

DETERMINANTS OF REPURCHASE INTENTION: PRODUCT VARIETY, DIGITAL PROMOTION AND CUSTOMER ENGAGEMENT AMONG ALFAMIDI CUSTOMERS IN MEDAN CITY

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Abstract

This study was motivated by the intense competition in the modern retail sector and the suboptimal repurchase intention of Alfamidi customers in Medan City, as reflected in issues related to product variety, the effectiveness of digital promotion, and customer involvement. This study aims to analyze the effects of these three variables, both partially and simultaneously, on repurchase intention. The research employed an associative quantitative approach using non-probability sampling with an accidental sampling technique. The sample consisted of 150 Alfamidi customers in Medan City. Data were collected through questionnaires and interviews and analyzed using multiple linear regression, t-tests, F-tests, and the coefficient of determination. The results indicate that product variety, digital promotion, and customer involvement each have a positive and significant effect on repurchase intention. Customer involvement was found to have the strongest relative effect, with a standardized beta coefficient of 0.426 and a contribution of 26.07%. Simultaneously, the three variables significantly affect repurchase intention, with an R Square value of 0.577, indicating that they explain 57.7% of the variation in repurchase intention. Compared with previous studies that reported inconsistent findings for these variables, this study provides an integrated examination of all three factors within a single model in the context of modern retail. The findings imply that Alfamidi should prioritize customer involvement while simultaneously strengthening product variety and digital promotion

Keywords: Product Variety, Digital Promotion, Customer Involvement, Repurchase Intention, Alfamidi

INTRODUCTION

Marketing is a strategic business function that plays a vital role in creating, communicating, and delivering value to consumers (Czinkota et al., 2021). The importance of customer-focused marketing is increasingly recognized as key to achieving competitive advantage and ensuring long-term business sustainability. In today's increasingly competitive business landscape, marketing is no longer viewed merely as the act of selling products; rather, it is a comprehensive process aimed at understanding consumer needs, building customer relationships, and driving purchasing decisions. Societal needs are inherently dynamic, evolving alongside changes in lifestyles, income levels, technological advancements, and consumption patterns. Consumers today tend to seek convenience when acquiring daily necessities—whether in terms of accessibility, product variety, shopping comfort, or the speed of obtaining information about products and promotions. These conditions require companies, particularly in the modern retail sector, to provide services and offerings that precisely and efficiently meet the public's needs. Alfamidi first entered the city of Medan in 2013 and has since continued to grow, becoming a well-known minimarket chain among the public. Its presence in Medan—one of Indonesia's major cities—further reinforces its role as a provider of essential goods. With its large population and diverse needs, Medan represents a significant potential market for retail companies like Alfamidi. Operating over 300 stores in Medan and the surrounding areas, Alfamidi has successfully established an extensive distribution network to reach consumers across various locations.

As a minimarket chain offering quality products at affordable prices, Alfamidi has become a top choice for many residents of Medan. This is due to factors such as ease of access, strategic locations throughout the city, and extended operating hours, which allow consumers to shop whenever the need arises. Alfamidi offers a diverse range of products, spanning daily essentials like food and beverages to household care items, beauty products, and health

products. This product variety enables consumers to conveniently meet all their needs in a single location. According to Desara et al. (2021), repurchase intention is a crucial aspect of the retail business, as it reflects the likelihood of customers returning to make a purchase after a previous shopping experience—particularly when a company delivers product variety, quality service, and satisfaction that align with consumer needs. Meanwhile, Deliana (2022) explains that repurchase intention is fostered when a company provides quality service, a high-quality website, satisfaction, and trust to consumers. In the context of modern retail, customers also increasingly value a comfortable shopping experience, accessible promotional communication, and engagement with the brand. Consumer purchase interest in the modern retail sector, such as Alfamidi, has shown a significant upward trend. In 2021, consumer purchase interest stood at 62%—considered a fairly high level—reflecting a return to shopping at modern retail outlets following a period of restrictions. By 2022, interest rose to 68% (classified as high) as public activities returned to normal. In 2023, the figure climbed to 74%, signaling growing consumer interest in shopping at modern retail outlets. In 2024, purchase interest reached 79%—a very high level—indicating increasingly active consumer shopping behavior. The peak occurred in 2025, with purchase interest hitting 85%, marking the highest level of consumer interest in modern retail throughout the period.

