

The Influence of Service Quality and Sales Promotion on Repurchase Intention through Customer Satisfaction as an Intervening Variable (A Case Study on Guardian Consumers in the Greater Bekasi Area)

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ABSTRACT

The increasing competition in Indonesia's health and beauty retail sector has raised concerns regarding inconsistent service quality and promotional discrepancies that negatively impact customer trust and loyalty. This study aims to examine the influence of service quality and sales promotion on repurchase intention, with customer satisfaction as a mediating variable. The research focuses on Guardian retail consumers in the Greater Bekasi area. Employing a descriptive quantitative approach, data were collected from 200 respondents using a convenience sampling technique and analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that both service quality and sales promotion significantly and positively affect customer satisfaction and repurchase intention. Furthermore, customer satisfaction plays a mediating role in the relationship between service quality, sales promotion, and repurchase intention. These findings highlight the critical role of customer experience in strengthening repurchase behavior and suggest that companies should invest in improving both service quality and promotional strategies to foster customer loyalty in a competitive retail landscape.

Keywords: Service Quality, Sales Promotion, Customer Satisfaction, Repurchase Intention, PLS-SEM

INTRODUCTION

The retail industry in Indonesia continues to evolve as one of the most dynamic sectors, bridging the gap between producers and consumers while responding to shifts in consumer behavior, technology, and lifestyle preferences (Momen & Torabi, 2021; Kou et al., 2021). As one of the largest economies in Southeast Asia, Indonesia's growing middle class and urbanization have significantly boosted retail expansion, especially in the health and beauty subsector (Sinha & Verma, 2020; Nawiyah et al., 2023).

Within this context, the beauty and skincare segment has emerged as a high-growth category, driven by increasing awareness of self-care and demand for natural products, particularly in urban areas such as Greater Jakarta (Tjhin, Wiliam, & Heliawanto, 2024). Major players such as Guardian, Century, and Dan+Dan compete aggressively through in-store experiences and omnichannel strategies. Among them, Guardian stands out with over 280 outlets and a strong product portfolio (Guardian Indonesia, 2024). However, despite rapid growth, Guardian faces ongoing challenges in service consistency and promotion credibility. Customers have reported dissatisfaction due to discrepancies between promotional advertisements and actual checkout pricing, as well as poor service attitudes from staff (Skogen et al., 2023; Filieri, Raguseo, & Vitari, 2020).

These issues underline the importance of service quality and promotional effectiveness as key drivers of customer satisfaction, which in turn influences repurchase behavior (Rachbini, Anggraeni, & Wulanjani, 2021). Prior studies have confirmed that superior service and attractive promotions enhance customer satisfaction, but limited research has examined these relationships specifically in Indonesia's health and beauty retail context using a structural model.

This study addresses this gap by analyzing the impact of service quality and sales promotion on repurchase intention, with customer satisfaction as a mediating variable. The research is based on a case study of Guardian consumers in the Greater Bekasi area, providing insights into how retail service strategies shape long-term consumer loyalty.

LITERATURE REVIEW

Service Quality and Customer Satisfaction

Service quality is widely recognized as a key determinant of customer satisfaction in retail and service environments. The SERVQUAL model emphasizes five core dimensions: reliability, responsiveness, assurance, empathy, and tangibles each contributing to perceived value (Parasuraman et al., 1988; Wahab & Syahputra, 2023). When service performance meets or exceeds expectations, it fosters satisfaction, trust, and long-term engagement (Li, Wang, & Jin, 2021). In the retail context, high service quality reduces cognitive dissonance and improves post-purchase evaluation (Ngo, Nguyen, & Tran, 2020).

Sales Promotion and Customer Satisfaction

Sales promotion refers to short-term incentives that aim to stimulate purchase behavior, such as discounts, vouchers, or bundling offers (Kotler & Keller, 2019). Perceived attractiveness and fairness of promotional offers enhance customer value and satisfaction (Wang, Du, & Song, 2022). Timely and relevant promotions build emotional attachment and purchase confidence (Zhang & Benyoucef, 2020), especially when aligned with customer expectations and shopping motives.

