

Study On Factors Influencing Mini Market Purchasing Decisions

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ABSTRACT

This study aims to analyse the factors that influence a person's purchasing decision at Alfamart in Semarang City. Increasingly fierce competition in modern retail requires companies to strengthen brand factors to retain customers. The method used is a quantitative approach. Data were collected through questionnaires distributed to Alfamart consumers in Semarang City using a purposive sampling technique. The results show that brand image, brand awareness, and brand trust each influence purchasing decisions, both partially and simultaneously. The influence of these three factors on purchasing decisions is 80.6%. This finding emphasizes the importance of strengthening brand image and trust in improving purchasing decisions.

INTRODUCTION

The increasingly advanced era is something that cannot be avoided. The development of retail businesses in Indonesia is experiencing very rapid growth and continues to innovate. The presence of these retailers makes shopping easier for people because of very strategic access to the surrounding community. Designed very differently from traditional markets to attract the attention of consumers, such as the arrangement of products on neatly arranged shelves, a wide variety of products, a practical payment system with a cashier system, the presence of employee greetings with neat uniforms, and comfortable air-conditioned rooms. Minimarkets are designed in such a way to provide consumer appeal (Merk et al. 2023). Guaranteed authenticity of goods, ease of bank payments, and others, which make consumers feel more comfortable and easy when shopping (Agustin, Puspitasari, and Putri 2024).

The current development of the retail business, especially in Indonesia, can be said to be highly competitive (Aset 2025). The minimarket model has mushroomed in society, meeting consumer needs. The increasing number of minimarkets has resulted in traditional traders (grocery traders) who sell similar food and beverage products to minimarkets becoming increasingly anxious because the businesses they have pioneered are threatened with bankruptcy. This is because consumers prefer shopping at minimarkets, in addition to clean premises and satisfactory service, as well as affordable prices (Di et al. 2023), ranging from a complete product range to e-payment support. In facing competition in the retail industry, several strategies are used, including selecting locations that reach the community, promotions, pricing and products, opening some outlets 24 hours, facilitating non-cash payments, and so on. Various strategies are implemented by companies to compete with other companies, such as setting lower prices and the same can lead to customer satisfaction. For retail businesses such as minimarkets, the crucial thing is how to set prices that are appropriate, affordable to the community, and not detrimental to the company.

One business that continues to provide food and other necessities is the retail business. Modern retail is starting to thrive in Indonesia. The entry of modern retail businesses shows that this business is very profitable. In the last decade, with the proliferation of shopping centers in large cities, modern retail companies such as hypermarkets, supermarkets, and minimarkets have begun to emerge. Currently, modern retail businesses have begun to penetrate smaller towns, especially supermarkets and minimarkets. Currently, given the location of many residential areas in these areas, suburban retail businesses are growing rapidly. Consumers are now starting to abandon supermarkets and use minimarkets instead.

Minimarkets, such as Alfamart, are among the most developed and well-known markets today (Sundari et al., 2022). Along with other emerging similar businesses, such as small markets and grocery stores, Indomaret is currently Alfamart's biggest competitor (P. R. Konsumen et al., 2024). According to Muinah, Agus, & M, 2022, the presence of modern minimarkets like Alfamart has changed the retail landscape in Indonesia (Utomo et al., 2024).

In the trade industry, if a company fails to compile data into a business strategy, it will fail to compete with other companies (Utomo et al., 2024). Alfamart is a retail business that provides basic necessities and daily needs. Competition among retail businesses is intensifying due to the growing number of entrepreneurs opening similar businesses. Companies are also constantly racing to satisfy customers, requiring them to look far ahead to identify customer needs and desires and interpret every changing situation as a business opportunity. Service providers must be able to see customer needs and be able to improve services to the community. (Marketing and Towards 2023).

Alfamart must be able to provide a complete range of products and brands, so that consumers feel attracted and loyal to shopping at Alfamart, because it will be easier for consumers to find daily necessities compared to consumers having to go elsewhere (Gajah and Batam 2022). Minimarkets need to strive for good customer service, good aesthetics, and positive brand perception among the general public to compete. One of the personal characteristics of consumers that is used to stimulate the purchasing process is the desire to be encouraged by them when making a purchase. When making choices about what to buy, consumers or consumers consider factors such as brand image, brand awareness, brand trust, and consumer response

THEORETICAL FRAMEWORK

According to Ni Nyoman Kusuma Aditya Dewi (2017), citing Kotler (2008), brand image is the perception and belief held in the minds of consumers, reflecting associations stored in their memories. Brand image is the impression that arises in consumers' minds when they think of a particular brand (Calvianto, Mince, and Helba 2024). A good brand image for a product or service can increase consumer trust in that product or service, thus encouraging a desire to learn more, remember, and pay special attention to that particular product or service (Indiani et al. 2022). Shimp (2003) states that brand image can be considered a type of association that arises when potential consumers are asked to name and understand a particular brand (Image, Awareness, and Loyalty 2024).