This situation is supported by data on household consumption trends in Medan City. Available data indicate a year-on-year increase in consumer spending activity. According to data from Statistics Indonesia (BPS) for Medan City, total household consumption rose from Rp108,899.96 billion in 2021 to Rp156,481.76 billion in 2025. Furthermore, average annual per capita consumption increased from Rp44,464,300 in 2021 to Rp62,635,470 in 2025. These figures demonstrate that Medan City possesses a substantial and growing level of consumer consumption, thereby intensifying competition within the modern retail sector—including for Alfamidi. Given this landscape, the company needs to retain customers by fostering repeat purchase intentions, particularly at the research location. These findings indicate that while Alfamidi retains functional appeal regarding future shopping intentions, the likelihood of sharing positive shopping experiences with others, recommending the store, and making Alfamidi the primary choice remains relatively low. Another factor influencing repurchase intention is product variety. Product variety refers to a company's ability to offer a diverse range of products—spanning types, sizes, brands, prices, quality levels, and product categories. However, customers do not yet perceive the product variety available at Alfamidi as fully optimal. Although Alfamidi is generally known for offering a wide range of daily necessities, consumer experience suggests that this diversity does not always make it easy for customers to make purchasing decisions. In other words, the mere quantitative presence of product variety does not automatically translate into a strong positive consumer perception during the repurchase decision-making process.

In addition to product variety, digital promotion is a key factor influencing repurchase intention, serving as a primary strategy to boost consumer buying interest. According to Tuten (2024), social media, promotional content, and digital interactions can enhance customer engagement, ultimately impacting purchase intention. Meanwhile, Nitami et al. (2024) note that digital-based promotions enable companies to reach their target markets more precisely, thereby increasing the likelihood of generating purchase interest. Consequently, Alfamidi—one of Indonesia's largest minimarket chains, particularly in the city of Medan—utilizes digital promotion as a primary strategy to boost consumer purchase interest. Digital promotion encompasses various forms of marketing via digital channels, ranging from social media, mobile applications, and email marketing to interactive, personalized online promotional campaigns. This strategy aims not only to increase sales but also to foster customer loyalty by offering a more convenient and engaging shopping experience. However, Alfamidi's digital promotion efforts in Medan have not yet been fully effective in reaching and influencing customers. Some customers still find promotions difficult to locate, perceive the information provided as incomplete, and feel that promotional messages do not fully align with their needs. This situation demonstrates that the mere implementation of digital promotions does not automatically translate into high effectiveness at the level of the consumer experience.

These findings demonstrate the role of digital promotion in capturing attention, generating interest, and driving consumer repurchase decisions via the application. When digital advertisements load slowly, product images fail to appear, promotional information is difficult to access, and service processes lack clarity, repurchase interest may decline because consumers lack the necessary information to make a purchase decision. In this context, ineffective digital promotion dampens consumers' exploratory interest in seeking product information, lowers transactional interest in purchasing through the app, and reduces the preference for choosing the Midi service over competing applications. Based on the preceding discussion, it can be concluded that Alfamidi's digital promotion in Medan has not yet emerged as a dominant or strong factor in shaping repurchase intention. The primary issues lie in the difficulty of locating promotions, incomplete information content, and a lack of optimal alignment between promotional messages and consumer needs. Therefore, digital promotion is a relevant variable for examining its

impact on repurchase intention at Alfamidi. Another equally important factor is customer involvement, which plays a significant role in fostering repurchase intention. Lourenço et al. (2022) state that consumers with high levels of involvement tend to be more active in paying attention to marketing messages and evaluating the offers presented to them.

