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Customer Perception and Satisfaction Towards Surplus Retailed Items

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***Abstract*—This study entitled Customer Perception and Satisfaction Towards Surplus Retailed Items, was conducted by Lindy Mae A. Catam-isan, Jecel Mae S. Navarro, and Arnold P. Tanio, of IBA College of Mindanao Inc., Bachelor of Science in Entrepreneurship, School Year 2025-2026. Study sought to determine the level of customer perception towards Korean and Japanese surplus retailed items in terms of product quality, product availability, and product affordability, and to determine the level of customer satisfaction towards Korean and Japanese surplus retailed items in terms of purchase experience, repurchase intention, and recommendation. It also sought to examine the significant relationship between customer perception, and customer satisfaction. Conducted under the guidance of James Lloyd N. Gabitano, MBM, MPSM, CSO2, adviser. The study is a descriptive-correlational research design that uses a researcher made survey questionnaires with 4-point likert scale was validated and underwent reliability testing (Cronbach's Alpha = 0.85). Data were collected from one hundred fifty (150) conveniently selected respondents who were customers of purposively selected six (6) Korean and Japanese surplus stores in Valencia City, Bukidnon. The level of customer perception and customer satisfaction was identified using mean and standard deviation, relationship between customer perception and customer satisfaction was identified using Pearson's r. Finding revealed that customer perception towards Korean and Japanese surplus retailed items was very positive level. In terms of product quality level, the overall mean was 3.37 (SD=0.68) interpreted as Very Positive, where highest indicator was "The surplus items I purchase are generally in satisfactory condition" with a mean of 3.44 (SD=0.66), the lowest was "The products demonstrate a reasonable level of durability despite prior use" with a mean of 3.23 (SD=0.68) interpreted as Positive. For product availability, overall mean was 3.29 (SD=0.66) interpreted as Very Positive, with the highest indicator "The store provides sufficient options to accommodate different customers" with a mean of 3.36 (SD=0.69) and the lowest being "The store consistently provides the items I intend to purchase" with a mean of 3.21 (SD=0.73) interpreted as Positive. For product affordability, overall mean was 3.29 (SD=0.69) interpreted as Very Positive, where the highest indicators "The pricing of products is generally within my financial capacity" with (SD= 0.67) and "The cost of**

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products significantly affects my decision to purchase" (SD= 0.73) both has mean of 3.33, while the lowest indicator was "The pricing of products is reasonable in relation to their quality" with a mean of 3.21 (SD=0.68) interpreted as Positive. The customer satisfaction towards surplus retailed items was generally satisfactory. For the level of purchase experience, the overall mean was 3.25 (SD=0.67) interpreted as Highly Satisfied, with the highest indicator "I find the experience of shopping for surplus item to be enjoyable" with a mean of 3.38 (SD=0.68) interpreted as highly satisfied, the lowest was "Store personnel are approachable and provide adequate assistance" with a mean of 3.14 (SD=0.66) interpreted as Satisfied. For repurchase intention level, the overall mean was 3.17 (SD=0.70) interpreted as Satisfied. For the level in regards to recommendation, respondents obtained an overall satisfied level with an overall mean of 3.23 (SD= 0.76). The study also revealed a significant positive relationship between customer perception and customer satisfaction, with an overall r-value of 0.713 and p-value of 0.001, indicating that improved customer perception contributes to higher customer satisfaction. Therefore, hypothesis was rejected. Study concluded that customers have a very positive perception towards Korean and Japanese surplus retailed items in terms of product quality, product availability, and product affordability. Customers were generally satisfied with their purchase experience, repurchase intention, and recommendation of surplus retailed items. The findings further revealed that customer perception has a significant positive relationship with customer satisfaction, indicating favorable perceptions of surplus retailed items contribute to higher customer satisfaction.

***Index Terms*—Customer Perception, Customer Satisfaction, Product Quality, Product Affordability, Product Availability, Korean and Japanese Surplus Stores.**

I. INTRODUCTION

Small businesses play an important role in the local economy, especially in developing cities like Valencia City, Bukidnon. Korean and Japanese Surplus are common retail businesses that provide goods to the community and serve as a source of income for many families. Surplus retail stores have become popular among consumers, offering different quality products at affordable prices.

Despite the popularity of Korean and Japanese surplus items in Valencia City, Bukidnon, there is limited information on how customers perceive Korean and Japanese surplus items and how satisfied the customers with the products and items offered by these surplus retail stores. Customers have different intent in purchasing Korean and Japanese surplus items. Some may purchase surplus items because they are affordable and in good quality, but some customers may also have different issues related to items or product quality. Store owners find it difficult to determine whether customers are satisfied or which part of their business needs improvement, which is why there is a need for a measurable data about these factors.

