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MANAGEMENT IMPLICATIONS: REPURCHASE DECISIONS IN THE RETAIL TECHNOLOGY SUPPLY CHAIN IN THE RETAIL INDUSTRY IN DIGITAL RETAIL COMPANIES

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ABSTRACT

This study aims to find out how digital retail companies retain their customers by being active as registered partners who continue to make repurchases. Understanding partner's positive perceptions is key in improving repurchase decisions. Marketing Strategy, Service Quality and situational factors are studied to understand the strengthening of these positive perceptions. Attitude Towards Norm is known as one of the predictors in influencing purchasing decisions so that the relationship between these variables is also studied in this study. This research method is quantitative. Data obtained from an online questionnaire of 384 respondents. Descriptive analysis was conducted to determine the demographic background of the respondents. Associative analysis was carried out to identify the relationship between Marketing Activities, Service Quality, Attitude Towards Norm, Social Influence and Repurchasing Decision. The results show that all the effects of exogenous variables are found to be significant, except that Service Quality does not directly have a significant effect on Repurchase Decision.

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are activities that rely on the people's economy as a source of strength. This activity expands employment opportunities as well as contributes to the income distribution of the Indonesian people. The stability of the national economy and its growth can also be felt when these MSMEs are developing (Wang, 2016). The importance of this activity in the national economy requires the power of political policies, which are created to guarantee the comfort, protection and empowerment of these MSMEs. Government policy in the form of a Government Regulation/PP following Law No. 11 of 2020 concerning Job Creation, is needed to provide clarity regarding regulations. Arrangements for MSMEs need to be made especially for fostering, protecting and empowering MSMEs from various aspects of laws and regulations that are not integrated. This PP is to regulate among others regarding: 1) Cooperatives with their convenience, protection, and empowerment; 2) MSMEs with their convenience, protection and empowerment; 3) Creation Process (incubation); and 4) The MSME funding aspect is facilitated through a special allocation fund (Palit, 2021).

The President of the Republic of Indonesia, Joko Widodo, gave instructions that MSME activities must be modernized and fostered to support national economic development. MSMEs contribute 99% to business units in Indonesia's economic growth. The MSME market share in the form of GDP has reached 61% which provides an expansion of employment of 97% of the total national employment. All stakeholders are faced with challenges to innovate and

technology, sustainable digital literacy, increase productivity, uncomplicated licensing, financing facilitated by the state and related agencies, marketing and sourcing, certification and standardization, and the development of fair activities and training (Kemenko Bidang Perekonomian RI, 2022) .

The Consumer Confidence Index (IKK) in December 2022 was 119.90, an increase from November 2022, which was 119.10. This increase was due to strengthening consumer confidence driven by an increase in the current Economic Condition Index (IKE). The components driving this increase are current income, current job availability, and purchases of durable goods. Data regarding the increase in IKK and IKE is of course an opportunity for entrepreneurs, including MSME entrepreneurs in particular (Bank Indonesia, 2022) .

Every year, more and more stalls join and use the XYZ Digital Retail Application. The number of XYZ Digital Retail partners has exceeded 500,000. As the number of partners grew, negative comments about using the Retail Digital XYZ app also increased. These negative ratings include failed transactions, delivery delays, and delays in updating stock items (katadata.coid, 2021). The sense of partner loyalty is not affected by how simple it is to use the XYZ Digital Retail application . If the respondents' responses can be trusted, as many as 95.50% of partners shop elsewhere than XYZ Digital Retail (Nur & Sanaji, 2021) . Considering the number of retail stores in Indonesia, which amount to 3.57 million grocery stalls (dataindonesia.id, 2022b) , and the number of partners in Retail Digital companies according to table 1.5 above, it is clear that there is no loyalty from wardens who have registered with a Digital Retail company . In other words, affiliated stalls from several Digital Retail companies to provide enough stock for their stalls.

Based on observations, partners of Retail Digital XYZ, as Retail Digital Technology , have more and more choices which result in a very low level of partner loyalty to one provider. So that the Marketing strategy and Service Quality assurance are unavoidable for each of these service providers. Promotions carried out with Digital Marketing, eWOM or social media are very important in introducing and offering partner growth which partners expect to continue repurchasing.

