THE ROLE OF STORE IMAGE AND CONTENT MARKETING ON REPURCHASE INTENTION MEDIATED IN CUSTOMER SATISFACTION

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Abstract

This study aims to determine the effect of Store Image and Content Marketing on Repurchase Intention with Customer Satisfaction as a moderating variable for NTB Mall customers in Mataram City. The research method used is a descriptive quantitative approach, namely an explanation of the number measurement system using purposive sampling technique. The number of samples determined in this study were 90 respondents who had made purchases at the NTB Mall. The results and conclusions found are that Store image and content marketing have a positive and significant influence on Customer Satisfaction, and Store image and content marketing also have a positive and significant influence on Repurchase Intention for NTB Mall consumers. However, the role of Customer Satisfaction is not able to mediate the relationship between Store image and content marketing on Repurchase Intention for NTB Mall consumers.

INTRODUCTION

NTB Mall is one of the retail businesses in the shopping center category that has been running for more than 1 year which has received a strategic placement, based on its strategic layout making NTB Mall one of the factors visited by people who are aware of its existence. NTB Mall applies to all levels of society who wish to make purchases at least 17 years of age and over. That's because at that age they can think logically and are able to make decisions (Hurlock, 2006).

The retail business process carried out by NTB Mall is certainly inseparable from consumers who are a key factor in determining business performance and greatly determines business survival. Future consumer trends include consumers who have

higher expectations, demand more products, want higher quality and are always consistent (Sudirman Acai, et al 2020). The continuity of the retail business carried out by NTB Mall runs by improving the needs and desires based on the expectations that are present in the minds of consumers, to be able to make consumers satisfied and turn into customers with indicators of purchasing more than once or repeating purchases, this can be done by making a creative creation fun and engaging store image and content marketing.

Based on the results of initial research conducted by researchers on December 21, 2022 involving 10 respondents (who had visited NTB Mall), from the results of the pre-test conducted as many as 9 out of 10 respondents said NTB Mall has a good image so that it makes customers happy and interested in doing buy back at NTB Mall. Meanwhile, 1 respondent said the image of NTB Mall was not very good and seemed mediocre. Apart from maintaining its store image, in marketing products offline, NTB Mall also markets products online using social media platforms. Social media is not only useful as a means of communication and entertainment, but currently has great opportunities in business activities that focus on marketing a product (Rizal, 2019). The wider the company is known, the wider the market it will get. It is necessary to consider ways or strategies that can be used to increase repeat purchase intention or repurchase intention in social media marketing, among others, by providing interesting marketing content to attract customers. Content marketing according to Cahyaningtyas & Wijaksana (2021) is a marketing strategy that can be used to introduce owned products to the wider community with the aim of attracting many people and increasing sales.

Customer satisfaction is one of the important points in terms of increasing repurchase intention. Customer satisfaction shows the overall attitude of consumers towards a product after using or consuming the product (Suprapti, 2010). Customer satisfaction, namely when customers feel the impact of the performance obtained compared to customer expectations before getting the performance or result (Firmansyah & Nurjanah, 2020). According to Chung & Lee (2003) Repurchase Intention itself is the status of consumers who buy at least once from a shopping center and have the desire to buy again. Based on the background that has been discussed regarding the factors that influence sustainable consumer purchases, it is the reason for researchers to conduct research related to the effect of store image and content marketing on repurchase intention by using customer satisfaction as a mediating variable for NTB Mall customers.

According to Astrid (2013) store image is the customer's perception of the store and its attributes. Each of these attributes will form a different store image in the eyes of consumers. Store Image is defined as the overall perception that consumers have about the store and the shopping experience. This is in line with the understanding by Burlison & Oe (2018) Store Image is a combination of real or functional factors and intangible or psychological factors that are felt by consumers. Cuong, (2019) also defines Store Image as a complex consumer perception of the different attributes of a store. Store image is "the personality of the store that is embedded in the minds of consumers towards a product or store." Personality describes the condition and impression of a store in the minds of consumers, the personality of a good store can be seen from the shape of the building, the cleanliness of the room, the service and friendliness of the employees.