This study aimed to provide systematic evidence for the level of customer satisfaction in Japanese and Korean surplus stores in Valencia City, Bukidnon. Surplus items are popular because of affordable and quality products and items, but there is limited quantitative information on customer satisfaction. This study will identify the factors that most influence satisfaction and help store owners understand their customers' needs and expectations.

II. LITERATURE REVIEW

Customer perception is shaped by how consumers evaluate the overall value and performance of products in relation to their expectations. Rather than considering product attributes independently, customers tend to form an overall judgment based on whether a product is reliable, reasonably priced, accessible, and capable of providing the benefits they seek. Tulcanaza-Prieto et al. (2022) found that positive customer perceptions contribute to satisfaction and loyalty, while Keshavarz and Jamshidi (2018) emphasized that perceived value and satisfaction are important mechanisms through which customers develop favorable behavioral responses. This suggests that customer perception is closely connected to the value customers perceive from their overall purchasing experience.

Accessibility also forms part of this value evaluation. Ndruru et al. (2023) found that product availability contributes to customer satisfaction by allowing retailers to meet consumer demand, while Rajavi and Modaresi (2024) showed that inventory levels can positively influence consumer perceptions. These findings suggest that favorable perceptions may be difficult to sustain when customers cannot access the products they want, even when the products are perceived as affordable and of acceptable quality. Thus, quality, affordability, and availability can collectively influence whether customers perceive a product as providing satisfactory value.

This relationship is particularly relevant in surplus retailing, where customers may evaluate products based on their condition, usefulness, price, and availability rather than relying solely on brand reputation. Gok et al. (2019) emphasized that customers' understanding of product information and perceived value can influence satisfaction, while Graciola et al. (2018) found that favorable price perceptions can strengthen repurchase intentions. Therefore, when customers perceive surplus items as reasonably priced, sufficiently useful or reliable, and accessible, these perceptions may contribute to a more favorable purchasing experience and greater satisfaction.

III. MATERIALS AND METHOD

Research Design

This study employed descriptive correlational. The descriptive design was used to describe the level of customer perception and customer satisfaction towards retailed items in the Korean and Japanese surplus stores in Valencia City, Bukidnon. Specifically, the first and second research objectives are both descriptive because they aimed to determine the level of customer perception on retail items in terms of product quality, product availability and product affordability, as well as the level of

customer satisfaction in terms of purchase experience, repurchase intention and recommendation. These factors focus on describing the existing conditions and practices of the respondents.

The correlation was used to examine the relationship between the variables in the study. The third research question, which asks whether there is a significant relationship between customer perception and customer satisfaction, it involves numerical data and statistical analysis. This study uses measurable data collected from the respondents to determine whether customer perception towards Korean and Japanese retail items significantly influences customer satisfaction. Therefore, this study is descriptive correlational approaches to both describe the variables and analyze the relationship between them.

Participants/Respondents

The respondents of the study consisted of Korean and Japanese surplus customers in Valencia City who were purchasing items at specific surplus retail stores during the data gathering to the following stores namely: AMAREY Japan Surplus, EZEN Premium Japan Surplus, Is Surplasan , PiaMia Japan Surplus, VALPER Japan Surplus, and lastly, Zean Japan Surplus. The total sample size is one-hundred fifty (150). There are six (6) Korean and Japanese surplus stores included in this study.

Data Gathering Procedures

The data gathering procedure was conducted in a systematic and organized manner. First, the researchers secured a formal approval from the research adviser and the letter of consent from the store managers of surplus retailed items in Valencia City, Bukidnon. Once approval is granted, the researchers identified the six Korean and Japanese surplus stores. After identifying the qualified respondents, the researchers personally administered the questionnaires to each of the customers who are purchasing in specific surplus stores. This personal administration allowed the researchers to clearly explain the purpose of the study, provide instructions, and address any questions or clarifications from the respondents. It also helps ensure the accuracy of responses and guarantees a 100% retrieval rate of the completed questionnaires. After all responses are collected, the researchers organized and prepare the data for analysis.

Statistical analysis

To determine the level of customer perception and customer satisfaction, the Weighted Mean was calculated for each indicator. The result of each average was interpreted using a four- point Likert scale. The Standard Deviation was employed to measure the consistency of responses and to identify the extent of variation among the participants' experiences. To examine the relationship between customer perception and customer satisfaction, the researcher used Pearson's r to present the results of the relationship on customer perception and customer satisfaction towards Korean and Japanese surplus retailed items among the one hundred fifty (150) respondents. The findings clearly interpreted and highlighted the relationships between the two variables of the study which are the customer satisfaction and customer perception.

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IV. RESULTS AND DISCUSSION

The table 1 shows the overall mean of 3.37 with a standard deviation of 0.68 is interpreted as Very Positive. This means that most respondents have a highly favorable perception regarding the quality of surplus products. The result also shows that respondents generally agree that surplus items are reliable, functional, and satisfactory in quality. The standard deviation further indicates that the responses of the respondents are closely related and consistent.

