

# Exploring Factors Influencing Consumer Purchase Intentions at Indomaret Minimarkets in Surakarta City

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## ARTICLE INFO

### Article history:

Received Sep 25, 2024

Revised Oct 09, 2024

Accepted Oct 19, 2024

### Keywords:

Price  
Promotion  
Service Quality  
Product  
Location  
Customer Buying Interest

## ABSTRACT

The study investigates factors influencing consumer buying interest, focusing on emotions and sentiments. It aims to provide empirical evidence regarding the impact of price, promotion, service quality, products, and location on consumer buying interest at Indomaret stores in Surakarta. The research sampled 150 Indomaret visitors in Surakarta and employs multiple regression analysis to analyze the data. Results indicate that price, promotion, product quality, service quality, and location each individually and collectively significantly influence consumer buying interest.

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## 1. INTRODUCTION

Economic development is crucial for fostering a fair and prosperous society. Indonesia has seen rapid economic growth and progress in recent years. The retail and shopping center sectors have particularly flourished, making substantial contributions to Indonesia's economic recovery.

For a company to succeed in competition, it must strive to achieve the goal of creating and retaining consumers by cultivating a positive image in their eyes, ultimately fostering sustainable loyalty. This is accomplished through efforts to consistently produce and deliver goods and services that meet consumer needs. The decision-making process of consumers regarding where to shop is influenced by various attributes of companies, including price, promotion, service quality, products, and location. This interaction between a retailer's marketing strategy and the individual and situational characteristics of the buyer plays a crucial role in shaping consumer buying interest and behavior.

Retailers use advertising and promotions to influence consumer behavior. Buyer characteristics affect their perception of shopping locations, influencing their choices and brand preferences. Satisfactory past experiences often lead to habitual shopping patterns unless circumstances change. Consumer choice of shopping destinations depends on both their own characteristics and the attributes of the locations.

Minimarkets are rapidly growing retail businesses, expanding with comprehensive facilities. Their success hinges on offering a wide range of daily products that are both high-quality and affordable, catering especially to middle-income consumers.

Indomaret holds the largest franchise network of minimarkets in Indonesia, spanning across Java, Bali, Lombok, Sumatra, Sulawesi, Ambon, NTB, and Kalimantan. Positioned strategically in

residential and commercial areas, offices, shopping centers, apartments, hospitals, gas stations, airports, ports, train stations, and tourist destinations, Indomaret is easily accessible to the community. This research aims to gather empirical evidence on the influence of price, promotion, service quality, products, and location on consumer buying interest at Indomaret in Surakarta, both individually and collectively.

### **Retail Marketing**

The term "retail" originates from the French word *retailier*, meaning to cut or break something. It evolved to signify the sale of goods from large quantities, such as dozens or packs, to individual units. Retail meets consumer demand by providing goods and services in desired quantities, at specific times and locations, eliminating the need for storage. Retail business encompasses activities focused on selling goods or services directly to end consumers for personal, non-business use.

### **Modern Market**

The modern market is characterized by trading goods at competitive prices alongside dedicated services. These markets are typically situated in malls, plazas, and other contemporary locations. Modern outlets, also known as modern markets, first emerged in Jakarta in the early 1960s. Modernization in this context involves organizing goods according to consumer needs, grouping them in sections that are easily accessible to buyers. Other features include air-conditioned environments and professional sales staff. The proliferation of modern outlets expanded significantly in the 1970s, with supermarkets gaining popularity. The concept of one-stop shopping gained traction in the 1980s, gradually evolving into shopping centers. Modern consumers increasingly favor these outlets, including minimarkets ranging from 50 to 200 square meters in size.

### **Retail Management Strategy**

Retail strategy encompasses defining the target market, specifying the goods and services offered, and establishing competitive advantages over rivals in the long term. Key components of retail strategy include market strategy, financial strategy, location strategy, organizational structure, and human resources. These elements collectively shape how a retailer positions itself and competes effectively in the market..