According to Ahmad et al (2016) Content Marketing is a very important element that companies need to consider when promoting a product. In addition, according to Kotler and Armstrong (2018), today's marketers describe themselves as content marketing managers, not just using and placing advertisements on TV or print advertisements. Effective Content Marketing will increase the score of a product as an indicator to maintain long-term business. Companies need to monitor the health of their brand regularly to ensure that their brand contributes positively to sales growth and penetration, not as a guide to future business growth and market stability. The act of planning, distributing, and producing material that can attract the right target audience and persuade them to become consumers is known as content marketing. Content Marketing aims to attract an audience and persuade that audience to buy from you.

According to May (2017) customer satisfaction is characterized as a pleasant emotional response after obtaining goods or services. Customer reactions are usually recognized when businesses review their offerings to increase customer satisfaction levels and improve the quality of their services. Customer satisfaction is a company achievement given to consumers so that consumers make repeat purchases. According to Kotler & Keller (2016) customer satisfaction is defined as a feeling of pleasure or disappointment generated by someone when comparing the performance or results felt against the expectations of a product. Customer satisfaction also depends on product performance perceived by buyers. In short, customer satisfaction is created when customer expectations match what they think Kotler & Armstrong (2016).

Palaguna & Ekawati (2016) defines that repurchase intention has a meaning as an intention to repurchase by customers. Repurchase intention is a desire or desire that arises in consumers to buy products or services they like and have previously purchased them based on the evaluation results of the suitability of product or service performance with consumer expectations (Prastyaningsih & Yulianto, 2014). According to Joseph, et al. In (Putri, 2016) The physical environment, client satisfaction, service quality, brand preference, product quality, perceived value, and price are some of the factors that influence whether consumers plan to make purchases again or not.

This study aims to determine the effect of Store Image and Content Marketing on Repurchase Intention with Customer Satisfaction as a moderating variable for NTB Mall customers in Mataram City.

RESEARCH METHODS
Types of research

This type of research is a scientific method used to obtain data with specific uses and purposes (Sugiyono, 2015). In this study the method used is a quantitative method with a case study approach. According to Abdillah & Jogiyanto (2015) The quantitative paradigm emphasizes testing theory through measuring research variables using statistical procedures. This study uses a deductive approach that aims to test the hypothesis. Judging from the objectives set by the researcher, the researcher determines explanatory research as this type of research. According to (Faisal, 1992) in Supriyanto and Machfudz (2010) explanatory research is to test between hypothesized variables. The hypothesis itself describes the relationship between variables, to find out whether a variable is associated or not with other variables, or variables are caused and influenced or not by other variables.

Population and Sample

The population is the collection of all the things we want to know. Population is an object or subject that has specific volume and specifications that are incorporated in a generalization area and determined by researchers to conduct research so that conclusions and statements can be drawn (Sugiyono, 2015). From this opinion it is known that the population is the whole subject of research that can be drawn conclusions. The population in this study is unknown, the number of which comes from customers who have shopped at NTB MALL more than once. The sample is part of the population, in determining the research sample using a technique called purposive sampling. According to Ferdinand (2014), the sample is a subset of the population, consisting of several members of the population. This subset is taken because in many cases it is not possible to examine all members of the population, therefore a representative population is formed which is called a sample. The number of samples in this study is not known with certainty, so researchers used Ferdinand's theory (2014), where the number of samples is 5-10 times the number of indicators to be analyzed with the aim of knowing the number of samples to be studied. Therefore, the sample in question is people who have shopped at the NTB Mall. If the indicators in this study are 18, then the minimum sample size is 5 x 18 = 90 respondents, so that it can be seen that the number of respondents in this study is 90 respondents.

Sampling technique

The sampling technique used in this study was a non-probability sampling technique because the researcher did not have an adequate sample frame. The type of non-probability sampling used in this study is a purposive sampling technique. Purposive sampling is a sampling technique used in research based on certain criteria or considerations (Sugiyono, 2015). Prasetyo and Jannah (2005) argue that purposive means determining specific criteria for the sample.

Data and Data Sources

The data in this study are primary data and secondary data, primary data which is defined as data obtained through or originating from the first party who has some data. Primary data generally shows the authenticity of the information that depends on the data, but does not rule out the possibility of reducing the authenticity of the data when the data has been processed and presented by the primary data party (Abdillah & Jogiyanto 2015). While secondary data is data obtained through or comes from a second party who also knows or owns the data. The authenticity of data sources can be doubted because the data has been processed/interpreted and presented according to the interests of the data holder (Abdillah & Jogiyanto, 2015).