A review of previous research needs to be carried out by researchers as a guide in conducting research. Information from previous studies is the foundation for research that explores the same issue or focus. Proposals regarding the Research Gap, namely: 1) Evidence Gap; 2) Knowledge Gaps; 3) Practical-Knowledge Conflict Gap; 4) Methodological Gaps; 5) Empirical Gaps; 6) Theoretical Gaps; 7) Population Gaps (Miles, 2017) .

The first research, (Susanti & Suharti, 2022) with the research title "Analysis of Factors Affecting the Success of a Digital Business Franchise Is (Case Study : Stall Pintar in Salatiga City)". From the results of the research that has been done, it turns out that there are problems that occur, namely: choosing a wise location is very important for the success of running a Stall Pintar business. There needs to be a strategic business location that is easily accessible to customers when in a highly competitive business environment, the location selection factor becomes the most crucial element so that the business being run can compete effectively. Joining

requirements have certain requirements for location and access (Empirical Gap). While business management has not been seen to significantly influence the success of running a stall, financial management does not appear to have a major impact on business success. The Stall Pintar company has an online community to share business and financial literacy (Evidence Gap). This research uses a qualitative methodology and this research will use a quantitative method (Methodological Gap).

The second study, (Nur & Sanaji, 2021) with the research title "The Influence of Perceived Ease of Use and Perceived Usefulness on Loyalty with Trust as an Intervening Variable on the use of the Stall Pintar Application". From the results of the research that has been done, it turns out that there are problems that occur, namely: the research does not include open questions on the reasons why PT Stall Pintar's partners do not only make purchases on the Stall Pintar application but also on other suppliers to test partner loyalty. Even though in practice using the Stall Pintar application is quite easy, partners don't always use it in every purchase (Practical-Knowledge Gap). Further research is suggested to use independent variables related to marketing strategies that are able to explain and possibly have an influence on loyalty variables such as Customer Intimacy and Service Quality. Service Quality is used to determine customer experience during transaction processing on the Stall Pintar (Knowledge Gap) application. The research was quantitative using 245 respondents in the same area, while for this study the respondents were distributed nationally (Population Gap).

Through this research, the author wants to investigate how Retail Digital Technology Industries can assess and defend Retail partners Digital Technology (stall) so that they continue to do repurchasing. To answer these problems, the author wants to investigate what activities are carried out by retail providers Digital Technology to defend Repurchase Decision from the perspective of Retail partners Digital Technology. The case used is a retail partner Digital Technology XYZ as a Retail player Digital Technology Industries. It is hoped that this research can be useful as information material to determine the effects and problems it causes, so this can be used as material for consideration and alternative input in overcoming the problems encountered, which are related to Marketing Activities and Service Quality.

METHODS

The method used to collect data is an Internet-based survey. While the main concept used is Theory of Planned Behavior (TPB). In this study, the instruments used were questionnaires and pretest. The population of this study is XYZ Digital Retail partners or people who are involved or engaged in the shop business who have knowledge and openness regarding technology that has recently developed rapidly in Indonesia and who is officially registered with Retail Digital XYZ. This study took a sample of XYZ Digital Retail partners who are domiciled in Indonesia whose membership has been verified by the XYZ Retail Digital company.

In determining the sample, according to Kline the guideline for the number of samples for SEM analysis is considered small size below 100, medium size 100-200 samples and large size with samples of over 200 respondents (Memon et al., 2020). As for analysis, researchers use

analytical steps used in quantitative research, such as testing validity, testing reliability, to testing hypotheses.

