

Consumer Preference in Choosing Minimarkets: Indomaret and Alfamart Bogor

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ABSTRACT

Consumer have different preference in choosing minimarkets. There is a variety of minimarkets in Indonesia such as Indomaret, Alfamart, Alfamidi, Circle K, Hypermart, Superindo etc.

Indomaret and Alfamart are the two major retail stores in Indonesia. In 2019, Indomaret has 17.506 branches around Indonesia and Alfamart has 13.779 branches around Indonesia. Until 2022, Indomaret has 19.966 branches around Indonesia and Alfamart has 17.394 branches around Indonesia. This indicates that Indomaret has more branches than Alfamart.

Consumers have preference to shop in Indomaret because the minimarket sells a variety of products, it sold in an average price and the service quality of the cashiers is satisfying. Meanwhile Alfamart's store sells products that are more expensive and the service quality is unfriendly to the consumers. The research will be conducted using a questionnaire to analyze the consumers preference in choosing minimarkets in Indomaret and Alfamart Bogor.

Questionnaire was spread online to 101 respondents to analyze the consumers preference purchasing in Indomaret and Alfamart Bogor. The data analyzes was obtained from chi square and cross tab.

Keyword: Chi Square, Cross Tab, Marketing Mix, Preference, Service Quality

INTRODUCTION

Consumers can select to purchase products at whatever desired retail stores in the modern period thanks to the growth and expansion of Indonesia's retail stores. There are many typical stores in Indonesia, which consumers have the option to purchase goods from any traditional retail stores the consumers' desire. Indonesia has a large number of retail establishments including Indomaret, Alfamart, Alfamidi, Circle K, Hypermart, Superindo, etc. Indomaret and Alfamart are the two major retailers in Indonesia.

As of 2022 Indomaret will have 19.966 locations throughout Indonesia (Indomaret.co.id). Meanwhile according to kontan.co.id, Alfamart has 17.394 locations throughout Indonesia. Based on this data, it can be said that Indomaret has more branches than Alfamart. The market share of Alfamart in 2022 is 32,2% (source: PT. Sumber Alfaria Trijaya). As for Indomaret, the market share in 2022 is 45,17% (source: marketbusiness.com).

Daily consumers that purchase products in Indomaret is 461 consumers and the consumers that purchase products in Alfamart daily is 350 consumers. Consumers that purchase products in Indomaret is 72% female and 28 % male. In addition, from the gender characteristics the consumers that purchases products in Alfamart is 76%

female and 24% male, from a scale of 100 % (source: www.harianhaluan.com).

The table 1 shows the increase of Indomaret and Alfamart minimarkets throughout Indonesia in 2019-2022:

Table 1 The amount of branches in Indomaret and Alfamart in Indonesia from 2019-2022

No		Indomaret	Alfamart
1	2019	17.506	13.779
2	2020	18.271	14.973
3	2021	19.133	16.060
4	2022	19.966	17.394

Source: Katadata (2022)

From table 1, it shows that Indomaret has more branches than Alfamart from 2019-2022. Factors that make consumers choose to purchase products in Indomaret is because the consumers have a better experience with the customer service in servicing the consumers with friendliness. The location of Indomaret is also reachable and closer to the consumers that makes the consumers want to purchase products in Indomaret.

The quality of the products in Indomaret is good, which makes the consumers want to purchase products in Indomaret. Indomaret also offers products at a standard price, which makes the consumers want to purchase products in Indomaret. Meanwhile Alfamarts quality of service is considered unfriendly for most of the consumers, these effects the consumers decision in purchasing products in Alfamart. The location that is far from the consumers effects the consumers decision to purchase products in Alfamart as well. The formulation of problem in this research is : what kind of consumer characteristics make consumers have different choice in choosing a minimarket based on the age, gender and the choice of products that consumers want to purchase, what factors in marketing mix and service quality affect consumers to purchase a product in Indomaret or Alfamart and from the perspective of the consumers on what can Alfamart do to increase the consumers preference similar to Indomaret: Based on the formulation of problem that has been explained the research purpose is:

1. To identify the different consumers characteristics in having preference to purchase products in Indomaret and Alfamart based on the age, gender and the choice of products that the consumers want to purchase.
2. To analyze the factors of marketing mix and the factors of service quality that will affect consumers to purchase products in Indomaret or Alfamart.
3. To formulate the implication managerial on what can Alfamart do to increase the consumer preference similar to modern retail store.

Consumer preference is a consumer's choice to choose one product from a variety of choices. Consumer preference will influence which product the consumers want to purchase and at which store does the consumers want to purchase the product. Consumer preference is important to help the producers analyze whether the attributes of the products has fulfilled the consumers' needs and wants, in order to make the products according to the needs and wants of the consumers (Tumbelaka *et al.* 2019).

Kotler (2005) and Sembiring (2017) has revealed the indicators of consumer preference:

- Product: The more variety of products it offers, makes consumers have more preference in choosing the minimarket.
- Price: Consumer will choose a minimarket that offers products with a cheap or standard price then the

consumers preference will increase significantly.

