THE DETERMINANT ANALYSIS THAT AFFECTS THE MODERN RETAIL IMAGE AND ITS IMPLICATIONS FOR CONSUMERS REPURCHASE INTENTION IN MEDAN, INDONESIA

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ABSTRACT

Repurchase intention is a recurring frequency of purchases made by consumers who have committed to the product, brand image or store image, which is often used to measure the impact of the company's applied strategy concerning marketing. The present study aims at analyzing the determinants that affect the modern retail image and its implications for the retail consumer repurchase intention in Medan. This study used Structural Equation Modeling (SEM) analysis tool. Population in this research is the modern retail consumer in Medan city.

Several empirical findings of this study are reference groups that have significant effects on the modern retail image. The perceived value does not have a significant effect on the modern retail image. Organized retail has a significant influence on the modern retail image. Store atmosphere has a significant effect on the modern retail image. Consumers psychographic has a significant influence on the modern retail image. The reference groups have a significant effect on consumer repurchase intention. The perceived value does not have a significant effect on the consumer's repurchase intention. Organized retail has a significant effect on repurchase intention. Store atmosphere has a significant effect on consumer's repurchase intention. Consumers' psychographic have a significant influence on consumer repurchase intention. The modern retail image has a significant effect on consumer repurchase intention. The reference groups through modern retail image do not have a significant effect on consumer repurchase intention. The perceived value through modern retail image does not have a significant effect on consumer repurchase intention. Organized retail through modern retail image has a significant effect on consumer repurchase intention.
intention. Store atmosphere through modern retail image has a significant effect on consumer repurchase intention. Consumers' psychographics through modern retail image does not have a significant effect on consumer repurchase intention.

**Keywords:** Reference Group, Perceived Value, Organized Retail, Store Atmosphere, Consumer Psychographics, Modern Retail Image, Repurchase Intention.


**1. INTRODUCTION**

Nowadays, the retail market is a marketing alternative amongst the people. Organizing marketing in the form of modern retail has become attractive. Retail business is a business activity related to the sale and delivery of services to consumers for the use of the nature of the individual or the group. The success of a competitive retail market always offers suitable and appropriate products, with the price, time and atmosphere of a pleasant place. Therefore, understanding the retailers and target market characteristics or serving consumers has become substantive. Retail marketing tends to perceive changes in consumer behavior in the shopping, consumer needs, technological change, and business development. Until now, modern retailing is proliferating and competing with modern retailers, even online retailing. Given the rapid growth in the population of Medan, then daily necessities are a fundamental factor. The fact has attracted investors to develop modern minimarkets and even hypermarkets. As the advancement of information and production technology has led the lifestyle of the community to move towards modernization in the fulfillment of daily needs. Citizens’ expectation for the concept of excellent service and modern organized retail business has led to the rise of modern retail with the idea of a franchise.

Modern retail business in Indonesia has generally proven reliability and its growing presence, spreading in strategic places. In addition to increasing public income, demographic bonuses are the reason why retail business develops up to now. Table 1. below presents retail market in Indonesia in various formats.

**Table 1 Retail Growth in Indonesia in Various Formats (In Rupiah Trillions)**

<table>
<thead>
<tr>
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<tr>
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<td>28</td>
<td>37</td>
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<td>55</td>
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<tr>
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<td>27</td>
<td>31</td>
<td>36</td>
<td>38,8</td>
<td>51,0</td>
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<td>90</td>
<td>108</td>
<td>127</td>
<td>146</td>
<td>181</td>
<td>232,5</td>
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The phenomenon of consumer behavior that has begun to shift shopping from traditional retail to the modern retail market. As a result of the capability of business owners to provide a pleasant concept to consumers and a comfortable shopping environment. Psychologically, it has changed the habits and interests of consumers in shopping. Another noteworthy fact is that managing more modern professional retailer, which emphasizes the principles of excellent service and complete product availability has made traditional retail markets tended to abandon by consumers. Modern retail stores that have a comfortable store atmosphere are supposed to generate consumer repurchase intention. Current retail management with a trusted store brand and a delightful store atmosphere may stimulate consumers to enjoy their...
shopping. Shopping is not just a place to put things away, but more than that. In addition to the comfort and atmosphere, some other things concern the lifestyle and consumer psychological satisfaction that ultimately raises their interest to revisits and re-shopping enthusiasm.

indicators will form repurchase intention among others shopping frequency, customer commitment, and positive recommendations, (Hawkins et al., 2015). The motivational level of consumers in repurchasing behavior towards a product and service is characterized by the use of a brand of goods or services that sustainability. The consumer's tendency to repurchase goods and services, in the indirect way consumers have had brand loyalty behavior of certain goods and services. Reference groups can also influence the perceived brand value of the modern retail business for a variety of positive information on specific recent retail recommendations. The assumption has been proved by some scholars such as Dawson (2010) who have found that reference groups have a positive and significant effect on the organization's image. Also by Frouzan Far, Meimar, and Tagipour (2012) have found the influence of reference groups on the organization's image.

On the other hand, prospective customers are likely to give a positive perception when the value offered by modern retail through brand stores, layout, music, aroma, texture, building design, and equipment. Consumer perceived value that is formed will impact the brand image of a business entity (Adriza, 2014; Taleghani & Almasi, 2011) There are three fundamental arguments for why retailers need to market sustainable products, among others, to build customer value, make brand image and increase request for sustainable products (Elizondo, 2010). Organized retail with sustainable marketing patterns is still a significant issue of scholars who focus on retail marketing studies. For example, El-Adly, (2007) has identified six factors that affect consumers in shopping centers or organized retail include comfort, diversity, entertainment, essence, and luxury. Shopping activity becomes a regular consumer activity. Therefore, the retailer should provide a pleasant atmosphere and bring a sense of fun and pleasure to consumers (Howard, 2007). Convenient store atmosphere allows a positive attitude toward consumers and ultimately benefits the company. Berman (2002) has highlighted four determinant factors that became consumers' assessment including Exterior, General interior, store layout, interior display. Store atmosphere tends to affect the consumer psychographic side. There are two concepts in psychographics, which first illustrates the psychological characteristics of consumers that further lead to the identification of consumer personality (self-concept). Second, the psychographic aspect as a study of activities, interests, opinions. However, psychographic practice is used to measure the lifestyle of consumers by analyzing activities, interests, and opinions (Prasitijo, 2004).

