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Customer perception, satisfaction, loyalty and repurchase intention in organised retailing: An empirical study

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Abstract
This study examines the empirical relationships among customer perception, customer satisfaction, customer loyalty and repurchase intention in the context of organised retailing. A quantitative, cross-sectional survey design was adopted. Data were obtained from 536 respondents using structured five-point Likert-scale measures. Descriptive statistics, reliability analysis, Pearson correlation analysis and multiple regression analysis were used to evaluate the proposed relationships. The constructs recorded favourable mean scores, with customer satisfaction showing the highest mean ($M = 4.037$, $SD = 0.620$), followed by customer perception ($M = 3.989$, $SD = 0.653$), customer loyalty ($M = 3.915$, $SD = 0.685$) and repurchase intention ($M = 3.886$, $SD = 0.699$). Customer perception did not significantly predict customer satisfaction ($\beta = -.014$, $p = .754$), but it significantly predicted customer loyalty ($\beta = .137$, $p = .001$). Customer satisfaction significantly predicted customer loyalty ($\beta = .107$, $p = .012$) and emerged as the strongest predictor of repurchase intention ($\beta = .181$, $p < .001$). Customer perception did not significantly predict repurchase intention ($\beta = .069$, $p = .109$), and customer loyalty was not significant at the 5% level ($\beta = .083$, $p = .054$). The study demonstrates that customer perception and customer satisfaction are empirically distinct constructs in organised retailing. While perception contributes to loyalty, satisfaction shows stronger relevance for future purchasing intention.

Keywords: Organised retailing, customer perception, customer satisfaction, customer loyalty, repurchase intention, consumer behaviour

Introduction

Organised retailing has transformed the retail environment by integrating product assortment, store ambience, service quality, pricing practices and customer relationship activities within a structured retail format. As customers increasingly compare retailers on experiential as well as functional attributes, understanding the factors that influence satisfaction, loyalty and repurchase intention has become central to retail research.

Within this study, customer perception refers to the overall evaluation formed by customers about organised retail outlets, including perceived reliability, value, fulfilment of expectations and overall impression. Customer satisfaction refers to the customer's post-experience evaluation of products, services and the shopping encounter. Customer loyalty captures continued preference, favourable recommendation and positive word-of-mouth, whereas repurchase intention reflects the likelihood of revisiting and purchasing again from the preferred organised retailer.

Although these constructs are conceptually related, they should not be treated as a single behavioural sequence without empirical verification. A favourable perception may create a positive orientation towards a retailer, but satisfaction depends on the evaluation of the actual shopping experience. Similarly, loyalty and repurchase intention represent related but distinct behavioural outcomes.

Accordingly, this article isolates the constructs relevant to Objective 2 of the broader investigation and tests their direct relationships. The emphasis is on identifying whether customer perception contributes to satisfaction, loyalty and repurchase intention, and whether satisfaction provides stronger explanatory value for loyalty and future purchasing behaviour.

Research Problem

A favourable perception of organised retailing might reasonably be expected to result in customer satisfaction and subsequently encourage loyalty and repurchase. However, these relationships cannot be assumed without empirical examination. Perception reflects a broad evaluation of the retailer, whereas satisfaction represents an evaluation of the customer's actual shopping experience. The two may therefore operate differently in explaining behavioural outcomes.

The present study addresses this issue by examining whether Customer Perception significantly predicts Customer Satisfaction and whether Customer Satisfaction contributes to Customer Loyalty and Repurchase Intention. The study also examines the direct relationships of Customer Perception with Customer Loyalty and Repurchase Intention and the relationship between Customer Loyalty and Repurchase Intention.

Research Gap

The present study addresses a gap concerning the empirical relationship among customer perception, satisfaction, and loyalty and repurchase intention within organised retailing. Although these constructs represent different aspects of the customer–retailer relationship, their relationships should not automatically be assumed to form a continuous sequence.

In particular, it is important to establish whether a favourable overall perception of organised retailing is actually associated with customer satisfaction and whether

perception itself has a direct relationship with future purchasing intention. It is also important to determine whether satisfaction has stronger behavioural relevance than broad perception.

The present study therefore contributes by examining these constructs simultaneously within the organised retailing context and by distinguishing perceptual evaluation from satisfaction and behavioural outcomes.