RESULTS AND DISCUSSION

Table 1. Hypothesis Testing

H	Variable	Path Coefficent	t-statistic	p-Value	f-Square	Conclusion
H1	Marketing Activites-> Repurchase Decision	0,194	3,401	0,001	0,046	Accepted
H2	Marketing Activities-> Attitude Towards Norm	0,335	4,418	0,000	0,178	Accepted
H3	Marketing Activities-> Social Influence	0,359	5,457	0,000	0,148	Accepted
H4	Service Quality-> Attitude Towards Norm	0,278	5,360	0,000	0,115	Accepted
H5	Service Quality-> Social Influence	0,442	6,497	0,000	0,225	Accepted
H6	Service Quality-> Marketing Activities	0,689	18,773	0,000	0,906	Accepted
H7	Social Influence- Attitude Towards Norm	0,338	4,777	0,000	0,181	Accepted
H8	Attitude Towards Norm-> Repurchase Decision	0,352	3,419	0,001	0,113	Accepted
H9	Social Influence-> Repurchase Decision	0,286	3,352	0,001	0,101	Accepted
H10	Service Quality-> Repurchase Decision	0,089	1,378	0,168	0.010	Rejected

(Source: PLS SEM processing results, 2022)

From the results of the data analysis that has been carried out, there are 9 hypotheses that are accepted and 1 hypothesis that is rejected, namely H10: Service Quality has no significant effect on the Repurchase Decision.

H1: Marketing Activities have a positive effect on Repurchase Decisions

The first hypothesis is that the Marketing Activities variable has a significant influence on the Repurchase Decision variable of (0.194) with a value t-statistic (3.419>1.96) and p- value (0.001<0.005). At the structural level, the effect of marketing activities on repurchase decisions is in the small category (f-square = 0.046). Then the relationship between Marketing Activities has a significant effect on the Repurchase Decision, H1 is accepted.

The results of this study are in line with research conducted (Sahir et al., 2021) which explains that the relationship between Marketing Mix, especially Online Marketing Promotion, and Repurchase Decision is significant which explains that promotion is followed by good service so that customers do not turn away. Promotions such as price guarantee programs or vouchers are used to direct customers to make repeat purchases. Another research that is in line is Promotion (Phonsiri et al., 2022) , Social Media Marketing (Kristiani & Dharmayanti, 2017) , People (Kukanja et al., 2017) .

H2: *Marketing Activities* have a positive effect on *Attitude Toward Norm* :

The Marketing Activities variable has a significant influence on the Attitude Towards Norm variable of (0.335) with a t-statistic value (4.418>1.96) and p- value (0.000<0.005). At the structural level, the effect of Marketing Activities on the Attitude Towards Norm is in the moderate category (f-square=0.178). Then the relationship between Marketing Activities has a significant effect on Attitude Towards Norm, H2 is accepted.

The results of this study are in line with research conducted by Koay & Cheah (2022) which explains that there is a significant influence between Price Fairness and Attitudes Towards Norm. Another research that is in line is Marketing Mix (Ong et al., 2021) , Digital Marketing (Buchanan et al., 2018) .

H3: Marketing Activities have a positive effect on Social Influence

The Marketing Activities variable has a significant influence on the Social Influence variable of (0.359) with a value t-statistic (5.457 > 1.96) and p- value (0.000<0.005). At the structural level, the influence of Marketing Activities on Social Influence is included in the small category (f-square = 0.148). Then the relationship between Marketing Activities has a significant effect on Social Influence, H3 is accepted.

The results of this study are in line with research by (Hidayat et al., 2021) , which explains that there is a significant direct effect between Marketing Mix and Word of mouth . Another research that is in line is Digital Marketing (Aziz et al., 2020) , Media Referent (Santoso, 2021) , Social Media (Pop et al., 2020) , Word of Mouth (Aziz et al., 2020) .

H4: Service Quality has a positive effect on Attitude Towards norm

The Service Quality variable has a significant influence on the Attitude Towards Norm variable of (0.278) with a value t-statistic (5.360 > 1.96) and p- value (0.000<0.005). At the structural level, the influence of Service Quality on Attitude Towards Norm is included in the small category (f-square = 0.115). Then the Service Quality relationship has a significant effect on the Attitude Towards Norm, H4 is accepted .

The results of this study are in line with research by (Diallo & Seck, 2018) which explains significantly the relationship between Service Quality and Attitude Toward Norm . Another research that is in line is Digital Marketing (Aziz et al., 2020) , (Koay & Cheah, 2022) .

