ways that consistently enhance customer satisfaction and support long-term customer retention.

Keywords: *Customer Satisfaction; Product Diversity; Repurchase Intention; Retail Marketing; Service Quality.*

INTRODUCTION

In the era of rapid modernization, the retail business landscape in Indonesia has undergone significant transformation. The rapid growth of modern retail outlets has reshaped consumer shopping behavior, making it easier for individuals to fulfill their daily needs efficiently (Suryawan & Sa'Bandi, 2023). This development has intensified competition among retail businesses, requiring them to continuously improve their performance in order to sustain customer loyalty and long-term profitability. One

prominent retail brand in Indonesia is Superindo, which offers a wide range of household necessities, fresh produce, and daily consumer goods. In this competitive environment, the sustainability of retail businesses is closely linked to customers' repurchase behavior, as loyal consumers serve as a critical foundation for long-term growth (Intansari & Suardhika, 2025).

Repurchase intention is strongly influenced by consumers' evaluations of their previous shopping experiences. Consumers who feel satisfied with prior transactions tend to demonstrate a stronger intention to repurchase the same products or services (Wiratama et al., 2025). Customer satisfaction reflects an emotional response resulting from a comparison between perceived performance and initial expectations (Novansyah et al., 2024). However, customer satisfaction at Superindo Supermarkets has not yet been fully optimized. Several consumers perceive the store layout as crowded, with narrow aisles that limit shopping comfort and accessibility. Such conditions suggest that, beyond product availability, shopping convenience and overall experience remain important considerations in shaping consumer satisfaction.

Product diversity constitutes one of the main competitive elements in modern retail. Consumers value retail outlets that provide a broad and complete assortment of products, allowing them to fulfill various needs in a single shopping trip (Yanti & Ferayani, 2023). Previous studies indicate that higher product diversity increases customer satisfaction and encourages repeat purchasing behavior (Widayat & Purwanto, 2020; Amanulloh et al., 2023). Nevertheless, product diversity at Superindo Supermarkets remains limited in certain aspects, including incomplete product categories and issues related to damaged or unclean packaging. These conditions may reduce consumer trust and satisfaction, potentially weakening their intention to repurchase.

Service quality also plays a crucial role in shaping consumers' perceptions of retail performance. In highly competitive markets, service quality is often used as a strategic tool to differentiate businesses and strengthen customer relationships (Mardiana & Sari, 2022). Service quality reflects a company's ability to meet consumer expectations through responsiveness, reliability, and efficiency (Haris et al., 2022). High-quality service fosters positive interactions and enhances consumer confidence, which may ultimately influence satisfaction and loyalty (Iksan et al., 2024).

Despite the extensive literature examining the effects of product diversity and service quality on repurchase intention, empirical findings remain inconsistent, particularly in the context of modern supermarkets. Many previous studies emphasize the **direct effects** of product diversity and service quality on repurchase intention, while relatively limited attention has been given to the **indirect relationships** operating through customer satisfaction. This indicates a research gap concerning the mechanism through which retail attributes influence repurchase behavior, especially in standardized retail environments where product availability and service encounters are often perceived as baseline expectations rather than differentiating factors.

Based on this gap, the present study aims to examine the influence of product diversity and service quality on repurchase intention, both directly and indirectly through customer satisfaction. By positioning customer satisfaction as an intervening factor, this study seeks to provide a more nuanced understanding of consumer decision-making processes in modern retail settings. The findings are expected to contribute

theoretically by strengthening satisfaction-based models of consumer loyalty, while also offering practical insights for retail managers seeking to enhance customer retention strategies in supermarkets.

