

PRICE, LOCATION, AND PERSONAL SERVICE AS CONSUMER BENCHMARKS AT MADURA MART (FITRIA SHOP, GRESIK) DRIVING REPURCHASE INTENTION WITH TECHNOLOGY ADOPTION AS A MODERATING

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Abstract: This study aims to analyze the direct effect of price, location, and personal service on consumer repurchase intention at Madura Mart Fitria Shop, Gresik. In addition, this study also examines the role of technology adoption as a moderating variable that can strengthen or weaken the relationship between independent and dependent variables. The research method used is quantitative approach. Primary data was collected through a questionnaire with 100 respondents determined using the Roscoe method and distributed to consumers who had made purchases, using purposive sampling techniques. The collected data was then analyzed using a moderation analysis technique, namely Moderated Regression Analysis (MRA) using smartpls 3. The results showed that partially, the price variable had a positive and significant effect on repurchase intention with a significance value of 0.030. Meanwhile, the location variable was found to have no significant effect with a significance value of 0.164, and surprisingly, the personal service variable actually showed a negative and significant effect on repurchase intention with a significance value of 0.010. The main finding of this study is that technology adoption successfully acts as a moderating variable, but specifically weakens the influence of the three independent variables (price, location, and personal service) on repurchase intention.

Keywords: Repurchase Intention, Price, Location, Personal Service, Technology Adoption

1. Introduction

Retail in Indonesia is entering a new phase, offering both traditional and modern models. Recently, there has been talk on television and online media about retail stores with characteristics typical of the Madurese tribe. These characteristics include being open 24 hours a day until the end of the world; even if the end of the world came, they would still be open for half a day. In addition, Madurese stores have their own distinctive appearance, similar to modern stores, which also have their own style of layout. The development of Madurese grocery stores began in Jakarta as a result of the tradition of migration. Initially, migrants did business in the building materials sector. However, when access to wood became increasingly difficult, they switched to opening grocery stores. Many migrants from areas such as Talango initially worked looking after other people's shops until they finally opened their own businesses after accumulating sufficient capital. In the early 2000s, many people from Talango decided to migrate to Jakarta to follow in the footsteps of their predecessors' success in the grocery store business (Widiyastuti, 2024).

Retail has long been dominated by big names such as Alfamart and Indomart, which are found on almost every corner of residential areas, creating fierce competition for traditional retailers, including "Warung Madura". Research shows that minimarkets can reduce the number of customers visiting grocery stores, especially in urban areas where access to minimarkets is easier (Apriliac, 2023). However, traditional and modern retailers have different market

segments, but they complement each other (Bachmid et al., 2024). Retail is included in the Fast-Moving Consumer Goods (FMCG) category showed the highest growth rate, particularly in the minimarket and supermarket categories (Wahyuningsih et al., 2023). Retail outlets are also shops that provide daily necessities and serve as symbols of local culture and centres of social interaction for the community (Windi Herlin Dera et al., 2023).

These traditional shops, which form the backbone of the grassroots economy and are characteristic of Madurese entrepreneurship, often face challenges in maintaining their existence. However, it is interesting to note that many Madurese grocery shops have not only survived but have also grown rapidly. This resilience is believed to rely not only on conventional factors but also on strategic adaptation, including the adoption of technology. Conventional factors that have long been believed to determine consumer repurchase interest are price, location, and personal service. Competitive prices and flexible strategies such as offering credit (debt) are the main attractions for the lower-middle class (Nagle et al., 2016). A strategic location that is easily accessible and forms part of the social interaction hub of the surrounding community is a comparative advantage that modern retailers do not always have (Azlan azhari, 2023). Personalised service is crucially important, built on trust, kinship and familiarity with each customer's preferences, creating strong emotional bonds (Morgan & Hunt, 1994). However, in the era of digitalization, reliance on these three traditional factors alone is not enough. The wave of digital transformation is forcing all business sectors, including traditional grocery stores, to adopt technology in order to remain competitive. Traditional retailers must immediately adopt and adapt to technology in order to survive in the competitive retail industry (Isharyani et al., 2024). Because rapidly developing retail technology is changing consumer habits and expectations when shopping. The adoption of technology in the form of digital payments (QRIS, e-wallets), marketing through social media (WhatsApp, Instagram), and participation in delivery platforms (Go Food, Grab Mart) has become a new phenomenon that is changing the way shops interact with their customers. The adoption of this technology is not intended to replace traditional business models, but to strengthen and moderate the influence of these old factors.