Brand image is the perception of a product's value that a company provides to customers, reflecting the beliefs that are formed and embedded in the minds of customers regarding a particular brand (Megasari Manik and Siregar 2022). Brand image influences each consumer's perception, leading to a positive impression of the brand because today's society is highly selective in choosing brands that suit their needs. (Maghfiroh 2016).

Brand image is one factor that can influence whether potential consumers like or dislike purchasing at Alfamart. Another factor influencing purchasing decisions is brand image. Having a strong brand image is essential for every company (Management 2018). A better brand image will foster a positive attitude towards selling products at Alfamart.

Darmadi et al. (2001) stated that the ability of potential buyers to recognize and remember a brand as part of the products associated with that brand is an illustration of brand awareness. Furthermore, according to Indiani et al. (2022), awareness is the ability of potential buyers to recognize or remember a brand as

part of a category, thereby fostering trust at a certain level. Fadhlurrahman et al. (2023) also stated that the ease with which consumers understand and remember a brand in detail, which leads to purchasing decisions, is a reflection of brand awareness.

Brand awareness can enhance purchasing decisions because the brand becomes a consideration for consumers, and can even become a serious consideration due to a strong level of awareness (Graciola 2020). Shimp (2010) argues that brand awareness is the ability of a brand to come to mind when consumers think of a particular product category and how easily the name is remembered. Furthermore, brand awareness is a fundamental dimension of brand equity (Megasari Manik and Siregar 2022).

Brand awareness influences purchasing decisions. This means that the higher the level of brand awareness, the greater the consumer's willingness to recognize a product, which, in turn, influences their purchasing decisions at Alfamart. One factor influencing purchasing decisions is brand awareness. Calvianto et al. (2024) provide an overview of brand awareness, which is the ability of consumers to identify a brand under various conditions.

Brand trust is a consumer's belief in a particular product, which they perceive as delivering on its promised value and demonstrating positive brand interactions that prioritize consumer interests (Calvianto, Mince, and Helba 2024). According to Arikunto (2018:56), brand trust is a consumer's belief that a product possesses certain attributes. This belief stems from repeated viewing and the learning and experience gained (Kurnia 2023). Brand trust is a factor influencing consumer purchasing decisions. Consumers will purchase a product when they feel trust and confidence in the product.

Brand trust is defined as the sense of comfort customers experience when interacting with a brand, with the perception that the brand is reliable and cares about its customers' well-being (Angelina and Supriyono 2024). Brand trust, or belief in a brand, has another important role, namely that in the long term it will build a relationship between the brand and consumers (Nurlita and Arsyad 2025).

Brand trust is one of the factors influencing consumer purchasing decisions. Consumers will purchase a product when they feel trust and confidence in the product (Calvianto, Mince, and Helba 2024). Brand trust influences purchasing decisions. This suggests that increasing consumer brand trust in Alfamart will increase their likelihood of purchasing products there. Based on previous theoretical and research studies, the conceptual framework for this research is as follows:

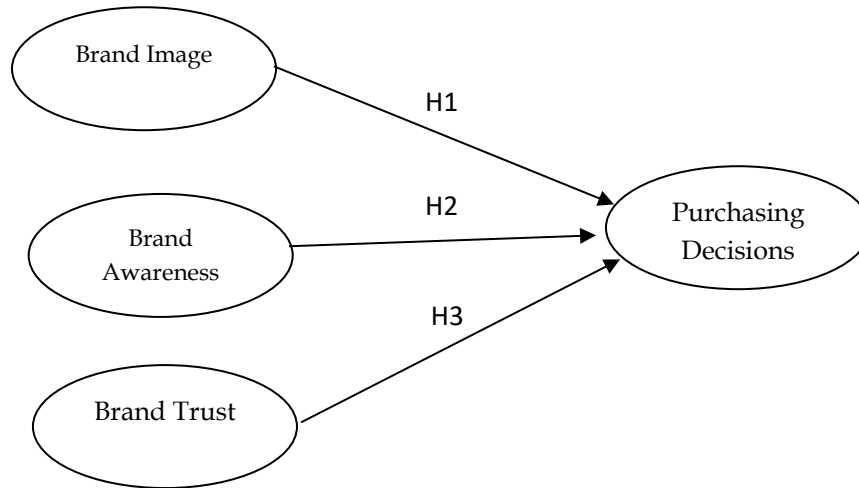


Figure 1. Research Model Developed

METHODS

The method approach used in this research is the quantitative research method. This type of research utilizes multiple linear regression techniques with SPSS analysis tools. (Adolph, 2016) states that quantitative research methods refer to a phenomenon or reality that is currently occurring, or can be useful for researching populations and samples. Quantitative research typically collects data using questionnaires and analyzes the data using statistics, with the aim of analyzing and testing hypotheses.

The exact population size in this study is unknown; it is all Alfamart consumers in Semarang. According to Sugiyono (2014) in Purwaningsih et al., 2024, a sample is a portion of a population whose characteristics will be studied and considered representative of the entire population. The sample size in this study was 109 respondents.

