

Comparative Analysis of Consumer Behavior in Purchasing Decision-Making Between Traditional Shops and Minimarkets

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Abstract

This study aims to analyze the differences in consumer behavior in purchasing decision-making between traditional stalls and minimarkets. The background of this research is the rapid growth of modern retail in Indonesia, which has influenced changes in consumer behavior and created competition with traditional retail businesses. This study employed a quantitative approach with a comparative research design. Data were collected through questionnaires distributed to 102 respondents who had shopping experience in both types of retail stores. The data were analyzed using descriptive statistics, validity and reliability tests, normality tests, and the Paired Sample T-Test. The results showed that there was a significant difference in consumer behavior between traditional stalls and minimarkets, with a significance value of 0.000 (<0.05). The average consumer behavior score in minimarkets was higher than in traditional stalls, indicating that consumers tend to be more rational, structured, and influenced by modern factors such as convenience, product arrangement, and price transparency. In addition, consumer behavior significantly influenced purchasing decisions in both types of retail stores, but the effect was stronger in minimarkets due to better facilities and more organized systems. In conclusion, minimarkets are more effective in shaping modern consumer behavior, while traditional stalls still rely on social interaction and habitual factors. These findings provide important implications for business strategies and retail competition in the modern era.

Keywords: *Consumer Behavior, Minimarket, Purchasing Decision, Traditional Stall.*

1. Introduction

Indonesia has now entered an era of global competition that requires every individual and business actor to be able to adapt and develop in facing increasingly intense competition. In this context, business competition is inevitable; however, it must occur in a fair and healthy manner to prevent market domination by certain parties (Suryana, 2022). This condition raises academic concerns, particularly regarding how small business actors can survive amid the rapid expansion of modern retail. Business actors are required to continuously innovate, improve product quality, and enhance services in order to remain relevant to market developments and consumer needs (Hamzah & Priyono, 2025).

Factually, the development of modern retail in Indonesia, especially minimarkets, has experienced significant growth. Data from Euromonitor shows that the number of minimarkets increased from 26,102 outlets in 2015 to 38,323 outlets in 2021 (Panjaitan, 2025). This growth indicates a shift in consumer consumption patterns toward modern retail, which offers convenience, more organized systems, and a wider variety of products (Maheza et al., 2024). On the other hand, the

presence of minimarkets exerts pressure on traditional retail, which still faces various limitations such as simple management systems, inadequate facilities, and limited marketing strategies (Zuhroh et al., 2024).

Several previous studies have examined this phenomenon. Research by (Septiana and Hotijah, 2024) shows that there is no significant difference in consumer behavior between traditional shops and minimarkets based on statistical tests conducted. However, different results were found by (Hamzah and Priyono, 2025), who stated that purchasing decisions are strongly influenced by consumer behavior, particularly factors such as price, quality, accessibility, and service. These differing findings indicate inconsistencies that are interesting for further investigation.

Based on these differences, there is a research gap indicating that there is no consistent conclusion regarding the comparison of consumer behavior between traditional retail and minimarkets. This opens opportunities to introduce novelty through a more measurable quantitative approach in comparing the two types of retail, particularly in the context of purchasing decision-making (Macías Urrego et al., 2024).

The purpose of this study is to analyze and compare consumer behavior in the purchasing decision-making process between traditional shops and minimarkets. The research problem focuses on identifying the differences in factors influencing consumer purchasing decisions in both types of retail, such as price, service, location, and facilities.

This research is important as it provides both theoretical and practical contributions. Theoretically, it enriches the study of consumer behavior in the context of retail competition (Berlilana et al., 2024). Practically, the results of this study are expected to serve as a reference for business actors in designing more effective marketing strategies, as well as for the government in formulating policies that support fair and sustainable business competition.

2. Literature Review

Previous relevant studies serve as an important foundation in understanding the phenomenon of consumer behavior in purchasing decision-making. Several prior studies have examined the comparison between traditional retail and modern retail, particularly minimarkets, in influencing consumer behavior. Research by (Septiana and Hotijah, 2024) indicates that there is no significant difference in consumer behavior between traditional stores and minimarkets in the purchasing decision-making process. This suggests that both types of retail still have their own appeal in the eyes of consumers.

However, other studies show different findings. Research conducted by (Hamzah and Priyono, 2025) states that consumer behavior has a significant influence on purchasing decisions, particularly affected by factors such as price, location, and socio-cultural values embedded in the consumer environment. In addition, research by (Asri, 2010) found that there are differences in consumer attitudes between traditional markets and modern markets, especially in terms of price, location, promotion, and physical facilities.