The result regarding the level of product quality indicates that the respondents of this study have a very high positive level of perception towards the surplus items. This finding suggest that the majority of the respondents believe that surplus retailed items are in good condition, dependable in quality and comparable to selected brand new products. Furthermore, the result has shown a common agreement among participants in regards to the positive quality and reliability of surplus items.

This finding is supported by the study of Araújo et al. (2022), where their emphasized that consumers' perception of product quality and safety significantly influences their attitudes and acceptance of product. In connection, respondents in the current study showed a positive perception toward surplus retailed items, considering them dependable in quality and comparable to selected brand-new products.

The statement "The surplus items I purchase are generally in satisfactory condition" obtained the highest mean of 3.44 with a standard deviation of 0.66, interpreted as Very Positive. This implies that respondents strongly believe that surplus products are still in good condition despite being previously owned or surplus items. Customers are satisfied with the physical condition and usability of the products they purchase from surplus stores.

This finding was supported by the study of Mahsyar and Surapati (2020), which stated that product quality has a positive and significant effect on customer satisfaction because customers become more satisfied when the quality of products meets their expectations.
On the other hand, the statement "The products demonstrate a reasonable level of durability despite prior use" obtained the lowest mean of 3.23 with a standard deviation of 0.68, interpreted as Positive.

This indicates that although respondents still agree that surplus products are durable, some customers may still have doubts regarding the long-term durability of previously used items. Customers may perceive that some surplus products can easily wear out compared to brand-new items.
This finding is supported by Wang (2017), who emphasized that customers are more likely to form positive perceptions when they believe that a product meets acceptable quality standards.

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Table 1. Respondent's Distribution on the level of Customer Perception as Regards to Product Quality

Statement	Mean	SD	Description	Interpretation
The surplus items I purchase are generally in satisfactory condition.	3.44	0.66	Strongly Agree	Very Positive
The products demonstrate a reasonable level of durability despite prior use.	3.23	0.68	Agree	Positive
The quality of surplus items aligns with my expectations.	3.29	0.70	Strongly Agree	Very Positive
I feel confident in the functional performance of the products I purchase.	3.35	0.68	Strongly Agree	Very Positive
Most items remain reliable and suitable for continued use.	3.39	0.67	Strongly Agree	Very Positive
The products exhibit minimal visible defects or damage.	3.38	0.68	Strongly Agree	Very Positive
Instances of defective items are relatively uncommon in my purchases.	3.35	0.68	Strongly Agree	Very Positive
The quality of surplus items is comparable to selected brand-new products.	3.42	0.68	Strongly Agree	Very Positive
I perceive Korean and Japanese surplus items as dependable in quality.	3.41	0.66	Strongly Agree	Very Positive
I am satisfied with the quality standards of surplus products.	3.41	0.70	Strongly Agree	Very Positive
Overall	3.37	0.68	Strongly Agree	Very Positive

Legend:
3.26 – 4.00 =Strongly Agree| Very Positive 2.51 – 3.25 = Agree| Positive 1.76 – 2.50 = Disagree| Negative 1. 00 – 1.75 = Strongly Disagree| Very Negative

The table 2 shows the level of customer perception in terms of product availability with an overall mean score of 3.29 (SD=.66) interpreted as very positive. The result shows that the respondents perceived the surplus items as available and are easily accessible to customers. The very positive perception indicates that the availability of the items meets customer demand and expectation.
The findings shows that respondents have a very positive perception in terms of product availability. It suggests that the store regularly has the items that the customer intend to purchase and has a variety of items available. This very positive perception implies that the availability of surplus items satisfies customer demand and expectations, which may contribute to customer convenience and purchasing confidence. It indicates that consumers do not view limited availability as a major issue,

suggesting that surplus retailers are able to maintain an adequate supply of products for their target market.

This finding is supported by Rajavi and Modaresi (2024), emphasizing that inventory levels positively influence consumer perceptions of brands, while product variety does not have a significant direct effect. In connection to the current study, the result found that respondents perceived surplus items positively in terms of availability, indicating that consistent product supply contributes to favorable consumer perception and satisfaction.

The indicator statement "The store provides sufficient options to accommodate different customers," has the highest mean score of 3.36 with the standard deviation of 0.69, interpreted as very positive. This indicates that the respondents strongly perceived that surplus stores offer a wide variety of retailed items that can accommodate the wide range of customer preferences and needs.

The finding highlights that the availability of diverse of product option plays an important role in enhancing customer perception. This indicates that respondents strongly perceive Japan and Korean surplus stores as providing a sufficient option that caters various preferences and needs of the customers. This result suggests that the product variety is the key strength of the store, as the customers feel that their needs and preferences are met.

