Comparison Analysis Of Consumer Purchasing Decisions On Conventional And Syariah Mini Markets (Case Study on Alfamart and 212 Mart in Medan City)

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ABSTRACT

Today's modern markets are mostly conventional-based modern markets. With the change of life values in a more religious direction, consumers began to look for a modern syariah-based market. 212 Mart present as an answer to meet the demands of consumers who want to shop in the modern syariah-based market. But its new presence, not yet able to compete and seize the existing market. For that, it needs to be researched what factors exist in the conventional modern market thus making it able to grow and thrive as it is today. By knowing these factors, 212 Mart can follow and develop these factors based on syariah. There are many factors that can influence the decision of consumer purchase including price, promotion, service, trust and consumer’s characteristic.

The purpose of this research is to know and analyze the influence of the price, promotion, service, trust and consumer’s characteristic of consumer buying decisions and analyze the difference in the buying decision. In this study using a comparative associative approach with the research object was the customer Alfamart and 212 Mart Medan.

Testing was conducted by double linear regression tests by first conducting a classical assumption test, then a partial (t-test) and simultaneous hypothesis test was conducted (f-test). After that, look for the coefficient of determination to see how large the percentage of free variable variances affect the bound variables, then conducted independent sample t-test to see the difference of consumer buying decisions on Alfamart and 212 Mart Medan.

The results of the study stated that partially conducted at Alfamart, variable price and promotion were positively and significantly influential on consumer purchasing decisions, while service, trust and consumer’s characteristic variables were not influence positive and insignificant. While the trust and consumer’s characteristic variables at 212 Mart Medan have a positive and significant influence on consumer purchasing decisions, while price, promotion and service variables have no positive and insignificant effect. Simultaneously both at Alfamart and 212 Mart have a positive and significant influence on consumer purchasing decisions with the value of coefficient of determination respectively 26.9% and 17.4%. For the difference of consumer buying decisions on Alfamart and 212 Mart, the variable of price, promotion, trust and consumer’s characteristic have significant differences while service variable do not have significant differences.
INTRODUCTION

As the economy progressed, it has brought a positive impact in the field of business where the trading company emerged in the field of retail with franchise principle in the form of shop, mini market, department store and supermarket referred to as the modern market. This of course makes consumers have a lot of options in fulfilling their needs as well as giving rise to strict competition among business people.

Modern market is a market that is in demand today. Most of the Indonesian people decided to shop in the modern market for daily necessities. The modern markets available in the market are conventional markets that are managed with the general economic system. In the city of Medan, there are many modern markets such as: Alfamart, Indomaret, Alfamidi and other modern markets that almost decorate the entire city of Medan with conventional systems.

Nowadays, people have begun to realize the importance of the syariah-based economic system, so that many people leave this conventional system and move to syariah for the sake of people. This is supported by the advent of the modern syariah-based market, which is 212 Mart, which recently became a major choice for people who want to shop with syariah systems. The existence of these two types of modern markets certainly affects the consumer's decision to choose whether to shop in conventional modern markets or syariah. The purchase decision is a selection against two or more alternative options (Schiffman and Kanuk, 2008).

To attract consumers to determine their choice, businesses must be able to implement the right strategy in order to win the competition. Companies should be able to read what factors can influence consumer buying decisions. According to Kotler (2002:165) The decision of consumer purchase of an item is strongly influenced by the price, product, service, location of the company/shop. Meanwhile, according to Handoko, et al (2012:111) explains the factors influencing purchasing decision is the strategic location of the seller, good service, the ability of the salesperson, advertising (promotion) and classification of goods. According to Engel, Blackward and Miniard in Sunyoto (2015) Factors affecting consumer behaviour to make purchases are the influence of the environment, differences & individual influences, and psychological processes.

By knowing what factors can influence consumer buying decisions, the company should be aware of what to do in order to maintain the company's viability and be the winner in the competition. So strict, as consumers will be increasingly selective in making purchases.