H5: Service Quality has a positive effect on Social Influence

The Service Quality variable has a significant influence on the Social Influence variable of (0.442) with a value t-statistic (6.497 > 1.96) and p- value (0.000<0.005). At the structural level, the effect of Service Quality on Social Influence is in the medium category (f- square = 0.225). Then the Service Quality relationship has a significant effect on Social Influence, H5 is accepted.

These results are in line with research conducted by Kavitha & Gopinath, (2020) which explains that the advantage of satisfied customers is to provide an acceptance and positive influence for WOM. Another research that is in line is Word of Mouth (Qureshi et al., 2022) , Impact of eWOM (Serra Cantallops & Salvi, 2014) .

H6: Service Quality has a positive effect on Marketing Activities

The sixth hypothesis explains that the Service Quality variable has a significant influence on the Marketing Activities variable of (0.689) with a value t-statistic (18.773 > 1.96) and p-value (0.0000<0.005). At the structural level, the effect of Service Quality on Marketing Activities is in the large category (f-square = 0.906). Then the Service Quality relationship has a significant effect on Marketing Activities, H6 is accepted.

The results of this study are in line with research conducted by Naz et al., (2021) which explains that service quality significantly influences perceptions of promotional packages. Another research that is in line is Marketing Mix (Syapsan, 2019) .

H7: Social Influence has a positive effect on Attitude Towards norm

Social Influence variable has a significant influence on the Attitude Towards Norm variable of (0.338) with a value t-statistic (4.777 > 1.96) and p-value (0.000<0.005). At the structural level, the influence of Social Influence on Attitude Towards Norm included in the medium category (f-square = 0.181). Then the Social Influence relationship has a significant effect on the Attitude Towards Norm, H7 is accepted.

The results of this study are in line with research conducted by (Ekinci et al., 2022) which explains that Subjective Norms have a significant effect on Attitude Towards Norms. Other studies are in line (Chu, 2018) , (Han et al., 2020) , (Ekinci et al., 2022) .

H8: Attitude Toward Norm has a positive effect to Repurchase Decision

The Attitude Towards Norm variable has a significant influence on the Repurchase Decision variable of (0.352) with a value t-statistic (3.419 > 1.96) and p-value (0.001 <0.005). At the structural level, the influence of Attitude Towards Norm on Repurchase Decision is in the small category (f- square = 0.113). Then the Attitude Towards Norm relationship has a significant effect on the Repurchase Decision, H8 is accepted .

The results of this study are in line with research conducted (Azam et al., 2022) which explains that the relationship between Attitude Toward Norms and Purchase Decisions is significant. This other research is Intention (Toong & Khin, 2017) , Purchase Decision (Mohammad Azam et al., 2022) , Repurchase Decision (Widyastuti & Santoso, 2021) .

H9: Social Influence has a positive effect on Repurchase Decision

Social Influence variable has a significant influence on the Repurchase Decision variable of (0.286) with a value t-statistic (3.352 > 1.96) and p-value (0.001<0.005). At the structural level, the influence of Social Influence on Repurchase Decision is included in the medium category (f-square = 0.101). So the Social Influence relationship has a significant effect on Repurchase Decision, H9 accepted.

The results of this study are in line with research conducted by (Al-Aziz & Metawie, 2022) which explains that Subjective Norm has a significant effect on purchase intention. These results explain that the Subjective Norm emerges as an important factor that explains the purchase behavior intention of online retailers. The results of this study are in line with research conducted by Repurchase Intention (Kim & Lee, 2019) , Intention to Repurchase (Lee, 2020) .

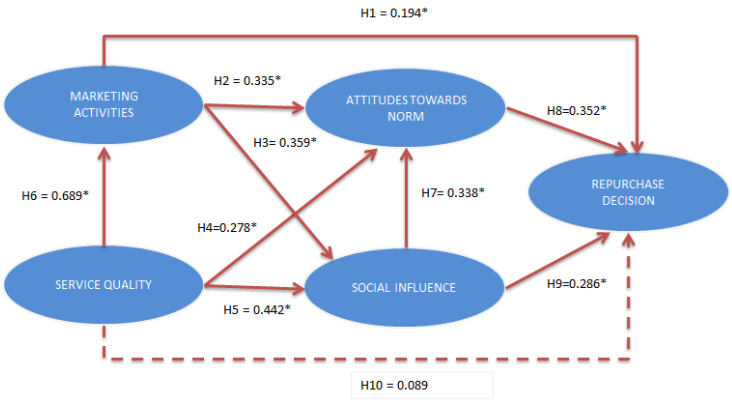
H10: Service Quality has a positive effect on Repurchase Decision