Several prior studies have highlighted the role of reference groups (William, 2001), perceived value towards purchase intention (Hsinkuang, 2009). Apart from that Piyali Ghosh (2010) who has been researching on organized retail, store attributes, purchasing patterns, store atmosphere with endogenous variables is a store selection. Primadhany (2011) has used psychographic factors, social factors, information processes as independent variables and student decisions as dependent variables. In this case, the author elaborates several studies of William (2001), Hsinkuang Chi (2010), Primadhany (2011), whose exogenous variables are reference groups, perceived value, Organized Retail, Store Atmosphere and Consumer Psychography, to Retail Image Modern as a direct influence on endogenous consumer repurchase intention variables in Medan as a direct influence. While the indirect influence was mediated by the intervening variable of Modern Retail Image.
1.1. Problem Identification

1. Convenience shopping has become a basic need for consumers.
2. Consumer trends have switched from shopping in traditional to modern retail which is supposed due to shopping convenience factors.
3. Traditional store image is relatively less concerned with consumer psychologic factors such as those who prefer to Exterior, General interior, store layout, attractive interior display.
4. The emergence of a massively organized retail offering a comfortable environment and atmosphere.

The appropriate problem statement is to explain the relationship between two or more variables expressed in the form of an answer or an alternative sentence, but implicitly contains a question (Sekaran, 2017). Based on the problem identification and elaboration of previous research, the authors compiled some research questions as follows:

RQ1: Does the reference group have a positive and significant influence on modern retail image?
RQ2: Does perceived value have a positive and significant influence on modern retail image?
RQ3: Does organized retail have a positive and significant influence on the modern retail image?
RQ4: Does the store atmosphere have a positive and significant influence on modern retail image?
RQ5: Does customer psychographics have a positive and significant influence on modern retail image?
RQ6: Does the reference group have a positive and significant influence on repurchase intention in Medan?
RQ7: Does perceived value have a positive and significant influence on repurchase intention in Medan?
RQ8: Does organized retail have a positive and significant influence on repurchase intention in Medan?
RQ9: Does the store atmosphere have a positive and significant influence on consumer repurchase intention in Medan?
RQ10: Does consumer psychographics have a positive and significant effect on consumer repurchase intention in Medan?
RQ11: Does the modern retail image have a positive and significant influence on consumer repurchase intention in Medan?
RQ12: Does the reference group have a positive and significant influence on consumer repurchase intention through the modern retail image?
RQ13: Does perceived value have a positive and significant influence on consumer repurchase intention through the modern retail image?
RQ14: Does organized retail have a positive and significant influence on consumer repurchase intention through the modern retail image?
RQ15: Does the store atmosphere have a positive and significant influence on consumer repurchase intention through the modern retail image?
RQ16: Does consumer psychographics have a positive and significant effect on consumer repurchase intention through the modern retail image?
2. LITERATURE REVIEW

2.1. Reference Group
Reference groups as a group of people who have a direct or indirect effect on individual attitudes and behaviors (Kotler, 2012; Herbet, 2013). Indirect reference groups consist of individuals or groups who do not have direct contacts, such as film stars, sports heroes, political leaders, or people who look interesting at street corners (Schiffman et al., 2012). The reference group is considered as a comparison (reference) to a person in shaping general or specific values. The marketing perspective explains that the reference group is the basis of a person's recommendation in determining choices and decisions. Reference groups are considered capable of influencing, representing one's aspiration and behavior in forming values and attitudes. Reference groups can be decisive about how individuals think or behave. They always give feedback and even influence someone to do something in a purchase.

Hawkins et al. (2013) have divided three influences from reference groups, among others: Informational influence, normative influence, the latter is the influence of Identification, also known as Value-Expressive influence. The reference group was measured using indicators of normative and informational influences (Makgosa et al., 2007). The intellectuals measure with indicators of normative influence and a value expression (Jiaqin Yang et al., 2007).

Furthermore, other scholars such as Frouzan (2012) have presented several attributes of reference groups among others: a) Socially, individuals are influenced by groups they believe are important. b) Individual use certain groups as a guide as to how they should behave or normative reference group. c) Individuals use groups as a basis for comparing themselves to other individuals or other groups. d) Individuals can and do use more than one group as a reference guide or multiple reference group. e) Certain groups that individuals use as a point of reference process the power to influence attitudes and behavior of individuals who may or may not be members of the group.

2.2. Perceived Value
Mohammad (2011) has stated that perceived value is defined as the judgment or evaluation made by the customer of the comparison between the utility obtained from, a product, service or relationship and the perceived sacrifices or costs. Meng et al. (2011) have defined perceived value is a subjective evaluation of consumers feeling and the balance of payment and obtainment. Khoddami, Moradi, and Ahmadi (2011) have stated that the overall perceived value of mass customization has been explained as the willingness to pay a premium for the customized product as opposed to a standard product. Alves (2010) has stated that value is the overall evaluation that the consumer makes of a product based on perceptions of that given in exchange for that which is received value delivery. Khan and Kadir (2011) have stated that the multidimensional measure of perceived value must be functional and relational aspects. Consumers perceived value according to the difference between the 'utility' or the benefits provided by the attribute of a product and the disutility of the unprofitable represented by the price paid (Tellis, 2009) or as a trade-off or exchange between price and quality (Sinha, 2008).

Other scholars such as (Alves, 2010) have argued that Customer value is a customer's perceived preference for an evaluation of those product attributes, attributing performances, and consequences arising from use that facilitate (or block), achieving the customer's goals and purposes in usage situations. Evans (2002) has stated that Dimension customer value management (CVM) aims to improve the productivity of marketing activity, and the profitability of the business by identifying the value of different customer segments and aligning strategic marketing, plans, and resourcing accordingly. Customer value management
(CVM) aims to increase the productivity of marketing activities, and business profitability by identifying different customer segments and strategic marketing, plans, and resources.

The effect of customer value is as an enabling factor of a firm to create customer loyalty. Other statements submitted by Khan and Kadir (2011), the first approach holds that consumers derive value according to the difference between 'utility' provided by attributes of a product and 'disutility' represented by the price paid (Tellis and Gaeth, 1990). This approach is supported by Sinha and DeSarbo (1998) and stressed that customer perceived value is considered a trade-off between price and quality. Heinonen (2004) states that it has been suggested that customer perceived value is formed of the trade-off between benefit and sacrifice.

Regarding the value of perception, in fact, there is debatable among scholars, and there is no consensus on the exact dimensions to measure it. It has also been revealed by Nasreen Khan (2010) in his research reveals that most scholars are more focused on the value of physical products, while other scholars focus on the value of the relationship. From this side, it can be asserted that the dimensions of perceived value can be measured from the perceived functional value and the perceived relational value.

2.3. Organized Retail

Cheng (2002) has explored an organized retailer where consumer perceptions have an influence on shopping behavior such as how the shop selection is based on demographic and psychographic factors. Organized retailing will have an impact on sustainable marketing that ultimately leads to the success of a sustainable retail strategy. The simple logic is that retailers who market products and have ongoing initiatives will shape customer value, build favorable brand image, and increase demand for sustainable products.

