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Analysis of Factors Affecting Repurchase Intentions with Purchasing Decisions as Mediating Variables

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Abstract - This study seeks to examine the factors influencing repurchase intentions, with a focus on purchasing decisions as a mediator. Using Smart PLS version 3.0 and a quantitative approach, the research involves Mie Gacoan Jember customers as the population, with 200 respondents selected through purposive sampling. Data collection involves a Likert Scale questionnaire. The results reveal that Store Atmosphere and Promotional Media Through Instagram significantly and positively impact purchasing decisions, while Product Variety does not. However, Store Atmosphere and product variety have a negative and insignificant effect on Repurchase Intention, contrasting with the positive impact of promotional interest through Instagram and purchasing decisions on Repurchase Intention. Purchasing decisions do not mediate the relationship between Store Atmosphere and product variety on Repurchase Intention but do mediate the effect of promotional interest through Instagram. The study's theoretical contribution provides insights for companies and researchers to enhance understanding of improving purchasing decisions and customer loyalty in physical stores and through social media promotions. Practical implications suggest that companies should enhance store atmosphere and Instagram promotions to boost purchasing decisions and repeat purchases, emphasizing the limited impact of product variety. The study acknowledges limitations and recommends future research to explore additional variables influencing consumer behavior.

Keywords: Promotional media, Repurchase intention, Purchase decision

1. Introduction

The business world continues to develop from year to year at a rapid pace due to increasing competition. To overcome this challenge, businesses need to be more creative and innovative to ensure their survival. Business involves creating added value to be sold to consumers (Chaniago, 2021). Among the numerous business ventures, the culinary industry is experiencing rapid growth and development in society. Changes in lifestyle today have a significant impact on people's consumption patterns. One noticeable trend is the growing interest in rice substitute foods, especially noodle products. These foods are becoming increasingly popular among consumers, indicating a preference for noodles over rice as a food choice.

Trends in noodle consumption across various countries reveal that noodles are no longer considered ordinary food but have become a staple that substitutes other main food items. In Indonesia, the consumption of noodles indicates potential growth, with consumption figures remaining relatively stable without significant fluctuations. This suggests that noodles are likely to establish themselves as a stable alternative to commonly consumed staple foods. The purchase decision-making stage holds significant importance for customers as it involves a series of sequential steps that must be undertaken before a final purchase decision is reached. Each of these stages entails thorough consideration, covering various aspects such as product type, brand, seller, quality, purchase time, and payment method. This process represents a crucial stage in the consumer's journey leading up to the final purchase.

Based on data from the World Instant Noodles Association, instant noodle consumption in Indonesia is projected to reach its highest level since 2014, as shown in the graph above. In fact, this places Indonesia as the second-largest consumer of instant noodles globally, after China, which consumed 45.07 billion packets in the same year. The global total of instant noodle consumption in 2022 amounted to 121.2 billion servings, indicating that Indonesia's instant noodle consumption accounts for approximately 11.76% of the world's total (Annur, 2023).

In the present day, numerous restaurants are targeting the younger crowd, particularly those that specialize in noodle dishes as their main menu. Examples of such establishments include Mie Gacoan, Mie Kober, Mie Setan, and Mie Sakera, all of which focus on the young consumer segment. Typically, these restaurants attract teenagers who are still students. Among these, Warung Mie Gacoan has garnered considerable popularity. This stall operates

as a subsidiary of PT Pesta Pora Abadi Malang, which is actively involved in the food and beverage industry. PT Pesta Pora Abadi has branches in various cities such as Madiun, Kediri, Mojokerto, Tulungagung, Pasuruan, Malang, Jombang, Solo, Yogyakarta, Ponorogo, Blitar, Bali, Ngawi, and Jember (source: www.miegacoan.com). The success of this culinary company in expanding its business quickly and having branches in major cities shows impressive growth.