Successful retail operations must effectively cater to customer needs within market segments where they outperform competitors. Target markets in retail are typically defined based on demographic, geographic, and psychographic factors. Defining a target market is essential for developing a retail mix strategy.

### **Retail Growth Strategy**

Retail pursues four growth strategies: market penetration, expanding existing markets; market expansion, targeting new market segments with existing formats; retail format development, introducing new formats like e-commerce; and diversification, entering new business areas.

### **Retail Marketing Mix**

The retail mix, or retail marketing mix, combines product, price, location, personnel, promotions, and presentation (displays) to effectively sell goods and services to the targeted end consumers. The retail marketing mix includes: store location, product characteristics, customer service, retail communication, in-store ambiance, retail price considerations, exterior design, and visual merchandising. (Omar, 1999)

### **Consumer Buying Interest**

External influences, awareness of needs, product introduction, and evaluation of alternatives are factors that can stimulate consumer interest in purchasing. (Schiffman & Kanuk, 2000). These external influences include marketing efforts and socio-cultural factors. Buying interest emerges after an evaluation process where consumers make decisions based on brand preferences or personal interests regarding the product to be purchased. (Kotler, Bowen, & Makens, Marketing for Hospitality and Tourism, 1999). Customer buying decisions encompass their entire experience from learning about, choosing, using, and even disposing of a product. Consumers may develop a preference for

a specific brand they intend to purchase to satisfy a particular need or desire. (Boyd, Walker, & Larrenche, 2000) Furthermore, people's desires are influenced by social factors, past experiences, and previous consumption encounters.

### **Factors Influencing Consumer Buying Interest**

Factors influencing buying interest are often tied to emotions and feelings. Positive emotions, such as happiness and satisfaction, tend to strengthen buying interest, while dissatisfaction typically diminishes it. (Dharmmesta & Irawan, 2008) Two factors influencing a person's buying interest in the decision-making process are unexpected situations and attitudes toward others (respect for others). (Kotler, Bowen, & Makens, Marketing for Hospitality and Tourism, 1999). To comprehend the motivational process underlying consumer behavior in purchasing, it's essential to understand several key concepts, including:

(1) microeconomic theory, (2) psychological theory, (3) psychoanalytical theory, (4) anthropological theory

### **Repurchase Interest (*Future Intention*)**

Repurchase interest refers to the act of purchasing a product multiple times. When consumers are satisfied with their purchase, it often leads to repeat purchases and fosters loyalty either to the product itself or to the store from which it was purchased. Satisfied consumers are also likely to share positive feedback with others, contributing to word-of-mouth marketing. (Peter & Olson, 2000). Repurchase behavior is closely intertwined with brand loyalty, a concept highly valued by companies as it significantly enhances stability in the marketplace. (Schiffman & Kanuk, 2000). Measuring customer future intentions is crucial for understanding customer loyalty and retention. Customers who are satisfied and happy with their purchases are more likely to consider repurchasing the same goods or services in the future. (Zeithaml, Berry, & Parasuraman, 1996) Repeated purchases often lead consumers to develop loyalty towards a product or service.

### **Product Price**

Price is the monetary value assigned to goods and services in exchange. Setting a price too high can decrease sales, while setting it too low can reduce profits. There are three methods of product pricing : (1) supply demand approach, (2) cost oriented approach, (3) market approach.