According to Wilhelm (2005), teens prefer to go to a friendly shopping center and make them feel welcome that is a feature of organized retail. They want the stalls provided are cool, entertainment options, attractive designs and a great place to spend time with friends from an enjoyable shopping experience. Keng et al. (2007) have found that personal interaction is really optimistic influenced by the perception of efficiency and excellent value. Encounters in physical environments affect aesthetic perceptions and playfulness and all dimensions of customer's experimental values.

El-Adly, (2007) has identified six factors that affect retail or organized retail customers: comfort, diversity, entertainment, essence, and luxury. Howard (2007) has believed that shopping is a free throw and with the rapid development of shopping centers, both retailers and developers seek to make it more than fun activities. Kalhan (2007) has mentioned the factors that cause a decline in sales. The decline in sales is due to the superior shopping environment, convenience, variety availability, store atmosphere, availability of parking spaces and the perception of the quality of the products being sold. Kushwaha (2011) has found that factors such as cleanliness, distance, price, quality, security and room for shopping are a deciding factor for organized retail.

Accelerating connotation becomes sensitive to customer time and line checkout length, and being proactive in speeding up the shopping process. Terblanche (2006) has suggested that retailers should accept that it is not just what they are marketing but also how it is done. Face-to-face interaction between retail staff and buyers affects shopping time. According to Molina (2009), sales personnel are required to offer instant services to consumers, full attention and to make customers feel willing to help. According to Ghosh, et al. (2010), that salespeople have sufficient knowledge of the products offered at the store and they can handle complaints, highly skilled, motivated and help sales personnel in courtesy, causing customers to revisit the store and be wrong a success factor in retail. Perceptions that benefit shopping
quality, checkout speed, shopping efficiencies and quality of time spent shopping lead to satisfaction; further satisfaction leads to repurchasing intentions.

Molina et al. (2009) have found that more positive customer expectations if there are more salespeople seen in the store. Positive expectations, as customers, believe that personnel will assist them in the purchase and checkout process. While when the store is crowded, customers have more negative expectations. In organized retail stores consumers are experiencing fast, error-free, with cash memos, free home delivery, and on-time delivery. According to Zia et al. (2012) shopping convenience, helping employees, quickly and free of sales errors is a significant factor that attracts consumers to organized retail outlets. Organized retailers always provide convenience in shopping; employees are easy to interact with consumers because the applied system holds the principle of quick and error free. Organized retail outlets run on the principle of cash without the occurrence of debt-claims that can disrupt organized retail outlets.

2.4. Store Atmosphere
Kotler et al. (2015) have explained, when a consumer enters a store, they do not only give a product and price rating offered by the retailer, but respond to the environment created by the retailer through store layout, creative display arrangement, attractive building design, distance among shelves, symbols, temperatures, and music being sung. According to J. Paul Peter (2016), Store atmosphere is defined as primarily involves affecting in the form of in-store emotional states that consumers may not be fully conscious of when shopping. Store atmosphere has significant effects on behavior because the emotional states are difficult for consumers to verbalize, are rather transient and affect in-store behaviors in ways consumers may not be aware.

Also, there are four determining factors used to assess store atmosphere according to Berman, et al. (2012) are Exterior, General interior, store layout, interior display. Exterior, which is the outside of the store that can describe the characteristics of the store. Designs of the exterior that have a distinctive feature make consumers interested in entering the store. General Interior, various consumer motives enter the store. Starting from arrangements that can attract visitors and help them make it easy to observe, check and select those items and finally make a purchase.

According to J. Paul Peter (2016) that store atmosphere relates to how managers can manipulate building design, interior space, hallway layout, carpet and wall texture, color, shape, arrangement of goods, exhibits/shows and the voices experienced by customers all aim to achieve specific influences and can influence consumer perceptions of the store atmosphere. According to Jasniko (2013), store atmosphere is a combination of physical characteristics such as arithmetic, layout, lighting, color, temperature, music, and aromas that aim to design emotional responses and customer perceptions and to influence customers in purchasing goods

2.5. Consumer psychographics
James F. Enggel (2012) has stated that psychographic is another term for lifestyle - those patterns by which people live and spend time and money. Much greater use is made of AIO (Activities, Interest, and Opinion). It can be explained that psychographic as a study of activities, interests, opinions. In practice, however, psychographics are used to measure the lifestyle of consumers by analyzing activities, interests, and opinions (AIOs) Psychographic consumers will influence shopping behavior. David Loudon and Della Bitta (2013) have noted that shopping behavior is about to store selection, research has shown that many Spanish-speaking housewives feel lost in supermarkets where they are surrounded by many
unfamiliar products and are inhibited about asking questions because such uneasiness exists about large stores. Hispanics do a large amount of their shopping in bodegas, which are a small neighborhood store.

Mowen (2010) has explained that psychographics are the main techniques used for research on consumer behavior as a measure of lifestyle, psychographic terms have an idea depicting (graphs) psychological factors that make up the consumer. Furthermore, Mowen in Prasetijo (2012) has defined that psychographic as a study of what constitutes a consumer psychologically. There are two concepts in psychographically, first, describing the psychological characteristics of consumers that more towards the identification of consumer personality or self-concept. Demby in Engel, et al. (2012) has explained that psychographic is the use of psychological, sociological, and anthropological factors, such as the desired benefits, self-concept, and lifestyle to determine how the market is predestined by the group's tendency in the relevant marketplace and their reason for making accurate decisions about the product, people, ideologies, or otherwise, adopt an attitude or use a medium.

Kotler and Armstrong (2015) point out that psychographic segmentation divides buyers into different groups based on the characteristics of the social class, lifestyle, and personality. Social Classes refer to grouping the same people in their behavior based on their economic position in the marketplace. The status group reflects a community expectation of lifestyles within each class as well as positive or negative social estimates of respect given to each class.

2.6. Organizational image

Gray (2014) has stated that corporate image is the combination of consumers’ perception and attitude towards a business entity. Alves (2010) has stated that the image as the sum of beliefs, ideas, and impressions that a person has of an object. The above statement is also reinforced by Belanger (2013) who has stated that image is defined as the sum of beliefs, attitudes, stereotypes, ideas, relevant behaviors or impressions that a person holds for an object, person, or organization. Taleghani et al. (2011) have explained that brand or organizational image can be defined as the perception about a brand as reflected by the cluster of associations that consumers connect to the brand or organizational name in memory.

Meanwhile, Nguyen et al. (2016) have explained that organizational image is described as the overall impression made on the minds of the public about an organization. Joanna et al. (2016) have defined Corporate image, as a critical component of the corporate brand, has an external focus and considers how external stakeholders view the organization. PR Smith (2014) has described Corporate image is a perception and embraces everything from the visual impression of a corporate logo to observation and experiences of product, services and corporate behavior in general. Corporate image is a result of everything a company does. This image is formed by a history of success, financial stability, product quality, export success, good industrial relations, reputation as job creation, willingness to take on social responsibility, and commitment to organizing research.