With the rolling out values of life lately from conventional to syariah, the presence of the modern syariah market is the right choice for some people. 212 Mart appears as a solution for consumers who want to shop in modern syariah-based markets. But the new existence has not been able to compete and seize the existing market. Especially for consumers who are accustomed to shopping in conventional modern markets, it will be difficult to move to another place.

Therefore, 212 Mart should be able to grow and thrive like a conventional modern market. By knowing what are the factors in the conventional modern market to make it grow to the present, then 212 Mart can follow and develop these factors with a different system that is based on syariah. The factors are the price, promotion, service, trust and consumer’s characteristic that can influence the decision of consumer
purchase. By looking at the same factors in influencing consumer purchasing decisions in conventional modern markets, it can be known and compared whether these factors also influence consumer purchase decisions in modern syariah markets.

LITERATURE REVIEW

Purchase Decision

Buying decision is one of the main components of consumer behaviour. The consumer buying decision is step by step that consumers use when buying goods and services (Moenir, 2008). The purchase decision is a problem solving approach on human activities to buy an item or service in fulfilling its wishes and needs consisting of the introduction of needs and wishes, information retrieval, evaluation Purchasing decisions and behaviours after purchase (Swastha, 2008).

Handoko, DKK (2012:111) explains the factors influencing purchasing decision are: 1) strategic location of the seller; 2) good service; 3) The ability of its salespeople; 4) advertisements and promotions; 5) Classification of goods. According to Engel, Blackward and Miniard in Sunyoto (2015) Factors affecting consumer behavior for making a purchase are the influence of the environment, the difference in resources & individual influence and psychological process. Environmental influences include cultural factors, social class factors, personal factors, family factors and situation factors. Resource differences are economic, temporal and cognitive resources. The psychological process includes motivation, perception, knowledge and trust.

Social classes differ in information search behaviour before and during shopping. Middle and upper class consumers tend to be involved in some information searches before they buy. In contrast, lower-end consumers tend to stick to the shop's setup and advice from sellers. In general, lower-class consumers have less product information, less informed about product prices, and tend to buy sale products from upper-class consumers. The top consumers are also reluctant to use prices as a quality indicator, they assess the products of its benefits (Minor and Mowen, 2001).

Price

The price is defined by a certain amount of money to be paid by the consumer to obtain or acquire a product (Sutojo, 2007). Consumers will consider the price before deciding on the purchase, consumers will compare the price of their next product selection will evaluate the suitability of the price with the value of the product as well as the amount of money incurred (Budi, DKK, 2015). According to Kotler and Armstrong (2002:81-83) There are three important precautions in pricing for consumers namely: 1) referral price; 2) Price-quality conclusion; 3) Price hints.

The purpose of pricing is essentially four types: 1) profit-oriented objectives; 2) Volume-oriented objectives; 3) image-oriented objectives; 4) Price stabilization objectives; 5) Other objectives, for example, for the purpose of preventing the entry of competitors, maintaining customer loyalty, supporting resale, or avoiding government interference (Tjiptono, 2007:152).

Promotion

Promotion is the process of communicating the marketing mix variables that are very important to be implemented by the company in marketing the product (Hasan, 2014). Promotion is a form of marketing communication that seeks to disseminate information, affect/persuade, and/or improve the target market of the company and its products to be willing to receive, buy, be loyal to the products offered by the company In question (Tjiptono, 2007).
Promotional objectives are creating or raising product or brand awareness, increasing brand preference on the target market, increasing sales and market share, encouraging the same brand repurchase, introducing new products, and Attract new customers.

**Service**

Services are all forms of empathy and sympathy given by employees in order to assist customers and provide a sense of security and comfort to customers. Service is an action taken to meet the needs of others (consumers, customers, clients, guests, etc.) whose level of satisfaction is felt by the serving or served (Sugiarto, 2002).

For companies engaged in the field of products and services, satisfying the needs of customers means to provide quality service (service quality) to consumers. The quality of service can be interpreted as an effort to fulfill the needs and wishes of consumers and the accuracy of its delivery in offset consumer expectations (Tjiptono, 2011). According to Sugiarto (2002:42) so that customer loyalty is increasingly attached and customers do not turn to other services, the service provider needs to master the five elements of CTARN namely speed, accuracy, safety, friendliness, and comfort.