Based on the above issues, the questions that arise are: To what extent do price, location, and personalised service still influence repeat purchase intent amid the onslaught of modern retail? And more importantly, how does the adoption of technology moderate (strengthen or weaken) the influence of these three factors on repeat purchase intent? This research stems from the gap between reliance on traditional business models and the demands of the digital era, as well as the uncertainty surrounding how technology interacts with the existing business foundations of Madura grocery stores.

2. Literature Review

Repurchase intention

Repurchase intention is a consumer's tendency or desire to repurchase a product or service in the future based on previous experience (Tong & Subagio, 2020). In the retail context, the intention to repurchase is an indicator of business success and the basis for customer loyalty. Repurchase Intention Measurement Indicators.

- a. Preference for the Store Over Competitors (Store Preference) measures the strength of consumer preference for the store compared to other alternatives (such as minimarkets or other grocery stores)
- b. Willingness to Recommend, which refers to a customer who is prepared to recommend the store to others, meaning that they themselves are very satisfied and loyal to the store.

- c. Affective Commitment measures the emotional bond between customers and the store. This goes deeper than mere intention because it involves feelings of affection and attachment.

Price

Price is the amount of money that consumers must pay to obtain a product or service (Kotler, P., and Keller, 2022). In retail competition, competitive pricing is a key determining factor, especially for price-sensitive consumers. Prices that are commensurate with product quality and consumer purchasing power will increase perceived value, which ultimately encourages repeat purchases.

Price measurement indicators

- a. Nominal and Competitive Pricing
- b. Flexibility & Pricing Strategy
- c. Differentiated Pricing (Based on Customers)
- d. Price Competitiveness

Location

Location refers to the ease of access and geographical proximity of a retail outlet (Kotler, P., & Keller, 2022). For traditional retailers such as Madura Mart, a strategic location in the centre of a residential area that is easily accessible and forms part of the community's social routine is a significant comparative advantage. A strategic location not only reduces costs and effort for consumers but also strengthens familiarity and emotional ties.

Location measurement indicator (Fandy Tjiptono, 2014) :

- a. Accessibility, a location that is easily accessible or easy to reach by public transport.
- b. Visibility, clearly visible beyond normal viewing distance.
- c. Environment, the surrounding area that supports the business.
- d. Competition, not too many competitors in the location.

Personal Service

Personal service is a direct and personal interaction between the seller and the buyer that creates a warm and familiar shopping experience (Wirtz and Lovelock, 2016). Personal service is a direct and personal interaction between the seller and the buyer that creates a warm and familiar shopping experience (Morgan & Hunt, 1994).

Personal Service Measurement Indicators

- a. Personal Recognition & Greeting: The ability of owners/shops to recognise customers, greet them by name, and remember basic preferences.
- b. Knowledge of Customer Preferences: To what extent does the shop understand its customers' shopping habits and favourite items?
- c. Social and Emotional Interaction: Conversations occur that go beyond mere sales transactions, such as asking about family or discussing social matters.

Technology Adoption

Technology adoption is defined as the level of acceptance and use of technology by individuals in their daily activities (Venkatesh et al., 2012). In the context of retail consumers, technology adoption can include the use of digital payments (e-wallets, mobile banking), social media to obtain promotional information, or the use of delivery applications (Santika et al., 2024).

Technology Adoption Measurement Indicators

- a. Use of Digital Payment Devices
- b. Utilization of Social Media for Marketing and Communication
- c. Participation in Food/Delivery Service Platforms

Hypothesis

- H1: Price has a positive and significant effect on repurchase intention at Fitria Shop.
 H2: Location has a positive and significant effect on repurchase intention at Fitria Shop.
 H3: Personalised service has a positive and significant effect on repurchase intention at Fitria Shop.
 H4: Technology adoption moderates the effect of price on repurchase intention at Fitria Shop.
 H5: Technology adoption moderates the effect of location on repurchase intention at Fitria Shop.
 H6: Technology adoption moderates the effect of personal service on repurchase intention at Fitria Shop