Mie Gacoan Jember has become one of the favorite dining spots for Indonesian people, particularly students and families. Its attractive, cool, and spacious restaurant atmosphere, along with various facilities, create a comfortable experience for every visitor, encouraging them to return. Research conducted by Y. D. Rahmawati (2018) examined the impact of store atmosphere on repurchase decisions. The study found that the exterior, general interior, store layout, and interior appearance significantly influence repurchase decisions, with general interior being the most dominant variable. Herzegovina (2019) investigated the effects of store atmosphere, product variety, and word of mouth on consumer purchasing decisions. The findings revealed that store atmosphere, product variety, and word of mouth collectively have a significant impact on purchasing decisions at Waroenk Ora Umum Purwokerto.

A study by Ariyanto et al. (2020) revealed that store atmosphere and promotion significantly affect purchasing decisions at Alfamart BSD South Tangerang. Putri et al. (2022) conducted research at Niten Jamu Semarang and found that packaging, promotion through social media, and product variety have a positive and significant influence on consumer purchasing decisions. Katarika & Syahputra (2017) examined coffee shops in Bandung and found that store atmosphere, particularly the exterior, general interior, and interior appearance, has a positive and significant influence on purchasing decisions. One of Mie Gacoan Jember's innovations is to create a comfortable ambiance for consumers. This is achieved through a well-thought-out store atmosphere, including the use of music, lighting, and an appealing food presentation. These elements aim to create a relaxing environment for busy consumers, helping them unwind and feel at home in the shop. Mie Gacoan Jember also offers additional facilities, such as complimentary Wi-Fi access for visitors, as part of its marketing strategy. Moreover, product diversity also plays a significant role in attracting consumers. The evolving consumer behavior, which currently involves the tradition of photographing food and drinks before consumption and sharing them on social media platforms, emphasizes the importance of diverse and appealing food and beverage offerings. Intriguing product variations can lead to emotional satisfaction among consumers.

According to the Sales Data of Mie Gacoan, Mie Setan, and Mie Kober from 2018 to 2022 (Google Trends, 2023), the average sales of Gacoan Noodles surpass those of Mie Setan and Mie Kober. Mie Gacoan holds a higher value compared to its competitors in the same culinary business category. Besides offering quality products, Mie Gacoan's effective marketing strategy has successfully attracted more customers. The brand actively promotes itself on popular social media platforms, particularly Instagram and TikTok, which are widely used by young people and teenagers. Modern-day teenagers enjoy sharing their experiences on social media, including their enjoyment of Gacoan Noodles, whether dining in or for takeaway. As a result, Mie Gacoan customers help in promoting the brand to a wider audience. Furthermore, Mie Gacoan maintains its product quality while offering affordable prices to its customers.

Another significant consideration for customers is the impact of promotional activities on Instagram. In the current era, purchasing decisions are often influenced by promotional efforts, given the increasing sophistication of technology and the prevalence of social media platforms like Instagram, Facebook, Twitter, and others. A particularly intriguing phenomenon that deserves attention is the promotional strategy employed by Mie Gacoan on the Instagram platform. Nowadays, many people prefer to engage online, especially regarding products promoted on social media. While Mie Gacoan's Instagram posts receive a substantial number of 'likes' from followers, the number of comments appears relatively minimal. In contrast, competitors like Mie Kober, Mie Setan, and Mie Sakera generate more comments on their respective Instagram posts. This indicates that despite being a well-known establishment, Mie Gacoan should focus on enhancing its presence and interaction on the Instagram platform to effectively compete with other fast-food noodle stalls.

Many businesses implement marketing strategies without realizing that relying solely on these strategies is insufficient. Businesses should focus on the sustainability of their marketing efforts, ensuring that customer interest generated by viral marketing translates into a lasting Repurchase Intention. This approach is crucial for maintaining a steady level of sales within the business.

Repurchase intention is an essential aspect of consumer behavior, reflecting the inclination to buy products that have been previously consumed. This interest serves as a primary motivator driving consumers to take action for repurchasing, and it constitutes a key component of consumer attitudes towards consumption.