Hsiung (2011) has stated that, brand image as the material property associated with the brand, such as the product name and the packing, which could make profits or sense for customers and help or increase describing the characteristics. Organization images are measured in three dimensions, namely (1) brand value with functional benefits, as well as the basic conditions required by a brand. (2) Brand characteristics, which relate to customer perceptions on differences. (3) Brand associations, associations that are presented by customers on a brand, where customers will compare with other brand products and services. The definition of an organization's image submitted by PR Smith (2015), has shown some dimensions of the organization's image, which include, visual logos, product quality, and
service quality. The logo characteristic will affect the psychiatric factor that can inspire the hearts of consumers.

The organization's image has an essential role in the development of consumer psychology in memory that consumers perceive of retail organizations. The influence of retail image will be the attraction for consumers in shopping. The organizational image presented by Nguyen, et al (2016), PR Smith (2015) and Kotler (2015), therefore the definition of an organization's image is described as a whole as the impression or perception of the company's overall attributes ranging from visual impression to product quality or the service and reputation of the company. This research also uses the definition of organizational adopts submitted by Alves (2015), Belanger (2014), Long-Yi Lin (2010), Joanna (2016), as the meanings of these scholars focus on brand image and organization image that is too intended for affects the company's external environment in order to maximize profit.

2.7. Modern Retail
Retail trade or now even abbreviated to retail business. Ma'ruf (2012) has explained that retail business is a business activity to sell goods or services to individuals for their needs, families, and households. Kotler (2015) has defined that retail sales include the entire activity involved in all sales of goods and services directly to end consumers for personal use and not for business. Retail is a chain of distribution channels that connect the entire business and people who include physical displacement and transfer of ownership of goods or services from producers to consumers. William M. Pride (2014) has explained that retailing focus on the activities required to facilitate exchanges with ultimate consumers, retailers are entered into for personal, family or household purposes. Retail activities usually take place in a store or a service establishment. Retail sales are more focused on serving home-based consumers who always spend in meeting their needs. Ma'ruf (2012) has explained that the retail mix is a combination of retail factors used to satisfy customer needs and influence their decision to buy. These factors are location, merchandise, price, promotion, service, and store atmosphere.

Kotler (2015) has pointed out that retailing is a retail sale of goods that includes all sales activities of goods or services at a personal end-user that is personal. Collecting items by retail stores as a place to provide consumer goods or to meet the needs of end-consumer life. Utami (2010) has reiterated that Retailing is a device of a business activity that sells goods or services to end consumers for the use of individual and family consumption to meet their daily needs.

2.8. Repurchase Intention
Hellier et al. (2016) have stated that repurchase intention is a person's planned decision to repurchase certain services in consideration of the situation and the level of favor. Repurchase intentions occur after the consumer has made a purchase or may have consumed them which result in their intention to re-purchase the same product or service. Philip et al. (2015) have defined that repurchase intention is the individual's judgment about buying a designated service again from the same company, taking into account his or her current situation and likely circumstance. It can be explained that repurchase intention is a desire that comes within the consumer to purchase his or her favorite product or service and has previously purchased it based on the evaluation of the suitability of the product or service performance in the expectation of the consumer.

Kotler (2015) has outlined several factors that may affect consumers in purchasing intentions both internal and external factors. Internal factors from within the consumer are the beliefs and attitudes of consumers towards the product or service, whereas the aggravating external factor is the attitude of others and the situation of the purchase. Consumers will be more willing to repurchase a product or service if the value offered by a product or service has
more value than their expectations. That value has a positive and interesting impression. Consumers often intend to purchase because it is based on a desire that comes with emotions making the purchase intentions higher. Backman et al. (2014) have explained the purpose of repurchase is a motivational level of a consumer to repeat the buying behavior of a product, one of which is indicated by the brand’s use of a sustainable product.

At the moment the consumer has a repurchase goal of a product with a particular brand, then at the same time indirectly the consumer also has a loyal and satisfied attitude towards the brand. Well therefore at the time the consumer repurchases the same branded product, the brand is actually from the consumer side already has brand value, or in other words, there is a perceived value that the consumer receives.

Hawkins et al. (2015) has pointed out that people who have been motivated by intentions will have the desire to repurchase to meet their needs or increase their purchases, and generate a commitment to re-use the brand where that desire relates to consumer psychology, therefore variable of repurchase intentions are formed from three indicators: purchase frequency, customer commitment, and positive recommendation. Based on theoretical and previous research, the authors developed the research hypotheses as follows:

H1: The reference group has a positive and significant influence on the modern retail image.
H2: The perceived value has a positive and significant influence on the modern retail image.
H3: Organized retail has a positive and significant influence on the modern retail image.
H4: The store atmosphere has a positive and significant influence on the modern retail image.
H5: Consumers psychographics have a positive and significant influence on modern retail image.
H6: The reference group has a positive and significant influence on the repurchase intention of modern retail consumers in Medan.
H7: The perceived value has a positive and significant influence on repurchase intention of the modern retail consumer in Medan.
H8: Organized retail has a positive and significant influence on repurchase intention of the modern retail consumer in Medan.
H9: Store atmosphere has a positive and significant influence on the repurchase intention of the modern retail consumers in Medan.
H10: Consumer psychographics have a positive and significant influence on the repurchase intention of modern retail consumers in Medan.
H11: Modern retail image has a positive and significant influence on repurchase intention of modern retail consumers in Medan.
H12: The reference group through modern retail image has a positive and significant influence on repurchase intention of the modern retail consumer in Medan.
H13: The perceived value through modern retail image has a positive and significant influence on repurchase intention of the modern retail consumer in Medan.
H14: Organized retail through modern retail image has a positive and significant influence on consumer repurchase intention in Medan.
H15: Store atmosphere through modern retail image has a positive and significant influence on repurchase intention of the modern retail consumer in Medan.
H16: Consumer psychography through modern retail image has a positive and significant influence on repurchase intention of the modern retail consumer in Medan.

3. RESEARCH METHODS
The present study is descriptive and verifiable research which is done through field data collection. Therefore the research method used is a descriptive and explanatory survey. The type of investigation used is causal research. The analysis unit of the study is modern retailers chosen limited to Alfa Mart, Alfa Midi, and Indomaret located in Medan. Some of the reasons
for choosing these three retail businesses are that the three retailers have a modern concept, the three retailers spread across the area in Medan. Furthermore, the products offered represent recent and sustainable retail sales. Meanwhile, observation units in the study are consumers who often shop and employees in these three modern retailers — modeling and technique used as an analytical tool using SEM-AMOS.