Research Framework

Based on the above hypothesis, the framework for this study is as follows:

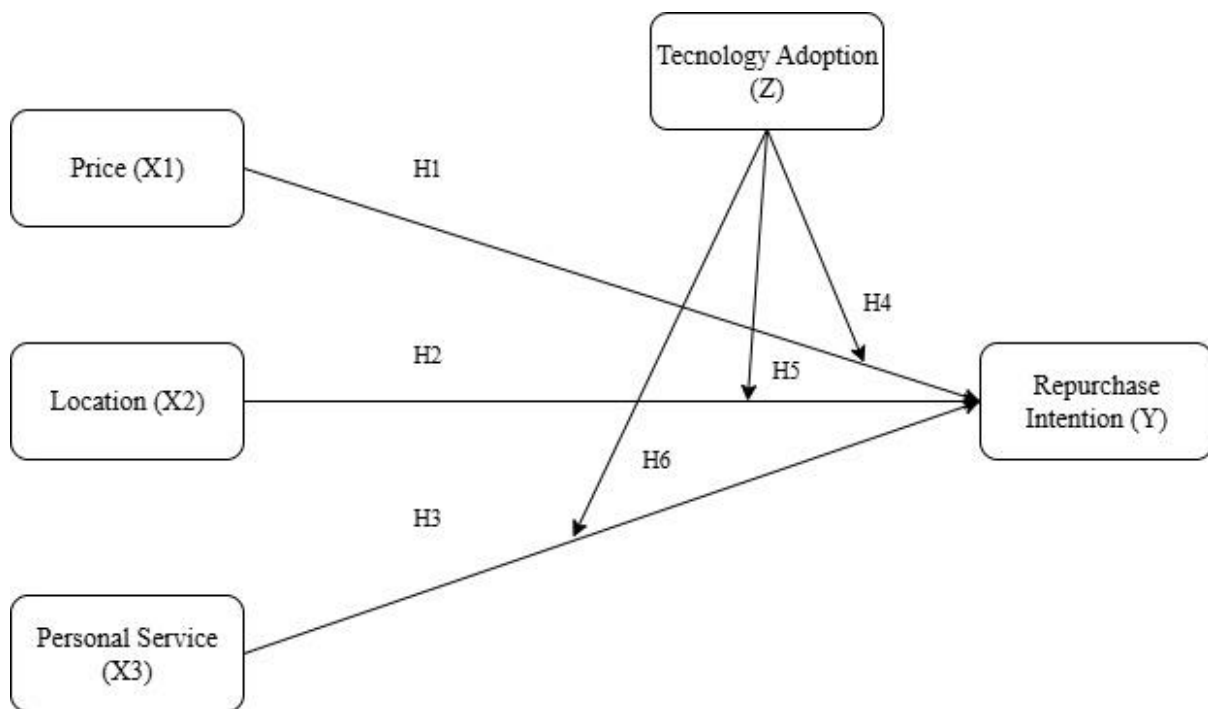


Figure 1: Research Framework
 Sources: data processed in 2025

3. Method

Type of Research

This study uses quantitative research that utilizes figures as tools for analysis, which are then analysed statistically to prove the influence between variables that have cause and effect so that a conclusion can be drawn

Population dan Sample

The population in this study was consumers of Warung Madura Fitria Shop, whose number is unknown. The sample in this study used non-probability sampling. This is a sampling method in which not every member of the population has an equal chance of being selected for the sample. The sampling technique used is purposive sampling, in which the sample is selected based on certain characteristics relevant to the study. Several sample criteria in this study are: 1) Having made at least one purchase at Fitria Shop; 2) Having made at least one repeat purchase within a maximum of three months; and 3) Being at least 19 years old.

The sample size in the study was determined using Roscoe's formula by multiplying at least 10 x the number of variables (Sugiyono, 2015). The sample size in this study was $5 \times 20 = 100$ respondents.