RESULTS

In determining the partial level of significance of the independent variable against the dependent variable, the T-test is used. A significance value < 0.05 or a calculated t-value $>$ the t-table value indicates that the independent variable has an effect on the dependent variable. The t-table value for this study, with a sample size of 109 and 4 variables, was obtained through the percentage of t-distribution points. The t-table value was 1.985. The results of the t-test in this study are presented in the following table.

Variable	t value	Sig	Results
Brand Image	2.843	.048	Supported
Brand Awareness	6.742	.000	Supported
Brand Trust	4.506	.000	Supported

Table 1. T-Test Result

Source: Processed Primary Data, 2025

Based on the t-test results above, the following results were obtained:

1. The significance level of Brand Image on Purchase Decisions is 0.048, less than 0.05, with a calculated t-value of 2.843, which is greater than the t-

value of 1.985. These results indicate that the first hypothesis is accepted, meaning that Brand Image influences Purchase Decisions.

2. The significance level of Brand Awareness on Purchase Decisions is 0.000, less than 0.05, with a calculated t-value of 6.742, which is greater than the t-value of 1.985. These results indicate that the second hypothesis is accepted, meaning that Brand Awareness influences Purchase Decisions.
3. The significance level of Brand Trust on Purchase Decisions is 0.000, less than 0.05, with a calculated t-value of 4.506, which is greater than the t-value of 1.985. Therefore, the third hypothesis is accepted, meaning that Brand Trust influences Purchase Decisions.

DISCUSSION

Based on the analysis results, the first hypothesis is accepted. This indicates that brand image influences purchasing decisions at Alfamart in Semarang City.

These results can be concluded that Brand Image has effect in increasing consumer Purchasing Decisions at Alfamart in Semarang City. Alfamart's positive brand image, such as its ability to meet consumer needs, image consistency, and uniqueness compared to other retailers, makes consumers more confident in making shopping choices. This condition encourages consumers to choose Alfamart when making purchases, feel satisfied after shopping, and have the desire to make repeat purchases. Thus, the better the brand image that Alfamart has, the stronger the consumer's purchasing decision towards Alfamart. These results are in line with Widiya, T. (2024) who showed that brand image has a significant effect on purchasing decisions. Nasyeh, M. A. (2023) also showed that there is an influence of brand image on purchasing decisions. In addition, Rahmawati, D. (2022) also showed that brand image has a positive and significant effect on purchasing decisions.

Based on the analysis results, the second hypothesis is accepted. This indicates that brand awareness influences purchasing decisions at Alfamart in Semarang City.

These results can be concluded that Brand Awareness has a very strong influence on Alfamart Purchasing Decisions in Semarang City. The high level of consumer awareness of Alfamart, such as the ease of remembering the brand, recognizing the logo and store characteristics, and placing Alfamart as the main choice when shopping for daily needs, encourages consumers to be more confident in making purchasing decisions. Thus, the higher the brand awareness that Alfamart has, the greater the tendency of consumers to choose and make purchases at Alfamart. These results are in line with Adriyanto, H. (2023) who showed that there is an influence between brand awareness and purchasing decisions. Putri, D. A. (2025) also showed that brand awareness has a positive and significant effect on purchasing decisions. In addition, Irfanudin, A. M. (2022) also showed that brand awareness has a positive and significant effect on purchasing decisions.

Based on the analysis results, the third hypothesis is accepted. This indicates that brand trust influences purchasing decisions at Alfamart in Semarang City.

These results can be concluded that Brand Trust plays an important role in improving consumer Purchasing Decisions at Alfamart in Semarang City. Consumer trust in Alfamart, which is reflected in confidence in product quality, store reliability in meeting daily needs, honesty of information, and a sense of security when shopping, makes consumers more confident in making purchasing choices. Thus, the higher the level of brand trust that Alfamart has, the greater the tendency of consumers to make purchases at Alfamart. These results are in line with Nadirah, S. (2025) who showed that brand trust has a positive and significant effect on purchasing decisions. Andriani, P. (2024) also showed that brand trust has a significant effect on purchasing decisions. In addition, Ramandha, S. (2023) also showed that brand trust has a significant effect on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis conducted, it can be concluded as follows: (1) Brand Image influences Alfamart Purchasing Decisions in Semarang City. This shows that a positive brand image can increase consumer confidence in choosing Alfamart. (2) Brand Awareness influences Alfamart Purchasing Decisions in Semarang City. This shows that a high level of brand awareness encourages consumers to choose Alfamart when shopping. (3) Brand Trust influences Alfamart Purchasing Decisions in Semarang City. This shows that consumer trust in Alfamart increases the likelihood of consumers making purchases.

FURTHER STUDY

The recommendations that can be given are that Alfamart is advised to strengthen its brand image by increasing the consistency of its visual identity, emphasizing its uniqueness compared to competitors, and strengthening brand communication that emphasizes value, convenience, and closeness to consumer needs, so that the brand image can have a greater influence on future purchasing decisions. While the suggestions for further research are that further researchers are advised to add other variables that have the potential to influence purchasing decisions such as price, service quality, promotion, and customer experience, as well as expanding the objects and number of respondents so that the research results are more comprehensive and can be generalized more widely.

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