By examining customer perception, satisfaction, loyalty and repurchase intention within a single empirical framework, the study clarifies which customer evaluations are most relevant for loyalty and future purchase behaviour in organised retailing. This helps distinguish general retailer perception from experience-based satisfaction and shows why these constructs should be tested separately rather than assumed to operate as a fixed sequence.

Objective of the Study

To examine the effect of customer perception towards organised retailing on customer satisfaction, customer loyalty and repurchase intention, and to assess the subsequent effects of customer satisfaction and customer loyalty on repurchase intention.

The analysis also considers the direct relationships of Customer Perception with Customer Loyalty and Repurchase Intention and the relationship between Customer Loyalty and Repurchase Intention because these relationships are necessary to understand the complete set of relationships specified within the objective.

Literature Review and Hypothesis Development

1. Customer Perception in Organised Retailing

Customer perception refers to the customer's overall evaluation and impression of an organised retail outlet. In the present study, perception is measured through seven items addressing favourable perceptions, fulfilment of shopping expectations, reliability, shopping experience, overall opinion, perceived value and overall impression.

Slack, Singh, and Sharma (2020) [11] found that customer perceived value has a positive influence on supermarket customer satisfaction in a developing-country retail context.

Cường (2021) reported that perceived value, service quality and store atmosphere positively influence customers' evaluations of convenience stores.

Senachai and Julagasigorn (2024) [10] highlighted that retail-mix instruments influence customers' value perceptions and engagement in changing retail environments.

Recent research indicates that customers' perceptions of value, quality and retail attributes are important in forming favourable evaluations of organised retail outlets.

2. Customer Satisfaction

Slack, Singh, and Sharma (2020) [11] demonstrated that perceived value contributes positively to customer satisfaction among supermarket customers.

Cường (2021) found that perceived value, service quality and store atmosphere significantly contribute to satisfaction in convenience-store retailing.

Tedja *et al*. (2024) [14], through a systematic literature review, confirmed that service quality and perceived value are consistently associated with customer satisfaction.

Recent evidence positions customer satisfaction as an important evaluation of the customer's retail experience and as a key outcome of perceived value and service performance.

3. Customer Loyalty

Cường (2021) found that perceived value, service quality and store atmosphere positively influence customer loyalty in convenience-store retailing.

Tedja *et al*. (2024) [14] reported that perceived value and service quality are associated with customer satisfaction and the development of continuing customer relationships.

Chatzoglou *et al*. (2022) [2] identified customer satisfaction and customer loyalty as important components in explaining customers' future behavioural intentions in retail stores.

Recent retail research suggests that loyalty develops through favourable customer evaluations and satisfaction and is reflected through continued patronage and positive behavioural responses.

4. Repurchase Intention

Chatzoglou *et al*. (2022) [2] found that customer satisfaction, customer loyalty, perceived value and customer experience contribute to customers' repurchase intentions in retail stores.

Prassida and Hsu (2022), examining omnichannel retailing, showed that customer satisfaction generated through channel integration and logistics service quality subsequently contributes to repurchase intention.

Tedja *et al*. (2024) [14] further identified continuing relationship intention as an important behavioural outcome associated with perceived value and satisfaction.

Recent studies establish repurchase intention as a future-oriented behavioural outcome that can emerge from favourable retail experiences, satisfaction, perceived value and loyalty.

5. Customer Perception and Customer Satisfaction

Slack, Singh, and Sharma (2020) [11] found a positive effect of customer perceived value on supermarket customer satisfaction in a developing-country setting.

Cường (2021) similarly found that perceived value positively affects customer satisfaction among convenience-store customers.

Tedja *et al*. (2024) [14] confirmed through a systematic review that perceived value and service quality are generally associated with satisfaction, although the strength of relationships can vary across contexts.

Recent evidence generally supports the expectation that favourable customer perceptions, particularly perceptions of value and quality, contribute to customer satisfaction.

H1: Customer perception has a significant effect on customer satisfaction.

6. Customer Satisfaction and Customer Loyalty

Cường (2021) found that customer satisfaction has a positive effect on customer loyalty in the convenience-store context.

Chatzoglou *et al*. (2022) [2] identified customer satisfaction as an important factor associated with the development of customer loyalty among retail shoppers.

Tedja *et al*. (2024) [14] similarly concluded that satisfaction and perceived value are important for maintaining continuing customer relationships.