The research method used a survey. The survey was conducted on selected populations and samples. The survey also collected information about respondents by distributing questionnaires (Arikunto, 2012). Using survey methods because of data for descriptive research through several means, surveys, primary data, and observations. (Zikmund et al., 2009). The first reason is to use a goal-related survey. The purpose of this study is to investigate the phenomenon of reference groups, perceived value, organized retail, store atmosphere, consumer psychographics, and consumer repurchase intention in Medan. The researcher adopted the theory of marketing and the theory of consumer behavior as Grand Theory. The second reason is using surveys regarding more accurate and scientific results (Zikmund et al., 2009). The third reason is the data required in conducting surveys of modern retail consumers and employees at modern retail stores (Alfa Mart, Alfa Midi, and Indomaret). Therefore, the purpose of the research is to obtain research results related to the determinants that affect the modern retail image and the implication of the modern retail consumer repurchase intention in Medan.

The research population is consumers who shop in modern retail (focus on Alfa Midi Consumer, Alfa Mart, and Indomaret) spread over twenty-one sub-district in Medan which is divided into several clusters based on grouping in each sub-district. Thus, the population in this study is 1,642,410 people, ranging from age 17 to 65 years. The age level was selected because that age could be accountable logically about what was decided.

Determination of sample using a proportional technique of stratified random sampling (Sugiyono, 2015). Furthermore, as a basis for calculating the size of the sample is based on personal considerations. If the selection of sample size as a respondent is based on personal considerations, then the sample is declared judgment sample (Nazir, 2014). While the amount of sample by sample fraction. The authors use sample fraction of 0.0124% from 1,642,410 people, thus the number of samples becomes as follows:

\[ n = \frac{f \times 100\%}{100\%} = 0.0124\% = 204. \]

\[ 1,642,410 \]

Data collection tool by proposing several questions related to the variables to be investigated using the questionnaire. The questionnaire used for the research sample was measured using Likert Scale Summated Rating, with interval measure scale (Cooper, 2014).
4. RESULTS & DISCUSSIONS

4.1. Testing of Model Structure Equation Modeling After Modification

Table 2. Goodness of Fit Index Test

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<th>Conclusion</th>
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</tr>
<tr>
<td>4</td>
<td>TLI</td>
<td>&gt;0.90</td>
<td>0.980</td>
<td>fit</td>
</tr>
<tr>
<td>5</td>
<td>CFI</td>
<td>&gt;0.90</td>
<td>0.982</td>
<td>fit</td>
</tr>
<tr>
<td>6</td>
<td>NFI</td>
<td>&gt;0.90</td>
<td>0.805</td>
<td>Marginal</td>
</tr>
<tr>
<td>7</td>
<td>RMSEA</td>
<td>&lt;0.08</td>
<td>0.019</td>
<td>fit</td>
</tr>
</tbody>
</table>

Source: processed data, 2018

Table 2 presents the Chi Square-count value of 551,147 compared with the Chi Square-table with a degree of freedom (df) 512 of 565,748, hence it is concluded that Chi Square-calculate <Chi Square-table (551,147 <565,748). Thus, Goodness of fit Index Test on the side of the Chi-Square value is stated that the model is fit.

If the Goodness of fit Index test using probability level shows that the probability value is equal to 0.112 which is higher than 0.05 (p > 0.05), it is concluded that the Goodness of fit Index test on the probability value side is stated that the model is fit.

The goodness of fit Index test using IFI level shows that IFI value is 0.983 which is higher than 0.95 (p <0.95). It was concluded that the Goodness of fit Index test on the IFI value side stated that the model is fit.

The goodness of fit Index test using TLI level shows that TLI value is 0.980 which is higher than 0.90 (p <0.90). It was concluded that the Goodness of fit Index test on TLI value was stated that the model was fit.

The goodness of fit Index test using CFI level indicates that CFI value is 0.998 which is smaller than 0.90 (p <0.90). It is concluded that the Goodness of fit Index test on the side of the CFI value is stated that the model is fit.

The goodness of fit Index test using NFI level indicates that NFI value is 0.805 which is smaller than 0.90 (p <0.90). It is concluded that the Goodness of fit Index test on the NST value side is stated that the model is marginal. It explains that NFIs can be ignored because testing of Chi-Square and Probability is fit.

If the Goodness of fit Index test using the RMSEA value indicates that the RMSEA value is 0.019 if compared to the RMSEA Cut of Value (0.08) it is known that the RMSEA value is lower than the RMSEA Cut of Value value (0.019 <0.080). It is concluded that Goodness of fit Index testing on the side of the RMSEA value is stated that the model is fit.

4.2. Analysis of Direct Effects and Hypotheses Testing

After all the assumptions have been fulfilled, then the hypotheses testing is proposed earlier. The results of the hypotheses test are presented in Table 2 below:
The Determinant Analysis That Affects The Modern Retail Image and Its Implications For Consumers Repurchase Intention In Medan, Indonesia

Table 3 Hypotheses Test

<table>
<thead>
<tr>
<th></th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern Retail Image &lt;--- Consumer psychographics</td>
<td>.322</td>
<td>.041</td>
<td>2.336</td>
<td>.019</td>
<td>par_34</td>
</tr>
<tr>
<td>Modern Retail Image &lt;--- Store Atmosphere</td>
<td>.344</td>
<td>.080</td>
<td>3.432</td>
<td>***</td>
<td>par_35</td>
</tr>
<tr>
<td>Modern Retail Image &lt;--- Organized Retail</td>
<td>.183</td>
<td>.049</td>
<td>2.314</td>
<td>.021</td>
<td>par_36</td>
</tr>
<tr>
<td>Modern Retail Image &lt;--- Perceived Value</td>
<td>.031</td>
<td>.088</td>
<td>.353</td>
<td>.724</td>
<td>par_37</td>
</tr>
<tr>
<td>Modern Retail Image &lt;--- Reference Group</td>
<td>.263</td>
<td>.105</td>
<td>2.512</td>
<td>.012</td>
<td>par_38</td>
</tr>
<tr>
<td>Repurchase Intention &lt;--- Reference Group</td>
<td>-.199</td>
<td>.089</td>
<td>-2.248</td>
<td>.025</td>
<td>par_44</td>
</tr>
<tr>
<td>Repurchase Intention &lt;--- Perceived Value</td>
<td>.109</td>
<td>.073</td>
<td>1.479</td>
<td>.139</td>
<td>par_45</td>
</tr>
<tr>
<td>Repurchase Intention &lt;--- Organized Retail</td>
<td>.141</td>
<td>.069</td>
<td>2.056</td>
<td>.040</td>
<td>par_46</td>
</tr>
<tr>
<td>Repurchase Intention &lt;--- Store Atmosphere</td>
<td>.171</td>
<td>.084</td>
<td>2.039</td>
<td>.041</td>
<td>par_47</td>
</tr>
<tr>
<td>Repurchase Intention &lt;--- Consumer psychographics</td>
<td>.141</td>
<td>.111</td>
<td>1.277</td>
<td>.201</td>
<td>par_48</td>
</tr>
<tr>
<td>Repurchase Intention &lt;--- Modern Retail Image</td>
<td>.169</td>
<td>.081</td>
<td>2.075</td>
<td>.038</td>
<td>par_49</td>
</tr>
</tbody>
</table>