LITERATURE REVIEW

Product Diversity and Repurchase Intention

Product diversity generally refers to the breadth and completeness of product assortments offered within a retail outlet, encompassing variations in brands, packaging, and product categories (Umah et al., 2024; Alma, 2000). In a retail context, product diversity enables consumers to fulfill multiple needs in a single shopping trip, thereby increasing convenience and reducing search effort. Several studies suggest that broader product assortments enhance consumers' likelihood of making repeat purchases by improving shopping efficiency and perceived value (Amirarasy et al., 2023; Yani & Maisarah, 2022). These findings imply that product diversity functions as a strategic attribute that can strengthen consumer loyalty when it aligns with consumer needs and preferences. Based on this perspective, the following hypothesis is proposed:

H1: Product diversity has a positive effect on repurchase intention.

Service Quality and Repurchase Intention

Service quality reflects a retailer's ability to deliver services that meet or exceed customer expectations through reliability, responsiveness, and empathy (Kotler & Keller, 2016). Prior studies indicate that positive service encounters create favorable impressions, which may encourage consumers to return and engage in repeat purchasing behavior (Putri et al., 2025). Empirical evidence further shows that service quality has a significant influence on repurchase intention in various retail and service contexts (Jodiyosa & Tyas, 2025; Jaber et al., 2020). However, some studies note that the strength of this relationship may vary depending on the intensity of service interaction and the nature of the retail environment. Despite these contextual differences, service quality remains a key factor in shaping consumers' behavioral intentions. Accordingly, the second hypothesis is formulated as follows:

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

Customer Satisfaction and Repurchase Intention

Customer satisfaction represents consumers' affective evaluation arising from a comparison between expected and perceived performance of products or services (Tjiptono & Chandra, 2019). Satisfaction plays a central role in consumer behavior, as satisfied customers are more likely to repurchase, remain loyal, and engage in positive word-of-mouth (Susanto et al., 2023). Previous empirical studies consistently report a positive and significant relationship between customer satisfaction and repurchase intention (Zahroni et al., 2022; Ramadhani et al., 2021). In modern retail settings, satisfaction not only influences purchase repetition but also reinforces trust and long-term commitment toward a particular store. Thus, customer satisfaction can be regarded as a critical determinant of sustained consumer relationships. Based on these findings, the following hypothesis is proposed:

H3: Customer satisfaction has a positive effect on repurchase intention.

Product Diversity and Customer Satisfaction

Product diversity also plays an important role in shaping customer satisfaction. A diverse product assortment allows consumers to select items that best fit their preferences and lifestyles, thereby enhancing their overall shopping experience (Diantika, 2022). Studies by Novansyah et al. (2024) and Pawarti et al. (2022) indicate that greater product diversity significantly increases customer satisfaction, as consumers perceive higher flexibility and convenience when shopping. The availability of varied and complete product options reduces uncertainty and enhances shopping confidence, which contributes positively to satisfaction. These findings suggest that product diversity functions as an antecedent of satisfaction rather than merely a driver of immediate repurchase behavior. Therefore, the following hypothesis is proposed:

H4: Product diversity has a positive effect on customer satisfaction.

Service Quality and Customer Satisfaction

Service quality is widely recognized as a dominant determinant of customer satisfaction in the retail industry. It reflects a retailer's consistency in delivering reliable, responsive, and empathetic services that fulfill consumer expectations (Kasmir, 2017). Empirical studies demonstrate that high-quality service significantly enhances customer satisfaction, particularly when customers perceive prompt assistance and courteous interactions (Puspita, 2023; Susanto et al., 2023; Sari & Rosyidi, 2023). In retail contexts, service quality strengthens emotional bonds and fosters a sense of security during transactions, which ultimately contributes to satisfaction. Consequently, service quality can be viewed as a foundational element in building positive consumer evaluations. Based on prior research, the following hypothesis is formulated:

H5: Service quality has a positive effect on customer satisfaction.