Data collection technique

Data collection techniques are the methods used in research to collect data. To get valid information, we need an appropriate data collection technique. According to (Arikunto, 2010) said that collecting data is observing the variables to be examined by interview / interview methods, observation tests, questionnaires and documentation. According to (Arikunto, 2010) Research instruments are tools or facilities used by

researchers in disclosing and collecting data so that their work is easier and the results are better and more thorough, complete and systematic. To collect data in this study, the researchers used the questionnaire method because this method can express the opinions, perceptions, and responses of respondents to a problem and the objectivity of the respondents will be maintained even in large numbers.

Data analysis method

According to Sugiyono (2016) data analysis techniques are activities after data from all respondents or other data sources are collected. Activities in data analysis are tabulating data based on variables from all respondents, grouping data based on types of respondents and variables, presenting variable data studied, performing calculations to test the hypotheses that have been proposed. Data analysis in this study was carried out using PLS (Partial Least Square) and data was processed using the Smart PLS 3.0 program. According to Ghozali and Latan (2015) the PLS measurement model consists of a measurement model (outer model), criteria of goodness of fit (GoF) and a structural model (inner model). PLS aims to test predictive relationships between constructs by seeing whether there is influence or relationship between these constructs.

RESULTS AND DISCUSSION

PLS is a multivariate statistical technique that performs comparisons between multiple dependent variables and multiple independent variables. PLS is a variant-based Structural Equation Modeling (SEM) statistical method designed to solve multiple regression when specific problems occur in the data, such as small study sample sizes, missing values and multicollinearity (Jogiyanto & Abdillah, 2009).
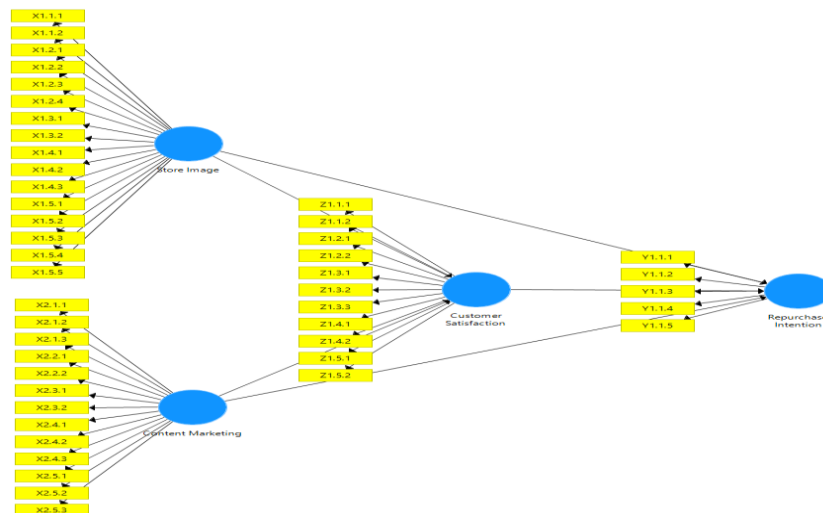

Figure 1 Multicollinearity Test of PLS SEM analysis

Outer Model

According to Ghozali and Latan (2015), testing the measurement model shows how manifest or observed variables represent latent variables to be measured. Evaluation of the measurement model is carried out to test the validity and reliability of the model. The following are the results of these measurements:

1. Convergent Validity

Convergent validity for the reflective model, the correlation between *the item score/component score* and *the construct score* is the basis for assessing indicators. The reflective standard measurement is said to be high, if the outer loading or loading factor value exceeds 0.70 with the construct you want to measure. However, for research that is still in the assessment category or in the early stages of development, the standard measurement scale can be with an outer loading value of only 0.5 or 0.60 (Chin, 1998 in Ghozali, 2015).