Customer Satisfaction and Repurchase Intention

Customer satisfaction plays a pivotal role in driving repurchase intention, acting as a strong predictor of behavioral loyalty (Ozturk, Nusair, Okumus, & Hua, 2020). A positive consumption experience fosters favorable attitudes, increasing the likelihood of future purchases and brand advocacy (Amin, Isa, Fontaine, & Yusoff, 2021). In online and offline retail, satisfied customers tend to exhibit habitual buying patterns and greater resistance to switching (Zhu & Zhang, 2022).

Service Quality and Repurchase Intention

Service quality not only affects satisfaction but also exerts a direct influence on repurchase intention. Superior service delivery builds trust and reduces perceived risks (Kim, Kim, & Choi, 2021). In physical retail settings, consistent service performance increases the likelihood of return visits and referrals (Alshurideh et al., 2020).

Sales Promotion and Repurchase Intention

Effective sales promotion strategies can directly motivate repeat purchases by enhancing perceived savings and urgency (Chatterjee, Ghosh, & Chaudhuri, 2021). Consumers often associate promotional frequency with brand generosity, which strengthens long-term buying behavior (Liao, Chu, & Chen, 2023).

The Mediating Role of Customer Satisfaction

Customer satisfaction mediates the relationship between antecedent factors (e.g., service quality and promotions) and behavioral outcomes such as repurchase. This mediation suggests that customers first evaluate their satisfaction before forming an intention to return (Tran, Dang, & Tran, 2020). The indirect influence of service and promotional elements on behavior is well-documented in service marketing literature (Sun, Wang, & Jiao, 2021).

METHOD

This study employs a quantitative descriptive approach to analyze the relationships between service quality, sales promotion, customer satisfaction, and repurchase intention among Guardian customers in the Greater Bekasi area. Quantitative methods are particularly useful for examining causal relationships between variables using statistical techniques and structured data (Henseler, 2021; Voola & Chatterjee, 2020). A structured questionnaire was distributed directly to consumers during their visits to selected Guardian retail stores. The items used in the questionnaire were adapted from previous validated studies and measured using a five-point Likert scale ranging from “strongly disagree” to “strongly agree,” ensuring consistency and reliability in capturing respondents’ perceptions (Hermawan, Trinanda, & Fadilah, 2021).

The study population consisted of Guardian consumers in the Bekasi Raya region, encompassing both Bekasi City and Bekasi Regency. As the exact size of the population was unknown, it was treated as infinite, following best practices in consumer research with undefined population frames (Golzar, Tajik, & Noor, 2022). A non-probability sampling technique, specifically convenience sampling, was adopted to collect data from respondents who were readily accessible during the data collection period. This technique is suitable for exploratory and confirmatory models where broad generalizability is not the primary objective (Etikan & Bala, 2019).

A total of 200 completed questionnaires were collected and deemed adequate for Partial Least Squares Structural Equation Modeling (PLS-SEM), which was used to analyze the structural relationships among constructs. PLS-SEM is considered a robust method for evaluating both measurement and structural models, particularly when dealing with complex models and smaller sample sizes (Hair, Howard, & Nitzl, 2020; Sarstedt, Ringle, & Hair, 2021). The analytical procedure included data screening, reliability testing using Cronbach’s Alpha and composite reliability, validity testing through Average Variance Extracted (AVE) and outer loadings, and evaluation of model fit and hypothesis testing. All data analysis was conducted using SmartPLS version 4.0.

RESULT

Repurchase Intention

Table 1. Repurchase Intention

Indicator	STS	TS	KS	S	SS	Total
RI1	7 (3.5%)	16 (8.0%)	55 (27.5%)	74 (37.0%)	48 (24.0%)	200 (100%)
RI2	5 (2.5%)	14 (7.0%)	59 (29.5%)	78 (39.0%)	44 (22.0%)	200 (100%)
RI3	6 (3.0%)	11 (5.5%)	64 (32.0%)	71 (35.5%)	48 (24.0%)	200 (100%)
RI4	8 (4.0%)	11 (5.5%)	57 (28.5%)	71 (35.5%)	53 (26.5%)	200 (100%)
RI5	2 (1.0%)	7 (3.5%)	50 (25.0%)	84 (42.0%)	57 (28.5%)	200 (100%)
RI6	1 (0.5%)	8 (4.0%)	41 (20.5%)	87 (43.5%)	63 (31.5%)	200 (100%)
RI7	1 (0.5%)	5 (2.5%)	48 (24.0%)	83 (41.5%)	63 (31.5%)	200 (100%)
RI8	1 (0.5%)	3 (1.5%)	51 (25.5%)	83 (41.5%)	62 (31.0%)	200 (100%)
RI9	1 (0.5%)	6 (3.0%)	40 (20.0%)	89 (44.5%)	64 (32.0%)	200 (100%)
Average	4 (1.8%)	9 (4.5%)	52 (25.8%)	80 (40.0%)	55 (27.9%)	200 (100%)

Source : Research Data, 2025

Based on the table above, 65 respondents (32%) gave negative responses, which include somewhat disagree, disagree, and strongly disagree. In contrast, 135 respondents (68%) gave positive responses, including agree and strongly agree.