These is supported by Richards et al. (2017) which found that the increasing product variety within a store may raise effort required to find products in store. However, they explain that the retailers often reduce this experience by offering deeper and better organize assortments to make it easier for customers to locate desired products.

This implies that greater product variety enhances overall shopping convenience and reduces the need for consumers to visit multiple stores. To relate this study, the positive perception of respondence regarding sufficient product options suggests that a wide variety of items contributes to improve customer experience and satisfaction in retail setting. The lowest mean score is 3.21 for the indicator statement "The store consistently provides the items I intend to purchase," with a standard deviation of 0.73 and interpreted as positive. Although the level of agreement is slightly lower compared to the other indicators, this still suggest that respondents generally agree that the store is able to supply the items they need. The result suggests that even customers perceived the store as capable in meeting their purchase intention, there may still be an occasional limitation in product availability or consistency. The finding implies that improving product consistency and ensuring a more stable supply of popular Japan and Korean surplus items may strengthen the customer perception.

These findings are supported by the study of Bendoly et al. (2018), where the authors emphasized that consistency in the supply chain plays an important role in customer demand and improvement in service performance to ensuring the availability of the items. Another relevant study of Zeng et al. (2019), also emphasized that with an effective inventory management, the retailers can maintain a stable product supply and respond effectively to a naturally changing customer demand.

The indicator with the statement "A diverse range of products is available within the store" has also the lowest mean score of 3.21 with a standard deviation of 0.60 and interpreted as positive. This shows that the respondents generally agree that there are a diverse range of products available in

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Japan and Korean surplus stores. Although this perception is positive, it is still slightly weaker as it has the lowest mean score compared to the other indicators in the table.

This implies that the store is still perceived as positive, offering a diverse range of Japan and Korean surplus items. However, there may be limitation especially in variety or selection that prevents from having a higher level of agreement among respondents. Findings suggests that improving the product assortment within the store could enhance the level of customer perception in terms of having a diverse range of items within the surplus stores.

A relevant study of Sweeney et al. (2023), revealed that increase in product variety in retail store may enhance sale as it can attract a broader number of customers, leading to higher number of purchases. The study further explained that the impact of product variety depends on the nature of product category, as well as the retailer's ability to efficiently manage the inventory.

Table 2. Respondent's Distribution on the level of Customer Perception as Regards to Product Availability

Statement	Mean	SD	Description	Interpretation
The store consistently provides the items I intend to purchase.	3.21	0.73	Agree	Positive
A diverse range of products is available within the store.	3.21	0.60	Agree	Positive
The store regularly replenishes its inventory.	3.24	0.63	Agree	Positive
I am able to locate products that correspond to my preferences.	3.29	0.66	Strongly Agree	Very Positive
The store offers a variety of brands and product categories.	3.32	0.61	Strongly Agree	Very Positive
Products are systematically arranged, facilitating ease of access.	3.35	0.67	Strongly Agree	Very Positive
I seldom leave the store without finding suitable items.	3.27	0.69	Strongly Agree	Very Positive
The availability of products adequately meets my needs.	3.35	0.61	Strongly Agree	Very Positive
Both common and distinctive items are accessible within the store.	3.33	0.66	Strongly Agree	Very Positive
The store provides sufficient options to accommodate different customers.	3.36	0.69	Strongly Agree	Very Positive
Overall	3.29	0.66	Strongly Agree	Very Positive

The table 3 shows the level of customer perception in terms of product affordability with an overall mean score of 3.29 with a standard deviation of 0.69 and interpreted as very positive. The table indicates that respondents have strong positive perception of Japan and Korean surplus items in terms of product affordability.

The result indicates that respondents hold a very positive perception on the affordability of Japan and Korean surplus retailed items. This suggests that customers consider the products to be reasonably priced and accessible within their financial capacity. The very positive response implies that the pricing of surplus items aligns well with consumer expectations and contributes to their willingness to consider or purchase these products.

This finding is supported by Niu et al. (2024), product price significantly influences consumer attitudes at different stages in terms of online shopping. Their study found that higher prices can initially create a positive perception because customers associate them with higher product quality during the add-to-cart stage. In connection to current study, the higher prices may lead to a negative attitude due to increased perception of monetary sacrifice.

The statement "Purchasing surplus items allows me to manage my expenses effectively," with the mean score of 3.33 with the standard deviation of 0.67 interpreted as very positive. With the highest mean score, this indicates that respondents strongly perceived that buying surplus items allows them to better control and manage their expenses.

The finding highlights that customers strongly perceived surplus retailed items not only for product availability but also for affordability and better financial management among the customers. Customers view surplus retailed items as effective option to allow customers to save money while they are still purchasing the item they needed.

