

THE FACTORS INFLUENCING CONSUMER BEHAVIOR IN INDOMARET POTANGA SUB-DISTRICT, BARAT CITY, GORONTALO CITY

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ABSTRAK

This study aims to find how are the factors that influencing Indomaret Consumer Behavior in Potanga Village, Kota Barat District, Gorontalo City.

The research method used is the primary data approach with reference to quantitative research. The pupolation and sample in this study were 100 consumers at one of the Indomaret Sub-Districts of techniques using observation, questionnaires and documentation. Obtained from the calculation of the questionnaire that will the carried out which relates to research problems with the analytical method using simple regression.

The results of the study are that consumers (X) have a significant effect on consumer behavior (Y) with the result that the t-count value for the variable factors is 30, 705 with a significance value of 0.000. this significance value is still smaller than the alpha value (0,05) so that Ho is rejected. In other words, at the 95% confidence level, it can be concluded that there is a positive and significant influence of these factors on consumer behavior in Indomaret, Potanga Village, Kota Barat Distict, Gorontalo City.

Keywords: Consumers, Consumer Behavior

INTRODUCTION

Advances in the economic field so far have led to rapid developments in the business sector. With the many developments in the business sector, many retail businesses have emerged in the form of shops, minimarkets, department stores (supermarkets), supermarkets, and others.

Today's shopping activities are not only aimed at fulfilling their daily wants and needs, but have turned into a lifestyle and are used to satisfy their feelings, this is due to the growing development of modern retail. Minimarket is a form of retail business whose development is very rapid. It is the quality and quantity of the service itself that makes small retailers successful, with more complete facilities and increasingly modern technological

developments by providing everyday products, reasonable prices, and the services provided [5].

The role of consumer behavior at this time is very important and needed by companies because through consumer behavior companies can know, learn and understand how to make strategies and decisions taking into account market conditions and consumer needs. Companies must be able to convince consumers to buy the goods they offer by looking at consumer behavior. In addition to observing consumer behavior, companies also need to pay attention to the marketing mix because the marketing mix is very important for companies so

that the products they sell can be marketed better.

Consumer behavior is very important, such as understanding consumer needs, wants, tastes, and the process of making consumer buying decisions, from traditional consumer behavior to the Continued by utilizing digital technology. Based on their purchasing behavior, companies /marketers can design suitable offers/products, not only to meet the needs of consumers, but also make it easy for consumers.

Indomaret is a retail or sales service industry where the goods being sold are various types of daily consumer needs. Indomaret is a large scale retail company in Indonesia. Indomaret is a small marketing network that provides basic needs and daily needs. Until 2020, Indomaret has 25,456 outlets consisting of 60% self-owned and 40% public-owned. All of them are scattered in Java, Bali, Madura, Sumatra, Kalimantan and Sulawesi. With more than 4,800 types of products at competitive prices, to meet the needs of everyday consumers, Indomaret is a future and promising company for anyone interested in getting a job at Indomaret.

Currently, the city of Gorontalo is being flooded with retail companies with modern concepts, one of which is Indomaret. It can be seen directly that Indomaret outlets are scattered at several points in the city of Gorontalo, especially in the West City, there are 2 Indomaret that are trying to attract the attention of consumers to make purchases at Indomaret, with competitors who transact with minimarkets or other supermarkets, Indomaret must be able to analyze consumer strategies so that can influence consumer behavior so that they can decide to buy Indomaret.

Consumers have evaluation criteria which include location, product completeness, product quality, price, service, ease of shopping and promotion. From these factors, the entrepreneur who is going to build a retail store must pay close attention to the location that will be chosen to build a retail store and what products will be sold, apart from the quality and price of goods and what

not. What is less important is the service system that will be provided by employees so that consumers who come and do convenience transactions at retailers or convenience stores and make these consumers want to make repurchases in the future.

Consumer Behavior Consumer behavior

Is all psychological activity that encourages action before, when buying, using, or spending products and services after doing the above or carrying out evaluation activities [4].

Consumer behavior is the study of how individuals, organizations and groups act in buying, selecting and using ideas, products and services in satisfying customer needs and wants [10].

When consumers make decisions, they will also carry out post-purchase evaluations in the form of feedback that marketers can use as a basis for developing marketing strategies [1]. All of these activities are studied by marketers to find out the reasons why customers choose one brand among a number of alternative similar brands on the market. Thus, the information collected will assist management in reformulating the marketing strategy that is closest to the needs of its customers [12].