**Trust**

Trust is the thinking that someone can afford to give an idea of something (Kottler, 2008:218). Trust is a positive belief given by consumers to a product, service, or place. Belief is a cognitive component of psychological factors. Belief relates to belief, that something is true or false on the basis of evidence, suggestive, authority, experience and intuition (Kotler, 2002). Trust is essential for establishing and nurturing long-term relationships (Rousseau in Pudjihardjo, 2015).

Based on a scientific source then there are two dimensions to analyze the level of belief is the dimension that is able to build a person's trust with a dimension trust believe and trust intention (McKnight, Kacmar, & Choudhury (2002:337). Trust believe is one or more characteristics of a beneficial person to cultivate a sense of trust in another group. The indicator is one's empathy, attention, capture and trust. Trust Intention is a dependency trust will exist in a person seen in terms of situation and expected condition. The indicator is the willingness of the customer depends on the provider until it is able to accept the risk and things that cause negative impacts that will occur called the willingness to depend.

**Consumer’s Characteristic**

Consumer’s characteristic is an individual trait that determines the individual attitudes and acts as a determining value and decision making. Consumer’s characteristic include consumer knowledge and experience, consumer personality, and consumer demographic characteristics (Sumarwan, 2004). Consumers who have a lot of knowledge and experience about the product may be unmotivated to seek information, because consumers already feel sufficient with their knowledge to make a decision. Consumers who have personality as a person who loves to find information, will take the time to find more information.

According to Sumarwan (2004), consumer’s characteristic can be divided on the basis of age, education and occupation, geographical location, income, and social class. Consumer’s characteristic will affect consumers in determining purchasing decisions.
RESEARCH METHOD

Types of Research
The study uses a type of associative and comparative research to see the influence between free variables with bound variables both simultaneously and partially and then see if there are differences in free variables that affect variables The purchase decision on Alfamart and 212 Mart.

Research Site
The research venue was held at Alfamart and 212 Mart in the city of Medan.

Population and Samples
The population in this study is everyone who shopped at Alfamart and 212 Mart in the city of Medan. The samples in this study amounted to 200 people who were 100 people from the shopping at Alfamart and other 100 who were shopping at 212 Mart. Sampling is done by purposive sampling method, i.e. by sampling people who shop based on certain criteria. The samples used in this study were selected based on the criteria of people who always shopped at Alfamart and 212 Mart.

Data Collection Techniques
The type of data used is the primary data derived from people who have been samples in the study using polls and interviews against those in question. In addition to primary data, secondary data is also used from books, literature, references and previous research related to the title of this study.

Data Analysis Techniques
Multiple Linear Regression
Multiple regression analyses in the study were used to determine the influence of price, promotion, service, trust, and consumer’s characteristic of consumer buying decisions at Alfamart and 212 Mart. The model form to be tested in this research is:

\[ Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \varepsilon \]

Where Y = consumer purchase decision; \( \beta_0 \) = Constants; \( X_1 \) = Price; \( X_2 \) = promotion; \( X_3 \) = Service; \( X_4 \) = Trust; \( X_5 \) = consumer characteristics; \( \beta_1... \beta_5 \) = Independent variable coefficient \( X_1... X_5 \) \( \varepsilon \) = Error.

Classic Assumption Test
Multiple regression methods can be used as an unbiased estimation tool if they meet the requirements of Best Linear Unbiased Estimation (BLUE). Therefore, it is necessary to test the classic assumption against a formulated model that includes the following tests: test normality, heterokedastisity and multicholinearity.

Hypothesis Test (T-test and F-test)
The t-test is used to test the regression coefficient partially from its independent variable. The test criteria used are:
If the significance value (\( T_{test} > T_{table} \)), then the H0 is rejected
If the value is significance (\( T_{test} < T_{table} \)), then the H0 is received

The f-test is used to test the magnitude of the influence of all independent variables collectively (simultaneous) against the dependent variable. The test criteria used are:
If the significance value (\( F_{test} > F_{table} \)), then the H0 is rejected
If the value is significance ($F_{test} < F_{table}$), then the $H_0$ is received

**Coefficient of Determination**

In this case, $R^2$ to declare coefficient of determination or how much influence of price, promotion, service, trust, and consumer’s characteristic partially or simultaneously affects the dependent variable that is the consumer purchase decision.