The findings support the study of Kasmad (2022), emphasized that the competitive and affordable prices can influence the increase of consumers purchasing decisions. In the relation in this current study, the high level of perception of respondents suggests that affordability is an important factor in shaping customer perception in Japan and Korean surplus retailed items.

The indicator with a statement "The cost of products significantly affects my decision to purchase," also obtained a mean score of 3.33 with a standard deviation of 0.73 and interpreted as very positive. This implies that one of the factors affecting purchase decision is the cost of the products. The result also implies that the cost is a major consideration in purchasing behavior of consumers of the surplus retailed items.

This finding supports the study of Cakranegaraet al. (2022), emphasized that product pricing can significantly affect the consumer purchasing interest. Their study revealed that appropriate pricing strategies can influence the buying behavior of the consumers by increasing perceived affordability and value.

The indicator with a statement "The pricing of products is reasonable in relation to their quality," obtained a lowest mean score of 3.21 with a standard deviation of 0.68 interpreted as positive. This implies that respondents agree that Japan and Korean retailed items have reasonable price in relation to the quality of the items, although this indicator obtained a lowest means score it is still interpreted as positive.

The findings suggest that while customers still view the products as affordable with a fair price, some respondents may have less positive perception regarding the price and the quality of the item. The customers may not fully convince that the quality matches the price of the product or item's quality.

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Table 3. Respondent's Distribution on the level of Customer Perception as Regards to Product Affordability

Statement	Mean	SD	Description	Interpretation
Surplus items are priced lower compared to those in regular retail stores.	3.22	0.61	Agree	Positive
The pricing of products is reasonable in relation to their quality.	3.21	0.68	Agree	Positive
I perceive surplus items as offering good value for money.	3.27	0.67	Strongly Agree	Very Positive
Price reductions and discounts influence my purchasing decisions.	3.28	0.68	Strongly Agree	Very Positive
Purchasing surplus items allows me to manage my expenses effectively.	3.30	0.75	Strongly Agree	Very Positive
The pricing of products is generally within my financial capacity.	3.33	0.67	Strongly Agree	Very Positive
I am satisfied with the affordability of surplus items.	3.32	0.72	Strongly Agree	Very Positive
The cost of products significantly affects my decision to purchase.	3.33	0.73	Strongly Agree	Very Positive
The price of items is justified by their condition and usability.	3.31	0.69	Strongly Agree	Very Positive
Affordability is a primary reason for my preference for surplus stores.	3.27	0.74	Strongly Agree	Very Positive
Overall	3.29	0.69	Strongly Agree	Very Positive

This supports the study of Ahmed et al. (2023), found that the perceived price fairness and service quality can influence consumer satisfaction and loyalty. Their study highlights that the evaluation of consumers in price fairness is related to how they perceive service or product quality that affects satisfaction.

Table 4 shows the overall mean of 3.25 with a standard deviation of 0.67 is interpreted as"Satisfied." This means that respondents are generally satisfied with their shopping experience in surplus stores. The findings indicate that customers enjoy shopping in the store and appreciate the services and environment provided.

The results indicates that the respondents are satisfied with their shopping experience towards surplus stores. The findings implies that store are able to provide a good services, environment and overall shopping experience. This implies that the store is able to meet customer expectations that provides a pleasant and acceptable shopping experience.

This result is supported by Sharma et al. (2025), emphasizes that when customers encounter a well-organized store with available products and enhanced shopping experiences, they are more likely to develop positive perceptions and proceed with their purchase decisions.

The statements "I find the experience of shopping for surplus items to be enjoyable" obtained the highest mean of 3.38 with a standard deviation of 0.68, interpreted as "Highly Satisfied."

This implies that customers enjoy the shopping experience in surplus stores because of the excitement of finding affordable and unique items. The enjoyable shopping environment contributes positively to customer satisfaction and encourages repeat visits.

This finding is supported by Zhang et al. (2023), who stated that customers value enjoyable and practical shopping experiences, and positive experiences increase customer loyalty and satisfaction.

Meanwhile, the statement "Store personnel are approachable and provide adequate assistance" obtained the lowest mean of 3.14 with a standard deviation of 0.66, interpreted as "Satisfied."

This indicates that although respondents are satisfied with the assistance provided by store personnel, there is still room for improvement in customer service and employee responsiveness.

This finding is supported by Dewi and Praswati (2023), who found that service quality positively influences customer satisfaction because customers value quality service and support from employees.