Customer Satisfaction

Table 2. Customer Satisfaction (CS) Descriptive Statistics

Indicator	STS	TS	KS	S	SS	Total
CS1	1 (0.5%)	6 (3.0%)	40 (20.0%)	94 (47.0%)	59 (29.5%)	200 (100%)
CS2	1 (0.5%)	6 (3.0%)	33 (16.5%)	81 (40.5%)	79 (39.5%)	200 (100%)
CS3	0 (0.0%)	4 (2.0%)	53 (26.5%)	84 (42.0%)	59 (29.5%)	200 (100%)
CS4	0 (0.0%)	5 (2.5%)	58 (29.0%)	80 (40.0%)	57 (28.5%)	200 (100%)
CS5	0 (0.0%)	8 (4.0%)	57 (28.5%)	86 (43.0%)	49 (24.5%)	200 (100%)
CS6	1 (0.5%)	5 (2.5%)	52 (26.0%)	95 (47.5%)	47 (23.5%)	200 (100%)
CS7	0 (0.0%)	3 (1.5%)	50 (25.0%)	96 (48.0%)	51 (25.5%)	200 (100%)
CS8	0 (0.0%)	8 (4.0%)	43 (21.5%)	101 (50.5%)	48 (24.0%)	200 (100%)
CS9	0 (0.0%)	6 (3.0%)	44 (22.0%)	97 (48.5%)	53 (26.5%)	200 (100%)
CS10	0 (0.0%)	8 (4.0%)	51 (26.0%)	93 (47.0%)	48 (24.0%)	200 (100%)
CS11	2 (1.0%)	7 (3.5%)	50 (25.0%)	84 (42.0%)	57 (29.0%)	200 (100%)
CS12	1 (0.5%)	8 (4.0%)	41 (21.0%)	87 (44.0%)	63 (32.0%)	200 (100%)
Total Average	1 (0.3%)	6 (3.1%)	48 (23.8%)	90 (44.9%)	55 (27.9%)	200 (100%)

Source : Research Data, 2025

Based on the table above, 55 respondents (27.2%) gave negative responses, which include somewhat disagree, disagree, and strongly disagree. In contrast, 145 respondents (72.8%) gave positive responses, including agree and strongly agree.

Sales Promotion

Table 3. Sales Promotion

Indicator	STS	TS	KS	S	SS	Total
1	5	35	88	50	22	200
	2.5%	17.5%	44.0%	25.0%	11.0%	100%
2	1	14	87	62	36	200
	0.5%	7.0%	43.5%	31.0%	18.0%	100%
3	1	11	78	71	39	200
	0.5%	5.5%	39.0%	35.5%	19.5%	100%
4	0	7	60	87	46	200
	0.0%	3.5%	30.0%	43.5%	23.0%	100%
SP 5	0	7	60	87	46	200
	0.0%	3.5%	30.0%	43.5%	23.0%	100%
SP 6	1	7	60	83	49	200
	0.5%	3.5%	30.0%	41.5%	24.5%	100%
SP 7	0	5	65	82	48	200
	0.0%	2.5%	32.5%	41.0%	24.0%	100%
SP 8	1	11	57	83	48	200
	0.5%	5.5%	28.5%	41.5%	24.0%	100%
SP 9	2	7	57	92	42	200
	1.0%	3.5%	28.5%	46.0%	21.0%	100%
SP 10	1	6	40	94	59	200
	1%	3%	20%	47%	30%	100%
SP 11	0	8	51	93	48	200
	0%	4%	26%	47%	24%	100%
SP 12	2	7	50	84	57	200
	1%	4%	25%	42%	29%	100%
Total	1	10	63	81	45	200
Average %	0.6%	5.2%	31.4%	40.3%	2.5%	100%

Source : Research Data, 2025

Based on the table above, 74 respondents (37.2%) gave negative responses, which include somewhat disagree, disagree, and strongly disagree. In contrast, 126 respondents (62.8%) gave positive responses, including agree and strongly agree.