From the above understanding, it can be concluded that consumer behavior will determine the process of making purchasing decisions, and this process is a problem-solving approach to human activity to buy a product or service that satisfies their wants and needs. The process of making purchasing decisions is the same for everyone, it's just that the process is not always carried out by consumers. Process in consumer behavior is an applied discipline.

Consumer Behavior Model Consumer behavior

Refers to how individual consumers make purchasing decisions using available resources and then exchange them for

goods or services to experience the benefits [8].

The following is an explanation of the consumer behavior model, namely as follows: The Consumer Behavior Model states that triggers originate from information about products, prices, locations, and promotions. In service marketing, physical evidence, people and processes are added. Buyers are influenced by these stimuli, then by looking at other factors such as economics, culture, and technology, all this information is included, after that consumers process all this information based on the psychology and characteristics of consumers and then process purchasing decisions. and draw conclusions in the form of responses that show the product. Buy, brand, shop, when and when to buy.

Factors Affecting Consumer

Behavior Consumer behavior that is loyal to a product certainly benefits producers because consumers will continue to try to find the product they want. However, if consumers continue to have difficulty finding the desired product, over time consumers will try other brands [7].

Cultural Factors Cultural

factors have the most extensive and profound impact on consumer behavior. Marketers must understand the role played by:

a. Culture, is a fundamental factor of human desires and behavior. Lower beings are generally desired by instinct. Whereas humans, their behavior is usually learned from the surrounding environment. So that the values, perceptions, preferences and behavior of someone who lives in an area can be different from other people in other environments. So that marketing is very interested in seeing this cultural shift in order to be able to offer new products that consumers want.

b. Subcultures Each culture has smaller subcultures, or groups of people who share the same value system based on experiences from similar life situations. For example, national groups living in an area have different ethnic tastes and interests. Likewise with religious groups.

c. Social class, is a permanent and relatively orderly arrangement in society whose members have the same values, interests, and behaviors. Social class is determined by a single factor such as income but is measured as a combination of occupation, income, wealth and other variables. Social classes show different product and brand preferences.

Social factors Consumer

Behavior will also be influenced by social factors, such as: small groups, family, role and social status of consumers. These factors greatly influence consumer response, so marketers must take them into account when developing marketing strategies.

a. In groups, a person's behavior is influenced by many members small groups called membership groups. There are so-called primary groups, where members interact informally, such as family, friends, etc. There is also what is called the secondary group, where the person interacts formally but not regularly. A reference group is a group that is a point of comparison, face to face or indirectly, in forming a person's position. People are often influenced by reference groups to which they are not members.

b. Family, the members of the buyer's family can have a strong influence on the buyer's behavior. Accompanying families are families consisting of parents who provide guidance regarding religious, political, economic, and self-esteem demands. Even if the buyer is no longer in

contact with the parents, the influence on behavior is still there. Whereas in reproductive families, namely families consisting of husbands, wives and children, the buying effect will be seen.

- c. Roles and status. People in each group can be placed in terms of roles and status. Each role carries a status that reflects the general esteem of society.

Personal Factors

Buyers' decisions are also influenced by personal characteristics such as:

- a. Age and life cycle stage, people will change the goods and services they buy throughout their lives. A person's needs and tastes change with age. Purchases are shaped by stages in the family life cycle. Therefore, marketers must pay attention to changes in buying interest that occur in relation to the human life cycle.
- b. Work, a person's efforts to influence the goods and services he buys through a position with an above average interest in his product.
- c. Economic conditions Economic conditions greatly affect product selection. Marketers whose products are income sensitive can closely watch trends in personal income, savings, and interest rates. So these economic indicators point to a recession, marketers can find ways to position their products.
- d. Lifestyle People who belong to the same sub-culture, social class and profession can have different lifestyles. A person's lifestyle shows the lifestyle of the person concerned which is reflected in his activities and interests. The lifestyle concept, when used by marketers with care, can help understand changing values and influencing consumer behavior.
- e. Personality and Self-Concept Everyone has a unique personality and this will affect his buying behavior. Personality

refers to the unique psychological characteristics that result in a relatively constant response to one's own environment. Personality is very useful in analyzing consumer behavior for various product or brand choices.