Table 4. Respondent's Distribution on the level of Customer Satisfaction as Regards to Purchase Experience

Statement	Mean	SD	Description	Interpretation
I find the experience of shopping for surplus items to be enjoyable.	3.38	0.68	Strongly Agree	Highly Satisfied
The store environment is comfortable and conducive to shopping.	3.30	0.63	Strongly Agree	Highly Satisfied
The layout of the store facilitates a convenient shopping experience.	3.21	0.70	Agree	Satisfied
Store personnel are approachable and provide adequate assistance.	3.14	0.66	Agree	Satisfied
The purchasing process is efficient and free from unnecessary difficulty.	3.17	0.68	Agree	Satisfied
I feel at ease while browsing the available products.	3.17	0.66	Agree	Satisfied

Assistance is readily available when needed.	3.21	0.67	Agree	Satisfied
The store maintains a clean and well-organized environment.	3.27	0.64	Strongly Agree	Highly Satisfied
Customer concerns are addressed in a timely and appropriate manner.	3.30	0.70	Strongly Agree	Highly Satisfied
I am satisfied with my shopping experience in the store.	3.30	0.67	Strongly Agree	Highly Satisfied
Overall	3.25	0.67	Agree	Satisfied

Legend:
3.26 – 4.00 =Strongly Agree| Very Positive 2.51 – 3.25 = Agree| Positive 1.76 – 2.50 = Disagree| Negative 1. 00 – 1.75 = Strongly Disagree| Very Negative

Table 5 presents the level of customer satisfaction in terms of repurchase intention with an overall mean score of 3.17 with a standard deviation of 0.70 interpreted as satisfied. This indicates that respondents have a positive purchasing trend towards repurchasing Japan and Korean surplus retailed items even that this level of agreement is moderately satisfied it still obtained a satisfactory level.

The result indicates that respondents have a satisfied level of repurchase intention towards Korean and Japan surplus retailed items. The finding implies that surplus items meet the customer expectations sufficiently encouraging repeat purchasing behavior. The moderately satisfied rating also indicates that while customers are willing to repurchase, there are still be areas for improvement to further strengthen loyalty and increase a stronger repurchase intention in the future.

The result is supported by Ahn et al. (2025), states that both customer satisfaction and trust are key factors that lead to repurchase intention, with satisfaction having a stronger influence. This means that even if the service quality is good, customers are more likely to return only when they feel satisfied and trust the seller

The statement “I intend to purchase surplus items again in the future,” got the highest mean score of 3.25 and interpreted as satisfied. This indicates that respondents have a positive intention to continue purchasing Korean and Japanese surplus products in the future.

The result suggests that among indicators of the repurchase intention, customers are more confident in their willingness to buy again, it reflects an overall experience with the items. Although the score is moderately high it's still a positive repurchase inclination, this implies that customers aren't just satisfied with a one-time bargain, they have integrated the surplus items shopping habit into their future consumer behavior.

The findings support the study of Chatzoglou et al. (2022), which they found that customer satisfaction, perceived value, and customer loyalty significantly influence repurchase intention among retail consumers.

The lowest mean score is 3.06 with a standard deviation of 0.71 obtained by the indicator “I plan to continue buying Korean and Japanese surplus items,” interpreted as satisfied. This suggests that

although customers are generally willing to repurchase, some respondents may still consider other factors before consistently buying surplus items again.

The result implies that customers are satisfied with Japan and Korean surplus items. Consumers purchasing commitment may still be influenced by the factors such as product availability, quality consistency, price, or changing preferences. Even the statement indicator received the lowest mean score, the interpretation still obtained a satisfied level. This means that respondents still demonstrate an intention to continue purchasing surplus items, it reflects an overall favorable perception of the items and the store.

This finding is supported by Fan et al. (2025), Their study revealed that customer satisfaction plays a significant mediating role between intrinsic quality, perceptual quality, and brand equity, and customers repurchase intention.

Table 5. Respondent's Distribution on the level of Customer Satisfaction as Regards to Repurchase Intention

Statement	Mean	SD	Description	Interpretation
I intend to purchase surplus items again in the future.	3.25	0.65	Agree	Satisfied
I am likely to revisit this store for future purchases.	3.20	0.62	Agree	Satisfied
I prefer purchasing from surplus stores over conventional retail outlets.	3.15	0.70	Agree	Satisfied
I plan to continue buying Korean and Japanese surplus items.	3.06	0.71	Agree	Satisfied
My previous experiences motivate me to return to this store.	3.07	0.75	Agree	Satisfied
This store is among my preferred choices for purchasing such items.	3.17	0.72	Agree	Satisfied
I anticipate visiting this store on a regular basis.	3.15	0.74	Agree	Satisfied
I am willing to spend time exploring products in this store.	3.23	0.72	Agree	Satisfied
I feel confident in making future purchases from this store.	3.21	0.70	Agree	Satisfied
I demonstrate a strong intention to engage in repeat purchasing.	3.19	0.69	Agree	Satisfied
Overall	3.17	0.70	Agree	Satisfied

Legend:

3.26 – 4.00 =Strongly Agree| Very Positive 2.51 – 3.25 = Agree| Positive 1.76 – 2.50 = Disagree| Negative 1. 00 – 1.75 = Strongly Disagree| Very Negative

Table 6 shows the level of customer satisfaction in terms of recommendation obtained an overall mean of 3.23 with the standard deviation of 0.76 and interpreted as satisfied. This suggests that customers have positive perception of the store and are willing to share their good experience with other people.