Source: processed data, 2018

In order to know how much the influence of the reference group, perceived value, organized retail, store atmosphere and consumer psychographics affect the modern retail image and consumer repurchase intention is indicated by the Standardized Estimates value (Siswoyo Haryono, 2012). Table 4 below presents the Standardized Value Estimates as follows:

Table 4 Standardized Estimates (Standardized Regression Weights)

<table>
<thead>
<tr>
<th></th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern Retail Image &lt;--- Consumer psychographics</td>
<td>.209</td>
</tr>
<tr>
<td>Modern Retail Image &lt;--- Store Atmosphere</td>
<td>.270</td>
</tr>
<tr>
<td>Modern Retail Image &lt;--- Organized Retail</td>
<td>.157</td>
</tr>
<tr>
<td>Modern Retail Image &lt;--- Perceived Value</td>
<td>.030</td>
</tr>
<tr>
<td>Modern Retail Image &lt;--- Reference Group</td>
<td>.210</td>
</tr>
<tr>
<td>Repurchase Intention &lt;--- Reference Group</td>
<td>-.185</td>
</tr>
<tr>
<td>Repurchase Intention &lt;--- Perceived Value</td>
<td>.078</td>
</tr>
<tr>
<td>Repurchase Intention &lt;--- Organized Retail</td>
<td>.195</td>
</tr>
<tr>
<td>Repurchase Intention &lt;--- Store Atmosphere</td>
<td>.179</td>
</tr>
<tr>
<td>Repurchase Intention &lt;--- Consumer psychographics</td>
<td>.100</td>
</tr>
<tr>
<td>Repurchase Intention &lt;--- Modern Retail Image</td>
<td>.268</td>
</tr>
<tr>
<td>RG1 &lt;--- Reference Group</td>
<td>.629</td>
</tr>
<tr>
<td>RG 2 &lt;--- Reference Group</td>
<td>.670</td>
</tr>
<tr>
<td>RG 3 &lt;--- Reference Group</td>
<td>.693</td>
</tr>
<tr>
<td>RG 4 &lt;--- Reference Group</td>
<td>.645</td>
</tr>
<tr>
<td>RG 5 &lt;--- Reference Group</td>
<td>.683</td>
</tr>
<tr>
<td>PV1 &lt;--- Perceived Value</td>
<td>.650</td>
</tr>
<tr>
<td>PV 2 &lt;--- Perceived Value</td>
<td>.804</td>
</tr>
<tr>
<td>PV 3 &lt;--- Perceived Value</td>
<td>.734</td>
</tr>
<tr>
<td>PV 4 &lt;--- Perceived Value</td>
<td>.538</td>
</tr>
<tr>
<td>PV 5 &lt;--- Perceived Value</td>
<td>.506</td>
</tr>
<tr>
<td>OR1 &lt;--- Organized Retail</td>
<td>.716</td>
</tr>
<tr>
<td>OR 2 &lt;--- Organized Retail</td>
<td>.627</td>
</tr>
<tr>
<td>OR 3 &lt;--- Organized Retail</td>
<td>.645</td>
</tr>
<tr>
<td>OR 4 &lt;--- Organized Retail</td>
<td>.638</td>
</tr>
<tr>
<td>OR 5 &lt;--- Organized Retail</td>
<td>.640</td>
</tr>
</tbody>
</table>
Based on table 3 and table 4, hypotheses testing can be done as follows:

**The influence of the reference group (X1) on the modern retail image (Z)**

Table 3 shows that the probability value of the reference group affects the modern retail image is 0.012. The probability value is lower than 0.05 (0.012 <0.05). It is concluded that the reference group has a significant effect on the modern retail image. The magnitude of the influence of the reference group affects the modern retail image represented by the Standardized Estimates value is 0.210. Thus, the hypothesis proposed by the authors have been proven and accepted.

The results of this research support the findings of Dawson et al. (2010), in which reference groups have a positive and significant effect on the image of the institution. It may be understood that the reference group can provide encouragement and influence to the customer to purchase a specific product that is recommended, specifically that the person or group of people who can recommend to potential customers in selecting and determining modern shopping or retail spots where they meet daily needs. Refer to previous exposure above; this study uses multiple reference groups as the dimensions of the reference group, namely the use of several reference groups in determining shopping options, among others the reference group of normative and reference groups of comparative. Normatively, references can be obtained from a group of friends or family that will be measured by an indicator of how far the prospective consumer is trying to be able to follow and abide by the norms in the intended group, and how far that prospective customers can behave as they do reference group. The study also aligns and supports the findings of White, K & Dahl. DW(2006). Consumers form relationships with brands like how to form relationships with others.
The influence of perceived value (X2) on the modern retail image (Z)

Table 3 shows that the probability value of the perceived value affects the modern retail image is 0.724. The probability value is higher than 0.05 (0.724 > 0.05). The conclusion is that the perceived value has an insignificant effect on the modern retail image. The magnitude of influence perceived value affects the modern retail image shown with the Standardized Estimates value is 0.026. Thus, the hypothesis proposed by the authors are unproven and rejected.

This study is in line with the findings from Suharyono (2013) that the perceived value quality variables have a positive effect but are not significant to the purchase intention variables. As with the findings of Taleghani et al. (2011), this study is contrary to the results of the study of Taleghani et al. (2011) which has found that one of the factors that may enhance the brand image of an institution (modern retail) is perceived value.

The influence of organized retail (X3) on the modern retail image (Z)

Table 3 shows that the probability value of the organized retail affects the modern retail image is 0.021. The probability value is lower than 0.05 (0.021 < 0.05). The conclusion is that organized retail has a significant effect on the modern retail image. The magnitude of influence organized retail affects the modern retail image shown with the Standardized Estimates value is 0.195. Thus, the hypothesis proposed by the authors have been proven and accepted.

This study is in line with and supports the study findings by Piyali Ghosh & Ani Kumar (2010). The appeal of the consumers shopping experience is the positive image of modern retail. Organized retail can provide a superior shopping experience with services and items, attributes from organized retail, and other psychologists to buyers to create different organized retail logo images.

The influence of store atmosphere (X4) on the modern retail image (Z)

Table 3 shows that the probability value of the store atmosphere affects the modern retail image is 0.000. The probability value is lower than 0.05 (0.000 < 0.05). The conclusion is that the store atmosphere has a significant effect on the modern retail image. The magnitude of influence store atmosphere affects the modern retail image represented by the Standardized Estimates value is 0.303. Thus, the hypothesis proposed by the authors have been proven and accepted.