Data Collection Techniques

Data collection in this study used a questionnaire measured on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data Analysis Techniques

This study uses Smart Partial Least Square (SmartPLS) as a data analysis method, often referred to as soft modelling. This is because it eliminates the assumptions of OLS (Ordinary Least Squares) regression, such as the requirement that data must be multivariate normally distributed and that there must be no multicollinearity between independent variables. SmartPLS analysis typically involves a measurement model (outer model) and a structural model (inner model). The measurement model describes how manifest variables represent the latent variables to be measured. This method was chosen due to data limitations and the relatively small sample size. PLS includes validity testing, reliability testing, and hypothesis testing.

Evaluation of Measurement Models (Outer Model)

The outer model tests whether the indicators used to measure the construct are valid and reliable. The test used is the Validity test (Convergent validity) based on the outer loading of each indicator. The measurement tool is declared convergent valid if the factor loading value is greater than 0.7 and the average variance extracted (AVE) value is > 0.5 (Joseph F. et al., 2021). Next, discriminant validity is used to show one construct as distinct from another. The evaluation of discriminant validity needs to be carried out by looking at the Fornell-Lacker Criterion. The Fornell-Lacker Criterion is that the AVE root of a variable is greater than the correlation between variables (Sayyida, 2023).

Reliability testing in PLS is used to measure the internal consistency of measurement instruments. Reliability reflects the accuracy, consistency, and precision of measurement instruments in performing measurements. Reliability testing is conducted by examining the results of Cronbach's Alpha and Construct Reliability and Validity. All indicators of each variable are considered reliable in measuring latent variables if the Cronbach's alpha and construct reliability values for each latent variable are greater than 0.7.

Structural Model (Inner Model)

Structural model testing can be seen from the Collinearity Test to ensure that the regression results are not biased. High collinearity can cause problems in estimation, such as high standard errors and low t-values. Collinearity can be declared free if the VIF (Variance Inflation Factor) value for each construct has a value below 5.

The Coefficient of Determination test is used to ensure the strength of the sample in explaining the model. The sample is considered capable of explaining the model if the R-Square value is greater than 0 and smaller than 1

Hypothesis Testing

Hypothesis testing with PLS is conducted in two stages, namely calculating the direct effect of latent and independent variables on dependent latent variables and calculating the effect of independent latent variables on dependent latent variables with moderating variables. In this hypothesis testing, the values analysed are those found in the statistics and p-values generated from the PLS output by comparing them with the significance level $\alpha 0.05$.

Moderated Regression Analysis

This analysis is used to analyse moderating variables that act as variables that weaken or strengthen the influence of independent variables on dependent variables.

Criteria:

If the p-value is > 0.05 , it is not significant, meaning that the moderating variable does not play a role in moderating the effect of the independent variable on the dependent variable

If the p-value is < 0.05 , it is significant, meaning that the moderating variable plays a role in moderating the effect of the independent variable on the dependent variable.

4. Result and Discussion

Overview of Research Object

Fitria Shop is a grocery store opened by Madurese people, hence it is called Warung Madura. Fitria Shop is located in Sumpat Asri Housing Complex, Jalan Durian Driyorejo, Gresik. Fitria Shop is a second-hand shop after being sold by the previous owner to the current owner. Fitria Shop is open 24 hours and is managed by two employees who are from Madura.

Respondent Characteristics

Respondent characteristics in this study were divided into three categories: respondent characteristics based on gender, respondent characteristics based on age, and respondent characteristics based on occupation. The following table shows respondent characteristics based on gender:

Table 1. Gender of Respondents

Gender	Amount
Male	46
Female	54

Sources: data processed in 2025

Based on Table 1, the respondents' gender was divided into two types: male and female. There were 46 male respondents and 54 female respondents. Thus, it can be concluded that there were more female respondents than male respondents.

Furthermore, the characteristics of respondents based on age can be seen in Table 2 below:

Tabel 2. Respondents by Age

Age	Amount
19-28	36
29-36	20
37-45	29
46-60	15

Sources: data processed in 2025

Table 2 presents the distribution of respondents based on age group. The data shows that the youngest age group (19-28 years) is the largest group, with 36 respondents. Meanwhile, the oldest age group (46-60 years) is the smallest group, with 15 respondents. Next, the characteristics of respondents based on occupation can be seen in Table 3 below:

Table 3. Respondents Based on Occupation

Occupation	Amount
Civil Servant	15
Private Employee	14
Entrepreneur	33
Housewife	16
Student	22

Sources: data processed in 2025

Table 3 shows the distribution of occupations among a group of respondents. The data shows that self-employed individuals constitute the largest occupational group, with 33 respondents. This is followed by students (22 respondents) and housewives (16 respondents). Civil servants (15 respondents) and private sector employees (14 respondents) have similar numbers and constitute the smallest groups.