The result indicate that the respondents have a positive level of satisfaction in terms of recommendation. The finding implies that the store is able to meet customer expectations in terms of products, services, and overall shopping experience, leading to favorable word-of-mouth intention. The willingness of customers to recommend the store indicates a level of trust and satisfaction that can contribute to attracting new customers and strengthening the store's reputation in the market.

This result is supported by the study of Jin et al. (2024) found that the strength of social ties, such as recommendations from friends or acquaintances, significantly affects purchase intention. Stronger social connections tend to increase trust and positively influence decisions, while weaker ties require more cognitive processing from consumers. The study also revealed that similarity between the recommender and the customer, as well as emotional reactions to the product, further shape purchasing behavior. Social recommendations also play an important role in influencing consumer purchase decisions because if consumers receive trusted recommendations and can easily access the recommended products, they are more likely to feel confident and proceed with their purchase decisions.

The highest mean score obtained is 3.34 with a standard deviation of 0.71, interpreted as highly satisfied with a statement "I would recommend this store to others". This indicates that respondents strongly agree with recommending the surplus store to other people.

The result implies that customers are highly satisfied with their shopping experience that makes them confident in recommending the stores to others. This willingness to recommend may be influenced by factors like good product quality affordable pricing and positive customer service experiences. The finding suggests that surplus store has created favorable impressions that encourage positive word of mouth among consumers.

The study of Izogo (2016), reveal that customers satisfaction and trust have a significant influence to consumer's willingness to recommend and repurchase intent.

The statement indicator, "I feel confident endorsing this store to potential customers," has obtained the lowest mean score of 3.11, with a standard deviation of 0.77 and interpreted as satisfied. Although this is still interpreted as satisfied, it receives the lowest rating among indicators.

Result suggest that even customers are generally satisfied with the store, some may require a stronger assurance before they confidently endorsing the store to others. In this hesitation, it may be influenced by personal expectation, personal experiences, or concerns regarding product consistency, and customer service. However, the result still indicates that the respondents have a good perception of the store and somewhat willing to recommend it to potential customers.

The findings are supported by Gilal et al. (2021), who emphasized that endorsement behavior is influenced by trustworthiness, credibility, and perceive assurance. The study highlighted that when

customers perceive lower confidence or inconsistent experiences, they're willingness to actively endorse a brand or store me weaken.

Table 6. Respondent's Distribution on the level of Customer Satisfaction as Regards to Recommendation

Statement	Mean	SD	Description	Interpretation
I would recommend this store to others.	3.34	0.69	Strongly Agree	Highly Satisfied
I am willing to suggest surplus shopping to my peers or family members.	3.25	0.65	Agree	Satisfied
I am inclined to share my positive experiences with others.	3.19	0.72	Agree	Satisfied
I encourage others to consider purchasing surplus products.	3.27	0.71	Strongly Agree	Highly Satisfied
I feel confident endorsing this store to potential customers.	3.11	0.77	Agree	Satisfied
I frequently speak positively about this store to others.	3.23	0.76	Agree	Satisfied
I would recommend this store based on its product quality and pricing.	3.23	0.78	Agree	Satisfied
I believe others would benefit from shopping in this store.	3.25	0.76	Agree	Satisfied
I am willing to promote this store through personal recommendations.	3.25	0.87	Agree	Satisfied
I am comfortable recommending surplus items offered by this store.	3.18	0.86	Agree	Satisfied
Overall	3.23	0.76	Agree	Satisfied

Legend:
3.26 – 4.00 =Strongly Agree| Very Positive 2.51 – 3.25 = Agree| Positive 1.76 – 2.50 = Disagree| Negative 1. 00 – 1.75 = Strongly Disagree| Very Negative

Table 7 shows the correlation between customer perception and customer satisfaction. Customer perception has an indicator of product quality, product affordability, and product availability while the customer satisfaction indicators such as purchase experience, repurchase intention, and recommendation. The result shows that all computed correlation values are positive and significant at the 0.05 level. It indicates that customer perception has a significant relationship with the customer satisfaction.

This means that as respondents perceive the product to be of good quality, affordable, and available, their satisfaction in terms of purchase experience, intention to repurchase, and the willingness to recommend the store also increases.

This study is supported by the study of Dewi and Praswati (2023), implies that customer perception particularly in terms of value and quality and can lead to higher satisfaction when supported by trust. In terms of surplus retail items, their study suggests that when customers perceive products as valuable, affordable, and of acceptable quality, they are more likely to feel satisfied.