The research is in line with and supports the findings of Vibhuti Tripathi (2010). Store atmosphere involves the appearance of color, lighting, interior decoration, or music forming the overall context in which the buyer makes a decision on the selection of retail stores and is likely to have a significant impact on the store image.

The influence of consumer psychographics (X5) on the modern retail image (Z)

Table 3 shows that the probability value of consumer psychographics affects the modern retail image is 0.019. The probability value is lower than 0.05 (0.019 < 0.05). The conclusion is that consumer psychographics has a significant effect on the modern retail image. The magnitude of influence consumer psychographics affects the modern retail image represented by the Standardized Estimates value is 0.206. Thus, the hypothesis proposed by the authors have been proven and accepted.

The results of this study are in line with the statement from Engel (1995) that some stores have customers with a specific profile, the decision process on this store choice is influenced by demographics and psychographics and retail images.
The influence of the reference group (X1) on consumer repurchase intention (Y)

Table 3 shows that the probability value of the reference group affects repurchase intention is 0.025. The probability value is lower than 0.05 (0.025<0.05). The conclusion is that the reference group has a significant effect on repurchase intention. The magnitude of influence reference group affects repurchase intention represented by the Standardized Estimates value is -0.188. Thus, the hypothesis proposed by the authors have been proven and accepted.

The results of this study are in line with Destiadhi and Fariz (2014) research. Purchase decisions will be related to marketing performance. Reference groups that are supported by customer's perceived value or in other words the references provided by others will form an influence on other consumers to shop in modern retail. It will encourage the desire to shop in modern retail from the group's shopping experience referring to other consumer groups.

The influence of perceived value (X2) on consumer repurchase intention (Y)

Table 3 shows that the probability value of perceived value affects repurchase intention is 0.139. The probability value is higher than 0.05 (0.139>0.05). The conclusion is that the perceived value has an insignificant effect on repurchase intention. The magnitude of influence perceived value affects repurchase intention represented by the Standardized Estimates value is 0.106. Thus, the hypothesis proposed by the authors are unproven and rejected.

This study is in line with the results of the research by Suharyono (2013), which has found the perceived value quality variable to have a positive effect but not significant in the intention of purchase. In this research, the perceived value variable does not have a significant effect on the consumer repurchase intention variable in Medan.

The influence of organized retail (X3) on consumer repurchase intention (Y)

Table 3 shows that the probability value of organized retail affects repurchase intention is 0.040. The probability value is lower than 0.05 (0.040<0.05). The conclusion is that organized retail has a significant effect on repurchase intention. The magnitude of influence organized retail affects repurchase intention represented by the Standardized Estimates value is 0.178. Thus, the hypothesis proposed by the authors have been proven and accepted.

This study is in line with the study of Endi Sarwoko (2008), which has found that the existence of modern retailers in this regard including the designation for organized retails impact on competition in reaching consumers, it means affecting consumer's repurchase intention.

The influence of store atmosphere (X4) on consumer repurchase intention (Y)

Table 3 shows that the probability value of store atmosphere affects repurchase intention is 0.041. The probability value is lower than 0.05 (0.041<0.05). The conclusion is that the store atmosphere has a significant effect on repurchase intention. The magnitude of influence store atmosphere affects repurchase intention represented by the Standardized Estimates value is 0.179. Thus, the hypothesis proposed by the authors have been proven and accepted.

This study is in line with and supports the research of Lili Harlina Putri (2014) and findings by Rossiter, Percy, and Donovan (1993) in Robert J. Donovan (1994). This study confirms that the pleasure experienced due to store atmosphere in the environment of modern retail or retail stores has a significant effect on purchases, while purchases are closely linked to repurchase intention.
The Determinant Analysis That Affects The Modern Retail Image and Its Implications For Consumers Repurchase Intention In Medan, Indonesia

The influence of consumer psychographics (X5) on consumer repurchase intention (Y)

Table 3 shows that the probability value of consumer psychographics affects repurchase intention is 0.201. The probability value is higher than 0.05 (0.201>0.05). The conclusion is that consumer psychographics has an insignificant effect on repurchase intention. The magnitude of influence consumer psychographics affects repurchase intention represented by the Standardized Estimates value is 0.107. Thus, the hypothesis proposed by the authors are unproven and rejected.

This study supports Engel's statement (1995). Which has explained that some stores have customers with a specific profile, demographics, and psychographics, retail images influence the decision process regarding the store selected. Demographic and psychographic differences will distinguish the choice within the convenience store that describes the shoppers' profile. The characteristics of shoppers also affect the image of a store that is consumer perception of store attributes.

The influence of modern retail image (Z) on consumer repurchase intention (Y)

Table 3 shows that the probability value of the modern retail image affects repurchase intention is 0.038. The probability value is lower than 0.05 (0.038>0.05). The conclusion is that modern retail image has a significant effect on repurchase intention. The magnitude of influence modern retail image affects repurchase intention represented by the Standardized Estimates value is 0.199. Thus, the hypothesis proposed by the authors have been proven and accepted.

This study supports the findings of Blomer, J & Ruyter, K (1998). Store image has an indirect effect on customer loyalty through store image satisfaction. While research by Hu (2011) has stated that store image significantly influences the frequency of consumer spending at a store, also the study conducted by Darley and Lim (1999) has suggested that store image significantly affects the frequency of customer visits, regarding functional or psychological attributes.

Indirect Influence Analysis

Further analysis is to examine the indirect effects of an exogenous variable on endogenous variables through mediator variables. The purpose of this analysis is to know the role of the exogenous variable indirectly to the endogenous variables due to the existence of mediator variables. The following table provides information on the indirect effects of exogenous variables on endogenous variables through mediator variables.

Table 5 The Indirect effect of Exogenous variables to Endogenous variables

<table>
<thead>
<tr>
<th>Store Atmosphere</th>
<th>organized retail</th>
<th>perceived value</th>
<th>reference group</th>
<th>consumer psychographics</th>
<th>modern retail image</th>
<th>Repurchase Intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>modern retail image</td>
<td>0,000</td>
<td>0,000</td>
<td>0,000</td>
<td>0,000</td>
<td>0,000</td>
<td>0,000</td>
</tr>
<tr>
<td>Repurchase Intention</td>
<td>0,060</td>
<td>0,039</td>
<td>0,005</td>
<td>0,042</td>
<td>0,041</td>
<td>0,000</td>
</tr>
</tbody>
</table>
The indirect effect of the reference group on repurchase intention through modern retail image

Sobel test results confirm that indirect effects of reference groups on repurchase intention through the modern retail image. P-value is 0.120 which is higher than 0.05 (0.120 > 0.05). The conclusion is that reference groups through modern retail image does not have a significant effect on repurchase intention. Table 5 presents the indirect effect of the reference group is 0.042 to the consumer repurchase intention that has insignificant. Thus, the hypothesis proposed by the authors are unproven and rejected.