Furthermore, the presence of minimarkets as part of modern retail has influenced changes in consumer behavior in choosing shopping places. Minimarkets offer convenience, product variety, and more modern service systems, making them more attractive to consumers compared to traditional shops that have limitations in management and facilities (Maheza et al., 2024). On the other hand, traditional shops still have advantages in terms of proximity, social relationships with consumers, and flexibility in transactions such as bargaining (Suryana, 2022).

In the context of consumer behavior, purchasing decisions are influenced by various factors such as price, service, location, as well as psychological and social factors inherent in individuals (Nisa, 2020). The purchasing decision-making process itself involves several stages, starting from problem recognition, information search, evaluation of alternatives, to post-purchase behavior (Felycia & Genoveva, 2021). Therefore, understanding consumer behavior is crucial in determining effective marketing strategies.

Although many studies have discussed consumer behavior and purchasing decisions, there is still a research gap that needs further investigation. The differences in previous research findings indicate that there is no consistent conclusion regarding the comparison of consumer behavior between traditional shops and minimarkets. In addition, some studies only focus on one type of retail or examine the influence of certain variables without directly comparing both types of retail (Devi & Fadli, 2023).

Based on these conditions, this study aims to fill the gap by comprehensively analyzing the comparison of consumer behavior in purchasing decision-making between traditional shops and minimarkets. Therefore, this research is expected to contribute to clarifying differences in consumer behavior and serve as a basis for strategic decision-making for business actors and policymakers.

3. Research Methods

This study employs a quantitative approach with a comparative research design aimed at analyzing differences in consumer behavior in purchasing decision-making between traditional shops and minimarkets. The quantitative approach is chosen because the data used are numerical and analyzed using statistical techniques to determine differences between variables (Sugiyono, 2013). The research was conducted in Pejagan Village, Bangkalan District, where both traditional shops and minimarkets are present as research objects.

The data sources in this study consist of primary and secondary data. Primary data were obtained through questionnaires distributed to respondents, while secondary data were collected from relevant literature and previous studies. The research population includes all consumers who have made purchases in traditional shops and minimarkets. The sampling technique used is non-probability sampling with a purposive sampling method, namely respondents aged at least 17 years and who have made purchases. The sample size used is a minimum of 100 respondents (Sugiyono, 2013).

Data collection methods were carried out through questionnaires, observation, and documentation. The questionnaire used a Likert scale of 1–5 to measure respondents' perceptions of the research variables. Data analysis was conducted using descriptive and inferential statistics, including validity tests, reliability tests, and normality tests using the Kolmogorov-Smirnov method. Furthermore, hypothesis testing was conducted using the Paired Sample T-Test to determine significant differences between the two groups of consumers. All these analysis techniques were used to produce objective and accurate conclusions (Sugiyono, 2013).

4. Result and Discussion

Descriptive Statistical Analysis

Descriptive statistical analysis is applied to provide a comprehensive understanding of respondent characteristics as well as the distribution of their responses to each variable studied. Data processing can be carried out using SPSS. Descriptive statistics consist of several important measures, namely the minimum value, which indicates the lowest score of respondents' answers; the maximum value, which reflects the highest score; the mean, which provides a general overview of the data; and the standard deviation, which shows how far the data are spread from the mean. By using this analysis method, researchers can evaluate the level of data variation obtained and how respondents tend to assess the studied variables, so that this information can serve as a basis for further analysis.

Results of Descriptive Statistical Analysis

Variable	N	Mini mum	Maxi mum	Mean	Std. Deviation
Consumer Behavior	102	15.00	60.00	42.28 43	6.10206
Decision Making	102	18.00	50.00	34.79 41	5.01352
Traditional Shop	102	11.00	25.00	17.75 49	3.49947

Minimarket	102	10.00	25.00	20.45	3.38204
				10	
Valid N (listwise)	102				

Based on the descriptive statistics table above, the analysis results show the characteristics of each research variable. The consumer behavior variable has a mean value of 42.28, with a minimum value of 15.00 and a maximum of 60.00, and a standard deviation of 6.10. This indicates that, in general, consumer behavior falls into a relatively high category, meaning that respondents typically consider factors such as product, price, location, and service when shopping. The relatively low standard deviation compared to the mean indicates that the data tend to be homogeneous or not highly varied.