### **Promotion**

Promotion is the strategic effort to boost sales by informing customers about available products and engaging with them to convey the producer's message, thereby enhancing sales for the company. Essentially, promotion constitutes a form of marketing communication. Marketing communication refers to activities aimed at disseminating information, influencing or persuading, and reminding the target market about the company and its products, encouraging them to accept, purchase, and remain loyal to the products offered. (Tjiptono, 2008) Promotional activities encompass all marketing efforts aimed at encouraging immediate or short-term purchases of products. (Shimp, 2003) Promotion serves five essential functions for a company or institution: providing information, persuading, reminding, adding value, and supporting other company efforts. (Shimp, 2003)

### **Service Quality**

Service quality refers to the predetermined level of service provided to meet the needs of customers, ensuring their satisfaction and eliciting positive responses. (Mangkunegara, 2000). Service quality is evaluated by comparing consumers' perceptions of the services they receive with their expectations. When the perceived service meets or exceeds expectations, it is considered good and satisfying. Conversely, if the service falls short of expectations, it is perceived as poor. Service quality reflects the level of service provided by a company, measured by its procedures or mechanisms and validated through consumer satisfaction and reactions.

Service quality is assessed by ensuring adherence to established procedures and minimal customer complaints. Management can gauge service quality by distributing open-ended questionnaires and using sales development as a metric. Sales performance directly correlates with service quality, as consumer decisions often hinge on the perceived quality of service. Factors

influencing purchasing decisions include company communication, customer treatment, delivery flexibility, discounts, and efficient ordering processes.

### **Product**

A product is anything offered to a market for attention, acquisition, use, or consumption, which aims to satisfy a want or need (Kotler & Armstrong, Principles of Marketing, 2016). A product encompasses both tangible and intangible attributes, such as packaging, color, price, quality, brand, as well as the services and reputation of the seller. (Stanton, 2000). There are five levels of products, which include: (1) core product: the fundamental benefit or service that satisfies the customer's need, (2) generic product: the basic version of the product without any branding or differentiation, (3) expected product: the set of attributes and features that customers expect when purchasing the product, (4) augmented product: additional features and benefits that differentiate the product from competitors, (5) potential product: the future improvements and innovations that the product may offer over time. (Kotler & Keller, Marketing Management, 2005).

Product quality refers to the capability of a product to fulfill its intended functions, encompassing characteristics like durability, reliability, accuracy, ease of operation, repairability, and other valued attributes. (Kotler & Armstrong, Principles of Marketing, 2016). To maintain its competitive advantage, a company must comprehend the dimensions that consumers use to differentiate its products from those of competitors. (Boyd, Walker, & Larrenche, 2000) The dimensions of product quality include: (1) performance: basic operational characteristics of the product, (2) durability: lifespan or longevity of the product before replacement, (3) conformance to specifications: degree to which the product meets specified standards or consumer expectations, (4) features: additional characteristics designed to enhance product functionality or appeal, (5) reliability: probability that the product will perform satisfactorily over a specified period, (6) aesthetics: product's appearance, taste, smell, and shape, (7) perceived quality: consumer perception influenced by factors like price, brand, advertising, reputation, and country of origin.

### **Location**

The objective of a location strategy is to optimize profitability for the company based on the chosen location. (Heizer & Render, 2011) Location decisions are typically tailored to the type of business. For industrial sectors, the emphasis is on cost minimization during location analysis, whereas in the service sector, the focus shifts to maximizing revenue potential. Site selection involves careful consideration of several critical factors: (1) access: refers to the ease of reaching the location, including proximity to public transportation facilities, (2) visibility: the location's visibility ensures it is easily seen under normal conditions, (3) traffic: the volume of pedestrian and vehicular traffic, which can drive impulse purchases and consideration of traffic congestion, which can hinder accessibility, (3) parking: adequate, comfortable, and secure parking facilities for both motorcycles and cars, (4) space: sufficient area to accommodate current business needs and future expansion plans, (5) environment: surrounding area that complements and supports the services offered, (6) competition: analysis of nearby competitors and their locations, (7) government regulations: adherence to local regulations and zoning laws. These factors collectively influence the suitability and success of a chosen site for business operations. (Tjiptono, 2008)

A location earns the label "strategic" when it is centrally located within a city, accessible with good public transportation options, minimal traffic congestion, and clear directions for consumers. Even slight variations in location can significantly affect market share and profitability, especially with the proliferation of similar businesses. Moreover, selecting a location reflects a company's enduring financial commitment, as relocating from a poor site can be both challenging and costly. (Nugroho & Paramita, 2009)