Some of the variables that influence consumer Repurchase Intention are Store atmosphere (Hussain & Ali, 2015; Lukitaningsih et al., 2023; D. Rahmawati et al., 2020), Product variety (Lestari & Novitaningtyas, 2021; Maharani & Suwitho, 2021; Saraswati et al., 2021), Promotion through Social

Media (Amalia, 2023; Fajriani & Trenggana, 2020; Nathalia & Indriyanti, 2022; Rizky et al., 2023; Savitri et al., 2016; Tong, 2020).

Building upon prior research, this study aims to investigate the relationship and impact of store atmosphere, product variety, and promotional media on repurchase intention, with a specific focus on the mediating role of purchasing decisions. Several potential research gaps can be identified, including the limited explanation in previous research regarding the interplay between store atmosphere, product variety, and promotional media. Additionally, there is a lack of research exploring the mediating role of purchasing decisions in the relationship between these factors, along with differences in the effects of the three factors (store atmosphere, product variety, and promotional media) on repurchase intention.

2. Research Method
2.1. Research Approach
This research employs a quantitative approach. According to (Sugiyono, 2019), quantitative research methods can be interpreted as research methods based on the philosophy of positivism.

2.2. Population and Sample
The population in this study consists of customers of Mie Gacoan Jember, specifically men and women aged 16 to 30 years who have visited the café more than twice and reside in the city of Surabaya. The determination of the sample in this study was conducted using a non-probability sampling method with a purposive sampling procedure. This implies that the sampling technique was executed with specific considerations (Sugiyono, 2019). As the number of Gacoan Jember Noodle customers who have visited at least twice, and hence constitute the population in this study, is unknown with certainty, a formula based on (Hair et al., 2014) was utilized. The sample size depends on the number of all indicators multiplied by a minimum of 5 and a maximum of 10. Given the presence of 20 indicators in this study, the minimum requirement for respondents is 20 x 5 = 100, while the maximum limit is 20 x 10 = 200.

2.3. Data Collection Technique
The data collection technique in this study involves the use of a questionnaire or survey, with the indicator measurement scale using a Likert scale. This scale comprises five levels of preference, each with a score ranging from 1 to 5.

2.4. Data Analysis Technique
The data analysis employed in this research is Partial Least Squares (PLS). Parameter estimates obtained with PLS can be categorized into three types. First, weight estimates are used to generate latent variable scores. Second, they reflect the path estimate connecting latent variables and between latent variables and their indicators (loading). Third, they pertain to the means and location of parameters (regression constant values) for indicators and latent variables. To derive these three estimates, PLS utilizes a 3-stage iteration process, with each stage producing an estimate. The first stage yields weight estimates, the second stage generates estimates for the inner model and outer model, and the third stage produces means and location estimates (Ghozali & Latan, 2015).

3. Results and Discussion
3.1. Results Analysis
3.1.1. Validity and Reliability Test
Convergent validity means that a set of indicators represents one latent variable and the underlying latent variable. To test convergent validity, the outer loading value or loading factor can be used. An indicator is declared to meet convergent validity.

The reliability of a construct or variable can be measured by the composite reliability of the indicator block that measures the construct. The construct is declared reliable if the composite reliability value is above 0.70. To test reliability, it is also measured by Cornbach alpha. (Tsai & Lydia Wen, 2005) stated that Cornbach alpha in PLS is said to be good if ≥ 0.5, and is said to be sufficient if ≥ 0.3. If a construct has met these criteria, it can be said that the construct is reliable.

Table 1. Validity and Reliability Test

Indicators	Composite Reliability	AVE
Store Atmosphere	0,926	0,642
Product Variations	0,856	0,601
Promotion Media via Instagram	0,908	0,767
Purchase decision	0,900	0,693
Repurchase Intention	0.905	0,761

AVE on each research variable> 0.5. This shows that the research variables meet the rule of tumb requirements of AVE> 0.5. So it can be said that the research variables are capable of being good research constructs. The Composite Reliability value must be greater than 0.70 (>70). It can be concluded that the Composite Reliability value is more than 0.70 and reliability is acceptable.