Table 1. Convergent Validity Test Results (*Loading Factor*)

Store Images (X1)	X1.1. Location	X1.1.1	0.711	Valid
		X1.1.2	0.722	Valid
	X1.2. Price	X1.2.1	0.732	Valid
		X1.2.2	0.820	Valid
		X1.2.3	0.749	Valid
		X1.2.4	0.740	Valid
	X1.3. Product	X1.3.1	0.779	Valid
		X1.3.2	0.850	Valid
	X1.4. Service	X1.4.1	0.701	Valid
		X1.4.2	0.730	Valid
		X1.4.3	0.798	Valid
	X1.5. Physical Facilities	X1.5.1	0.714	Valid
		X1.5.2	0.758	Valid
		X1.5.3	0.725	Valid
		X1.5.4	0.721	Valid
		X1.5.5	0.800	Valid
Content Marketing (X2)	X2.1. *Cognitionreader*	X2.1.1	0.860	Valid
		X2.1.2	0.737	Valid
		X2.1.3	0.761	Valid
	X2.2. *Sharing motivation*	X2.2.1	0.716	Valid
		X2.2.2	0.798	Valid
	X2.3. *Persuasion*	X2.3.1	0.851	Valid
		X2.3.2	0.730	Valid
	X2.4. *Decision making*	X2.4.1	0.735	Valid
		X2.4.2	0.751	Valid
		X2.4.3	0.782	Valid
	X2.5. *Life factors*	X2.5.1	0.885	Valid
		X2.5.2	0.787	Valid
		X2.5.3	0.745	Valid
Customer Satisfaction (Z)	Z1.1. *Price*	Z1.1.1	0.791	Valid
		Z1.1.2	0.743	Valid
	Z1.2. *Service quality*	Z1.2.1	0.746	Valid
		Z1.2.2	0.728	Valid
	Z1.3. *Product quality*	Z1.3.1	0.721	Valid
		Z1.3.2	0.738	Valid
		Z1.3.3	0.786	Valid
	Z1.4. *emotional factor*	Z1.4.1	0.718	Valid
		Z1.4.2	0.758	Valid
	Z1.5. *efficiency*	Z1.5.1	0.707	Valid
		Z1.5.2	0.755	Valid
Repurchase Intention (Y)	Y1.1. Transactional interest	Y1.1.1	0.755	Valid
		Y1.1.2	0.767	Valid

Y1.2. Referential Interests	Y1.2.1	**0.746**	Valid
	Y1.2.2	**0.822**	Valid
Y1.3. Preferential interest	Y1.3.1	**0.721**	Valid

Source: SmartPLS 3.0 processing results (2023)

Based on table 1 above, it can be seen that all the loading factor values of the store image, content marketing, customer satisfaction, and repurchase intention variables show a value of more than 0.70. Thus it can be stated that all variable indicators observed in the study have met the requirements of convergent validity.

2. Discriminant Validity

The discriminant validity test uses the cross loading value with the conclusion that if the cross loading value for each indicator of the variable concerned is greater than the cross loading value for other latent variables, it can be said to be valid. (Supriyanto & Maharani, 2013). The way to calculate the discriminant validity of a variable is by comparing the square root of average variance extracted (AVE) values in each construct. In this case, if the construct's AVE value is > 0.5 of all other constructs, it can be said that the variable has good discriminant validity. (Supriyanto & Maharani, 2013). The results of the AVE calculation for each variable are as follows:

Table 2. Root Value of Average Variance Extacted (AVE)

Research variable	(AVE)	√ AVE
Store Image	0.589	0.767
Content Marketing	0.625	0.790
Customer Satisfaction	0.585	0.764
Repurchase Intention	0.582	0.762

Source: SmartPLS 3.0 processing results (2023)

Based on Table 2 it can be concluded that all indicators have an AVE value > 0.5. Where the AVE *store image value* is 0.589 with the AVE root value 0.767. *Content marketing* AVE value is 0.625 with an AVE root value of 0.790. The AVE value of *customer satisfaction* is 0.585 with a root value of 0.764. The AVE *repurchase intention value* is 0.582 with a root value of 0.762.

3. *Composite Reliability*

The composite reliability value is done by looking at the composite *reliability value* of the indicators that measure the value of the variable, and will have a good composite reliability value if the value is > 0.7.

Based on table 1 above, it can be seen that all the *loading factor values* of *the Store Atmosphere, Shopping Lifestyle, Price, Positive Emotion variables* and *Impulse Buying* shows a value of more than 0.70. Thus it can be stated that all variable indicators tested in the study have met the requirements of convergent validity.