The Intervening Role of Customer Satisfaction

Customer satisfaction is frequently positioned as an intervening factor that explains how retail attributes influence repurchase intention. Product diversity and service quality may not directly stimulate repeat purchasing behavior; instead, their effects are often realized through consumers' satisfaction evaluations. Prior studies suggest that diverse product offerings and high-quality service enhance satisfaction, which subsequently increases consumers' intention to repurchase (Kotler & Armstrong, 2018; Yani & Maisarah, 2022; Naura & Tjahjaningsih, 2024). This perspective highlights satisfaction as a key evaluative mechanism that translates retail performance into behavioral outcomes. Accordingly, the following hypotheses are proposed:

H6: Customer satisfaction plays an intervening role in the relationship between product diversity and repurchase intention.

H7: Customer satisfaction plays an intervening role in the relationship between service quality and repurchase intention.

Figure 1. Research Model
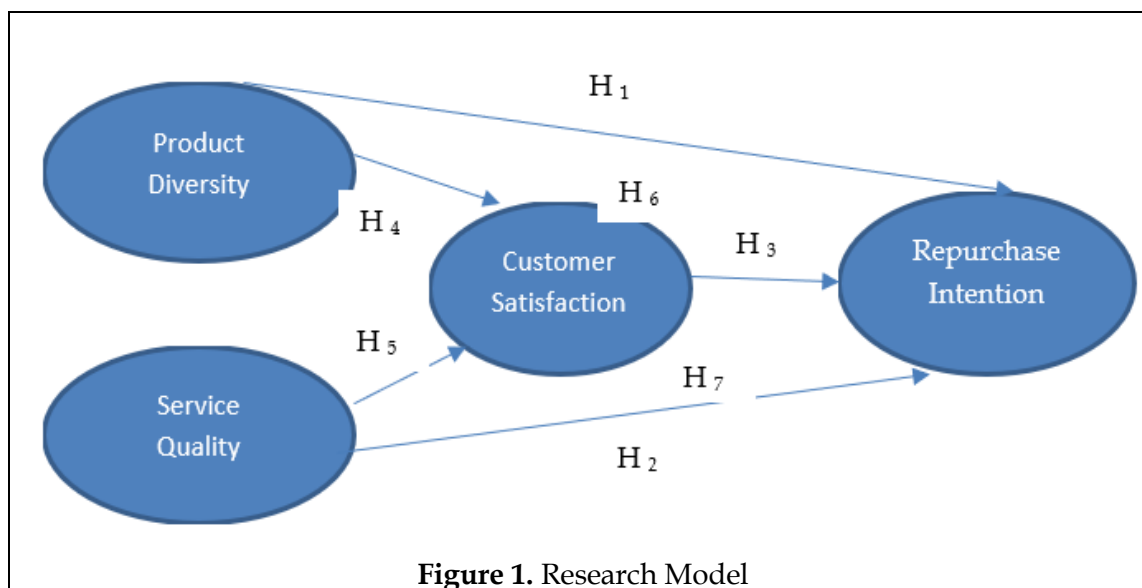
METHOD

Research Design

This study adopts an explanatory quantitative research design, which aims to examine causal relationships among variables and to test theoretical models through empirical data. This approach is appropriate for identifying both direct and indirect effects among constructs, particularly when mediation mechanisms are involved. Accordingly, the design was employed to analyze the influence of product diversity and service quality on repurchase intention, with customer satisfaction serving as a mediating variable.

Population and Sample

The population of this study consisted of consumers who had shopped at Superindo Daan Mogot. Respondents were selected using purposive sampling, with the following criteria: (1) consumers who had made purchases at Superindo Daan Mogot at least once, and (2) consumers who were willing to provide complete responses to the questionnaire.

A total of 110 valid questionnaires were collected and analyzed. This sample size meets the minimum requirements for PLS-SEM analysis, which emphasizes predictive accuracy and model estimation rather than population generalization.

Measurement Instrument

Data were collected using a structured questionnaire administered directly to respondents. All items were measured using a 4-point Likert scale, ranging from *1 = strongly disagree* to *4 = strongly agree*. The use of a four-point scale was intended to reduce central tendency bias and encourage respondents to express clearer attitudinal positions.