3.1.2. Coefficient of determination (R-Square)

Table 2. Coefficient of determination (R-Square)

	R Square Adjusted
Purchase decision	0.679
Repurchase Intention	0.649

The amount of R2 Repurchase Intention variable construct is 0.679. While the R2 value of the Purchase decision variable of 0.803 means that the

percentage of the value of Purchase decision explained by other variables outside the study is 0.649.

3.1.3. T-Test (T-Statistic)

The inner model value shows the level of significance in hypothesis testing in a study. The effect of the structure between variables is said to be significant if the p value or t statistic> t table (Imam Ghozali, 2014).
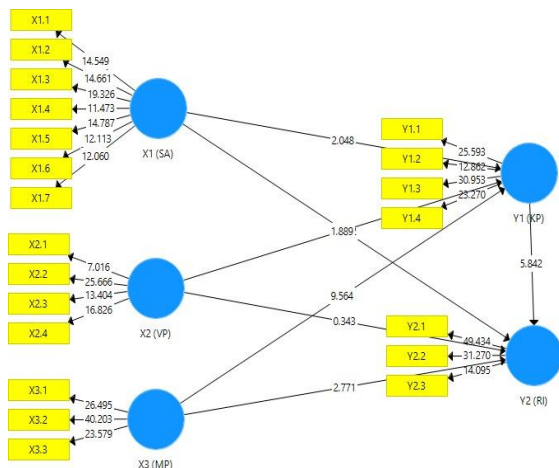

Figure 1. Path Analysis Results

In Table 3, the p-value of 0.041 < 0.05 with a significance level of 5% indicates that the original sample estimate of 0.015 signifies a positive influence of the Store Atmosphere by 30% on Purchase decision. Therefore, the hypothesis is **accepted.**

The p-value of 0.059 > 0.05 with a significance level of 5% indicates that the original sample estimate of 0.138 signifies a positive influence of Product Variety by 13.2 % on Purchase decision. Therefore, the hypothesis is **rejected.**

The p-value of 0.006 < 0.05 with a significance level of 5% indicates that the original sample estimate of 0. 0.661 signifies a positive influence of Promotion Media Through Instagram by 66.1 % on Purchase decision. Therefore, the hypothesis is **accepted**.

The p-value of 0.809 > 0.05 with a significance level of 5% indicates that the original sample estimate of -0.019 signifies a negative influence of the Store Atmosphere by -1.9% on Repurchase Intention. Therefore, the hypothesis is **rejected.**

The p-value of 0.343 > 0.05 with a significance level of 5% indicates that the original sample estimate of -0.029 signifies a positive influence of Product Variety by -2.9 % on Repurchase Intention. Therefore, the hypothesis is **rejected.**

The p-value of 0.006 < 0.05 with a significance level of 5% indicates that the original sample estimate of 0.302 signifies a positive influence of Promotion Media Through Instagram by 30.2% on Repurchase Intention. Therefore, the hypothesis is **accepted.**

The p-value of 0.000 < 0.05 with a significance level of 5% indicates that the original sample estimate of 0.579 signifies a negative influence of Purchase decision by 57.9% on Repurchase Intention. Therefore, the hypothesis is **accepted.**