Table 3. *Composite Reliability Value*

	Cronbach's Alpha	Composite Reliability	Results

Store Image	0.834	0.865	Reliable
Content Marketing	0.886	0.905	Reliable
Customer Satisfaction	0.838	0.872	Reliable
Repurchase Intention	0.820	0.874	Reliable

Source: SmartPLS 3.0 processing results (2023)

Based on Table 3, the *composite reliability value of the Store Image* variable is 0.865, *Content Marketing* is 0.905, *Customer Satisfaction* is 0.872 and *Repurchase Intention* is 0.874. So it can be concluded that the four variables tested have a *composite reliability value* of > 0.7 which means that all variables have met the test requirements and the indicators are said to be reliable in presenting latent variables.

InnerModel

According to Ghozali and Latan (2015) structural model testing is done by looking at the relationship between constructs. The relationship between constructs is by looking at the significant value and R-Square value for each independent latent variable as the predictive power of the structural model. Changes in the R-Square value can be used to assess the effect of certain latent oxygen variables on the independent variables whether they have a substantive effect.

Table 4. R- *square values*

	R Square	Adjusted R Square
Customer Satisfaction	0.545	0.535
Repurchase Intention	0.574	0.560

Source: SmartPLS 3.0 processing results (2023)

From Table 4 it can be concluded that the R-Square value for the *Customer Satisfaction variable* is 0.545 and the R-square value for the *Repurchase Intention variable* is 0.574. The next step is to measure whether or not the model is capable of being measured through Q-Square (Q2). Q2 value > 0 indicates the model has predictive relevance (Supriyanto & Maharani, 2013).

The results of the Q-square calculation in this study are as follows:

$Q2 = 1 - (1 - R1^2) \times (1 - R2^2)$
$Q2 = 1 - (1 - 0.545)(1 - 0.574)$
$Q2 = 1 - (0.455) \times (0.426)$
$Q2 = 1 - 0.029$
$Q2 = 0.971$
$Q2 = 97.1\%$

Based on the Q2 test, it can be shown that the *predictive relevance value* is 0.971 or 97.1%. While the remaining value of 2.9% can be explained by other variables that have not been explained in this research model.

Hypothesis testing

The relationship between the variables that have been discussed previously will be tested using *a structural model* as an interpretation or explanation step. The hypothesis testing that has been carried out is based on the existing conditions, which can be seen from the magnitude of the t-statistic and the p-value. If the p-value is less than 0.05 then the hypothesis will be accepted. The basis used in testing the hypothesis directly is the output or value contained in *the output path coefficients* and *indirect*

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effects.

Table 5. Direct Relationship

Research variable	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics (| O/STDEV |)	P Values
Store Image -> Customer Satisfaction	0.462	0.459	0.156	2,956	0.003
Store Image -> Repurchase Intention	0.278	0.285	0.136	2,049	0.041
Content Marketing -> Customer Satisfaction	0.337	0.350	0.163	2,069	0.039
Content Marketing -> Repurchase Intention	0.360	0.382	0.129	2,786	0.006
Customer Satisfaction -> Repurchase Intention	0.211	0.187	0.152	1,394	0.164

Source: SmartPLS 3.0 processing results (2023)

In testing the hypothesis of each existing relationship is done with statistics and simulation processes, then testing is done by *bootstrapping* the sample. An explanation of the PLS *bootstrapping analysis* will be explained as follows:

1. *Store Image* affects *Customer Satisfaction*

The result of testing the first hypothesis is the effect *of store image* on *customer satisfaction* shows a coefficient value of 0.462 with a p-value of 0.003 and a t-statistic of 2.956. The p-value of 0.003 is less than 0.05 and the t-statistic value of 2.956 is greater than the t-table of 1.679. These results indicate that *store image* has a positive and significant impact on *customer satisfaction*. So the hypothesis which states that *store image* has an effect on *customer satisfaction* is accepted.

2. *Store Image* affects *Repurchase Intention*

The result of testing the second hypothesis is the effect *of store image* on *repurchase intention* shows a coefficient value of 0.278 with a p-value of 0.041 and a t-statistic of 2.049. The p-value of 0.041 is less than 0.05 and the t-statistical value of 2.049 is greater than the t-table of 1.679. These results indicate that *the store image* has a positive and significant influence on *repurchase intention*. So the hypothesis which states that *the store image* effect on *repurchase intention* is accepted.