Result if Research

Measurement Model Evaluation (Outer Model)

Convergent Validity Test

This stage aims to ensure that each indicator has a high level of correlation with the construct it measures. Convergent validity can be seen based on the outer loading of each indicator. The measurement tool is declared convergent valid if the factor loading value is greater than 0.7 and the Average Variance Extracted (AVE) value is > 0.5 . The following is a table of factor loading values and AVE value:

Table 4. Outer Loading

Indicator	Outer Loading	Description
X1.1	0,849	Valid
X1.2	0,865	Valid
X1.3	0,871	Valid
X1.4	0,724	Valid
X2.1	0,874	Valid
X2.2	0,923	Valid
X2.3	0,836	Valid
X2.4	0,873	Valid
X3.1	0,862	Valid
X3.2	0,901	Valid
X3.3	0,845	Valid
Y1	0,870	Valid
Y2	0,912	Valid
Y3	0,907	Valid
Y4	0,858	Valid
Z1	0,917	Valid
Z2	0,933	Valid
Z3	0,946	Valid

Sources: data processed in 2025

Based on the convergent validity test of the indicators used to measure the variables, they are considered valid because the factor loading values are greater than 0.7. Thus, each indicator is able to adequately represent the construct being measured, making it suitable for use in further analysis

Table 5. AVE Value

Variable	AVE
Moderating Effect 1	0,722
Moderating Effect 2	0,619
Moderating Effect 3	0,716
Price (X1)	0,687
Location (X2)	0,769
Personal Service (X3)	0,757
Repurchase Intention (Y)	0,787
Tecnology Adoption (Z)	0,869

Sources: data processed in 2025

Based on Table 5, all variables in this study have an Average Variance Extracted (AVE) value above 0.50. This indicates that the discriminant validity test has met the specified criteria namely $AVE > 0.50$ as an indicator that a construct is able to distinguish itself from other constructs in the model. Thus, both convergent validity and AVE have been fulfilled. Therefore, this research model can be declared to have good validity and is suitable for use in further analysis

Discriminant Validity

Tabel 6. Fornell-Lacker Criterion

Variabel	Location	ME 1	ME 2	ME 3	Pers. Service	Price	Repurchase Intention	Tecnology Adoption
Location	0,877							
ME 1	-0,262	0,849						
ME 2	-0,220	0,687	0,787					
ME 3	-0,230	0,661	0,639	0,846				
Personal Service	0,784	-0,271	-0,347	-0,459	0,870			
Price	0,705	-0,398	-0,322	-0,248	0,571	0,829		
Repurchase Intention	0,567	-0,401	-0,345	-0,382	0,488	0,710	0,887	
Tecnology Adoption	0,568	-0,442	-0,413	-0,495	0,614	0,675	0,869	0,932

Sources: data processed in 2025

Based on Table 6, it can be concluded that the square root value of the Average Variance Extracted (AVE) for each construct is greater than the correlation between other constructs, so the discriminant validity test is declared valid.

Reliability Test

Reliability testing in PLS is used to measure the internal consistency of a measurement scale. Reliability testing is conducted by examining Cronbach's Alpha results. All indicators of each variable are declared reliable in the measurement of latent variables if the Cronbach's Alpha and Compound Reliability values for each latent variable are 0.7 or higher.

Tabel 7. Construct Reliability and Validity

Variable	Cronbach's Alpha	rho_A	Composite Reliability
Price	0,846	0,848	0,897
Location	0,899	0,902	0,930
Personal Service	0,841	0,852	0,903
Repurchase Intention	0,910	0,910	0,937
Tecnology Adoption	0,924	0,926	0,952
Moderating Effect 1	0,965	1.000	0,969
Moderating Effect 2	0,944	1.000	0,949
Moderating Effect 3	0,951	1.000	0,958

Sources: data processed in 2025

Multicollinearity Test

Collinearity testing is required to ensure that regression results are unbiased. High collinearity causes problems in estimation, such as high standard errors and low t-values. Collinearity can be declared free if the VIF (Variance Inflation Factor) for each construct is less than 5.