Table 3. Path coefficient values

	Original Sample (O)	Sample Mean (M)	Standa rd Deviation (STDE V)	T Statistic s (|O/STD EV|)	P Values	Description
Store Atmosphere -> Purchase decision	0.015	0.153	0.0074	2.048	0.041	Accepted
Product Variety->Purchase decision	0.138	0.149	0.073	1.889	**0.059**	**Rejected**
Promotion Media Through Instagram -> Purchase decision	0.661	0.652	0.069	9.564	0.000	Accepted
Store Atmosphere -> Repurchase Intention	-0.019	-0.018	0.078	0.242	**0.809**	**Rejected**
Product Variety -> Repurchase Intention	-0.029	-0.031	0.086	0.343	**0.732**	**Rejected**
Promotional Media Through Instagram -> Purchase decision	0.302	0.292	0.109	2.771	0.006	Accepted
Purchase decision -> Repurchase Intention	0.579	0.591	0.099	5.842	0.000	Accepted
Store Atmosphere -> Purchase decision -> Repurchase Intention	0.088	0.091	0.049	1.796	**0.073**	**Rejected**
Product Variety -> Purchase decision -> Repurchase Intention	0.080	0.088	0.047	1.719	**0.086**	**Rejected**
Promotional Media Through Instagram -> Purchase decision -> Repurchase Intention	0.383	0.384	0.074	5.174	0.000	Accepted

The p-value of 0.073 > 0.05 with a significance level of 5% indicates that the original sample estimate of 0.088 signifies a positive influence of Store Atmosphere by 8.8% on Repurchase Intention via Purchase decision. Therefore, the hypothesis is **rejected.**

The p-value of 0.0.86 > 0.05 with a significance level of 5% indicates that the original sample estimate of 0.080 signifies a positive influence of Product Variety by -8% on Repurchase Intention via Purchase decision. Therefore, the hypothesis is **rejected.**

The p-value of 0.000 < 0.05 with a significance level of 5% indicates that the original sample estimate of 0.383 signifies a negative influence of Promotion Media Through Instagram by -38.3% on Repurchase Intention via Purchase decision. Therefore, the hypothesis is **accepted.**

3.2. Discussion
3.2.1. Effect of Store Atmosphere on Purchase decision

According to conducted research, the store atmosphere significantly influences consumer purchasing decisions. This finding aligns with previous studies (Y. D. Rahmawati, 2018), (Ariyanto et al., 2020) dan (Katarika & Syahputra, 2017), all of which demonstrate the positive impact of store atmosphere on consumer purchasing behavior. Hence, effective management of the store atmosphere not only enhances consumer perception but also stimulates purchasing intentions.

3.2.2. Effect of Product Variety on Purchase decision

Based on conducted research, it has been established that variance does not significantly impact consumer purchasing decisions. This suggests that fluctuations in price, quality, or other product/service attributes might not be the primary determinant of consumer buying behavior. In the realm of marketing strategy, businesses should focus on other influential factors, including branding, promotional activities, customer trust, and overall consumer experience. Additionally, this study emphasizes the necessity of comprehending the intricate and subjective nature of consumer behavior, which cannot always be elucidated solely by variations in objective factors. This understanding can assist companies in crafting more effective marketing strategies and in better addressing consumer needs and preferences.

However, the results of this study contradict the findings of previous research conducted by (Herzegovina, 2019) and (Putri et al., 2022), which suggested that product variations have a positive impact on consumer purchasing decisions, both partially and simultaneously.

3.2.3. Effect of Promotion Media Through Instagram on Purchase decision

Based on the results of hypothesis testing, it is evident that the use of Instagram as a promotional medium significantly influences purchasing decisions. This finding emphasizes the substantial impact of Instagram as a promotional tool on consumer behavior, particularly in the context of purchase decisions. Consequently, marketing strategies tailored for Instagram can be deemed effective in bolstering the sales of specific products or services. This influence can be attributed to the platform's capacity for visually appealing product displays, direct brand engagement, and user recommendations, all of which contribute to consumer decision-making.

Therefore, businesses and marketers should earnestly consider integrating Instagram into their marketing strategies to yield improved outcomes in influencing consumer purchasing decisions.

These findings align with the research conducted (Luthfiyatillah et al., 2020; Putri et al., 2022; Wintang & Pasharibu, 2021), which similarly demonstrated the positive and significant impact of packaging and social media promotions on consumer purchasing decisions.