The study involved four main constructs:

a. **Product Diversity (X1)**, measured using 8 indicators adapted from Kotler and Keller (2015);

b. **Service Quality (X2)**, measured using 10 indicators adapted from Kotler and Keller (2016);

c. **Customer Satisfaction (Z)**, measured using 6 indicators based on Tjiptono and Chandra (2016);

d. **Repurchase Intention (Y)**, measured using 8 indicators adapted from Duh and Pwaka (2023).

All measurement items were adapted to the retail context of modern supermarkets while maintaining their original conceptual meanings.

Data Analysis Technique

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. This technique was selected due to its suitability for complex models involving mediation effects and its robustness in handling non-normal data distributions.

The evaluation of the measurement and structural models followed established criteria:

1. Convergent Validity: Convergent validity was assessed through outer loadings ($\geq$ 0.70) and Average Variance Extracted (AVE $\geq$ 0.50).

2. Discriminant Validity: Discriminant validity was evaluated using the Fornell–Larcker criterion, ensuring that the square root of each construct's AVE exceeded its correlations with other constructs.

3. Reliability: Construct reliability was examined using Cronbach's Alpha and Composite Reliability, with values $\geq$ 0.70 indicating satisfactory internal consistency (values $\geq$ 0.60 considered acceptable for exploratory research).

4. Structural Model Evaluation: The explanatory power of the model was assessed using the coefficient of determination (R^2), categorized as weak (0.25), moderate (0.50), or strong (0.75), following Hair et al. (2021).

5. Hypothesis Testing: Hypotheses were tested using bootstrapping procedures, with statistical significance determined by t-values greater than 1.96 and p-values less than 0.05.

RESULT

Respondent Characteristics

The analysis was conducted on data obtained from 110 valid respondents, all of whom had prior shopping experience at Superindo Daan Mogot. This ensures that the responses reflect actual consumer experiences rather than first-time impressions.

The demographic profile indicates that female consumers dominated the sample, accounting for 68.8% (n = 110). In terms of age, the largest group of respondents was

aged 17–25 years, comprising 44.4% (n = 71) of the total sample. Regarding employment status, private employees represented 41% (n = 66) of respondents. In addition, 46% (n = 74) reported visiting Superindo Daan Mogot more than three times, indicating a relatively high level of familiarity with the supermarket's products and services.

Overall, these characteristics suggest that the respondents largely consist of young, employed female consumers who frequently shop for daily necessities, making them an appropriate group for examining repurchase intention.

Measurement Model Evaluation (Validity and Reliability)

The measurement model was evaluated using PLS-SEM, focusing on convergent validity, discriminant validity, and reliability.

Convergent validity was assessed through outer loadings and Average Variance Extracted (AVE) values. All constructs demonstrated AVE values exceeding the recommended threshold of 0.50, indicating that the indicators adequately represent their respective latent variables. Indicators with loadings between 0.60 and 0.70 were retained when they were theoretically justified, following Hair et al. (2021).

Discriminant validity was verified using the Fornell–Larcker criterion, confirming that the square root of AVE for each construct was greater than its correlations with other constructs. Reliability was established through Cronbach's Alpha and Composite Reliability, with all values exceeding 0.70, indicating strong internal consistency.

Tabel 1. Test Average Variance Extracted (AVE)

Construct	Cronbach's Alpha	Composite Reliability	AVE
Customer Satisfaction	0.958	0.966	0.827
Product Diversity	0.964	0.970	0.800
Service Quality	0.972	0.975	0.798
Repurchase Intention	0.962	0.968	0.789

Source: Data processed by SmartPLS, 2024

These results indicate that all constructs meet the required criteria for validity and reliability and are suitable for further structural model analysis.

Structural Model and Hypothesis Testing

Hypothesis testing was conducted using bootstrapping procedures, with statistical significance determined by t-values greater than 1.96 and p-values less than 0.05.