Customer involvement among Alfamidi customers in Medan is not yet fully robust. Engagement tends to be situational—arising when consumers are already in the store considering a purchase—rather than being optimally developed at the pre-purchase stage or manifesting as a deep emotional connection. This situation indicates that customers are not yet fully active in seeking information, responding to brand communications, or feeling a strong affinity for Alfamidi. Based on this, it can be concluded that customer involvement among Alfamidi customers in Medan remains suboptimal. The low level of active information-seeking and personal interest in purchasing Alfamidi products suggests that it is worth examining the impact of this variable on customers' repurchase intentions. Based on the discussion regarding repurchase intention, product variety, digital promotion, and customer involvement, it is evident that the central issue in this study is the suboptimal level of repurchase intention among Alfamidi customers in Medan City. This situation is believed to stem from product variety that customers do not perceive as fully optimal, digital promotion that has not been effective in reaching and influencing consumers, and low levels of customer involvement—both at the pre-purchase stage and in terms of emotional attachment. Therefore, it is relevant to examine the impact of these three independent variables on the repurchase intention of Alfamidi customers in Medan City.

There are differing opinions regarding the product variety variable. Research by Lestari & Novitaningtyas (2021), Priyanto (2024), and Nurbaiti & Imsar (2025) indicates a positive and significant influence of product variety on repurchase intention. Conversely, studies by Fuadi (2023), Mubarok (2025), and Wulandari (2024) state that product variety does not have a significant effect on repurchase intention. There are also differing opinions regarding the digital promotion variable. Research by Hidayat & Komaryatin (2025), Rizky et al, (2025), and Al Bahri & Murtadho (2025) indicates a positive and significant influence of digital promotion on repurchase intention. In contrast, studies by Hasanudin (2023), Saputra et al, (2025), and Febriani et al, (2026) state that social media promotion does not significantly affect repurchase intention. Finally, there are differing opinions regarding the customer involvement variable. Research by Giningroem et al. (2024), Saputri (2022), and Putra et al. (2025) indicates a positive and significant influence of customer involvement on repurchase intention. Meanwhile, studies by Sun et al, (2021), Utomo et al, (2023), and Dwipa & Perdhana (2021) state that customer involvement does not have a significant effect on customer repurchase intention. Based on the background presented by the author, several issues can be identified, namely:

1. Alfamidi customers' repurchase intention in Medan City is not yet fully optimal, despite the company's extensive store network and the rising consumption levels among the city's residents. This is evident from the fact that some customers do not yet view Alfamidi as their primary choice or are not fully willing to recommend it to others; furthermore, there are ongoing complaints regarding price discrepancies, out-of-stock items, unfriendly service, and unsatisfactory shopping experiences.
2. The product variety available at Alfamidi does not fully align with customer needs and expectations, even though the total number of products offered by the company continues to increase. At the consumer level, complaints persist regarding limited product choices, frequent stockouts, a lack of size and price alternatives, and product presentations that are not compelling enough to drive repeat purchases.
3. Alfamidi's digital promotions have not been fully effective in reaching and influencing customers; some customers find digital promotions difficult to locate, promotional information incomplete, and the content not entirely relevant to their needs. Additionally, technical issues with the application—such as slow loading times, missing product images, and unclear service information—can diminish customer interest in returning to shop via Alfamidi's digital channels.
4. Customer involvement with Alfamidi remains suboptimal, as engagement—ranging from seeking product information and providing feedback to responding to promotions and building an emotional connection with the brand—is relatively low. This indicates that customers do not feel fully active participants in the shopping experience or the service improvement process, which may contribute to a lack of motivation to make repeat purchases.

Referring to the background of the problem, research formulation, and objectives, the researcher can state the following hypotheses:

H1: Product variety has a positive and significant partial effect on repurchase intention at Alfamidi in Medan City.

H2: Digital promotion has a positive and significant partial effect on repurchase intention at Alfamidi in Medan City.

DETERMINANTS OF REPURCHASE INTENTION: PRODUCT VARIETY, DIGITAL PROMOTION AND CUSTOMER ENGAGEMENT AMONG ALFAMIDI CUSTOMERS IN MEDAN CITY

Rezah Hose Alfredo **et al**

H3: Customer involvement has a positive and significant partial effect on repurchase intention at Alfamidi in Medan City.