Recent empirical evidence supports the view that satisfied customers are more likely to maintain favourable relationships with retailers and demonstrate stronger loyalty.

H2: Customer satisfaction has a significant effect on customer loyalty.

7. Customer Satisfaction and Repurchase Intention

Chatzoglou *et al*. (2022) [2] found that customer satisfaction directly contributes to repurchase intention in retail shopping and is one of the important factors explaining future purchasing.

Prassida and Hsu (2022) showed that satisfaction arising from omnichannel service experiences subsequently generates repurchase intention.

Tedja *et al*. (2024) [14] also identified satisfaction as an important mechanism associated with customers' intention to continue relationships.

Recent research consistently indicates that positive satisfaction with the retail experience increases customers' willingness to revisit and purchase again.

H3: Customer satisfaction has a significant effect on repurchase intention.

8. Customer Perception and Customer Loyalty

Cường (2021) demonstrated that perceived value positively affects customer loyalty in convenience-store retailing.

Slack, Singh, and Sharma (2020) [11] showed that perceived value is important in developing favourable customer evaluations that can support longer-term customer relationships.

Tedja *et al*. (2024) [14] further reported that perceived value is associated with satisfaction and loyalty-related outcomes across empirical studies.

Recent evidence suggests that favourable perceptions of value and retail performance can strengthen customers' attachment, preference and continuing relationship with retailers.

H4: Customer perception has a significant effect on customer loyalty.

9. Customer Perception and Repurchase Intention

Chatzoglou *et al*. (2022) [2] found that perceived value is one of the factors involved in explaining repurchase intention among retail customers.

Prassida and Hsu (2022) demonstrated that customers' perceptions of channel integration and logistics service quality influence satisfaction and subsequently repurchase intention in omnichannel retailing.

Tedja *et al*. (2024) [14] noted that the relationship between perceived value and continuing behavioural intention is not completely consistent across studies, indicating the importance of context.

Although recent studies generally suggest a positive connection between favourable perceptions and future behavioural intentions, the relationship may vary according to retail context and the role of satisfaction.

H5: Customer perception has a significant effect on repurchase intention.

10. Customer Loyalty and Repurchase Intention

Chatzoglou *et al*. (2022) [2] found that customer loyalty is an important factor in the retail repurchase-intention process, together with satisfaction and perceived value.

Prassida and Hsu (2022) demonstrated that satisfaction and customer relationship outcomes contribute to customers' subsequent repurchase intentions in omnichannel retailing.

Tedja *et al*. (2024) [14] highlighted the importance of maintaining strong customer relationships and loyalty for encouraging continuing behavioural intentions.

Recent literature provides theoretical and empirical support for expecting loyal customers to demonstrate stronger intentions to continue purchasing from their preferred retailer.

H6: Customer loyalty has a significant effect on repurchase intention.

11. Framework of the Study

The framework of the study explains the proposed relationships among customer perception, customer satisfaction, customer loyalty and repurchase intention in organised retailing. Customer perception is positioned as the initial evaluative construct, customer satisfaction is treated as an experience-based evaluative construct, customer loyalty is considered a relational behavioural outcome, and repurchase intention is treated as the final future-oriented behavioural outcome.

Table 1: Conceptual Framework of the Study

Construct	Role in the framework	Proposed relationship
Customer Perception	Independent variable	CP → CS; CP → CL; CP → RI
Customer Satisfaction	Explanatory variable	CS → CL; CS → RI
Customer Loyalty	Behavioural relationship outcome	CL → RI
Repurchase Intention	Final outcome variable	Predicted by CP, CS and CL

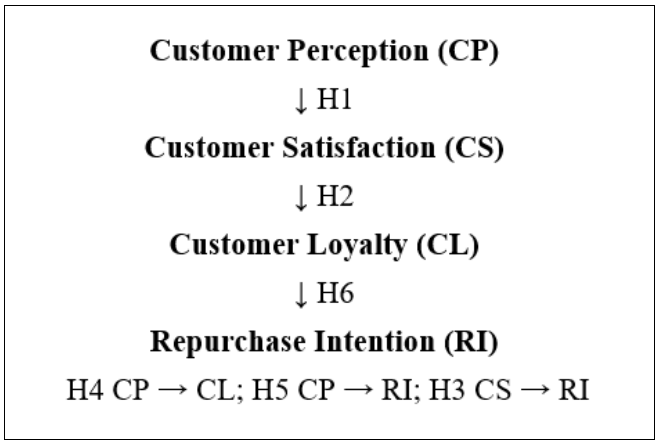


Fig 1: Conceptual Framework of the Study

The proposed framework tests six direct paths: customer perception to customer satisfaction, customer perception to customer loyalty, customer perception to repurchase intention, customer satisfaction to customer loyalty, customer satisfaction to repurchase intention and customer loyalty to repurchase intention.