Psychological Factors

At any given time, a person has several biological needs. This need arises from certain physiological conditions such as hunger, thirst, and others. Meanwhile, psychological needs are needs that arise from certain physiological conditions such as the need to be recognized, self-esteem, or the need to be accepted by The end of the purchase is also influenced by the main psychological factors, namely:

- a. Motivation, most of the needs that exist are not strong enough to motivate someone to act at a certain moment. Needs will turn into motives if these needs reach a certain level. Motivation is a need that is pressing enough for someone to achieve satisfaction.
- b. Perception, motivated people will be ready to respond. How this person behaves is influenced by the perception of the situation. Two people with the same motivational state and the same objective situation may act differently because of their different perceptions of the situation. Perception as a process by which individuals select, formulate, and interpret information input to create a meaningful picture of the world.
- c. The learning process, the learning process explains changes in a person's behavior that arise from experience and most human behavior is the result of the learning process. Theoretically, individual learning is produced through encouragement, motivation, cues, responses, and reinforcement.
- d. Beliefs and Attitudes Through actions and learning processes, people gain self-confidence and attitudes which

then influence buyer behavior. Beliefs are descriptive ideas that a person has about something. Meanwhile, posture is regulation and stimulation, emotional feelings, perceptions, and cognitive processes combined.

Purchase Decision Purchase

Decision is a consumer evaluation stage that shapes brand preferences in the choice and possibly also forms the intention to buy the most preferred brand [9]. Purchasing decision is a decision-making process in which consumers actually decide to buy a product among various alternative choices. Purchasing decision is a process in which consumers study a problem, seek information about a particular product or brand, and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision [16].

Indicators of Buyer's Decision Purchase

Satisfaction has the following dimensions [6]:

1. Product selection

Consumers can make decisions to buy products or use their money for other purposes. In this case, companies should focus on the people they are interested in buying and the other alternatives they are considering.

2. Choose a brand

Consumers have to make a decision about which brand name to buy, each brand has its own differences. In terms of this company must know how consumers choose a brand.

3. Choosing a fee for the acquisition

Consumers make decisions about which merchants to visit. Each consumer is different and identifies the merchant, which can be caused by the close by location, low price, complete stock, convenience in shopping, spaciousness place, dII.

4. At the time of the settlement

Consumer decisions can vary and determine when to buy, e.g. there are those who buy every day, a week very, two weeks very and so on.

5. Of the preaching

Consumers can make decisions about how many products will be sold at one time. The done may be more of one. In hl this company must prepare a number of products according to different wishes.

Factors Influencing Purchasing

Decisions Purchasing decisions are influenced by several factors, namely the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process, thus forming a purchasing decision made by consumers [3].

RESEARCH METHOD

This approach uses the approach used in research, namely primary data. Data obtained by researchers directly from consumer respondents in the form of interviews and written responses of respondents to a number of questions posed in the research questionnaire.

Types of Data

The types of data used in this research are quantitative data. Quantitative data is a research method that is based on *positivism* (concrete data), research data in the form of numbers that will be measured using statistics as part of the calculation test, related to the problem being studied to produce a conclusion [13].

Data Sources

The data sources for this research are as follows:

- a. Primary data source, namely data directly collected by the researcher from the first source. The sources of primary data in this research are consumers and employees
- b. Secondary data sources, namely data directly collected by researchers as a

support from the first source. It can also be said that data is arranged in the form of documents. In this research, documentation and questionnaires are secondary data sources.

Population Population

Is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions [14].

The sample

Is part of the number and characteristics possessed by the population, while the sampling technique is called sampling. The sampling technique in this study was total sampling. Side totaling is a sampling technique where the number of samples is the same as the population. The reason for taking the total aside is because the population is more than 100 people. So the researcher completed the sample to 100 people [15].

Operational Definitions and Research Variables

1. Operational Definitions

Of Variables in this research there are two variables, namely variable x, namely consumers and variable y, namely factors that influence consumer behavior. The term consumer stems from from the word *consumer* (English-American), or *consument/konsument* (Dutch). This definition is literally interpreted as "a person or company that buys certain goods or uses certain services" or "something or someone who uses an inventory or a number of goods" [2].

2. Scale of measurement of research variables.

The measurement scale used in the instrument is the likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group about an event or a social phenomenon [11].