**Independent Sample T-Test**

The independent sample T-test aims to analyse the average difference between two groups that are unrelated to each other. In this case it will be conducted a test of the average difference between the same independent factors against two different places namely the Alfamart Medan and 212 Mart Medan. With this test, you will be able to see the difference between the factors of price, promotion, service, trust and consumer’s characteristic that exist at Alfamart and 212 Mart.

Basis of the decision is to look at the value of Sig(2-tailed). When the value of Sig(2-tailed) is < 0.05, it means there is a significant difference between variables affecting the purchase decision on Alfamart Medan and 212 Mart. If the value of Sig(2-tailed) is > 0.05, it means that there is no significant differences between variables influencing purchasing decision on Alfamart Medan and 212 Mart.

**RESULT AND DISCUSSION**

**Table 1. Data Processing Results Alfamart Medan**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>7,060</td>
<td>2,097</td>
<td>3,366</td>
<td>,001</td>
</tr>
<tr>
<td>Price</td>
<td>.193</td>
<td>.050</td>
<td>.503</td>
<td>3,887</td>
</tr>
<tr>
<td>Promotion</td>
<td>.081</td>
<td>.037</td>
<td>.220</td>
<td>2,180</td>
</tr>
<tr>
<td>Service</td>
<td>-.027</td>
<td>.047</td>
<td>.066</td>
<td>1,559</td>
</tr>
<tr>
<td>Trust</td>
<td>-.074</td>
<td>.042</td>
<td>.249</td>
<td>1,734</td>
</tr>
<tr>
<td>Consumer’s Characteristic</td>
<td>-.024</td>
<td>.038</td>
<td>.057</td>
<td>1,619</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase Decision

**Partial Hypothesis Test ($T_{test}$)**

From the results of the above data processing, it can be concluded partial hypothesis test as follows:

a. For the price factor against the purchase decision, the value of $t_{test}$ 3,887 > $t_{table}$ 1,985 and the value of Sig 0.000<0,05. It can therefore be concluded that the price factor has a positive and significant effect on the consumer purchasing decision at Alfamart Medan.

b. For the promotion factor on purchasing decisions, the value of $t_{test}$ 2,180 > $t_{table}$ 1,985 and the value of sig 0,032<0,05. It can be concluded that the promotion factor is positive and significant to the consumer purchase decision at Alfamart Medan.
c. For the service factor on purchasing decisions, the value of $t_{\text{test}} 1.559 < t_{\text{table}} 1.985$ and the value of $\text{sig } 0.578 > 0.05$. It can therefore be concluded that the service factor has no positive and insignificant effect on the consumer purchase decision at Alfamart Medan.

d. For the trust factor on purchase decision, the value of $t_{\text{test}} 1.734 < t_{\text{table}} 1.985$ and the value of $\text{sig } 0.086 > 0.05$. It can therefore be concluded that the trust factor has no positive and insignificant effect on the consumer purchase decision at Alfamart Medan.

e. For the customer's characteristic factor to the purchase decision, the value of $t_{\text{test}} 1.619 < t_{\text{table}} 1.985$ and the value of $\text{sig } 0.538 > 0.05$. Thus it can be concluded that the consumer's characteristic factor has no positive and insignificant effect on the consumer purchase decision at Alfamart Medan.