### **Price and Consumer Buying Interest**

Price plays a crucial role in marketing as it constitutes one of the key elements of the marketing mix (4P's: product, price, place, promotion). It represents the exchange value of goods and services expressed in monetary terms. Essentially, price is the amount of money or other forms of compensation exchanged to acquire ownership rights or usage of a product or service. (Tjiptono,

2008). Price represents the financial cost, sometimes including additional products, required to obtain a specific mix of goods and services. It denotes the monetary charge for a product or service, reflecting the value consumers exchange to acquire its benefits. (Kotler & Susanto, *Manajemen Pemasaran di Indonesia Analisis Perencanaan Implementasi dan Pengendalian*, 2000). Typically, demand and price exhibit an inverse relationship: as price rises, demand tends to decrease for a product. Consumer buying interest is significantly impacted by price, with price variables generally influencing consumer purchasing decisions positively. (Fuadi, Dipa, & Shar, 2023). Price exerts a positive and notable influence on consumer buying interest.. (Selviyani & Zurida, 2023). Price variables and product quality positively and significantly impact consumer buying interest, as evidenced by a study on consumers of the TikTok Shop Platform. (Nazara & Yunita, 2023)

H<sub>1</sub> : Price significantly influences consumer buying interest.

### **Consumer Promotions and Buying Interest**

Promotional activities encompass all marketing efforts aimed at stimulating immediate or short-term product purchases. (Shimp, 2003) The promotion mix combines personal advertising, sales promotion, and public relations to help a company achieve its advertising and marketing objectives.. (Kotler & Armstrong, *Principles of Marketing*, 2016)The frequency of product promotions on social media significantly influences consumer attention and encourages buying interest. Promotions not only attract initial purchases but also foster repeat buying behavior among consumers. Specifically, promotions have a strong positive impact on consumer interest in Estunice sandal products. (Atmodjo & Aribowo, 2023). Promotions positively and significantly impact consumer purchasing interest. (Sasambe, Massie, & Rogi, 2023). Promotions significantly boost consumer interest in making purchases. (Puspitasari, Aphrodite, & Sulaeman, 2023).

H<sub>2</sub> : Promotions significantly influence consumer purchasing interest.

### **Service Quality and Consumer Buying Interest**

Quality is a dynamic attribute that impacts products, services, people, processes, and environments, aiming to meet or surpass expectations. Thus, service quality can be defined as the endeavor to satisfy consumer needs and desires accurately, while effectively managing consumer expectations.(Tjiptono, 2008). Service refers to any intangible action or activity provided by one party to another, which does not result in ownership transfer. (Kotler & Susanto, *Manajemen Pemasaran di Indonesia Analisis Perencanaan Implementasi dan Pengendalian*, 2000). There exists a robust correlation between service quality and consumer purchasing intent. When service performance meets or exceeds consumer expectations, it positively influences consumer buying interest. (Simamora, Sinaga, & Pane, 2024) Meeting high consumer expectations regarding company services leads to high consumer satisfaction. When satisfaction is high, consumers are more likely to develop brand loyalty and make repeat purchases. There is a notable relationship between service quality and the inclination of consumers to repurchase products or services. (Brahmasari & Suprayetno, 2008). Service quality significantly boosts repurchase interest.(Malian, 2023). Higher service quality increases interest in repurchasing from Petanu Santih Mart in South Denpasar. (Biba, Angraini, & Setiawan Jodi, 2023)

H<sub>3</sub> : Service quality strongly influences consumer buying interest.