Table 2. Path Coefficient Value

Relationship	Path Coefficient	t-value	p-value	Conclusion
Product Diversity → Repurchase Intention	-0.260	0.565	0.573	Not significant
Service Quality → Repurchase Intention	0.067	0.471	0.638	Not significant
Customer Satisfaction → Repurchase Intention	1.111	2.841	0.005	Significant

Product Diversity → Customer Satisfaction	1.158	21.869	0.000	Significant
Service Quality → Customer Satisfaction	-0.173	3.103	0.002	Significant

Source: Data processed by SmartPLS, 2024

The results indicate that product diversity and service quality do not have significant direct effects on repurchase intention. In contrast, customer satisfaction has a significant and positive direct effect on repurchase intention. Furthermore, both product diversity and service quality significantly influence customer satisfaction, supporting their roles as antecedents of satisfaction.

Indirect Effects (Mediation Analysis)

To examine the mediating role of customer satisfaction, indirect effects were analyzed.

Table 3. Indirect Effects

Relationship	Path Coefficient	t-value	p-value	Conclusion
Product Diversity → Customer Satisfaction → Repurchase Intention	1.287	2.907	0.004	Significant
Service Quality → Customer Satisfaction → Repurchase Intention	-0.192	2.313	0.022	Significant

The results confirm that customer satisfaction significantly mediates the relationship between product diversity and repurchase intention, as well as between service quality and repurchase intention. This indicates that product diversity and service quality influence repurchase intention indirectly through customer satisfaction, rather than through direct pathways.

DISCUSSION

Product diversity does not directly influence repurchase intention at Superindo Supermarket. This finding indicates that, within the context of modern retail, product variety may no longer function as a determining factor in repeat purchase behavior. For consumers who routinely shop for daily necessities, product diversity tends to be perceived as an inherent feature of the supermarket rather than a distinctive advantage. As a result, variations in product assortment do not immediately translate into repurchase decisions. This condition suggests that consumers prioritize efficiency and the fulfillment of basic needs over the breadth of product options. Consequently, product diversity becomes less salient when it aligns with consumers' baseline expectations. This finding differs from prior studies reporting a significant positive relationship between product diversity and repurchase intention (Amirarasy et al., 2023; Yani & Maisarah, 2022), indicating that the effect of product diversity is contingent upon retail context and consumer familiarity.

Service quality does not exhibit a significant direct effect on repurchase intention in the context of Superindo Supermarket. This result suggests that service interactions

alone are insufficient to motivate consumers to engage in repeat purchasing behavior. In supermarket settings, service encounters are generally brief and standardized, which may limit their role as a primary driver of repurchase decisions. Consumers are therefore more likely to perceive service quality as a complementary element of the overall shopping experience rather than as a decisive factor. This condition indicates that service quality contributes indirectly by supporting favorable evaluations rather than directly triggering behavioral intentions. This finding contrasts with results reported in service-intensive contexts (Jodiyosa & Tyas, 2025; Jaber et al., 2021), further emphasizing that the influence of service quality on repurchase intention varies across retail environments.

Customer satisfaction demonstrates a strong and significant direct effect on repurchase intention, confirming its central role in post-purchase decision-making. This finding indicates that consumers are more inclined to return to a retail outlet when they feel satisfied with their overall shopping experience. Satisfaction represents a cumulative evaluation that integrates multiple aspects of the shopping process, including product availability, service interaction, and perceived convenience. When satisfaction is achieved, consumers tend to develop positive attitudes toward the retailer, which increases their likelihood of engaging in repeat purchases and recommending the store to others. This pattern is consistent with prior research (Zahroni et al., 2022; Ramadhani et al., 2021) and reinforces the theoretical view that satisfaction functions as a key predictor of loyalty-related behaviors.