This framework is tested empirically using correlation and regression analysis. The findings determine whether each hypothesized path is statistically supported in the organised retailing context.

Methodology

1. Research Design

The study employed a quantitative research design to examine relationships among Customer Perception, Customer Satisfaction, Customer Loyalty and Repurchase Intention in organised retailing. The analysis was based on 536 respondents. The questionnaire employed five-point Likert-scale measures.

2. Measurement of Constructs

Respondents were selected from customers of organised retail outlets who had recent shopping experience with such retailers. The sample therefore represents customers with direct exposure to the retail context examined in the study.

Construct	No. of items
Customer Perception	7
Customer Satisfaction	6
Customer Loyalty	6
Repurchase Intention	6
Total	25

Customer Perception items assess favourable perception, expectation fulfilment, reliability, shopping experience, overall opinion, value and impression. Customer Satisfaction items assess the overall shopping experience, expectations, product quality, services and overall satisfaction. Customer Loyalty items assess preference, continued patronage, recommendation, competitive preference, loyalty and word-of-mouth. Repurchase Intention items assess future purchase and revisit intentions, increased future purchasing and continued preference for the retailer.

3. Data Analysis

Data analysis was conducted in four stages. First, descriptive statistics summarised the central tendency and dispersion of each construct. Second, Cronbach's alpha and corrected item-total correlations assessed internal consistency. Third, Pearson correlation analysis examined bivariate associations among the constructs. Fourth, regression analysis estimated the predictive effects specified in the hypotheses. Statistical significance was assessed using conventional probability levels of $p < .05$ and $p < .01$.

Results

1. Descriptive Statistics

Construct	Items	Mean	SD
Customer Perception	7	3.989	0.653
Customer Satisfaction	6	4.037	0.620
Customer Loyalty	6	3.915	0.685
Repurchase Intention	6	3.886	0.699

The results indicate generally favourable evaluations of organised retailing. Customer Satisfaction recorded the highest mean score (M = 4.037), followed by Customer Perception (M = 3.989), Customer Loyalty (M = 3.915) and Repurchase Intention (M = 3.886). Thus, respondents reported relatively strong satisfaction, while Repurchase Intention recorded the lowest of the four construct means, although it remained above the neutral midpoint.

2. Reliability Analysis

Construct	Items	Cronbach's α	Assessment
Customer Perception	7	0.794	Good
Customer Satisfaction	6	0.717	Acceptable
Customer Loyalty	6	0.786	Good
Repurchase Intention	6	0.759	Good

The four focal constructs demonstrated acceptable-to-good internal consistency. Customer Perception recorded $\alpha = .794$, Customer Satisfaction $\alpha = .717$, Customer Loyalty $\alpha = .786$ and Repurchase Intention $\alpha = .759$. The results indicate that the measures were sufficiently reliable for subsequent analysis.

Corrected item-total correlations further indicate satisfactory item performance. Customer Perception items ranged from .429 to .605, Customer Loyalty items from .426 to .594, and Repurchase Intention items from .429 to .547. Customer Satisfaction items ranged from .358 to .532; although CS5 and CS6 were comparatively weaker, they remained usable alongside the overall reliability coefficient of .717.

3. Correlation Analysis

Variable	CP	CS	CL	RI
Customer Perception	1.000	−.014	.136**	.077
Customer Satisfaction	−.014	1.000	.105*	.189**
Customer Loyalty	.136**	.105*	1.000	.111**
Repurchase Intention	.077	.189**	.111**	1.000

* $p < .05$; ** $p < .01$

The correlation results show that Customer Perception was positively associated with Customer Loyalty ($r = .136$, $p < .01$), but its association with Customer Satisfaction was essentially zero ($r = −.014$). Customer Satisfaction was positively associated with Customer Loyalty ($r = .105$, $p < .05$) and Repurchase Intention ($r = .189$, $p < .01$). Customer Loyalty was also positively associated with Repurchase Intention ($r = .111$, $p < .01$). These findings suggest that satisfaction and loyalty are more closely connected to future repurchase intention than broad customer perception.