H4: Product variety, digital promotion, and customer involvement have a positive and significant simultaneous effect on repurchase intention at Alfamidi in Medan City.

METHOD

This study employed an associative approach, which aims to identify the relationship or connection between one variable and another (Sugiyono, 2021). The method employed was quantitative. The data used in this study included both primary and secondary data. This study was conducted among customers in the city of Medan between March 2026 and August 2026. The study population consisted of consumers who had shopped at Alfamidi outlets in Medan. A non-probability sampling technique was employed, with the number of respondents determined via accidental sampling. To determine the sample size, the author utilized the Lemeshow formula; this formula was selected because the population size was unknown or infinite. The Lemeshow formula is as follows:

$$n = \frac{Z^2 X P (1 - P)}{d^2}$$

$$n = \frac{1,96^2 X 0.5 (1 - 0,5)}{0.1^2}$$

$$n = \frac{3,8416. y0.25}{0.01}$$

$$n = 96,04 = 150 \text{ responden}$$

Description:

n= number of samples

Z2 = 95% confidence z score = 1.96

P = maximum estimate 0.5

d2 = alpha (0.10) or sampling error 10%

Based on the formula above, the number of n obtained is 96.04. So the researchers rounded up to 100 respondents. However, so that the research components can be representative, the sample size was increased by 50% from 100 respondents to 150 respondents.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test Results

Table 1. Results of the Validity Test of Product Variety, Digital Promotion, And Customer Involvement and Repurchase Intention

Statement Item	r-count	r-table	Description
PV1	0.590	0,361	Valid
PV2	0,643	0,361	Valid
PV3	0.592	0,361	Valid
PV4	0,633	0,361	Valid
PV5	0.560	0,361	Valid
PV6	0,721	0,361	Valid
DP1	0.714	0,361	Valid
DP2	0,745	0,361	Valid
DP3	0,767	0,361	Valid
DP4	0,767	0,361	Valid
DP5	0,678	0,361	Valid
DP6	0,590	0,361	Valid
CI1	0.874	0,361	Valid
CI2	0.747	0,361	Valid
CI3	0.867	0,361	Valid

DETERMINANTS OF REPURCHASE INTENTION: PRODUCT VARIETY, DIGITAL PROMOTION AND CUSTOMER ENGAGEMENT AMONG ALFAMIDI CUSTOMERS IN MEDAN CITY

Rezah Hose Alfredo et al

Statement Item	r-count	r-table	Description
CI4	0,874	0,361	Valid
CI5	0,747	0,361	Valid
CI6	0,867	0,361	Valid
RI1	0.570	0,361	Valid
RI2	0,651	0,361	Valid
RI3	0,733	0,361	Valid
RI4	0,628	0,361	Valid
RI5	0,622	0,361	Valid
RI6	0.612	0,361	Valid

Source: SPSS version 25 (2026)

Referring to Table 1, it is known that the corrected item total correlation value is > 0.361 , so all statement items are stated to be valid/legitimate.

Table 2. Results of the Reliability Test of Product Variety, Digital Promotion, And Customer Involvement and Repurchase Intention

Variable	Cronbach Alpha	Description
Product Variety	0,685	Reliable
Digital Promotion	0,803	Reliable
Customer Involvement	0,908	Reliable
Repurchase Intention	0,704	Reliable

Source: SPSS version 25 (2026)

Referring to Table 2, it is known that the cronbach's alpha value for all variables is > 0.60 , so all variables are stated to be reliable.

Normality Test Results

Table 3. Kolmogorov-Smirnov Test Results

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.90936703
Most Extreme Differences	Absolute	.025
	Positive	.024
	Negative	-.025
Test Statistic		.025
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: SPSS version 25 (2026)

Referring to Table 3. above, it is known that the results of the Kolmogorov-Smirnov test have a significance value of $0.200 > 0.05$ so it can be concluded that the data tested is normally distributed.