3. Research

Instruments Research instruments are tools that are selected and used by researchers in their activities, in collecting data so that these activities become systematic and made easier by them. The instrument used in this research is a questionnaire.

Data Collection Techniques

To obtain data in conducting research, several techniques are used as follows:

1. Observation

Observation This technique is the first step used, in Potanga Village, West City District, Gorontalo City.

2. Questionnaire

In submitting a questionnaire (questionnaire) this is done using the likert *scale* , namely submitting a written list of questions to respondents. This questionnaire (questionnaire) uses a closed system, namely the form of questions accompanied by *alternative* answers and the respondent only has to choose one of *alternative* answers.

3. Documentation

Documentation is data collection by reviewing manuscripts, books, *literature* related to research issues.

RESEARCH RESULT

Used is simple regression analysis. This regression analysis aims to determine the factors that influence consumer behavior in Potanga Village, Kota Barat District, Gorontalo City. The data that will be obtained in the field will later be processed using SPSS. Simple regression analysis is a linear relationship between the *independent* (X) and the *dependent variable* (Y), or in the sense that there are variables that influence and there are variables that are affected. This analysis is to find out the direction of the relationship between the *independent*

variable and the *dependent variable* whether it is positive or negative.

1. Testing Data Analysis

Requirements The test results using SPSS are as follows:

Tabel 1. Uji Kolmogorov-Smirnov

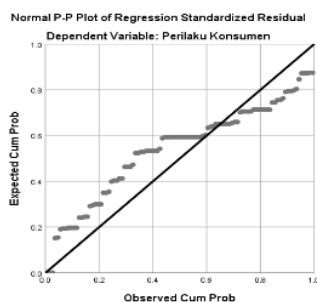
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	6.53189184
	Absolute Differences	
	Positive	.135
	Negative	-.194
Test Statistic		.194
Asymp. Sig. (2-tailed)		.124 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: of Primary Data In Olah 2022

The analysis results above show the Kolmogorov Smirnov (KS) coefficient with a significance value of 0.124. When compared with the alpha value used (0.05), hence mark this significance is still lebih large from alpha so Ho is accepted. Thus it can be implied that the data of dependent variabel (behavior consumer) has is distributed norml.

The efficacy of this test is also supported by results plot data which shows that data from the variabel performance of consumer behavior spreads around the straight line as seen in the following graph 1:



Graph 1. Scatter plot

2. Regression Analysis Mode

The results of the regression analysis obtained using SPSS assistance are as follows:

Tabel 2. Uji Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1 (Constant)	-24.439	2.526		-9.674	.000
Faktor-Faktor	1.075	.035	.952	30.705	.000

Dependent Variable: Perilaku Konsumen

Source: Of Primary Data In Olah 2022

From the result above, can be interpreted as follows:

- a. The sign of the regression coefficient for the positive variabel X indicates that there is a positive influence of the factors (X) on the consumer behavior (Y).
- b. The better the factors, the more it will have an impact on the consumer's behavior. Each increase in factors by one unit will increase the number of consumers by 0.952 units.

3. Regresi Regression Mode Testing

results testing by using SPSS is as follows:

Tabel 3. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40634.945	1	40634.945	942.785	.000 ^b
	Residual	4223.895	98	43.101		
	Total	44858.840	99			

- a. Dependent Variable: Perilaku Konsumen
- b. Predictors: (Constant), Faktor-Faktor

Source: Of Primary Data In Olah 2022

From the results of the analysis above, it can be seen that the F-value for the regression mode between factors and consumer behavior is 942,785 with a significance value of 0.000. When compared with the alpha value of 0.05, this significance value is much smaller than the alpha value so that Ho is rejected. This it can be concluded that the regression model built is in accordance with the data.

4. Hypothesis Testing

Hasil testing by using SPSS is as follows:

Tabel 4. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	-24.439	2.526		-9.674	.000
	Faktor-Faktor	1.075	.035	.952	30.705	.000

a. Dependent Variable: Perilaku Konsumen

Source: Of Primary Data In Olah 2022

From the results of the analysis above, it is known that the t-count value for the variable factors is 30,705 with a significance value of 0.000. This significance value is still smaller than the

In other words, at the 95% confidence level, it can be concluded that there is a positive and significant influence of the factors on the behavior of Indomaret consumers, Potanga Village, Kota Barat District, Gorontalo City.