This empirical finding is consistent with the study of Galina Septian Darmawan (2018) which has proven the image of the company was not mediating the effect of service quality on customer loyalty.

The indirect effect of perceived value on repurchase intention through modern retail image

Sobel test results confirm that indirect effects of perceived value on repurchase intention through the modern retail image. P-value is 0.769 which is higher than 0.05 (0.769 > 0.05). The conclusion is that perceived value through modern retail image does not have a significant effect on repurchase intention. Table 5 presents the indirect effect of the perceived value is 0.042 to the consumer repurchase intention that has insignificant. Thus, the hypothesis proposed by the authors are unproven and rejected.

Along with the research of Rena Feri Wijayanti (2013) that perceived quality has a positive effect, but it is not significant to purchase intentions. The purchase intentions will relate to marketing performance. If the intention of purchasing a product or service is high, then it will significantly affect marketing performance.

The indirect effect of organized retail on repurchase intention through modern retail image

Sobel test results confirm that indirect effects of organized retail on repurchase intention through the modern retail image. P-value is 0.036 which is lower than 0.05 (0.036 < 0.05). The conclusion is that organized retail through modern retail image has a significant effect on repurchase intention. Table 5 presents the indirect effect of the organized retail is 0.039 to the consumer repurchase intention that has a significant. Thus, the hypothesis proposed by the authors have been proven and accepted

The findings of this study support the study of Ahmad Virdaus (2010). Store image is a positive intervening variable for service quality variables on purchasing decision variables.

The indirect effect of store atmosphere on repurchase intention through modern retail image

Sobel test results confirm that indirect effects of store atmosphere on repurchase intention through the modern retail image. P-value is 0.039 which is lower than 0.05 (0.039 < 0.05). The conclusion is that the store atmosphere through modern retail image has a significant effect on repurchase intention. Table 5 presents the indirect effect of store atmosphere is 0.060 to the consumer repurchase intention that has a significant. Thus, the hypothesis proposed by the authors have been proven and accepted

The empirical findings support the results of the research from I Kadek Dicki Darma Putra (2018). Store image has significant influence in mediating the quality of service to repurchase intention. The results prove that the more positive the image of the store is in consumers' memory, it will increase consumer repurchase intentions. Consumer intentions
The Determinant Analysis That Affects The Modern Retail Image and Its Implications For Consumers Repurchase Intention In Medan, Indonesia

will relate to consumer repurchase intention. Store atmosphere is a combination of emotional descriptions.

The indirect effect of consumer psychographics on repurchase intention through modern retail image

Sobel test results confirm that indirect effects of consumer psychographics on repurchase intention through the modern retail image. P-value is 0.027 which is lower than 0.05 (0.027 < 0.05). The conclusion is that consumer psychographics through modern retail image has a significant effect on repurchase intention. Table 5 presents the indirect effect of consumer psychographics is 0.041 to the consumer repurchase intention that has a significant. Thus, the hypothesis proposed by the authors have been proven and accepted.

The empirical findings support research which has suggested that psychographic segments of the social, lifestyle and personality class have significant effects on purchasing decisions such as (Ahmad Husaini, 2011, Putri Kartana, 2011; Nurul Husna, 2017).

6. CONCLUSIONS & SUGGESTIONS

6.1. Conclusions

Based on the results of the discussion and analysis that has been done it can be concluded that:

- The reference group has a significant effect on the modern retail image.
- The perceived value does not have a significant effect on the modern retail image.
- Organized retails have a significant effect on the modern retail image.
- Store atmosphere has a significant effect on the modern retail image.
- Consumer psychographics has a significant effect on modern retail image.
- Reference groups have a significant effect on consumers repurchase intention.
- The perceived value does not have a significant effect on consumers repurchase intention.
- Organized retails have a significant effect on consumers repurchase intention.
- Store atmosphere has a significant effect on consumers repurchase intention.
- Consumers’ psychographic consumer has a significant effect on consumers repurchase intention.
- The modern retail image has a significant effect on repurchase intention.
- The reference group through modern retail image does not have a significant effect on repurchase intention.
- The value perceived by modern retail image does not have a significant effect on repurchase intention.
- Organized retail by modern retail image has a significant effect on repurchase intention.
- Store atmosphere through modern retail image has a significant effect on repurchase intention.
- Consumers’ psychographic by modern retail image has a significant effect on repurchase intention.
6.2. Suggestions

Based on empirical findings and conclusions, the authors suggest the following:

The reference group research has a significant effect on the modern retail image and also has a significant effect on repurchase intention. Therefore, the modern retail manager should offer a marketing program that can come directly with reference groups such as groups or individuals who invite customers to buy a particular product or to shop in modern retail. Likewise with a normative reference group that includes friends and family and a comparative reference group that includes community leaders, educational leaders. Also included are multiple groups of people who have experienced themselves with the experience of using their products and their experiences of shopping in modern retail.

Organized retails have a significant effect on the modern retail image and also have a significant effect on repurchase intention. Therefore, modern retail managers should pay attention to matters or elements that have a close relationship with organized retail. By creating marketing programs that relate directly to the comfort, diversity, entertainment, essence of the mall, luxury.

Store atmosphere has a significant effect on the modern retail image and also has a significant effect on repurchase intention. Therefore, modern retail managers should pay close attention to the subject, by creating marketing programs that directly relate to the store atmospheres such as the exterior store, general interior store, store layout, and interior display.

Consumer psychography has a significant effect on the modern retail image and also has a significant effect on repurchase intention. Therefore, modern retail managers should pay attention to elements that are firmly related to consumer psychographics, by creating marketing programs directly related to social class, lifestyle characteristics and personality characteristics.

Organized retail, store atmosphere, and consumer psychography through modern retail image have a significant effect on repurchase intention. Therefore, modern retail managers should always create marketing programs that can enhance the modern retail image that has a positive impact on repurchase intention such as integrated entertainment, factory outlets, cafe outlets and others in the same place and integrated to complement store atmosphere to influence consumer psychography. With the impression, it will be more attractive to consumers who shop and give a real influence on consumer repurchase intention.

The authors suggested that future research could add a shopping behavior factor to the perceived value to provide a powerful influence on the modern retail image. The future research can add market environment factors to organized retailers to provide the power of an indirectly organized retail influence through the modern retail image of consumer repurchase intention. The future researchers can include shop environment factors in store atmosphere to provide the power of indirectly organized retail influence through the modern retail image of consumer repurchase intention.

This research is still in the modern retail environment in Medan. Further researchers should be able to proceed to a larger area, such as provinces and countries for more useful research findings.
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[86] Santoso, Singgih. 2001, Mengolah Data Statistik Secara Profesional, PT. Alex Media Komputindo, Jakarta.
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