Product diversity and service quality are found to significantly influence customer satisfaction. This result indicates that although these variables do not directly stimulate repurchase intention, they play an essential role in shaping consumers' evaluative judgments. A diverse product assortment allows consumers to fulfill their needs efficiently, while reliable and empathetic service contributes to a sense of comfort and trust during transactions. Together, these attributes enhance consumers' perceptions of the overall shopping experience, which subsequently strengthens satisfaction. This finding aligns with previous studies suggesting that satisfaction emerges from holistic assessments of retail performance rather than from isolated product or service attributes (Novansyah et al., 2024; Pawarti et al., 2022).

Customer satisfaction plays an intervening role in the relationship between product diversity and repurchase intention, as well as between service quality and repurchase intention. This finding indicates that product diversity and service quality influence repurchase intention through an indirect pathway via customer satisfaction, rather than through direct effects. In this context, satisfaction functions as an evaluative filter that translates operational attributes into behavioral intentions. Improvements in product assortment and service delivery are therefore unlikely to generate repeat purchases unless consumers perceive these improvements as meaningful and satisfying. This pattern is consistent with evidence showing that customer satisfaction serves as a linking mechanism between perceived quality attributes and reuse intention in other service settings (Jodiyosa & Tyas, 2025). The finding reinforces the theoretical assumption that satisfaction represents a critical psychological stage in the consumer decision-making process, bridging retail attributes and repurchase behavior.

Managerial efforts aimed at increasing repurchase intention should therefore prioritize strategies that strengthen customer satisfaction rather than focusing solely on expanding product variety or improving service quality in isolation. In highly

competitive and standardized retail environments such as supermarkets, satisfaction emerges as the pivotal factor that converts routine shopping experiences into sustained consumer loyalty. By emphasizing satisfaction-oriented strategies, retailers can more effectively transform operational improvements into long-term behavioral outcomes.

The findings of this study contribute to the consumer behavior and retail marketing literature by reinforcing the central role of customer satisfaction as an evaluative construct that bridges retail attributes and behavioral intentions. The absence of direct effects from product diversity and service quality on repurchase intention suggests that these attributes no longer operate as independent predictors in highly standardized retail environments. Instead, their influence is realized through consumers' overall satisfaction, which functions as a cognitive–affective filter in the decision-making process. This finding supports and extends satisfaction-based loyalty models by demonstrating that operational attributes must first be internalized as satisfying experiences before shaping repurchase behavior. Accordingly, this study provides empirical support for mediation-oriented frameworks in retail research, emphasizing that consumer loyalty is not driven by isolated attributes but by integrated evaluations of the shopping experience.

CONCLUSION

This study concludes that customer satisfaction plays a decisive role in shaping repurchase intention at Superindo Daan Mogot. The findings indicate that product diversity and service quality do not exert direct effects on repurchase intention; instead, their influence is realized through consumers' overall satisfaction with the shopping experience. This suggests that repeat purchasing behavior is driven less by isolated retail attributes and more by how these attributes are evaluated and internalized by consumers as satisfying experiences.

From a theoretical standpoint, these findings contribute to the consumer behavior and retail marketing literature by reinforcing satisfaction-based explanatory models. The results extend prior research by demonstrating that product diversity and service quality primarily function as antecedents of customer satisfaction rather than independent predictors of repurchase intention. This emphasizes customer satisfaction as an evaluative mechanism that bridges retail performance attributes and behavioral intentions, particularly within standardized modern retail environments where functional differentiation is limited.

Practically, the findings imply that retail managers should prioritize strategies that consistently enhance customer satisfaction to strengthen repurchase intention. Improving the quality of product assortments, maintaining packaging integrity, and ensuring reliable and empathetic service delivery can collectively foster more positive shopping experiences. Nevertheless, this study is limited to a single retail location and a restricted set of variables, which may constrain the generalizability of the results. Future research is therefore encouraged to examine additional factors such as price perception, store atmosphere, and promotional strategies across broader retail contexts to provide a more comprehensive understanding of consumer loyalty patterns.