The highest correlation is identified in the table between product quality and purchase experience with an r-value of 0.68 and a p-value of <.05, interpreted as significant. This indicates a strong positive relationship between the variables, it means that the respondents who perceive the product as high quality or more likely to have a satisfying purchase experience.

The findings imply that product qualities is one of the factors that mostly influence the customers satisfaction, particularly in terms of purchase experience. As a result, maintaining standard items can help the store strengthen the customer trust and encourage repurchase intention and improve overall satisfaction of the customers.

This result is supported by the study of Tunahan and Kutlu (2023), which revealed that experience product quality can positively influences customer satisfaction and loyalty. Similar to the current study it found a strong positive relationship between product quality and purchase experience, indicating that customers who perceive the surplus items as high quality are more likely to have a satisfying purchase experience.

The lowest correlation in the table is between product affordability and recommendation with an r-value of 0.45 and a p-value of <.05 and still interpreted as significance although it has the lowest correlation.

This indicates a moderate positive relationship between the variables and this suggest that even affordability can influence customers willingness to recommend the store, its effect is still weaker compared to the other customer perception factors as it obtained the lowest correlation value. The result shows that before recommending the stores to others, customers may consider other aspects like product quality and shopping experience.

This finding supported by the study of Chun (2020), It explains how price or affordability contributes to customers willingness to recommend the business. Although their study is all about food industry, the findings of their studies relevant to this current study which they found that price can positively influence customer satisfaction and recommendation behavior.

Table 7. Correlation Between Customer Perception and Customer Satisfaction

Variables	Purchase Experience		Int	Repurchase Intention		Int	Recommendation		Int
	r-value	p-value		r-value	p-value		r-value	p-value	

Product Quality	.684**	<.05	S	.492*	<.05	S	.506*	<.05	S
Product Affordability	.637**	<.05	S	.469*	<.05	S	.451*	<.05	S
Product Availability	.592*	<.05	S	.495*	<.05	S	.479*	<.05	S

*. Correlation is significant at the 0.05 level (two-tailed)

**. Correlation is significant at the 0.01 level (two-tailed)

The result presented in table 8 indicate that there is a significant relationship between customer perception and customer satisfaction. The overall computed r-value of 0.713 shows a strong positive correlation, that means as customer perception improves, customer satisfaction also increases. This suggest that customers who have good perceptions about the product quality, availability and affordability, are most likely to experience higher levels of satisfaction. Meanwhile, a p-value of 0.001 is lower than standard significance level of 0.05, it indicates that the relationship is statistically significant. Therefore, the null hypothesis is rejected. This result confirms that customer perception has a meaningful influence on customer satisfaction.

The findings imply that improving the factors that shape customer perception such as product quality, availability, and affordability can positively enhance the customer satisfaction especially in terms of purchase experience, repurchase intention, and recommendation. Surplus store owners should focus on strengthening a positive customers perception to build a stronger satisfaction level in regards to purchase experience, repurchase intention, and recommendation.

The study of Bupu et al. (2023), found that the customer relationship management has a significant influence to customer satisfaction through the mediating roles of customer perception and service quality. Their finding suggest that customer perception has a stronger role in shaping satisfaction as customers develop satisfaction based on how they perceive the value and quality of their experience.

Table 8. Customer Perception*Customer Satisfaction

Variables		r-value	p-value	Decision on H_0	Interpretation
Customer Perception	Customer Satisfaction	0.713**	0.001	Reject H_0	Significant

*. Correlation is significant at the 0.05 level (two-tailed)

**. Correlation is significant at the 0.01 level (two-tailed)

V. CONCLUSION

Based on the findings of the study, it is concluded that Japanese and Korean surplus retailed items have successfully established a positive image among consumers even though traditional perception of second-hand goods is having a lower value. The generally very positive customer perception in regards of product quality, availability, and affordability indicates that the respondents view the

surplus items as closely worthwhile alternative to brand new products. This high level of perception is reflected in the customer satisfaction, which suggest that surplus items are able to meet customer expectation and encourage a positive customer's intentions such as a repeat purchase and willingness to recommend.

The study also concludes that among different factors that influence a customer perception, product quality please a significant role in shipping the overall purchase experience of consumers. The significant relationship between product quality and purchase experience highlights that consumers are not solely motivated by low prices, but also depends on the condition, durability, reliability, and usability of the product that the customers intend to purchase. Lastly, the study concludes that the long-term success of Japanese and Korean surplus retail stores depends on their ability to consistently maintain their product or items quality also ensuring affordability and availability. Although the competitive pricing and accessible product option may help attract customers, it is the assurance of quality that strengthens trust, satisfaction, and loyalty. Therefore, the sustained attention to quality control and product standards is very essential in building a strong and competitive position towards the surplus retail market.

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