The Service Quality variable has no significant effect on the Repurchase Decision variable of (0.089) with a value t-statistic (1.378 <1.96) and p-value (0.168>0.005). At the structural level, the effect of Service Quality on Repurchase Decision is included in the very small or negligible category (f-square = 0.010). Then the relationship Service Quality is not significant effect on Repurchase Decision, H10 rejected.

These results are not in accordance with previous research by (Phonsiri et al., 2022) which explains that Service Quality influences Repurchase Decisions. However, in other studies, the research results are in line with research by (Murdani et al., 2020) which explains repurchase decision (Repurchase Decision) has no significant effect for the services provided.

Discussion

The findings are narrated from the most important Outer Loading findings, namely values above 0.7 at the time of convergent validation to enrich the research analysis. The first finding in this study is described in the form of a solid line which states the relationship between variables that have a significant effect and the dotted line indicates the relationship between variables that does not have a significant effect. This is explained in Figure 1 which is the result:



*Note: *The difference is significant in the relationship between the two categories (p<0.05)*

Figure 1. Conceptual *Bootstrapping Diagram*

Source: PLS SEM processing results, 2022

The second finding is to make a Repurchase Decision, the most influential variable is Attitude Towards Norm (0.352). The most important Outer Loading indicator Attitude Towards Norm is the AT6 question item (0.874) which reads "Since joining the Retail Digital XYZ community, the stall business insight has increased". So it can be concluded that Digital Retail partners will behave positively in business development and experience positive benefits by working with XYZ Digital Retail companies due to increased knowledge about the shop business. The second most important Outer Loading is the AT3 question item (0.870) which reads "I joined Retail Digital XYZ because shop operations have become more efficient". When running a business, a Digital Retail partner XYZ can feel the ratio between resources and expected results to be better than before. Outer the lowest loading of the Attitude Towards Norm is AT2 (0.773) which reads "I joined the XYZ Digital Retail company because the service process is fast". The process of delivering goods is highly dependent on many conditions such as Delivery employee management by XYZ Digital Retail company, vehicle conditions, road conditions and others. This has been anticipated and attempted by the XYZ Digital Retail company by creating a Smart Route Delivery System, where the sequence of routes is strategic so that it does not go back and forth. From the results of the descriptive analysis, it was found that the AT4 item "I joined the XYZ Digital Retail company, making time and effort more effective" got the highest score, namely 5.40. Shopping using the XYZ Digital Retail application doesn't need to leave the house so it can monitor and continue to serve buyers who come to shop. In addition, accommodation costs incurred when shopping at markets or wholesalers can be avoided. While the lowest was AT8" XYZ Digital Retail Bon helps arrange stall stock", which is 4.96. This can be explained regarding processes and procedures as well as submission requirements which may be considered a bit complicated for partners because they require guarantees.

The third finding is that the variable that is significant to the Repurchase Decision is Social Influence (0.286). The most important Outer Loading indicator is the SI2 question item (0.890)

which reads "My family supports joining Retail Digital XYZ because it is efficient". The biggest Social Influence is the influence of families who have received information that when joining the XYZ Digital Retail company there is added value in being able to make purchases easily and precisely and can reduce the workload in running a shop business. The second most important Outer Loading is the question item SI1 (0.847) which reads "My family supports joining Retail Digital XYZ because it is effective (no need to close when shopping)". So it can be concluded that after joining Retail Digital XYZ , partners feel that there are more positive effects and consequences and more visible results. The lowest Outer Loading score from SI6 is SI6 (0.703) which reads "The MSME digital government campaign made me join Retail Digital XYZ ". This explains that the government's campaign did not significantly influence the stall business. From the results of the descriptive analysis, it was found that item SI1 "My family supports joining the XYZ Digital Retail company because it is effective (no need to close when shopping)" gets the highest score , namely 5.40. Stall is a business that is operated in the home area so that the role of the family and family support in joining and using the XYZ Digital Retail application is quite important. While the lowest was SI4 " I joined XYZ Digital Retail company because the stalls around me already use the XYZ Digital Retail application or other wholesale applications ", namely 4.63. This can be explained because the shopkeepers should also have more value or Competitive Advantage both in terms of service or efficient expenditure distribution, which means competition between stalls.