REFERENCES

Alma, M. (2000). *Manajemen pemasaran dan pemasaran jasa*. Alfabeta.

Amanulloh, P., Ari, A., & Barlian, B. (2023). Pengaruh keragaman produk dan kualitas pelayanan terhadap minat beli (Survei pada konsumen toko pakaian area Singaparna Tasikmalaya). *GLORY (Global Leadership Organizational Research in Management)*, 1(4), 83–107. https://doi.org/10.59841/glory.v1i4.329

Amirarasy, A. A., Elwisam, E., & Digdowiseiso, K. (2023). The effect of brand image, product diversity, online trust, and security on repurchase interest at the Shopee marketplace in Jakarta. *Jurnal Syntax Admiration*, 4(1), 295–309. https://doi.org/10.46799/jsa.v4i1.820

Diantika, A. R. (2022). Pengaruh keragaman produk, ketersediaan, dan kualitas pelayanan terhadap kepuasan konsumen di Hikmah Mart Jajar Wates. *Jurnal Manajemen dan Bisnis*, 1(2), 175–188. https://doi.org/10.36490/jmdb.v1i2.390

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Mediation analysis. In *Partial least squares structural equation modeling (PLS-SEM)*. Springer. https://doi.org/10.1007/978-3-030-80519-7_7

Haris, A., Arifin, R., & Arsyianto, M. T. (2022). Pengaruh keragaman produk, harga, dan kualitas pelayanan terhadap minat beli ulang melalui kepuasan sebagai variabel intervening pada pelanggan MR.DIY Tlogomas Kota Malang. *E-Jurnal Riset Manajemen*, 12(2), 648–660. http://riset.unisma.ac.id/index.php/jrm

Iksan, M. F., Heryati, Y., & Rusli, R. (2024). The effect of product diversity and service quality on customer satisfaction: Case study at Al Mubarok Supermarket. *Golden Ratio of Marketing and Applied Psychology of Business*, 4(2), 184–195.

Intansari, N. K. A. A., & Suardhika, I. N. (2025). Pengaruh kelengkapan produk, kualitas pelayanan, dan store atmosphere terhadap minat beli ulang konsumen. *Jurnal Bakti Saraswati*, 14(1), 33–42.

Jaber, L., Basalamah, R., & Wahono, B. (2021). Pengaruh kualitas pelayanan, suasana toko, dan keragaman produk terhadap niat beli ulang melalui kepuasan sebagai variabel intervening. *E-Jurnal Riset Manajemen*.

Jaber, L., Basalaman, R., & Wahono, B. (2020). Pengaruh kualitas pelayanan, suasana toko, dan keragaman produk terhadap niat beli ulang melalui kepuasan sebagai variabel intervening. *E-Jurnal Riset Manajemen*, 2(1), 58–75.

Jodiyosa, P., & Tyas, A. A. W. P. (2025). Customer satisfaction mediates digital banking quality and features on reuse intention: HSBC Indonesia case. *APLIKATIF: Journal of Research Trends in Social Sciences and Humanities*, 4(3), 267–278.

Kasmir. (2017). *Customer service excellent*. PT Raja Grafindo Persada.

Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson.

Kotler, P., & Keller, K. L. (2015). *Manajemen pemasaran* (A. Maulana & W. Hardani, Eds.; 13th ed., Vol. 1). Erlangga.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th global ed.). Pearson.

Mardiana, P. T., & Sari, O. Y. (2022). Peningkatan minat beli ulang dengan kualitas pelayanan dan keragaman produk. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, 6(2), 1916–1929.