- Location: Consumers will increase their preference in purchasing when the location is nearer to the consumers.
- Store Service: The service of the store staff is good in serving the consumers and provides convenience in serving the consumers. The store service also gives accurate information about a product to the consumers.

METHOD

The data collecting is conducted using questionnaire. The sampling technique in this research is voluntary sampling which is a non-probability sampling. The volunteers are chosen by the researcher to participate in the research. The researcher will need 100 respondents minimum.

Chi square is a statistical technique to specify the different between the expected frequency and the observed frequency from a cross tab. The indicators is said to have an influence on consumers preference when the result is above 0,5.

For the marketing mix, reference group, service quality, gender, generation, occupation, income and frequency. The chi square equation is as follows:

$$x^2 \text{ count} = \sum \left(\frac{O - E^2}{E} \right)$$

X^2 = quadratic statistics

\sum = addition

O = observed frequency

E = expected frequency

RESULTS AND DISCUSSION

The consumers have different preference in purchasing in Indomaret and Alfamart. Below shows the consumers preferences:

Table 2: Consumers preference purchasing in Indomaret and Alfamart

Indicator	Frequency (n)	Frequency (%)
Consumer Preference		
Indomaret	28	27,72
Alfamart	46	45,54
Indifference	27	26,74
Total	101	100

There is a high tendency that almost 50% of the respondents are indifference. This means that the consumers don't have a preference purchasing in Indomaret and Alfamart. This can be caused by the similarity of the

products sold, the price of the products that is similar, the promotion method is similar and the location of the minimarkets that is near.

Table 3: The consumers minimarket preferences based on age generation

No	Generation	Indomaret		Indifference		Alfamart		Total	
		n	%	n	%	n	%	n	%
1	¹ Baby Boomer	1	100	0	0	0	0	1	100
2	² Gen X	5	38,46	7	53,84	1	7,7	13	100
3	³ Gen Y	10	23,25	27	62,79	5	13,96	42	100
4	⁴ Gen Z	12	27,27	12	27,27	21	45,46	45	100
	Total	28		46		27		101	

¹Baby Boomer (1946-1964)

² Gen X (1965-1980)

³Gen Y (1981-1996)

⁴Gen Z (1997-2012)

Almost all of the respondents are indifference. This is because the types of

products that are sold in Indomaret and Alfamart are similar, the promotion system

are similar and the locations of Indomaret and Alfamart are near as well.

Meanwhile the preference of the consumers tend to be the same from the old generation which are the Baby Boomer and Gen X to the younger generation which are the Gen Y and Gen Z. The youngest generation have more preference to purchase in Alfamart

The youngest generation which are the Gen Z, to purchase in Alfamart is higher instead of Indomaret. Alfamart provides a more variant products to the consumers, which makes consumers that are youngest to be more interested to purchase products in

Alfamart. Alfamart gives a variety of promotions to the consumers such as discount, cash back, gifts and prizes. Gen z are triggered to have preference in Alfamart because of these kinds of promotions.

The older generations which are the Baby Boomer, Gen X and Gen Y have more preference to purchase in Indomaret because of the service of the cashiers that is friendly and responsive in serving the consumers. These generations tend to have preference to purchase in Indomaret based on the service quality from the cashiers.

Table 4 The gender minimarket preference

Preference	Indomaret		Indifference		Alfamart		Total	
	n	%	n	%	n	%	n	%
Female	11	21,15	23	44,23	18	34,62	52	100
Male	17	34,69	23	46,93	9	18,38	49	100
Total	28	100	46	100	27	100	101	100

The male consumers have higher preference to purchase in Indomaret over Alfamart. Even though the highest preference is indifference. This is because Indomaret and Alfamart both sells products that are similar. Male consumers have more preference to purchase in Indomaret over Alfamart, because Indomaret sells coffees in which consumers can enjoy drinking coffee in the minimarket while there is a seat available to drink the coffee.

The services in Indomaret are friendlier which makes the consumers comfortable purchasing in the minimarket.

female consumers to purchase in Alfamart instead of Indomaret is because the products that are sold is variant in Alfamart. Female consumers tend to purchase products that are different from another minimarkets and are considered more interesting to purchase.

Table 5 The frequency of minimarket preference

Frequency visiting minimarkets in a month	Indomaret		Indifference		Alfamart		Total	
	n	%	n	%	n	%	n	%
<4x	0	0	20	100	0	0	20	100
5-7x	12	30,76	15	8,46	12	30,78	39	100
8-10x	4	30,76	1	76,92	8	61,53	13	100
>10x	12	41,37	10	34,44	7	24,19	29	100
Total	28	27,72	46	45,54	27	26,74	101	100

The phenomenon from There is a tendency that the frequency of consumers visiting the minimarkets is dominantly less than 4x in a month. Also, the minimarkets that the consumers visit is indifference. This can be because the products that are sold in Indomaret and Alfamart are similar. Aswell as the consumers time to purchase in the

minimarkets is not enough due to the consumers busy schedule such as working or studying.