Service Quality

Table 4. Service Quality

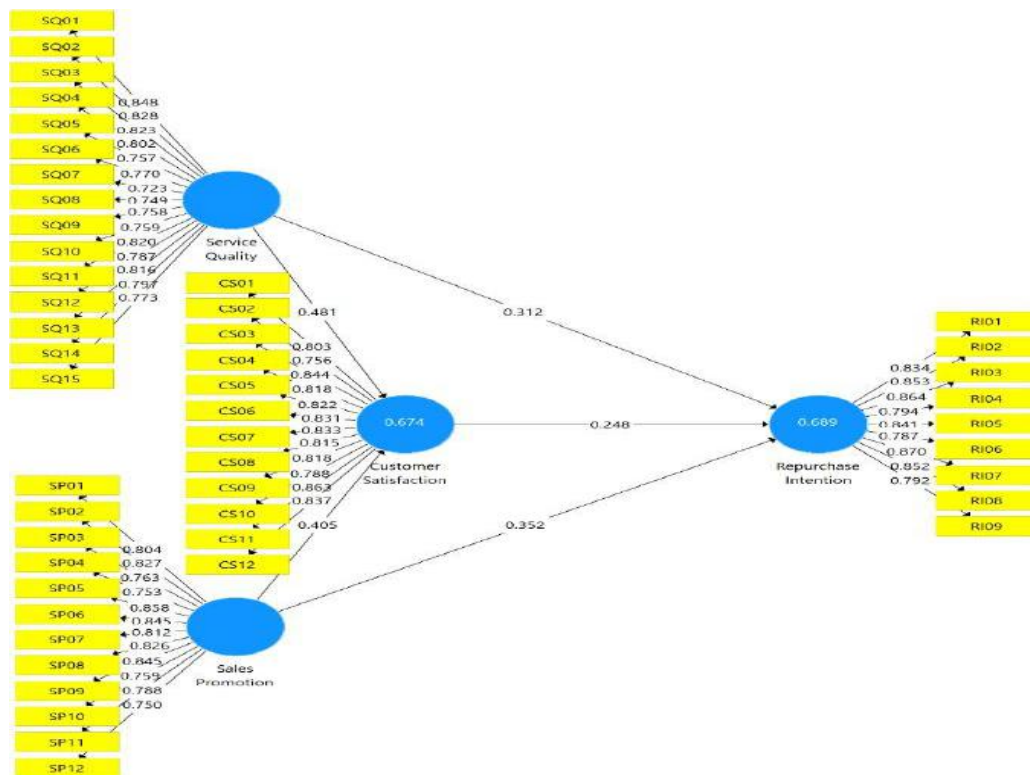
Indikator	STS	TS	KS	S	SS	Total
1	1	10	26	91	72	200
	0.5%	5.0%	13.0%	45.5%	36.0%	100%
2	2	1	22	100	75	200
	1.0%	0.5%	11.0%	50.0%	37.5%	100%

Indikator	STS	TS	KS	S	SS	Total
3	1	3	25	98	73	200
	0.5%	1.5%	12.5%	49.0%	36.5%	100%
4	0	4	48	89	59	200
	0.0%	2.0%	24.0%	44.5%	29.5%	100%
SQ 5	2	11	60	79	48	200
	1.0%	5.5%	30.0%	39.5%	24.0%	100%
SQ 6	1	8	32	79	80	200
	0.5%	4.0%	16.0%	39.5%	40.0%	100%
SQ 7	1	9	34	75	81	200
	0.5%	4.5%	17.0%	37.5%	40.5%	100%
SQ 8	1	11	28	79	81	200
	0.5%	5.5%	14.0%	39.5%	40.5%	100%
SQ 9	1	4	51	84	60	200
	0.5%	2.0%	25.5%	42.0%	30.0%	100%
SQ 10	1	5	44	84	66	200
	1.0%	3.0%	22.0%	42.0%	33.0%	100%
SQ 11	2	7	50	84	57	200
	1.0%	4.0%	25.0%	42.0%	29.0%	100%
SQ 12	1	8	41	87	63	200
	1.0%	4.0%	21.0%	44.0%	32.0%	100%
SQ 13	1	5	48	83	63	200
	1.0%	3.0%	24.0%	41.5%	31.5%	100%
SQ 14	1	3	51	83	62	200
	1.0%	2.0%	26.0%	41.5%	31.0%	100%
SQ 15	1	6	40	89	64	200
	1.0%	3.0%	20.0%	44.5%	32.0%	100%
Total	1	6	40	86	67	200
Rata-rata Persentase	0.6%	3.2%	20.0%	42.8%	3.5%	100%