4. Regression Analysis

4.1 Customer Perception → Customer Satisfaction

Predictor	Standardised β	p-value	Decision
Customer Perception	−.014	.754	Not significant
R^2	.0002		

Customer Perception did not significantly predict Customer Satisfaction ($\beta = −.014$, $p = .754$). The explanatory power was effectively zero ($R^2 = .0002$). Therefore, H1 is not supported.

4.2 Customer Loyalty on Customer Perception and Customer Satisfaction

Predictor	Standardised β	p-value	Decision
Customer Perception	.137	.001	Significant
Customer Satisfaction	.107	.012	Significant
R^2	.030		

Both Customer Perception and Customer Satisfaction significantly predicted Customer Loyalty. Customer Perception showed $\beta = .137$ ($p = .001$), while Customer Satisfaction showed $\beta = .107$ ($p = .012$). The model explained 3.0% of the variance in Customer Loyalty, indicating that although the predictors were statistically significant, their combined explanatory power was modest. Therefore, H2 and H4 are supported.

4.3 Repurchase Intention on Customer Perception, Satisfaction and Loyalty

Predictor	Standardised β	p-value	Decision
Customer Perception	.069	.109	Not significant
Customer Satisfaction	.181	< .001	Significant
Customer Loyalty	.083	.054	Not significant at 5%
R^2	.049		

Within the repurchase-intention regression model, Customer Satisfaction was the strongest predictor of Repurchase Intention (β = .181, p < .001). Customer Perception did not significantly predict Repurchase Intention (β = .069, *p* = .109), while Customer Loyalty approached but did not reach the conventional 5% significance level (β = .083, *p* = .054). Therefore, H3 is supported, whereas H5 and H6 are not supported at the 5% significance level. The model explains 4.9% of the variance in Repurchase Intention, indicating modest explanatory power.

5. Hypothesis Testing

Hypothesis	Relationship	β	p-value	Result
H1	CP → CS	−.014	.754	Not supported
H2	CS → CL	.107	.012	Supported
H3	CS → RI	.181	< .001	Supported
H4	CP → CL	.137	.001	Supported
H5	CP → RI	.069	.109	Not supported
H6	CL → RI	.083	.054	Not supported at 5%

Overall, three of the six proposed direct relationships are statistically supported. Customer Perception significantly predicts Customer Loyalty, while Customer Satisfaction significantly predicts both Customer Loyalty and Repurchase Intention. Customer Perception does not significantly predict Customer Satisfaction or Repurchase Intention, and Customer Loyalty does not reach statistical significance as a predictor of Repurchase Intention at the 5% level.

Discussion

The results indicate a differentiated pattern of relationships among the four constructs. Contrary to the expected perception–satisfaction linkage, customer perception did not significantly predict customer satisfaction. The coefficient was close to zero (β = −.014, *p* = .754), suggesting that a favourable general evaluation of organised retailing did not translate into satisfaction with the shopping experience in this sample.

This finding supports the conceptual distinction between perception and satisfaction. Customer perception reflects broader judgements about the retailer, whereas satisfaction reflects an evaluative response to the actual shopping experience. The absence of a significant relationship therefore suggests that positive retailer image alone may be insufficient unless the customer's experience confirms or exceeds expectations.

The second major finding is that Customer Satisfaction significantly predicts Customer Loyalty (β = .107, *p* = .012). Customers who report greater satisfaction are more likely to display loyalty-related responses such as preference, continued patronage and recommendation. At the same time, Customer Perception also significantly predicts Customer Loyalty (β = .137, *p* = .001). This indicates that loyalty is influenced by both the customer's broad perception of the retailer and satisfaction with the shopping experience.

The third and most important finding concerns Repurchase Intention. Customer Satisfaction is the strongest predictor of Repurchase Intention in the regression model (β = .181, p < .001). This relationship is also the strongest correlation involving Repurchase Intention (r = .189, p < .01). The finding indicates that satisfaction has greater direct behavioural relevance for future purchasing than broad Customer Perception.

In contrast, Customer Perception does not significantly predict Repurchase Intention when Satisfaction and Loyalty are included in the model (β = .069, *p* = .109). This suggests that a favourable overall impression of organised retailing alone may not be sufficient to generate a strong intention to purchase again.

