

**ANALYSIS THE INFLUENCE OF STORE IMAGE, PRODUCT
ASSORTMENT, AND PRICE ON REVISIT INTENTION AMONG GEN Z
MEDIATED BY CUSTOMER SATISFACTION AT CITRA EXPRESS**

THESIS

Submitted as Partial Requirements to Achieve Bachelor's Degree in Undergraduate
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Analysis the Influence of Store Image, Product Assortment, and Price on Revisit Intention among Gen Z at Mediated by Customer Satisfaction at Citra Express

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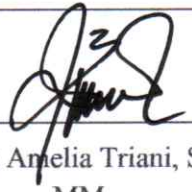
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ABSTRACT

This study analyzes the influence of store image, product assortment, and price on Gen Z customers' revisit intention at Citra Express, with customer satisfaction as the mediating variable. Data was collected through online and offline questionnaires with a sample size of 160 respondents who had visited Citra Express, a Korean-style convenience store in Padang City. Data analysis was carried out using SmartPLS 4 with the PLS-SEM method. The results of the study indicated that store image, product assortment, and price had a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction was also found to have a positive effect on revisit intention, thereby mediating the relationship between store image, product assortment, and price with revisit intention.

Keywords : *store image, product assortment, price, customer satisfaction, revisit intention, convenience store.*

This thesis is already examined and passed on February 19, 2025. This abstract is already approved by supervisor and examiners:

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