Multicollinearity Test Results (Tolerance and VIF)

Table 4. Multicollinearity Test Results

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance VIF
	B	Std. Error	Beta				
1 (Constant)	-.763	1.687			-.452	.652	
Product Variety	.357	.066	.327		5.376	.000	.782 1.279
Digital Promotion	.286	.065	.258		4.416	.000	.846 1.182
Customer Involvement	.455	.062	.426		7.294	.000	.849 1.178

a. Dependent Variable: Repurchase Intention

Source: SPSS version 25 (2026)

Based on the multicollinearity test results presented in Table 4.7, the Tolerance values are 0.782 for X1 (Product Variety), 0.846 for X2 (Digital Promotion), and 0.849 for X3 (Customer Involvement). All Tolerance values exceed 0.10. Furthermore, the VIF values are 1.279 for X1, 1.182 for X2, and 1.178 for X3; all VIF values are below 10. Given that the Tolerance values are greater than 0.10 and the VIF values are less than 10, it can be concluded that multicollinearity is not present in the regression model. This indicates that variables X1, X2, and X3 do not exert excessive influence on one another and are suitable for use in the regression analysis.

Heteroscedasticity Test Results (Glejser)

Table 5. Glejser Heteroscedasticity Test Results

Table 1. OLS Regression Analysis Results						
		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	4.375	.994		4.401	.000
	Product Variety	-.010	.039	-.024	-.260	.796
	Digital Promotion	-.039	.038	-.092	-1.034	.303
	Customer Involvement	-.010	.037	-.023	-.260	.795

a. Dependent Variable: Abs_res

Source: SPSS version 25 (2026)

Referring to Table 5. above, the results of the Glejser test above, the significance value of the three independent variables is > 0.05, so it can be concluded that there is no heteroscedasticity.

Hypothesis Testing

Partial Test Results (t-Test)

Table 6. Partial Test Results (t-Test)

Model	Coefficients ^a						Correlations		
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Zero-order	Partial	Part
	B	Std. Error	Beta						
1 (Constant)	-.763	1.687			-.452	.652			
Product Variety	.357	.066	.327		5.376	.000	.580	.407	.289
Digital Promotion	.286	.065	.258		4.416	.000	.488	.343	.238
Customer Involvement	.455	.062	.426		7.294	.000	.612	.517	.393

a. Dependent Variable: Repurchase Intention

Source: SPSS version 25 (2026)

Referring to Table 6, it is known that the independent variables influence each other on the dependent variable.

DETERMINANTS OF REPURCHASE INTENTION: PRODUCT VARIETY, DIGITAL PROMOTION AND CUSTOMER ENGAGEMENT AMONG ALFAMIDI CUSTOMERS IN MEDAN CITY

Rezah Hose Alfredo et al

1. The Product Variety variable (X1) has a t-statistic value of 5.376 (greater than the t-table value of 1.976) with a significance value (sig) of 0.000 (less than 0.05) and a positive regression coefficient of 0.357. Consequently, H0 is rejected and Ha is accepted, meaning that Product Variety (X1) has a significant effect on repurchase intention.
2. The Digital Promotion variable (X2) has a t-statistic value of 4.416 (greater than the t-table value of 1.976) with a significance value (sig) of 0.001 (less than 0.05) and a positive regression coefficient of 0.286. Consequently, H0 is rejected and Ha is accepted, meaning that Digital Promotion (X2) also has a significant effect on repurchase intention.
3. The Customer Involvement variable (X3) has a t-statistic value of 7.294 (greater than the t-table value of 1.976) with a significance value (sig) of 0.000 (less than 0.05) and a positive regression coefficient of 0.455. Consequently, H0 is rejected and Ha is accepted, meaning that Customer Involvement (X3) has a significant effect on repurchase intention (Y).

To determine the magnitude of the contribution of each independent variable to the dependent variable, calculations were performed using the formula: Beta $\times$ Zero-order. Beta represents the standardized coefficient, while zero-order represents the correlation of each independent variable with the dependent variable. The following details the calculations used to obtain the influence or partial contribution value of each variable.