### **Products and Buying Interest**

A product is anything presented to the market for attention, purchase, use, and to satisfy consumer wants or needs. (Kotler & Armstrong, *Principles of Marketing*, 2016) A product encompasses tangible and intangible attributes such as packaging, color, price, quality, brand, service, and sales reputation. (Stanton, 2000) Conceptually, a product is the producer's subjective interpretation of "something" offered to achieve organizational goals by satisfying consumer needs and desires, within the organization's capabilities and considering consumer purchasing power. (Tjiptono, 2008) Meeting consumer expectations with product quality enhances repeat purchase interest. (Brahmasari & Suprayetno, 2008). High-quality products increase buying interest. Variables related to product quality positively and significantly impact buying interest. (Chaniago, Widayanto, & Farida, 2023). Product quality significantly influences consumer buying interest. The more reliable the quality of products offered, the greater the consumer interest in Nau Coffee Shop, Seririt District. (Tsaniya &

Telagawathi, 2022). Consumers perceive a product as high value when it meets their expectations. Variables related to product quality positively influence buying interest. (Wulandari, Andrian, & Sri Sumantyo, 2023).

H<sub>4</sub> : Product quality significantly impacts consumer buying interest.

### **Location and Consumer Buying Interest**

The goal of a location strategy is to maximize company profits by making optimal location decisions, which are often influenced by the nature of the business. (Heizer & Render, 2011). Moreover, selecting a location reflects the company's long-term financial commitment, as changing a poor location can be challenging and costly. (Nugroho & Paramita, 2009). Buyers are inclined to shop at supermarkets strategically located. The location of Makassar Mall significantly influences consumer buying interest. (Ruslan, Mappatempo, & Syafaruddin, 2021). Choosing a strategic location is crucial for businesses because it can generate consumer buying interest and contribute to overall success by boosting sales and profits. (Kinasih, Pertiwi, Sadikin, & Sanjaya, 2023). A favorable location enhances store accessibility, attracting numerous consumers and potentially altering shopping behaviors significantly. The research concludes that the business location (X<sub>1</sub>) positively and significantly influences purchasing interest in Steaky Steak products. (Liana, Wahyuni, Mahardika, & Sanjaya, 2023).

H<sub>5</sub> : Location significantly influences consumer buying interest.

## **2. METHOD**

The research was conducted at PT Indomarco Prismatama (Indomaret) in Surakarta City, with a sample size of 150 respondents. Accidental sampling was used, where respondents were chosen based on chance encounters with the researcher, provided they were suitable as data sources. Primary data was collected for this research. The research instrument used was a 5-point Likert scale questionnaire. Generally, the independent variables in this study are explained as follows:

### (1) Price

An exchange rate of goods or services is expressed in monetary units. The price indicators are: (a) competitive pricing of goods at Indomaret compared to competitors, (b) discounts and direct prizes on specific goods that attract consumer buying interest, (c) consistency between the price listed on the purchase receipt and the shelf price of the goods.

### (2) Promotion

Promotion is an effort to boost sales by providing information about products and communicating with customers to convey messages from the producer about the products offered. The variable indicators of promotion include: (a) every advertisement or promotion offered by Indomaret attracts customers. (b) the monthly distribution of the Indomaret catalog attracts customers. (c) offering prizes with certain product purchases effectively attracts buyer interest..

### (3) Service Quality

All activities performed by the company aim to meet consumer expectations. Indicators of service quality include: (a) Indomaret saleswomen are friendly and polite to customers, (b) the transaction process at Indomaret is quick, minimizing customer wait times.

### (4) Product

A product consists of tangible and intangible attributes such as packaging, color, price, quality, brand, service, and sales reputation. Indicators of product quality include: (a) Indomaret offers daily necessities. (b) Indomaret provides a wide variety and types of goods. (c) Indomaret sells high-quality products..

### (5) Location

A location that can achieve high demand and sales has the following indicators: (a) Indomaret's location is strategic, with a spacious, safe parking lot and clear visibility from the roadside. (b) Indomaret offers debit/credit card services for customers without cash. (c) Indomaret maintains cleanliness that meets customer standards

The dependent variable in this study is consumer buying interest, which has the following indicators: (a) customers are interested in continuing to buy products at Indomaret. (b) customers prioritize shopping at Indomaret over other stores. (c) customers will recommend Indomaret to their friends..