Source : Research Data, 2025

Based on the table above, 47 respondents (23.8%) gave negative responses, which include somewhat disagree, disagree, and strongly disagree. In contrast, 153 respondents (76.2%) gave positive responses, including agree and strongly agree.

Analysis Outer Model



Source : Research Data, 2025

Figure 1 Path Diagram Outer Model

The diagram above presents the outer model path, depicting the connections between indicators and latent variables in the research. The results indicate that all indicators have high outer loading values, suggesting that each indicator accurately reflects its associated latent variable. As stated by Hair et al. (2023), a loading factor above 0.7 confirms convergent validity, and this threshold is achieved in the measurements of service quality, sales promotion, customer satisfaction, and repurchase intention. This confirms the model's reliability for subsequent analysis..

Table 5. Fornell-Larcker Criterion

	Repurchase Intention (Y)	Customer Satisfaction (Z)	Sales Promotion (X2)	Service Quality (X1)
Repurchase Intention (Y)	0.819			
Customer Satisfaction (Z)	0.752	0.832		
Sales Promotion (X2)	0.749	0.761	0.803	
Service Quality (X1)	0.771	0.755	0.715	0.788

Source : Research Data, 2025

According to the Fornell Larcker criterion assessment outcomes, all AVE square roots for individual constructs exceed their correlations with additional variables as an illustration, the square root of AVE for variable Y measures 0.819, surpassing its correlation with Z (0.752), X2 (0.749), and X1 (0.771). In comparable fashion, the square roots of AVE for variables Z (0.832), X2 (0.841), and X1 (0.803) likewise surpass their correlations with other constructs, confirming that the discriminant validity criteria have been fulfilled and are deemed satisfactory.

Table 6. Composite Reliability dan Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability	Description
Repurchase Intention	0.944	0.953	Reliable
Customer Satisfaction	0.955	0.961	Reliable
Sales Promotion	0.950	0.956	Reliable
Service Quality	0.956	0.961	Reliable

Source : Research Data, 2025

Based on the composite reliability and Cronbach's alpha assessments, all study constructs exceed the critical threshold of 0.7. This demonstrates sufficient internal consistency across all variables, with the Cronbach's alpha values providing additional confirmation of reliability. These findings validate that all constructs possess adequate reliability for subsequent analytical procedures.

Table 7. Path Coefficient

Table 4.1 Data Summary						
Original	sample	Standart	T Statistic	Values		
Sample (O)	Median	Deviation (STDEV)	(IO/STDEV)			Keterangan
Customer Satisfaction-> Repurchase Intention	0,248	0,240	0,087	2,863	0,004	Positif dan Signifikan
Sales Promotion -> Customer Satisfaction	0,405	0,398	0,069	5,845	0,000	Positif dan Signifikan
Sales Promotion -> Repurchase Intention	0,352	0,349	0,066	5,343	0,000	Positif dan Signifikan
Service Quality -> Customer Satisfaction	0,481	0,484	0,071	6,802	0,000	Positif dan Signifikan
Service Quality -> Repurchase Intention	0,312	0,321	0,078	4,013	0,000	Positif dan Signifikan

Source : Research Data, 2025

The hypothesis testing results reveal that all variable relationships in this study show positive and significant associations. Customer satisfaction positively influences repurchase intention (path coefficient = 0.248, t-value = 2.863, p = 0.004), while promotional activities and service quality both have a strong positive impact on

customer satisfaction. These findings confirm that effective promotional efforts and high-quality service are crucial in enhancing customer satisfaction, which subsequently increases the likelihood of repeat purchases and customer loyalty.