1. Product Variety = $0.327 \times 0.580 = 0.1896$ or 18.96%
2. Digital Promotion = $0.258 \times 0.488 = 0.1259$ or 12.59%
3. Customer Involvement = $0.426 \times 0.612 = 0.2607$ or 26.07%

Based on the calculations above, it is evident that the independent variable making the largest contribution to the dependent variable is Customer Involvement (X3), contributing 26.07% to repurchase intention (Y). The independent variable making the smallest contribution to the dependent variable is Digital Promotion (X2), contributing 12.59% to repurchase intention (Y). Thus, Customer Involvement has a significant partial effect on repurchase intention. Similarly, Digital Promotion has a significant partial effect on repurchase intention (Y)..

Simultaneous Test Results (F-Test)

Table 8. Simultaneous Test Results (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3106.144	3	1035.381	66.383	.000 ^b
	Residual	2277.189	146	15.597		
	Total	5383.333	149			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Customer Involvement, Digital Promotion, Product Variety

Source: SPSS version 25 (2026)

The F-test results indicate that the calculated F-value of 66.383 exceeds the F-table value of 2.67, with a significance level of 0.000 (which is less than 0.05). Since the significance value is below 0.05, it can be concluded that product variety (X1), digital promotion (X2), and customer involvement (X3) simultaneously exert a significant influence on repurchase intention (Y). This indicates that the regression model employed is suitable for explaining the relationship between the independent variables and the dependent variable.

Determination Test Results

Table 9. Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.577	.568	3.94933

a. Predictors: (Constant), Customer Involvement, Digital Promotion, Product Variety

Source: SPSS version 25 (2026)

The obtained Adjusted R-Square value is 0.568. This indicates that, after adjusting for the number of independent variables and the sample size, the variables of customer involvement, digital promotion, and product variety are able to explain 56.8 percent of the variation in the dependent variable. The Adjusted R-Square value is

more appropriate for multiple linear regression studies as it accounts for the number of independent variables included in the model. Meanwhile, the Standard Error of the Estimate of 3.94933 indicates the magnitude of the regression model's prediction error in estimating the dependent variable's value. Thus, the regression model possesses an explanatory power of 43.2 percent after adjustment, while the remaining portion is influenced by factors not included in the research model.

Discussion

The Effect of Product Variety on the Repurchase Intention

Based on the multiple linear regression analysis, the product variety variable yielded a positive regression coefficient of 0.357. The partial test results showed a calculated t-value of 5.376, while the t-table value at 146 degrees of freedom was 1.976; thus, the calculated t-value exceeded the t-table value. The obtained significance value of 0.000 was less than 0.05, indicating that the null hypothesis (H0) was rejected and the alternative hypothesis (H1) was accepted. This means that product variety has a positive and significant effect on the repurchase intention of Alfamidi customers in Medan City. Product variety contributed 18.96% to repurchase intention. These findings align with the study by Yuliana and Pratiwi (2024), which found that product variety significantly influences repurchase intention. The results also support studies by Sitorus and Oktavia (2024), Az Zahra and Lubis (2024), and A'yun and Fitra (2023), all of which indicate that product diversity can boost consumer interest in making repeat purchases. This consistency suggests that the availability of product choices is a key factor in increasing the likelihood of consumer repurchase. However, these results differ from the findings of Fuadi (2023), Putri and Mubarak (2025), and Wulandari (2024), who found no significant effect of product variety on repurchase intention. Such discrepancies may stem from differences in the characteristics of the research subjects, the product categories examined, consumer needs, the level of competition, and the ease with which consumers can access alternative products.