The fourth finding is that the variable that is significant to the Repurchase Decision is Marketing Activities (0.194). The most important Outer Loading indicator is the question item MA8 (0.841) which reads "Digital Retail XYZ is a technology company that can be easily found. In collaborating, it is very important to ensure legal elements and guaranteed and official sources of goods so that access to the company (Physical Evidence) becomes the most influential thing for XYZ's Digital Retail partners to do Repurchasing. Elements of Physical Evidence such as places of business, products, logos, to the packaging and contents of the products being sold. The second most important Outer Loading indicator is the question item MA6 (0.835) which reads "Communities on social media (XYZ Digital Retail Community on Facebook) help and open up insight into stall". Digital Retail partners desire XYZ's efforts to advance the business are so great that they are open to learning from the community provided by XYZ Digital Retail so that they can exchange ideas. The thing to note is that the coef value is quite small, so it needs to be added to marketing activities such as personalization of purchases which are expected to be a differentiator from competitors. The lowest Outer Loading for MA2 (0.719) "XYZ Digital Retail Application makes shopping practical and efficient". It is possible that there are generational factors that can reduce the process of adoption and adaptation to technology. From the results of the descriptive analysis, it was found that MA4 item "Provision of banners and banners for XYZ Digital Retail companies can attract visitors to shop" get the highest score of 5.35. This can be caused by the existence of banners from the XYZ Digital Retail company , which can make the image of the goods owned by the shopkeeper obtained from a recognized partner, namely the XYZ Digital Retail company, which is guaranteed to get good quality goods. While the lowest

was MA5“ Digital Retail company campaign XYZ in supporting promotion is good (advertising)”, namely 5.08. This can be explained that the Branding promotion carried out by the XYZ Digital Retail company is felt to be less than optimal so that further thought is needed for this campaign strategy.

The fifth finding is that the variable that is not significant to the Repurchase Decision is Service Quality (0.089), according to the results of H10. The most important Outer Loading indicator is in the SQ8 question item (0.817) which reads "Products from principals and distributors are products that are guaranteed quality and have a long expiration date. Guaranteed quality and have a long expiration date." This explains that the safety of goods, from ordering, product quality to the stall, is a very important consideration for the stalls. The second most important Outer Loading is in the SQ9 question item (0.785) which reads "Goods ordered by the skipper are guaranteed to arrive at the house/shop according to the order". So that it can be concluded that XYZ's Digital Retail partner hopes that from the time of ordering to delivery, it can arrive quickly and the quality of the goods is guaranteed. Lowest Outer Loading from Service Quality is SQ2 (0.731) which reads "Fund collectors at the time of delivery of goods are very friendly". The Service Quality provided by the XYZ Digital Retail company as a Standard Operating Procedure is sometimes not the main reference in the progress of the shop business, so that the response to them is not something significant because they are seen as just doing their job. From the results of the descriptive analysis, it was found that SQ1 item “Digital Retail Application XYZ easy to learn and easy to use” got the highest score, namely 5.50. This is a very positive thing for the XYZ Digital Retail company, because partners consider that the application is easy to use so that it can support marketing strategies in partner growth. While the lowest was SQ3“ Digital Retail warehouse stock XYZ provides complete goods that buyers are interested in”, which is 4.27. This gives input to the XYZ Digital Retail company to be able to complete the stock and items in the warehouse.