From the results of the analysis above, it is know that the t-count value for variable factor is 30,705 with a significance value of 0.000. This significance value is still smaller than the alpha value (0.05) so that Ho is rejected. In other words, at the 95% confidence level, it can be concluded that there is a positive and significant influence of the factors on the behavior of Indomaret consumers, Potanga Village, Kota Barat District, Gorontalo City.

After it is known that there is a positive and significant influence of the factors on the behavior of Indomaret consumers, the next step is to analyze the magnitude of the influence caused by the factors on the behavior of the Indomaret consumers they acquire. For this purpose, coefficient of determination analysis is used.

The coefficient of determination is a value whose magnitude ranges from 0% -

100%. The greater the value of the coefficient of determination in a regression model, it indicates that the effect of the independent variables contained in the model on the dependent variables is also higher.

The results of calculating the coefficient of determination for the regression model between the factors on Indomaret consumer behavior are as follows:

Tabel 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.952 ^a	.906	.905	6.56513

a. Predictors: (Constant), Faktor-Faktor

b. Dependent Variable: Perilaku Konsumen

Source: Of Primary Data In Olah 2022

From the results of the analysis above, it can be seen that the coefficient value of the regression model previously obtained was 0.952. This value means that 95.2% of the factors in Indomaret consumer behavior in Potanga Village, Kota Barat District, Gorontalo City, can be explained by good or bad factors of consumer behavior, while the other 4.8% are influenced by other factors besides the variables studied.

DISCUSSION OF RESEARCH RESULTS

From the results of the analysis above, it is known that the t-count value for the factor variables is 30,705 with a significance value of 0.000. This significance value is still smaller than the alpha value (0.05) so that Ho is rejected. In other words, at the 95% confidence level, it can be concluded that there is a positive and significant influence of the factors on the behavior of Indomaret consumers, Potanga Village, Kota Barat District, Gorontalo City.

After it is known that there is a positive and significant influence of the factors on the behavior of Indomaret consumers, the next step is to analyze the

magnitude of the influence caused by the factors on the behavior of the Indomaret consumers they acquire. For this purpose, coefficient of determination analysis is used. From the results of the analysis above, it can be seen that the coefficient value of the previously obtained regression model is 0.952. This value means that 95.2% of the factors in Indomaret consumer behavior in the Potanga Village, Kota Barat District, Gorontalo City can be explained by the good and bad factors of consumer behavior, while 4,8% . others being influenced by other factors outside the variables studied.

This research is in line with research conducted by son (2018) conducting research with the title Factors Influencing Consumer Shopping Behavior at Glow Supermarket in Banjarmasin, the research results show together (simultaneous) factors of product, location, parking lot, price, promotion and service influence on shopping decisions at Glow supermarkets. Partially product factors, Location, price, promotion and service have an effect on shopping decisions, while the parking page factor has no significant effect on shopping decisions at Glow supermarkets, while the most dominant factor on shopping decisions is service.

Consumer behavior is the things that underlie consumers to make purchasing decisions. When deciding to buy an item or product, consumers always think about the item to be purchased in advance. Starting from the price, quality, function or use of the item, and so on. The activity of thinking, considering, and questioning goods before buying constitutes or is included in consumer behavior. The focus of consumer behavior is how individuals make decisions to use their available resources to consume an item.

Consumer behavior that is loyal to a product is of course beneficial for the producer because consumers will

continue to try to find the product they want. However, if consumers are constantly having trouble finding the product they want, then eventually consumers will try other brands.

CONCLUSION

Based on the results of the research discussion in this thesis, the following conclusions can be drawn:

1. From the results of the analysis the t-count value for variable factors is 30,705 with a significance value of 0.000. This significance value is still smaller than the alpha value (0.05) so that H_0 is rejected. In other words, at the 95% confidence level, it can be concluded that there is a positive and significant influence of these factors on the behavior of Indomaret consumers, Potanga Village, Kota Barat District, Gorontalo City.
2. The coefficient value of the previously obtained regression model is 0.952. This value means that 95.2% of the factors in Indomaret consumer behavior, Potanga Village, Kota Barat District, Gorontalo City, can be explained by good or bad factors of consumer behavior, while 4.8%. Others are influenced by other factors outside the variables studied.

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