The frequency of consumers purchasing is higher in Indomaret compared to Alfamart. This can be seen from the frequency of purchasing >10x in Indomaret that are 12 people compared to Alfamart which is only 7

people. This is because Indomaret sells products at a more affordable price. This can be a consideration especially for female consumers that tend to compare prices of products in each place. Also, Indomaret provides seats that can be used by consumers while consuming their coffee. Indomaret's service is also

considered more friendly and faster in serving the consumers instead of Alfamart. This can influence the consumers to have higher preference in Indomaret. Especially for the consumers that have time limitation in purchasing such as the student, civil servants and private sector consumers.

Table 6 The influence of income on minimarkets preferences

Income	Indomaret		Indifference		Alfamart		Total	
	N	%	N	%	N	%	N	%
1,5-3 million	11	26,2	20	47,61	11	26,19	42	100
3-5 million	7	35	9	45	4	20	20	100
5-10 million	5	15,15	16	48,48	12	36,37	33	100
>10 million	5	83,33	1	16,67	0	0	6	100
Total	28	100	46	100	27	100	101	100

The income of the consumers can be seen that as the income gets higher, the consumers preference starts to become indifference. This can be because the products of the minimarkets are sold similarly and the price are similar as well.

As for the preference in either Indomaret or Alfamart, when the consumers income rise, then the spending consumption also rises. The consumers do not choose which minimarket it wants to have preference in, because both Indomaret and Alfamart sells similar products

Table 7 The influence of marketing mix on minimarkets preferences

Marketing Mix	Indomaret		Indifference		Alfamart		Total	
	N	%	N	%	N	%	N	%
4-6 (Low)	12	41,37	16	55,17	1	3,46	29	100
7-9 (Medium)	9	18,75	26	54,16	13	27,09	48	100
10-12 (High)	7	29,16	4	16,66	13	54,18	24	100
Total	28	100	46	100	27	100	101	100

From table 7, it can be seen that there is a tendency of consumers purchasing is indifference. This is because the products that are sold in Indomaret and Alfamart are similar. There is high tendency that consumers purchase higher in Alfamart over Indomaret. This can be seen from the respondents that have higher response in the 10-12 column for Alfamart that has higher score instead of Indomaret. Alfamart gives

plenty of promotion to the consumers, especially the cashiers that are very active in promoting promoted products. Alfamart also sells variety of products. There are types of products that are sold in Alfamart that Indomaret does not sell. This will influence the consumers to have higher preference to purchase in Alfamart from the marketing mix perspective

Table 8 The influence of service quality on minimarkets preferences

Service Quality	Indomaret		Indifference		Alfamart		Total	
	N	%	N	%	N	%	N	%
4-6 (Low)	6	30	10	50	4	20	20	100
7-9 (Medium)	7	18,42	16	42,10	15	39,48	38	100
10-12 (High)	15	34,88	20	46,51	8	18,61	43	100
Total	28	100	46	100	27	100	101	100

From table 8, it can be seen that there is a tendency of consumers purchasing in Indomaret is higher over Alfamart. This can be seen from the 10-12 column, that is in the high section. The reason for this result is because Indomaret is known for being friendly in serving the consumers. It is willing to help the consumers, the cashiers serve the consumers fast and always approaches the consumers when the consumers purchase in Indomaret.

Although the indifference result is high, because Indomaret and Alfamart have a similar method of serving the consumers. Alfamart needs to improve their service quality such as serving the consumers with friendliness and be more responsive in serving the consumers, to make the consumers have higher preference to purchase in Alfamart.

CONCLUSIONS AND SUGGESTION

1) Conclusion

Consumers have different preference to purchase in Indomaret and Alfamart. The research findings has achieved the research findings, which are:

1. The generation of consumers, such as the Baby Boomer, Gen X and Gen Y have higher preference to purchase in Indomaret over Alfamart. Gen Z have higher preference to purchase in Alfamart. Male consumers have higher preference to purchase in Indomaret and female consumers have higher preference to purchase in Alfamart. The consumers have preference in Indomaret to purchase instant products, snacks and staple foods. Meanwhile consumers have preference in Alfamart to purchase herbs, toiletries, laundry products and fresh drinks.
2. Consumers have preference to purchase in Indomaret because of the service quality variables. The cashiers in Indomaret are considered more friendly and responsive in serving the consumers. Meanwhile consumers have preference to purchase in Alfamart because of the marketing mix variables. The products

that are sold in Alfamart is more variant and the cashiers gives promotion to the consumers when purchasing in Alfamart

3. Alfamart needs to give training to the cashiers, in order for the cashiers to be friendlier in serving the consumers and be more responsive and give a quick service to the consumers. In order to make the consumers become more comfortable in purchasing in Alfamart

2) Suggestion

Consumers have different preference to purchase in Indomaret and Alfamart. The research conducted in the future, hopefully the percentage result will be less indifference. Which can conclude that consumers have higher preference to purchase in either Indomaret or Alfamart.

Declaration by Authors

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