Table 8. Colliniarity Statistics (VIF)

Indicator	VIF
X1.1	2,165
X1.2	2,369
X1.3	2,421
X1.4	1,415
X2.1	2,904
X2.2	3,872
X2.3	2,053
X2.4	2,434
X3.1	2,624
X3.2	3,107
X3.3	1,613
Y1	3,127
Y2	4,009
Y3	3,384
Y4	2,579
Z1	3,098
Z2	3,638
Z3	4,204

Sources: data processed in 2025

Based on Table 8, it can be concluded that all VIF values of the indicators used to measure the variables are less than 5, so it can be concluded that there is no collinearity problem in the model.

Structural Model Evaluation (Inner Model)

Hypothesis Testing

Hypothesis testing with PLS is conducted in two stages, namely calculating the direct effect of latent and independent variables on dependent latent variables and calculating the effect of independent latent variables on dependent latent variables with moderation. In this hypothesis testing, the values analysed are those found in the statistics and p-values generated from the PLS output by comparing the significance level α 0.05. If the T-Statistic value is > 1.98 and the p-value is < 0.05 , then it is significant. If the T-Statistic value is < 1.98 and the p-value is > 0.05 , then it is not significant. The following is a table of path coefficients.

Table 9. Path Coefficients

Variable	Original Sampe (O)	T Statistic	P Values
Price > Repurchase Intention	0,208	2,173	0,030
Location > Repurchase Intention	0,814	1,393	0,164
Personal Service > Repurchase Intention	-0,264	2,595	0,010
Tecnology Adoption > Repurchase Intention	0,776	9,799	0,000
Moderating Effect 1 > Repurchase Intention	0,014	0,135	0,893
Moderating Effect 2 > Repurchase Intention	0,019	0,113	0,910
Moderating Effect 3 > Repurchase Intention	-0,040	0,432	0,666

Sources: data processed in 2025

Based on the Path Coefficient table, the path coefficient values are 0.208 for price, 0.814 for location, and 0.776 for technology adoption. These variables have positive values, which means that if the value of the independent variable increases, the dependent variable will also increase. Meanwhile, the personal service variable has a value of -0.264. A negative value

means that if the value of the personal service variable increases, the intention to repurchase will decrease

Based on the P-value for the price variable of 0.030, personal service of 0.010, and technology adoption of 0.000, these values are less than 0.05, meaning that there is a significant influence of the price, personal service, and technology adoption variables on Fitria Shop consumers' repurchase intention. Meanwhile, the location variable has a P-value of $0.164 > 0.05$, which is not significant, meaning that location has no effect on the repurchase intention of Fitria Shop consumers.

Moderated Regression Analysis

This analysis is used to analyse moderating variables that act as variables that weaken or strengthen the influence of independent variables on dependent variables.

Criteria:

If the p-value is > 0.05 , then it is not significant, meaning that the moderating variable does not play a role in moderating the effect of the independent variable on the dependent variable.

If the p-value is < 0.05 , then it is significant, meaning that the moderating variable plays a role in moderating the effect of the independent variable on the dependent variable..

The results of the Moderated Regression Analysis can be explained by the following data :

$X1 * Z \rightarrow Y = 0,014$, P value 0,893

$X2 * Z \rightarrow Y = 0,019$, P Value 0,910

$X3 * Z \rightarrow Y = - 0,040$, P Value 0,666

Based on the above data, the P-value of all variables is greater than 0.05, so it can be concluded that technology adoption does not play a role in the influence of price, location and personal service on the intention to repurchase at Fitria Shop

Testing the Coefficient of Determination

The coefficient of determination test is used to determine the extent to which independent variables explain their effect on dependent variables. The coefficient of determination ranges from 0 to 1. When more than one independent variable is used, the adjusted R-squared is used for interpretation (Sujarweni & Utami, 2015). The following is a table of determination coefficients:

Table 10. Coefficient of Determination

RSquare	Adjusted R Square
0,804	0,789

Sources: data processed in 2025

Based on the adjusted R square value of 0.789, this means that 78.9% of the independent variables explain their effect on the dependent variables. Meanwhile, 21.1% is explained by other variables that were not examined in this study.