3. *Content Marketing* affects *Customer Satisfaction*

The results of testing the third hypothesis are the influence of *content marketing* on *customer satisfaction* shows a coefficient value of 0.337 with a p-value of 0.039 and a t-statistic of 2.069. The p-value of 0.039 is less than 0.05 and the t-statistical value of 2.069 is greater than the t-table of 1.679. These results indicate that *content marketing* has a positive and significant influence on *customer satisfaction*. So the hypothesis states that *content marketing* effect on *customer satisfaction* received.

4. *Content Marketing* affects *Repurchase Intention*

The results of testing the fourth hypothesis are the influence of *content marketing* on *repurchase intention* shows a coefficient value of 0.360 with a p-value of 0.006 and a t-statistic of 2.786. The p-value of 0.006 is less than 0.05 and the t-statistic

value of 2.786 is greater than the t-table of 1.679. These results indicate that *content marketing* has a positive and significant influence on *repurchase intention*. So the hypothesis states that *content marketing* effect on *repurchase intention* is accepted.

5. ***Customer Satisfaction* mediates *Store Image* and *Content Marketing* to *Repurchase Intention***

The results of testing the last hypothesis are the influence of *store image* and *content marketing* on *repurchase intention* through *customer satisfaction* shows a coefficient value of 0.211 with a p-value of 0.164 and a t-statistic of 1.394. The p-value of 0.164 is greater than 0.05 and the t-statistic value of 1.394 is smaller than the t-table of 1.679. These results indicate that *store image* and *content marketing* no significant effect on *repurchase intention* through *customer satisfaction*. So the hypothesis which states that *customer satisfaction* is able to mediate *store image* and *content marketing* to *repurchase intention* is rejected.

Discussion

This research was conducted on NTB Mall consumers who had made purchases more than once with the aim of knowing the relationship between the influence of *store image* and *content marketing* on *repurchase intention* and to find out whether the variable *customer satisfaction* could mediate the relationship between *store image* and *content marketing* on *repurchase intention* in NTB Mall consumers.

Effect of *Store Image* on *Customer Satisfaction*

Based on the data analysis and the results of the hypothesis testing performed, it can be seen that *store image* has an effect on *customer satisfaction*. In the sense of the word, *store image* contribute to *customer satisfaction*. Operationally how consumers feel satisfied with the existing store atmosphere makes it the main choice for consumers in viewing a store, the role of *store image* is believed to build a positive paradigm for consumers so that store details or store atmosphere will be considered good. Respondents also agreed that a good *store image is one of the reasons why consumers feel satisfied and happy to visit*. In line with research conducted by Effendi & Besra (2019) that some *store images* have a direct relationship to *customer satisfaction*, the presence of a good image at the store is based on how the store is able to supply consumer needs and complement desires that are instantly present in the minds of consumers so as to create satisfaction. alone.

Effect of *Store Image* on *Repurchase Intention*

Based on the data analysis and the results of the hypothesis testing performed, it can be seen that *store image* has an effect on *repurchase intention*. In the sense of the word, *store image* contribute to *repurchase intention*. In fact, what is found is that the description of the store which is interpreted positively by consumers tends to direct consumers to make a second purchase or the next purchase, this is because consumers who have believed in the store's image believe that the store is perfect in meeting existing needs so that consumers will always make purchases at the same store. In line with research conducted by Ugur (2017), where the results of his research show that the 6 dimensions of store image used, namely price, physical, product, service, personnel

and other general features are able to influence repurchase intentions. Consumers also agree that stores that already have a good image will continue to look after their customers and establish good relationships so that these consumers are reluctant to switch shops.

The Effect of *Content Marketing* on *Customer Satisfaction*

Based on the data analysis and the results of the hypothesis testing carried out, it can be seen that *content marketing* effect on *customer satisfaction.* In the sense of the word, *content marketing* contribute to *customer satisfaction.* The information offered by the store and packaged through *content marketing* is believed to give consumers a sense of satisfaction if the message or information provided is in accordance with what is presented by the store. *Content marketing,* which is considered as important information for consumers, is of course a factor for store considerations in presenting content on every existing platform. *Customer satisfaction* is the main goal, what is the role of the content that reaches the minds of consumers, if the content is felt to be unsatisfactory, the store must evaluate the content and information that will be delivered later. The test results are in line with research conducted by Memari (2013) that *content marketing* positively influences *customer satisfaction.* These results conclude that increasing the level of *content marketing* owned by the store will have an impact on increasing consumer satisfaction.