3.2.4. Effect of Store Atmosphere on Repurchase Intention

The analysis indicates that store atmosphere does not significantly impact repurchase intention. This may be attributed to various factors, including customers' individual preferences exerting a more dominant influence on their purchasing decisions. Additionally, elements such as product quality, pricing, and customer service might wield a more substantial influence on repurchase intention compared to the store atmosphere. Consequently, companies may need to prioritize other factors that affect customers' likelihood of returning, such as enhancing product quality or delivering superior customer service, rather than solely focusing on altering the store atmosphere.

Meanwhile, these findings contradict the research conducted by Hussain & Ali (2015), Lukitaningsih et al. (2023), and D. Rahmawati et al. (2020), which suggested that store atmosphere significantly influences repurchase intention.

3.2.5. Effect of Product Variety on Repurchase Intention

The results indicate the rejection of hypothesis 5, suggesting that the range of products offered by a brand or company does not consistently exert a significant influence on consumers' repurchase intention. While product variety can enhance brand appeal and cater to diverse customer needs, other factors such as product quality, pricing, customer service, and overall consumer experience also significantly shape repurchase intention.

The relevance of product variety may vary across different industries or product categories. For instance, in industries like fashion or technology, increased product variety can greatly appeal to consumers seeking products that align with their personal style or technical requirements. However, in certain cases, an excessive range of products may overwhelm consumers and lead to hesitancy in making purchasing decisions.

Nonetheless, these findings contradict the results of research conducted by (Lestari & Novitaningtyas, 2021; Maharani & Suwitho, 2021; Saraswati et al., 2021).

3.2.6. Effect of Promotional Media Through Instagram on Repurchase Intention

The results demonstrated that utilizing Instagram as a promotional medium positively and significantly impacts Repurchase Intention. Given Instagram's wide-reaching influence as a popular social media platform, crafting effective promotional strategies on this platform has become increasingly vital for companies to foster and sustain their customer base.

These findings emphasize the significance of investing in creative and engaging promotional efforts on Instagram, including interactive visual content, collaborations with influential users, and leveraging innovative platform features. Moreover, harnessing Instagram's potential fosters robust brand-customer relationships, ultimately enhancing Repurchase Intention, thereby encouraging customer return for the company's products or services.

Furthermore, the study encourages continuous monitoring and evaluation of the effectiveness of Instagram promotional campaigns, adapting them to evolving trends and consumer preferences within the dynamic digital landscape. By optimizing Instagram as a strategic tool, companies can effectively boost customer loyalty and drive business growth.

This study's findings align with prior research conducted by (Amalia, 2023; Fajriani & Trenggana, 2020; Nathalia & Indriyanti, 2022; Rizky et al., 2023; Savitri et al., 2016; Tong, 2020), all indicating the positive and significant impact of utilizing Instagram as a promotional medium on Repurchase Intention.

3.2.7. Effect of Purchase decision on Repurchase Intention

The analysis results confirm the acceptance of hypothesis 6, aligning with research by (Sakinah & Firmansyah, 2021). The significant and positive influence of purchasing decisions on Repurchase Intention highlights the pivotal link between consumers' buying experiences and their inclination to revisit a brand or company for future purchases. This underscores that satisfied consumers, pleased with their previous purchase encounters, are more inclined to engage in repeat purchases from the same brand.

Factors such as consumer satisfaction, product or service quality, and brand trust serve as crucial determinants in shaping positive purchasing decisions and fostering Repurchase Intention. Contented consumers are more likely to advocate the product or service to others, contributing to the establishment of brand loyalty. Hence, it is imperative for companies to prioritize enhancing the consumer experience and the quality of their offerings to forge a robust connection between purchase decisions and sustainable Repurchase Intention.