Discussion

The effect of price on repurchase intention at Fitria Shop

Price affects repeat purchase interest at Fitria shops. Madura shops always prioritise low prices for all their products, so consumers who shop at Madura stalls pay more attention to low prices. Compared to Alfamart or Indomart shops, prices at Fitria shops are much cheaper. This is a business strategy employed by Fitria shopkeepers, who always prioritise low prices for all their products. The direct consequence of this strategy is the creation of a high value perception in the minds of consumers. The results of this study are in line with research conducted by Rahmawati & Susyani (2024) which states that price has a positive and significant effect on consumer repurchase intention.

The Effect of location on repurchases intention at Fitria Shop

Location does not have a significant influence on repeat purchases at Fitria shops. This fact is interesting to discuss because one of the factors in the marketing mix is location, but a unique fact that needs to be understood is that Madura shop consumers generally never consider location as a benchmark for buying at Madura shops because Madura shops are always located in densely populated areas where the consumers who come are the local community, so location is not a prerequisite for consumers. Additionally, Fitria Shop is located within a residential area, and there are many Madura shops in the surrounding area that also compete for market share. Consequently, consumers do not consider location when shopping at Madura shops because they have numerous options, one of which is Fitria Shop. This study aligns with research conducted by Bahruzen et al (2020) which states that location has no influence on repurchase intention.

The effect of personal service on repurchase intention in Fitria Shop

Personal service has an impact on repeat purchases at Fitria's shop. A unique fact about Fitria's shop is that personal service has a negative impact on repeat purchases. The reason for this is that Madura stalls, including Fitria's shop, generally do not have clear standard operating procedures for service, so it is common to see Madura stall attendants serving customers while answering phone calls from other people. Additionally, service at Madura stalls is dependent on the stall attendant, so when the attendant changes, the service provided also changes. Therefore, it is not surprising that there are Madura stalls where the stall attendant serves customers bare-chested and wearing a sarong, as this is a Madura custom. The results of this study are in line with research conducted by Widanti et al., (2022) which indicates the negative impact of service quality on consumer repurchase intention.

The adoption of technology moderates the effect of price on repurchase intention at Fitria Shop.

The adoption of technology does not moderate the influence of price on repurchase intentions at Fitria Shop. There is an interesting fact based on the results of observations made during the study. From the consumer's perspective, when using technology such as QRIS, consumers find it difficult to pay for products below Rp 10,000, such as retail cigarettes and so on. From the producer's perspective, payments via QRIS are often used as a means to conduct fictitious transactions and fraud, such as using the same barcode for products purchased on different days, because the majority of Madura shopkeepers who adopt technology link QRIS to the owner's savings account, so that checks are not done in real time

Technology adoption moderates the effect of location on repurchase intention at Fitria Shop.

The adoption of technology does not moderate the influence of location on repurchase intentions at Fitria Shop. Although Fitria Shop is located in a residential area with a sufficient population and allows for the adoption of technology, this is not a necessity for consumers. In addition to the many alternatives to Fitria Shop, the speed of transactions without technology is also a factor.

Technology adoption moderates the influence of personalised services on repurchase intentions at Fitria Shop.

The adoption of technology does not moderate the influence of personalised service on repurchase intention at Fitria Shop. In other words, with or without the adoption of technology,

service is an important component in attracting repurchase demand from Fitria Shop consumers.

5. Conclusions

Based on the results of the research and discussion above, the following conclusions can be drawn :

- Price has a positive and significant effect on repurchase interest at Fitria Store. A low-price strategy creates a perception of high value in the eyes of consumers, making it a major draw.
- Location does not have a significant effect on repurchase intention. This is due to several factors: Fitria Store consumers are local residents, the location is already in a densely populated area, and there are many similar competitors (other Madura stores) in the same area, so location is not a unique consideration.
- Personal service has a negative effect on repurchase intention. The lack of service operational standards and the behaviour of shop assistants who are considered unprofessional (such as serving customers while answering the phone or dressing informally) actually reduces consumers' interest in returning to shop.
- The adoption of technology (such as QRIS) has not succeeded in moderating the influence of these three variables (price, location, and personal service) on repurchase intention.

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