The Effect of Digital Promotion on the Repurchase Intention

The research results indicate that digital promotion has a positive and significant effect on the repurchase intention of Alfamidi customers in Medan City. This is evidenced by a positive regression coefficient of 0.286, a calculated t-value of 4.416 (exceeding the t-table value of 1.976), and a significance value of 0.000 (below the 0.05 threshold). Consequently, the null hypothesis (H0) is rejected, and the research hypothesis (H2) is accepted. The regression coefficient of 0.286 implies that for every one-unit increase in digital promotion, repurchase intention is estimated to increase by 0.286 units, assuming other variables in the model remain constant. Furthermore, the contribution of the digital promotion variable to repurchase intention stands at 12.59%. These findings demonstrate that promotional activities conducted via digital media play a role in shaping customer tendencies to make repeat purchases at Alfamidi. The more effective the digital promotion—in terms of ease of access, clarity of information, and message relevance—the greater the likelihood of generating consumer interest in repurchasing. These results align with studies by Hidayat and Komaryatin (2025), Rizky, Besra, and Suziana (2025), and Al Bahri and Murtadho (2025), all of which show that digital promotion positively and significantly influences repurchase intention. The findings also support research by Hutasoit and Saputro (2024), who found a positive effect of promotion on repurchase intention, as well as the study by Dewi, Atmaja, and Mane (2024), which identified an influence of social media marketing on repurchase interest. Such consistent results reinforce the view that digital promotional activities serve as a key factor in sustaining consumer interest in making repeat purchases. However, the results of this study differ from those of Hasanudin (2023), Saputra, Gultom, and Darmaputra (2025), as well as Febriani, Prastyorini, Wijonarko, and Mudayat (2026). These differing results indicate that the effectiveness of digital promotion on repurchase intention is not uniform across all research subjects and can be influenced by consumer characteristics, content quality, promotional intensity, the media used, ease of access, and the relevance of the information received by consumers.

The Effect of Customer Involvement on the Repurchase Intention

Based on the descriptive analysis of the Customer Involvement variable (X3), it is evident that customer involvement at Alfamidi in Medan City is reflected through three indicators: Paying Attention to Product Information, Perceiving the Product as Relevant to Needs, and Having an Emotional Interest in the Product. Each indicator was measured using two statement items. Based on the mean scores for the items within each indicator, "Paying Attention to Product Information" obtained a mean of 3.55, "Perceiving the Product as Relevant to Needs" obtained a mean of 3.52, and "Having an Emotional Interest in the Product" obtained a mean of 3.43. Thus, the

indicator with the highest relative value was "Paying Attention to Product Information," while the indicator with the lowest relative value was "Having an Emotional Interest in the Product." This indicates that customer involvement at Alfamidi tends to be stronger regarding the cognitive aspect—specifically the search for and attention paid to product information—than the emotional aspect, such as feelings of comfort and personal interest in the product. These results align with studies by Giningroem et al. (2024), Saputri (2022), and Putra et al. (2025), which found that customer involvement has a positive and significant effect on repurchase intention. The findings also support research by Herzallah et al. (2025), showing a strong positive impact of customer engagement on repurchase intention, as well as studies by Hsu (2023) and Majeed et al. (2022) that identify customer involvement as a key factor in driving repurchases. However, these results differ from the findings of Sun, Zhao, and Wang (2021), Utomo, Ibau, and Ellyawati (2023), and Dwipa and Perdhana (2021). The differences in research findings may be influenced by variations in the form of involvement measured, consumer characteristics, product type, the intensity of customer interaction with the company, and customer experience regarding each research subject.

The Simultaneous Effect of Product Variety, Digital Promotion and Customer Involvement on the Repurchase Intention

Based on the simultaneous hypothesis testing results, the calculated F-value (F-count) was 66.383—exceeding the critical F-value (F-table) of 2.67—with a significance level of 0.000, which is below the 0.05 threshold. These results indicate that the regression model employed in this study is statistically significant. Consequently, the null hypothesis (H_0) is rejected and H_4 is accepted, demonstrating that product variety, digital promotion, and customer involvement collectively exert a significant influence on the repurchase intention of Alfamidi customers in Medan City. These findings suggest that customer repurchase intention at Alfamidi is not determined by a single marketing aspect alone but is shaped by a combination of factors: the availability and diversity of products offered, the effectiveness of promotional communication via digital media, and customer engagement throughout the product search, selection, and purchasing processes. The study's results support the findings of Dewi, Atmaja, and Mane (2024), which demonstrated that product variety and social media marketing influence repurchase intention. This consistency indicates that the availability of product alternatives must be accompanied by effective marketing communication to foster a propensity for repeat purchases. The study also aligns with Hutasoit and Saputro (2024), who showed that marketing variables simultaneously affect repurchase intention. Furthermore, these results support Herzallah et al. (2025) by underscoring the importance of information, service quality, and customer involvement in shaping repurchase intention. Thus, this study reinforces existing empirical evidence while extending the application of these relationships to the context of modern retail customers—specifically Alfamidi customers in Medan City.