In addition to research findings (H1-H10), additional findings can be presented, namely the most important Outer Loading for the Repurchase Decision variable is RD8 (0.863) which reads " XYZ Digital Retail Company meets expectations, and I will continue to be XYZ Digital Retail partner in the future. This explains that the presence of the XYZ Digital Retail company and its application is expected to be a way for stall owners to be a differentiator with efficient and effective operations. The second most important Outer Loading is in the question item RD5 (0.846) which reads "I use products from Retail Digital XYZ because it proved to be good service”. So that it can be concluded that the service standards of Digital Retail companies XYZ is able to meet the standards desired by Retail Digital partners XYZ. The lowest Outer Loading from the Repurchase Decision is RD2 (0.795) which reads "I use the XYZ Digital Retail application product because it suits my needs". With similar products from various competitors, the XYZ Digital Retail application is an option. If the entire Marketing Mix package is felt to suit the stall owner, then they will use the XYZ Digital Retail application for their purchases. From the results of the descriptive analysis, it was found that item RD6 "I use the XYZ Digital Retail company application because the technology offered makes it easier for shop operations"

namely 5.33 and item RD8 " XYZ Digital Retail Company fulfills expectations, and I will still be XYZ's Digital Retail partner in the future . future" gets the highest score of 5.33 The enthusiasm of XYZ Digital Retail partners to remain a partner is good because it makes shop operations easier, while the lowest is RD3 "I will often make transactions with the XYZ Digital Retail application instead of going to the market/grocery" namely 5.02 This could be caused by the use of similar applications or competitors so that they do not always use the XYZ Digital Retail application in purchasing goods.

The seventh finding is that in order for Marketing Activities and Service Quality to provide influential factors for Repurchase Decisions, both must be strong factors for Attitude Towards Norm and Social Influence to give even stronger influence on Repurchase Decisions . In Outer Loading it is explained that the XYZ Digital Retail company emphasizes the promotional campaign optimally by informing the Physical Evidence element, MA8 (0.841) which reads "XYZ Digital Retail is a technology company that can easily be found". coupled with the ability of the XYZ Digital Retail company to deliver XYZ Digital Retail partner orders in accordance with the expected timeliness, SQ8 (0.817), which reads "Products from principals and distributors are products that are guaranteed quality and have a long expiration date guaranteed quality and have a date long expiration" coupled with the sharing of knowledge regarding financial administration, marketing strategies or the sales business AT6 (0.871), which reads "Since joining the XYZ Digital Retail company community, shop business insights have increased" and involves SI1 (0.821), which reads "My family supports joining the XYZ Digital Retail company because it is effective (no need to close when shopping)", namely providing very broad information for the benefits of family members, including not having to close the shop when shopping, so the effect of the Repurchase Decision will increase.

Adjusted R-square value of 68.20%, there are still 31.80% of other variables that can be used for similar research models.

CONCLUSION

Marketing activities have a significant positive impact on XYZ Digital Retail's repurchase decisions, with a 0.194 influence value. Promotions and friendly staff during delivery have a positive impact on XYZ Digital Retail partners. However, the Path Coefficient value of 0.194 is too small, so other marketing activities like personalization, online or offline activities, and bazaars are needed to differentiate the company from competitors. Marketing activities also have a positive and significant influence on the Attitude Towards Norm variable, with no difference in the influence of gender and age restrictions. The XYZ Digital Retail partner considers the benefits of the Marketing Mix and the increased knowledge gained from joining the community. Service quality has a positive and significant effect on the Attitude Towards Norm variable, with no difference in the influence of both gender and age limits. The company's products are guaranteed for quality and have a long expiration date, ensuring partners can avoid losses. Service quality also has a positive and significant effect on the Marketing Activities variable, with no difference in the influence of both gender and age limits. Family support and competent

sales service contribute to the success of marketing activities. Attitude Towards Norm has a significant influence on the Repurchase Decision variable, with no difference in the influence of gender and age limits. XYZ Digital Retail partners can make transactions from anywhere, meeting expectations, and retaining partners. Social influence also influences repurchase decisions, with X-generation women (over 40 years) showing differences in behavior. WOM, a form of Subjective Norm or Social Influence, influences behavior based on information from friends, family, or other social relations. In conclusion, XYZ Digital Retail's marketing activities, service quality, and attitudes towards Norm all play crucial roles in influencing repurchase decisions.

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