3.2.8. Effect of Purchase decision Mediating the Store Atmosphere on Repurchase Intention

The analysis results indicate the rejection of the eighth hypothesis, demonstrating that purchasing decisions do not function as intermediaries in the relationship between store atmosphere and repurchase intention. This suggests that the components of the store atmosphere do not directly influence customers' intent to repurchase through their impact on purchasing decisions alone. While the store atmosphere may influence customers, their purchase decisions are not solely determined by this experience. Instead, other elements such as product quality, pricing, customer service, and promotional activities may play a more significant role in shaping purchasing decisions and repurchase intentions. These findings can assist companies in comprehending how to influence their customers' repeat purchases by considering factors beyond the store atmosphere.

3.2.9. Effect of Purchase decision mediates Product Variety on Repurchase Intention

The analysis results indicate the rejection of hypothesis nine, revealing that purchasing decisions cannot act as a mediating factor in the relationship between product variety and Repurchase Intention. In this context, product variety refers to the range of products or variations offered by a brand or company. While product variety can indeed influence consumer purchasing decisions, it appears that purchasing decisions do not serve as a significant bridge or mediator in influencing consumers' intentions to repurchase products from the brand. In other words, purchasing decisions alone do not fully account for the impact of product variety on consumers' intention to repurchase.

3.2.10. Effect of Purchase decision mediates Promotional Media Through Instagram on Repurchase Intention

The analysis results confirm the acceptance of the tenth hypothesis, highlighting the crucial role of promotional media through Instagram as a significant communication channel between brands or products and consumers. The purchase decision represents a pivotal stage in the consumer journey, and the findings underscore its highly significant impact on the intention to repurchase. This emphasizes that when consumers base their purchase decisions on information obtained through Instagram, they are more inclined to intend to make repeat purchases. This outcome can be attributed to the positive influence facilitated by promotional media through Instagram, fostering heightened consumer satisfaction and trust in the brand or product. Therefore, leveraging Instagram as a promotional tool can prove to be an effective strategy in shaping consumers' intention to engage in repeat purchases.

4. Conclusion

In this analysis, several findings can be drawn. First, there is a significant influence between the Store Atmosphere variable on Purchasing Decisions at Mie Gacoan Jember, indicating that the store atmosphere has a positive impact on consumer purchasing decisions. However, there is no significant influence between Product Variety and Purchasing Decisions, indicating that the variety of products offered does not have a strong influence on purchasing decisions. Second, the results of data processing show a significant influence between the variable Media Promotion through Instagram on Purchasing Decisions, indicating that promotions through social media platforms such as Instagram can encourage consumers to make more active purchasing decisions. Third, there is no significant influence between Store Atmosphere and Product Variety on Repurchase Intention, indicating that store atmosphere and product variety do not contribute significantly to consumer intention to make repeat purchases. However, there is a significant influence between Promotional Media through Instagram and Repurchase Intention, signaling that attractive promotions on this platform can increase consumer interest in making repeat purchases. Finally, the analysis shows that Purchase Decision has a significant influence on Repurchase Intention. The more satisfied the consumer's purchase decision, the higher their intention to make a repeat purchase. However, there is no significant influence between Store Atmosphere and Product Variety on Repurchase Intention through Purchasing Decisions. Based on the results of the analysis, the management of Mie Gacoan Jember needs to focus on improving the Store Atmosphere to positively influence purchasing decisions, as well as optimizing promotions through Instagram to encourage purchase intentions. While product variety may not have a significant effect on purchasing decisions, it is necessary to maintain product quality. Emphasis should also be placed on improving customer satisfaction during purchase, as good purchase decisions contribute significantly to repurchase intentions. These implications can help Mie Gacoan Jember design more effective managerial strategies. This study has several limitations, including contextual and generalizability limitations that may limit the applicability of the results, limitations in recalling respondents' experiences, causality issues due to its observational nature, the influence of external factors that cannot be fully controlled, data collection methods that have the potential for bias, individual variability that is difficult to fully quantify, time and resource limitations, complexity in identifying the role of purchasing decisions as a mediating variable, and unpredictable changes in the business environment. This study should be treated with caution against these limitations so that the results can be interpreted appropriately and in context.

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