CONCLUSION

Based on the research results, it can be concluded that:

1. Product variety has a positive and significant effect on the repurchase intention of Alfamidi customers in Medan City. Test results show a calculated t-value of 5.376, which is greater than the t-table value of 1.976, with a significance value of 0.000 (less than 0.05).
2. Digital promotion has a positive and significant effect on the repurchase intention of Alfamidi customers in Medan City. Test results show a calculated t-value of 4.416, which is greater than the t-table value of 1.976, with a significance value of 0.000 (less than 0.05).
3. Customer involvement has a positive and significant effect on the repurchase intention of Alfamidi customers in Medan City. Test results show a calculated t-value of 7.294, which is greater than the t-table value of 1.976, with a significance value of 0.000 (less than 0.05).
4. Product variety, digital promotion, and customer involvement simultaneously have a significant effect on the repurchase intention of Alfamidi customers in Medan City. F-test results show a calculated F-value of 66.383, which is greater than the F-table value of 2.67, with a significance value of 0.000 (less than 0.05).

Based on the research conclusions and the analysis of each variable, the researcher offers several suggestions for consideration by the company and for future research.

1. Product Variety (X_1)

Regarding the product variety variable, the indicator with the relatively lowest average score was "Appearance," at 3.44. The specific statement item receiving the lowest average score was "The design and color of the product packaging at Alfamidi make me more interested in the product," with a mean score of 3.40. A total of 54.6% of respondents agreed or strongly agreed, while 22.0% were neutral, and 23.4% disagreed or strongly disagreed. Thus, these results do not indicate that the product appearance is perceived

negatively; rather, they suggest that the product's visual appeal is not yet perceived by customers as strongly as other aspects of product variety. This implies that the packaging design and color do not yet fully serve as a visual stimulus that reinforces customer interest when deciding which products to purchase; consequently, some customers tend to prioritize functional benefits—such as size, necessity, and price—over the product's visual aspects.

2. Digital Promotion (X2)

Regarding the digital promotion variable, the indicator with the lowest average score was "Clear Information Content," at 3.44. Specifically, the statement "The content of Alfamidi's digital promotions provides complete information tailored to my needs" received a mean score of 3.32, the lowest among all digital promotion statements. A total of 47.3% of respondents gave positive responses, 24.0% were neutral, and 28.7% expressed disagreement or strong disagreement. This implies that the primary issue with digital promotion is not merely whether customers can find the promotion, but whether the information provided is sufficiently comprehensive to help them understand the offer and make a purchasing decision.

3. Customer Involvement (X3)

Regarding the customer involvement variable, the indicator with the relatively lowest average score was "Having an Emotional Attachment to the Product," at 3.43. The specific statement receiving the lowest score was "I feel comfortable and interested when choosing products at Alfamidi," with a mean of 3.40. For this statement, 52.7% of respondents provided a positive response, while 23.3% were neutral, 17.3% disagreed, and 6.7% strongly disagreed. Consequently, 47.3% of respondents fell into the neutral-to-negative range of assessment.

4. Repurchase Intention (Y)

Regarding the repurchase intention variable, the indicator with the lowest average score was Preferential Intention, at 3.66. The specific statement with the lowest mean score (3.62) was: "I prefer shopping at Alfamidi over other similar minimarkets." A total of 59.4% of respondents answered "agree" or "strongly agree," while 19.3% were neutral, and 21.3% answered "disagree" or "strongly disagree." This indicates that while customers do have a tendency to return to Alfamidi, this inclination has not yet fully evolved into a strong preference for choosing Alfamidi over competing minimarkets. In other words, the intention to make repeat purchases remains stronger than customer preferential loyalty.

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