Service Quality has a positive and significant effect on Customer Satisfaction among Guardian customers in the Bekasi Raya area

The result of the hypothesis test for reveals a statistically significant and positive relationship between service quality and customer satisfaction among Guardian customers in the Bekasi Raya area. The high t-value (6.802) and p-value (0.000) indicate strong empirical evidence that improvements in service quality are consistently associated with increases in customer satisfaction. This means that the five key dimensions of service quality reliability, responsiveness, assurance, empathy, and tangible aspects play a crucial role in shaping consumers' overall perceptions and emotional responses toward their shopping experiences at Guardian outlets. For instance, attentive service from staff, clear product information, prompt assistance, and professional behavior directly contribute to how satisfied customers feel after a transaction.

This finding underscores the importance of consistently delivering high service standards in retail environments to foster positive customer experiences. In practice, Guardian should invest in regular staff training, performance monitoring, and service innovation to ensure that customer expectations are not only met but exceeded. When customers perceive the service as high quality, they are more likely to feel valued, trust the brand, and develop a sense of loyalty. In turn, this satisfaction lays the foundation for future behaviors such as repeat purchases, positive word-of-mouth, and brand advocacy. Thus, maintaining service excellence is not just a competitive advantage but a strategic necessity in customer retention and long-term profitability.

Promotional Activities have a positive and significant effect on Customer Satisfaction among Guardian customers in the Bekasi Raya area

The statistical result for indicates a significant and positive impact of promotional activities on customer satisfaction among Guardian consumers in the Bekasi Raya area. With a t-value of 3.483 (above the critical threshold of 1.96) and a p-value of 0.000 (below 0.05), this finding confirms that well-executed promotional strategies—such as price discounts, cashback offers, time-limited deals, and product bundling can enhance

how customers perceive value and fairness in their transactions. These promotions not only reduce perceived costs but also add excitement and reward to the shopping experience, thereby boosting satisfaction levels.

In practical terms, this result suggests that Guardian's marketing efforts should prioritize strategic and customer-centric promotions that are relevant, timely, and clearly communicated. Customers feel more satisfied when they believe they are getting added value through promotions, especially when those deals are easy to access and align with their needs. Furthermore, satisfaction derived from promotions can influence emotional attachment to the brand, leading to improved loyalty and repeat purchases. Therefore, promotional activities should not merely aim to increase short-term sales but also serve as tools to build lasting positive impressions and deeper customer engagement.

Customer Satisfaction has a positive and significant effect on Repurchase Intention among Guardian customers in the Bekasi Raya area

The results confirm that customer satisfaction has a significant and positive influence on repurchase intention among Guardian consumers in the Bekasi Raya area. With a t-value of 2.863 and a p-value of 0.004, the statistical evidence clearly supports the third hypothesis (H3). This means that when customers have positive experiences such as receiving helpful service, enjoying store promotions, and feeling valued they tend to develop a stronger intention to shop again at the same store. Satisfaction, in this case, acts as a psychological reinforcement, increasing consumers' emotional and rational commitment to repeat their buying behavior.

This finding emphasizes the role of satisfaction as a key predictor of future consumer behavior. For Guardian, creating satisfying shopping experiences is not only beneficial for customer sentiment but also critical for ensuring long-term revenue through repeat purchases. A satisfied customer is less likely to switch to competitors, more likely to recommend the store to others, and more inclined to maintain a long-term relationship with the brand. Therefore, consistently delivering high-quality service and value can transform one-time buyers into loyal, returning customers—ultimately contributing to Guardian's business sustainability and growth.

Service Quality has a positive and significant effect on Repurchase Intention among Guardian customers in the Bekasi Raya area

The analysis of demonstrates a significant and positive relationship between service quality and repurchase intention among Guardian customers in the Bekasi Raya area. The t-value of 4.013 and p-value of 0.000 provide strong statistical evidence that higher levels of service quality directly influence a customer's decision to make future purchases. This suggests that when customers perceive Guardian's service as professional, responsive, and reliable, they are more likely to return and continue their buying behavior. Excellent service quality reduces uncertainty and enhances trust two critical factors in fostering long-term consumer loyalty.

From a managerial perspective, this result highlights that investing in service improvements can yield not only immediate satisfaction but also sustainable behavioral outcomes, such as increased repurchase rates. For Guardian, ensuring that frontline employees are trained to deliver courteous and efficient service, maintaining a clean and organized retail environment, and resolving customer concerns promptly can significantly improve perceived quality. When customers consistently experience a high standard of service, they develop confidence in the brand and are more inclined to make repeat visits, thereby increasing customer lifetime value and competitive advantage in a saturated market.