Effect of *Content Marketing* on *Repurchase Intention*

Based on the data analysis and the results of the hypothesis testing carried out, it can be seen that *content marketing* effect on *repurchase intention.* In the sense of the word, *content marketing* contribute to *repurchase intention.* The consumers targeted by the store are consumers with a high level of need and desire and are in accordance with what is offered, with the presence of information and communication through *content marketing* directing consumers to keep up to date on the content presented by the store. Information in the form of content is the solution to various kinds of limited consumer questions due to distance, so the importance of the content displayed is the main reason for consumers to make purchases on a sustainable scale. The test results are also directly proportional to research conducted by Nurvajri (2022), which shows that *content marketing* has a significant positive impact on the consumer *repurchase intention process.* Consumers will find it very easy to make further purchases if they feel that the content displayed answers existing questions or stimulates consumers in terms of repurchase intention.

The influence of *Customer Satisfaction* in mediating the relationship between *Store Image* and *Content Marketing* on *Repurchase Intention.*

Based on the data and analysis of the results of the hypothesis testing carried out, it can be seen that *Customer Satisfaction* unable to mediate the relationship between *Store Image* and *Content Marketing* on *Repurchase Intention.* It can be concluded that *Customer Satisfaction* is not a consideration for consumers in terms of the relationship between *Store Image* and *Content Marketing* to *Repurchase Intention.* This means that consumers who are believed to make purchases based on satisfaction with the store's

image and the content displayed, tend not to prioritize that satisfaction or the role of *customer satisfaction* that is present. It is different from the research conducted by (Ilma et al., nd) which from this study *customer satisfaction has a significant effect* as a mediating variable. The aim of the marketing field is to make consumers make purchases with a continuous scale that changes because consumers are aware of making repeated purchases and making intentions based on other factors they believe, two of which are store *image* and *content marketing* which are considered as dimensions that influence repurchase intentions. But in fact, in this study it was said that *repurchase intention* was not influenced by *customer satisfaction*. It is said so because the reason that occurs can be due to consumer beliefs that are able to change in meeting needs and desires, consumer confidence is caused by the strength of sustainable purchase planning. These results are inversely proportional to research conducted by (Maf'idayu, N and Vania, A, 2022) which states that *content marketing* has a significant effect on *repurchase intention.*

CONCLUSIONS AND RECOMMENDATIONS
Conclusion
Based on the results and discussion regarding the effect of *store image* and *content marketing* on *repurchase intention* by using *customer satisfaction* as a mediating variable for NTB Mall customers, the following conclusions are obtained.
1. *Store image* has a positive and significant effect on *customer satisfaction* for NTB Mall customers, store image which is seen as a store of consumer trust is an important aspect in providing a feeling of calm and satisfaction for consumers.
2. *Store image* has a positive and significant effect on *repurchase intention* for NTB Mall customers, store image which is considered as an initial consideration becomes one of the dimensions of how consumer repurchase intentions are formed.
3. *Content Marketing* has a positive and significant effect on *customer satisfaction* for NTB Mall customers, the content presented and displayed by the store will be evaluated by consumers in the existing satisfaction level parameters.
4. *Content Marketing* has a positive and significant effect on *repurchase intention* for NTB Mall customers, how content that aims to provide information will be a consideration for consumers in terms of planning their next purchase.
5. *Customer satisfaction* is proxied as a mediating variable, the test results are unable to mediate the relationship between *store image* and *content marketing* on *repurchase intention,* because consumers do not prioritize the resulting satisfaction to make repeat purchases.

Suggestion
Based on the results of the previous research and discussion, several suggestions can be drawn as follows:
1. Make additions to variables such as service quality, promotions, prices, and others. With the aim of further strengthening research and adding research samples, so as to get even better results for the basic concept of testing.
2. For the NTB Mall, it should improve *the store image* both in terms of location, price, product, service and facilities provided and *content marketing,* namely how consumers are able to understand what the content of the content displayed in the

store is because it can increase *repurchase intention.*

3. For further research, with the limitations of this research variable, it would be nice to add new variables and increase the number of samples used and change the research object in the hope that a better picture of *repurchase intention will be obtained* at the NTB Mall.

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