Customer Loyalty also does not significantly predict Repurchase Intention at the 5% level (β = .083, *p* = .054). Although the two variables are positively correlated, the unique effect of Customer Loyalty becomes slightly non-significant after Customer Perception and Customer Satisfaction are controlled. This demonstrates why both correlation and regression results are necessary.

Collectively, the findings provide partial support for the proposed conceptual framework. Customer perception contributes to loyalty, whereas customer satisfaction contributes to both loyalty and repurchase intention. The strongest evidence concerns the role of satisfaction in shaping repurchase intention, indicating that future purchasing behaviour is more strongly associated with evaluated experience than with broad perception alone.

Theoretical Implications

The study provides three principal implications. First, it demonstrates the importance of distinguishing Customer Perception from Customer Satisfaction. Although both constructs involve customer evaluation, the absence of a significant perception-to-satisfaction relationship indicates that they should not be treated as identical dimensions.

Second, the findings indicate that Customer Perception and Customer Satisfaction may have different behavioural roles. Customer Perception significantly predicts Customer Loyalty, while Customer Satisfaction predicts both Loyalty and Repurchase Intention. Thus, satisfaction appears to have a more consistent relationship with behavioural outcomes.

Third, the findings caution against assuming that customer loyalty necessarily translates directly into repurchase intention. Although the two variables are positively correlated, the unique effect of Customer Loyalty on Repurchase Intention does not reach significance at the 5% level once Customer Perception and Customer Satisfaction are considered

Managerial Implications

Focus on the Actual Shopping Experience: Since Customer Satisfaction is the strongest predictor of Repurchase Intention, retailers should pay particular attention to the factors that determine customers' evaluation of the actual shopping experience. Product quality, service performance and fulfilment of customer expectations are particularly relevant because they form part of the satisfaction construct used in this study.

- **Do Not Rely Only on a Favourable Retailer Image:** The absence of a significant Customer Perception → Customer Satisfaction relationship suggests that maintaining a favourable general image may not automatically generate satisfaction. Retailers therefore need to ensure that positive expectations are matched by actual shopping experiences.

- **Strengthen Loyalty through Both Perception and Satisfaction:** Both Customer Perception and Customer Satisfaction significantly predict Customer Loyalty. Retailers should therefore maintain favourable overall impressions while simultaneously improving the customer's direct experience.

- **Treat Repurchase Intention as a Distinct Outcome:** Repurchase Intention recorded the lowest mean among the four constructs and was most strongly predicted by Customer Satisfaction. Retailers should therefore evaluate future purchase intention separately rather than assuming that favourable perception or loyalty automatically guarantees future purchasing.

Conclusion

This study investigated the relationships among customer perception, customer satisfaction, customer loyalty and repurchase intention in organised retailing using survey data from 536 respondents.

The empirical evidence provides partial support for the hypothesised relationships. Customer perception did not significantly predict customer satisfaction or repurchase intention. However, customer perception significantly predicted customer loyalty. Customer satisfaction significantly predicted both customer loyalty and repurchase intention, and it was the strongest predictor of repurchase intention in the regression model. Customer loyalty showed a positive but statistically non-significant unique effect on repurchase intention at the 5% level.

The central conclusion is that customer satisfaction has a more prominent role in explaining future purchase intention than broad customer perception. A customer may perceive an organised retailer favourably without this perception translating directly into satisfaction or repurchase intention. Satisfaction, in contrast, demonstrates significant relationships with both loyalty and future purchasing intention.

Thus, the study provides a more differentiated understanding of the customer–retailer relationship: perception contributes to loyalty, but satisfaction appears particularly important for converting a positive retail experience into an intention to purchase again.

Limitations

The article is based on the available cross-sectional survey data and therefore examines statistical associations and predictive relationships rather than establishing definitive causal effects. Repurchase Intention is measured as an intention rather than actual subsequent purchasing behaviour. In addition, the explanatory power of the regression models is relatively modest, indicating that other variables not examined in this article may also contribute to loyalty and repurchase intention.

Future Research

Future studies may examine additional determinants of customer satisfaction, loyalty and repurchase intention and may test the relationships using longitudinal data or a confirmatory structural model. Such studies could also examine whether the relationships differ across types of organised retailers and customer segments.

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