The data in this research will be analyzed through multiple regression analysis using the following equation:

$$Y = \alpha + \beta_1 X_1 - \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Y	= Consumer buying interest
X <sub>1</sub>	= Price
X <sub>2</sub>	= Promotion
X <sub>3</sub>	= Service quality
X <sub>4</sub>	= Product
X <sub>5</sub>	= Location
α	= Intercept
β <sub>1</sub> , β <sub>2</sub> , β <sub>3</sub> , β <sub>4</sub> , β <sub>5</sub>	= Regression coefficient
ε	= Error disturbance

### 3. RESULT AND DISCUSSION

#### Respondent Profile

The following is a profile of 100 respondents met in the city of Surakarta during September-November 2023.

**Table 1.** Characteristics of respondents by gender

Gender	Percentage (%)
Woman	63,33
Man	36,67
Total	100

**Table 2.** Characteristics of respondents by types of work

Types of work	Percentage (%)
School student	10
Entrepreneur	13,33
College student	16,67
Housewives	33,33
Civil servant	16,67
Others	10
Total	100

#### Respondent Answer Index Analysis

**Table 3.** Index analysis of respondents' answers to price variables

No	Indicator	Score					Total	Index
		STS	TS	N	S	SS		
1	Prices of goods are competitive with competitors	0	0	4	112	34	630	126
2	With discounts and direct gifts on certain goods, it can attract consumer buying interest	0	0	8	94	48	640	128
3	The price on the purchase receipt is in accordance with the price listed on the goods shelf	0	0	0	100	50	650	130
	Average						640	128

The average score index for the price variable is 128, indicating that respondents perceive Indomaret's prices positively.

**Table 4.** Analysis of the index of respondents' answers to promotion variables

No	Indicator	Score					Total	Index
		STS	TS	N	S	SS		
1	Every advertisement offered is able to attract consumer interest	0	0	22	97	31	609	121,8
2	With the spread of the catalog every month, it is able to attract customers	0	0	27	79	44	617	123,4
3	With the promotion of purchasing certain products with prizes, certain products are considered effective in attracting consumer buying interest	0	0	24	74	52	628	125,6
Average							618	123,6

The promotion variable has an average score index of 123.6, categorized as high, indicating that Indomaret's promotions are appealing to consumers..

**Table 5.** Analysis of respondents' answer index to service quality variables

No	Indicator	Score					Total	Index
		STS	TS	N	S	SS		
1	Saleswomen are friendly and polite to consumers	0	0	9	90	51	615	123
2	The payment transaction process is fast and so customers don't wait too long in the queue	0	0	26	88	36	532	106,4
Average							573	114,7

The service quality variable has an average score index of 114.7, categorized as high, indicating that consumers find Indomaret's service quality appealing.

**Table 6.** Analysis of the index of respondents' answers to product variables

No	Indicator	Score					Total	Index
		STS	TS	N	S	SS		
1	The products offered are daily necessities	0	0	23	97	30	607	121,4
2	The completeness of the variety and types of goods offered is complete	0	0	39	89	22	583	116,6
3	The products sold are quality products	0	0	15	89	46	631	126,2
Average							607	121,4

The average score index for the products variable is 121.4, falling into the high score range category, indicating that the products offered by Indomaret are perceived as attractive for purchase.

**Table 7.** Index analysis of respondents' answers to location variables

No	Indicator	Score					Total	Index
		STS	TS	N	S	SS		
1	Indomaret's location is strategic, the parking lot is spacious, safe and clearly visible from the roadside	0	0	9	90	51	642	128,4
2	There is a debit/credit card service if the customer does not carry cash	0	0	15	76	59	644	128,8
3	The cleanliness of Indomaret's location is in accordance with consumer criteria	0	0	9	80	61	652	130,4
Average							646	129,2

The average score index for the location variable is 129.2, indicating that Indomaret's location is highly attractive for visitors.