Promotional Activities have a positive and significant effect on Repurchase Intention among Guardian customers in the Bekasi Raya area

The findings related to confirm that promotional activities have a statistically significant and positive impact on repurchase intention among Guardian customers in the Bekasi Raya area. With a t-value of 5.343 and a p-value of 0.000, the data strongly supports the claim that attractive promotional efforts such as discounts, loyalty rewards, and time-limited offers encourage customers to return for future purchases. Promotions create a sense of value and urgency, which not only increases the immediate appeal of a product but also builds habitual buying behavior among consumers who perceive consistent benefits.

This outcome implies that Guardian's promotional strategies are not merely short-term tools for boosting sales but also function as long-term drivers of customer retention. When customers consistently encounter meaningful and relevant promotions, they develop positive expectations and associate the brand with rewarding experiences. As a result, they are more likely to prioritize Guardian over competitors for future

needs. To maximize this effect, Guardian should ensure that promotions are well-timed, clearly communicated, and aligned with customer preferences, so that the perceived value translates into enduring repurchase behavior and brand loyalty.

Service Quality has a positive and significant indirect effect on Repurchase Intention through Customer Satisfaction among Guardian customers in the Bekasi Raya area

The indirect effect analysis shows that customer satisfaction significantly mediates the relationship between service quality and repurchase intention among Guardian customers in the Bekasi Raya area. With a t-value of 2.703 and a p-value of 0.007, the results confirm that service quality does not only exert a direct influence on repurchase behavior, but also has an indirect effect through its impact on satisfaction. In other words, when customers experience high-quality service such as responsive assistance, reliable product information, and courteous interactions they tend to feel more satisfied, which in turn increases their likelihood of making repeat purchases.

This mediating role of customer satisfaction highlights its strategic importance in converting positive service experiences into actual behavioral outcomes. For Guardian, this suggests that delivering quality service is most effective when it also enhances customer satisfaction. Focusing solely on operational efficiency or service delivery may not yield optimal results unless those efforts lead to meaningful emotional and experiential value for the customer. By prioritizing both service quality and satisfaction as interconnected goals, Guardian can strengthen its customer retention strategy and foster more consistent repurchase patterns over time.

Promotional Activities have a positive and significant indirect effect on Repurchase Intention through Customer Satisfaction among Guardian customers in the Bekasi Raya area

The test results confirm that customer satisfaction serves as a significant mediator in the relationship between promotional activities and repurchase intention among Guardian customers in the Bekasi Raya area. With a t-value of 2.228 and a p-value of 0.026, the findings indicate that while promotional activities have a direct influence on repurchase behavior, their impact is also channeled indirectly through increased satisfaction. This suggests that promotions such as discounts, bundling, and loyalty

rewards not only stimulate initial interest but also enhance the customer's overall experience, thereby increasing their inclination to return and make future purchases.

This mediating effect reinforces the idea that customer satisfaction plays a central role in maximizing the effectiveness of promotional strategies. It implies that Guardian's promotional efforts should go beyond short-term incentives and aim to build lasting satisfaction by aligning offers with customer expectations and preferences. When customers feel that promotions are fair, timely, and valuable, their satisfaction rises making them more likely to repurchase, recommend the brand, and remain loyal over time. Therefore, integrating promotion planning with customer experience management is essential for sustaining long-term customer engagement and brand competitiveness.

CONCLUSION

This study confirms that both service quality and promotional activities significantly influence customer satisfaction and repurchase intention among Guardian consumers in the Bekasi Raya area. The findings demonstrate that high service quality characterized by responsiveness, reliability, and professionalism positively impacts customer satisfaction and directly increases repurchase intention. Similarly, promotional activities such as discounts, cashback offers, and bundling not only enhance perceived value but also contribute meaningfully to customer satisfaction and the likelihood of repeat purchases.

Furthermore, the results highlight the mediating role of customer satisfaction in strengthening the relationship between both service quality and promotions with repurchase intention. This suggests that customer satisfaction acts as a critical pathway through which positive experiences are translated into behavioral loyalty. Therefore, companies like Guardian should prioritize consistent service delivery and design promotional strategies that are not only attractive but also customer-centered. Improving customer satisfaction through these efforts is essential to drive long-term engagement, enhance brand loyalty, and sustain competitive advantage in the retail sector.

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