When viewed from the data processing results 212 Mart Medan has different results. The difference can be seen as follows:

### Table 2. Data Processing Results 212 Mart Medan

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>5.163</td>
<td>3.072</td>
<td>1.681</td>
<td>0.096</td>
</tr>
<tr>
<td>Price</td>
<td>0.075</td>
<td>0.042</td>
<td>0.225</td>
<td>1.792</td>
</tr>
<tr>
<td>Promotion</td>
<td>0.020</td>
<td>0.038</td>
<td>0.051</td>
<td>0.515</td>
</tr>
<tr>
<td>Service</td>
<td>-0.032</td>
<td>0.037</td>
<td>0.101</td>
<td>0.864</td>
</tr>
<tr>
<td>Trust</td>
<td>0.032</td>
<td>0.037</td>
<td>0.105</td>
<td>2.858</td>
</tr>
<tr>
<td>Consumer's Characteristic</td>
<td>0.111</td>
<td>0.058</td>
<td>0.197</td>
<td>2.912</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase Decision

From the results of the above data processing, it can be concluded partial hypothesis test as follows:

a. For the price factor against the purchase decision, the value of $t_{\text{test}} 1.792 < t_{\text{table}} 1.985$ and the value of $\text{sig } 0.076 > 0.05$. Thus it can be concluded that the price factor does not affect the positive and insignificant to the consumer purchase decision at 212 of Medan Mart.

b. For the promotion factor to the purchase decision, the value of $t_{\text{test}} 0.515 < t_{\text{table}} 1.985$ and the value of $\text{sig } 0.084 > 0.05$. Thus it can be concluded that the promotion factor has no positive and insignificant effect on the consumer purchase decision in the 212 Mart Medan.

c. For the service factor to the purchase decision, the value of $t_{\text{test}} 0.864 < t_{\text{table}} 1.985$ and the value of $\text{sig } 0.090 > 0.05$. Thus it can be concluded that the service factor has no positive and insignificant effect on the purchase decision of the consumer at 212 Mart Medan.

d. For the trust factor on the purchase decision, the value of $t_{\text{test}} 2.858 > t_{\text{table}} 1.985$ and the value of $\text{sig } 0.004 < 0.05$. Thus it can be concluded that the trust factor has a positive and significant effect on the purchase decision of consumers in 212 Mart Medan.
e. For the consumer's characteristic factor on purchase decision, the value of $t_{\text{test}} = 2.912 > t_{\text{table}} = 1.985$ and the value of $\text{sig} = 0.000 < 0.05$. It can therefore be concluded that the consumer's characteristic factor has a positive and significant effect on the consumer purchase decision at Alfamart Medan.

**Simultaneous Testing ($F_{\text{test}}$)**

**Table 3. Simultaneous Hypothesis Testing at Alfamart Medan**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>5</td>
<td>29,261</td>
<td>6,903</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>94</td>
<td>4,239</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>99</td>
<td>4,374</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Consumer's Characteristic, Service, Promotion, Price, Trust
b. Dependent Variable: Purchase Decision

From the results of data processing above, it can be seen that the probability value of $F_{\text{test}} = 6.903 > F_{\text{table}} = 2.075$ and the value of $\text{sig} = 0.000 < 0.05$. Thus it can be concluded that the price, promotion, service, trust and consumer's characteristic variable jointly positively and significantly influence the decision of consumer purchase at Alfamart Medan.

Simultaneous hypothesis testing of 212 Mart is presented in the following table:

**Table 4. Simultaneous Hypothesis Testing at 212 Mart Medan**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>5</td>
<td>9,406</td>
<td>3,962</td>
<td>0.003</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>94</td>
<td>2,374</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>99</td>
<td>2,374</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Consumer’s Characteristic, Trust, Service, Promotion, Price
b. Dependent Variable: Purchase Decision

From the results of data processing above, it can be seen that the probability value of $F_{\text{test}} = 3.962 > F_{\text{table}} = 2.075$ and the value of $\text{sig} = 0.003 < 0.05$. Thereby it can be concluded that the price, promotion, service, trust and consumer’s characteristic variable jointly positively and significantly influence the decision of consumer purchase at 212 Mart Medan.

**Coefficient of Determination**

**Table 5. Coefficient of Determination Result at Alfamart Medan**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.518</td>
<td>.269</td>
<td>.230</td>
<td>2,059</td>
<td>1,920</td>
</tr>
</tbody>
</table>
The Data above shows R Square value of 0.269, which means that 26.9% variation in the value of consumer purchase decisions at Alfamart Medan is influenced by the role of price variation, promotion, service, trust and consumer’s characteristic. The remaining 73.1% is influenced by other variables not examined in this study.