Naura, S. S., & Tjahjaningsih, E. (2024). Pengaruh keragaman produk, brand ambassador, dan persepsi harga terhadap kepuasan dan niat beli ulang. *Jesya*, 7(2), 1436–1444. https://doi.org/10.36778/jesya.v7i2.1533

Novansyah, R. T., Praja, Y., & Minullah. (2024). Pengaruh keragaman produk, kepercayaan, dan brand image terhadap minat beli ulang. *Jurnal Mahasiswa Entrepreneur (JME)*, 3(12), 2474–2488.

Pawarti, G., Ngatno, N., & Hadi, S. P. (2022). Pengaruh variasi produk terhadap pembelian ulang dengan kepuasan konsumen sebagai variabel intervening. *Jurnal Ilmu Administrasi Bisnis*, 11(1), 1–8. https://doi.org/10.14710/jiab.2022.33540

Puspita, Y. G. (2023). Analysis of the effect of product quality and service quality on repurchase interest mediated by customer satisfaction. *International Journal of Review Management Business and Entrepreneurship*, 3(1), 190–199. https://doi.org/10.37715/rmbe.v3i1.4344

Putri, D. A., Abdul, D., & Mubarok, A. (2025). Pengaruh keragaman produk, kualitas pelayanan, dan harga terhadap minat beli ulang. *Journal of Artificial Intelligence and Digital Business (RIGGS)*, 4(2), 6730–6741.

Ramadhani, M. D., Sukawati, T. G., & Sukawati, R. (2021). The role of customer satisfaction mediates the effect of service quality and website quality on repurchase intention. *American Journal of Humanities and Social Sciences Research*, 5, 570–579.

Sari, & Rosyidi. (2023). The effect of product diversity, tourist attractions, pricing, and service quality on tourist loyalty. *Jurnal Ekonomi*, 12(3), 639–649.

Suryawan, T. G. A. W. K., & Sa'Bandi, A. (2023). Pengaruh harga produk dan keragaman produk terhadap minat beli ulang. *Forum Manajemen*, 21(1), 36–47. https://doi.org/10.61938/fm.v21i1.509

Susanto, S., Wahyudi, F., Bangun, S., Nurdiani, T. W., & Purnomo, H. (2023). Analysis of the influence of service quality on customer satisfaction and reuse intention. *MALCOM: Indonesian Journal of Machine Learning and Computer Science*, 3(2), 274–280. https://doi.org/10.57152/malcom.v3i2.933

Tjiptono, F., & Chandra, G. (2019). *Service, quality, dan customer satisfaction* (5th ed.). Andi Offset.

Umah, C. R., Sutantri, Aysa, I. R., & Mala, I. K. (2024). The effect of product diversity on repurchase intention with brand equity as mediating variable. *Proceeding Accounting, Management, Economics Uniska*, 1(1), 869–885.

Widayat, W., & Purwanto, H. (2020). Pengaruh kualitas pelayanan, harga, keberagaman produk, suasana toko, dan lokasi terhadap minat beli. *Journal of Economic, Business and Engineering*, 2(1), 123–132. https://doi.org/10.32500/jebe.v2i1.1458

Wiratama, N. I., Setini, M., & Yasa, P. N. S. (2025). Customer satisfaction as a bridge: The impact of service quality and product diversification on loyalty. *Ekombis Review*, 13(3), 2357–2372.

Yani, A. S., & Maisarah, I. (2022). The effect of customer trust and product diversity on repurchase intention. *International Journal of Human Capital Management*, 6(2), 32–40. https://doi.org/10.21009/ijhcm.06.02.3

Yanti, K., & Ferayani, M. (2023). Pengaruh keragaman produk, kualitas pelayanan, dan lokasi terhadap minat beli ulang. *Jurnal Daya Saing*, 9(1), 245–250.

Zahroni, Z., Arief, M. Y., & Praja, Y. (2022). Pengaruh keragaman produk terhadap minat beli konsumen dengan kepuasan sebagai variabel intervening. *Jurnal Mahasiswa Entrepreneur (JME)*, 1(10), 2068. https://doi.org/10.36841/jme.v1i10.2255