**Table 8.** Analysis of the index of respondents' answers to the variable of buying interest

No	Indicator	Score					Total	Index
		STS	TS	N	S	SS		
1	Customers are interested in continuing to buy products at Indomaret	0	0	12	87	51	639	127,8
2	Customers prioritize shopping at Indomaret compared to other stores	0	0	23	97	30	607	121,4
3	Customers will recommend their friends to shop at Indomaret	0	0	22	97	30	609	121,8
	Average						646	123,7

The average score index for the buying interest variable is 123.7, placing it in the high score range category, indicating strong consumer interest in shopping at Indomaret.

### Regression Test Results

Below is the regression test results table (Table 9) showing the effects of price, promotion, service quality, products, and location on buying interest.

**Table 9.** Regression test results

Variables	Coefficients	t value	Significance
Constant	-2.277	-2,032	
Price	0,230	3,208	0,002*
Promotion	0,165	3,613	0,000*
Service quality	0,414	4,998	0,000*
Product	0,380	7,547	0,000*
Location	0,123	2,342	0,021*
	F value (sig.)		0,000*
	Adjuted r square		0,597

\* significant at a significance level of 5%

with multiple linear regression equation as follows

$$Y = -2.277 + 0,230X_1 + 0,165X_2 + 0,414X_3 + 0,380X_4 + 0,123X_5 + \varepsilon$$

The regression analysis indicates a positive and significant relationship between each of the five independent variables and the dependent variable.

Price significantly influences buying interest, playing a crucial role in determining customer loyalty to the minimarket. Indomaret's pricing aligns with consumer expectations and perceived benefits, consistent with findings from Fuadi, Dipa, & Shar (2023), Selviyani & Zurida (2023), and Nazara & Yunita (2023).

Promotional activities significantly impact buying interest, with consumer perception of promotions playing a crucial role in minimarket purchases. Indomaret's promotions effectively attract consumer interest, aligning with purchasing power and perceived benefits. These findings corroborate studies by Atmodjo & Aribowo (2023), Sasambe, Massie, & Rogi (2023), and Puspitasari, Aphrodite, & Sulaeman (2023).

Good service quality positively and significantly influences buying interest, fostering higher customer loyalty. Respondents generally found Indomaret's service quality satisfactory. These findings align with studies by Malian (2023), Simamora, Sinaga, & Pane (2024), and Biba, Anggraini, & Setiawan Jodi (2023).

Product offerings significantly impact buying interest, serving as crucial references for potential customers visiting minimarkets. Indomaret primarily offers daily necessities. These findings are consistent with research by Chaniago, Widayanto, & Farida (2023), Tsaniya & Telagawath (2022), and Wulandari, Andrian, & Sri Sumantyo (2023).

Location significantly influences buying interest, with strategic and convenient placements enhancing attractiveness to consumers. Indomaret's locations are strategically positioned to attract buying interest aligned with perceived benefits. These findings are supported by studies from Ruslan,

Mappatempo, & Syafaruddin (2021), Kinasih, Pertiwi, Sadikin, & Sanjaya (2023), and Liana, Wahyuni, Mahardika, & Sanjaya (2023).

Collectively, price, promotion, product, service quality, and location exert a significant influence on consumer buying interest at Indomaret. The adjusted coefficient of determination (adjusted  $R^2$ ) is 0.597, indicating that these variables explain 59.7% of consumer buying interest. The remaining 40.3% is influenced by other factors.

#### 4. CONCLUSION

Individually, price, promotion, product, service quality, and location significantly impact consumer buying interest at Indomaret. Collectively, these factors exert a substantial influence on consumer behavior. However, approximately 40.3% of the variation in consumer buying interest remains unexplained by these variables. Future research could explore additional factors such as product variety, service speed, customer service, testimonials, store aesthetics, and accessibility.

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