As for the results of the coefficient of determination in 212 Mart can be seen in the table below:

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.518a</td>
<td>.269</td>
<td>.230</td>
<td>2.059</td>
<td>1.920</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Consumer’s Characteristic, Service, Promotion, Price, Trust
b. Dependent Variable: Purchase Decision

Data above shows R Square value of 0.174, which means that 17.4% variation of consumer purchase decision value in 212 Mart Medan is influenced by the role of price variation, promotion, service, trust and consumer’s characteristic. The remaining 82.6% is influenced by other variables not examined in this study.

Independent Sample T-test

From the results of the data processing price factor, generated the value of Sig (2-tailed) 0.134 > 0.05, meaning there is a significant difference between the price factor contained in the Alfamart Medan and 212 Mart Medan to the consumer buying decision. In other words, the price factor at Alfamart Medan affects the consumer buying decision while in 212 Mart price factor does not affect consumer buying decisions.

For the test result independent sample T-test promotion factor, generated the value of Sig (2-tailed) 0.127 > 0.05, meaning there is a significant difference between the promotion factors found in the Alfamart Medan and 212 Mart Medan to the consumer purchase decision. In other words, the promotion factor on Alfamart Medan affects the buying decision of consumers while in 212 Mart, the promotion factor does not affect consumer buying decisions.

For test results independent sample T-test service factor, resulting in the value of Sig (2-tailed) 0.000 < 0.05, meaning there is no significant difference between the service factor contained in the Alfamart Medan and 212 Mart to the purchase decision Consumer. In other words, both in Alfamart Medan and in 212 Mart service factor equally does not affect consumer purchasing decisions. This is due to the system from Alfamart and 212 Mart is self-service, which is self-serving, where the consumer is free to choose themselves and pick up their own goods in accordance with their wishes then brought to the cashier to do Payment.
For the results of independent sample T-test for the trust factor, resulting in the value of Sig (2-tailed) 0.132 > 0.05, meaning there is a significant difference between the trust factors found in the Alfamart Medan and 212 Mart of Medan to the decision Consumer purchases. In other words, the trust factor in the Alfamart Medan does not affect the consumer buying decision while in the 212 Mart Medan trust factor affects the purchasing decision of consumers.

For the results of independent sample T-test consumer’s characteristic factor, generated value of Sig (2-tailed) 0.121 > 0.05, meaning there is a significant difference between the consumer’s characteristic factor found in the Alfamart Medan and 212 Mart Medan to Consumer purchasing decisions. In other words, the consumer’s characteristic factor at Alfamart Medan does not affect consumer buying decisions while in 212 Mart consumer’s characteristic factor influencing consumer purchasing decision.

CONCLUSION

Based on the problems and hypotheses proposed, the conclusions of this study are: 1) price and promotion factors partially influence positive and significant on the decision of consumer purchase at Alfamart Medan while at 212 Mart Medan has no effect positive and insignificant; 2) A partial, service factor has no positive and insignificant effect on the purchase decision of the consumer in both, both at Alfamart Medan and 212 Mart Medan; 3) The trust and consumer’s characteristic factors in partial have no positive and insignificant effect on the decision of consumer purchase at Alfamart Medan while in 212 Mart Medan, the both factors positively and significantly influential; 4) Price, promotion, service, trust and consumer’s characteristic factors simultaneously positive and significant effect both on Alfamart and 212 Mart Medan; 5) The value of determination coefficient shows 26.9% for Alfamart and 17.4% for 212 Mart Medan, meaning variations in the value of consumer buying decisions are influenced by the role of price variations, promotions, service, trust and consumer’s characteristic of each percentage, while the rest are influenced by other variables not examined in this study; 6) Independent sample T-test results showed that price, promotion, trust and consumer’s characteristic factors have a significant difference to consumer buying decisions on Alfamart Medan and 212 Mart Medan, while the service factor has no significant difference.

REFERENCES