The decision-making variable has a mean value of 34.79, with a minimum value of 18.00 and a maximum of 50.00, and a standard deviation of 5.01. This suggests that respondents' decision-making ability is relatively high, indicating that most respondents tend to be firm in choosing products to purchase. The lower standard deviation compared to the mean also shows that the data are stable and not widely dispersed.

The traditional shop variable records a mean value of 17.75, with a minimum of 11.00 and a maximum of 25.00, and a standard deviation of 3.49. Meanwhile, the minimarket variable has a mean value of 20.45, with a minimum of 10.00 and a maximum of 25.00, and a standard deviation of 3.38. This indicates that minimarkets have a higher mean value compared to traditional shops, suggesting that consumers tend to prefer minimarkets when shopping. The relatively small standard deviation indicates that respondents provided fairly consistent answers regarding minimarkets. This also shows that respondents' perception of traditional shops is moderate, meaning that although traditional shops are still chosen by consumers, they are not superior compared to other options.

Validity Test Analysis

The results of the validity test are used to ensure the validity of a research instrument. In this study, the validity test is used to measure the validity and accuracy of the research instrument. The test is conducted by comparing the calculated r-value (r count) with the r-table value. If the calculated r-value is greater than the r-table value, the questionnaire distributed to respondents is considered valid. The following are the results of the validity test processed using SPSS.

Validity Test Results (Variabel X1)					
	Item	r count	r table	Sig.	Description
Based on the table above, all have r count greater than r table significance less than 0.05. that all items in behavior valid and as research	1	0,591	0,195	0,000	Valid
	2	0,484	0,195	0,000	Valid
	3	0,585	0,195	0,000	Valid
	4	0,427	0,195	0,000	Valid
	5	0,608	0,195	0,000	Valid
	6	0,584	0,195	0,000	Valid
	7	0,491	0,195	0,000	Valid
	8	0,414	0,195	0,000	Valid
	9	0,506	0,195	0,000	Valid
	10	0,442	0,195	0,000	Valid
Validity Test Results (Variable Y)					

on the table statement items values greater (0.195) and values (Sig.) This indicates the consumer variable are suitable for use instruments.

Item	r count	r table	Sig.	Description
1	0,591	0,195	0,000	Valid
2	0,484	0,195	0,000	Valid
3	0,585	0,195	0,000	Valid
4	0,427	0,195	0,000	Valid
5	0,608	0,195	0,000	Valid
6	0,584	0,195	0,000	Valid
7	0,491	0,195	0,000	Valid
8	0,414	0,195	0,000	Valid
9	0,506	0,195	0,000	Valid
10	0,442	0,195	0,000	Valid

Based on the validity test results, all question items in the purchasing decision variable show r count values greater than r table (0.195). In addition, each item has a significance value (Sig.) of 0.000, which is less than 0.05. This indicates that each statement item is capable of accurately measuring the intended aspects, meaning that the research instrument has a good level of validity. Therefore, all items in the purchasing decision variable are considered valid and can be used for further analysis.

Validity Test Results (Traditional Shop Variable)

Item	r count	r table	Sig.	Description
1	0,649	0,195	0,000	Valid
2	0,785	0,195	0,000	Valid
3	0,706	0,195	0,000	Valid
4	0,481	0,195	0,000	Valid
5	0,673	0,195	0,000	Valid

Based on the table above, all statement items in the traditional shop variable show r count values greater than r table (0.195). In addition, each item has a significance value (Sig.) of 0.000, which is less than 0.05. This indicates that each item effectively measures the traditional shop variable accurately. Therefore, all items in this variable are considered valid and appropriate for use in the research.

Validity Test Results (Minimarket Variable)

item	r hitung	r table	Sig.	Keterangan
1	0,751	0,195	0,000	Valid
2	0,874	0,195	0,000	Valid
3	0,873	0,195	0,000	Valid
4	0,833	0,195	0,000	Valid
5	0,759	0,195	0,000	Valid

Based on the table above, all statement items in the minimarket variable have r count values greater than r table (0.195). In addition, each item shows a significance value (Sig.) of 0.000, which is less than 0.05. This indicates that each item is able to accurately measure the minimarket variable,

meaning that the research instrument has an adequate level of validity. Therefore, all items in the minimarket variable are considered valid and suitable for use in further analysis.

Reliability Test Analysis

The reliability test is used to measure the consistency of a research instrument. Instruments that have been declared valid are subsequently tested for reliability. The reliability test is conducted by comparing the Cronbach's Alpha value. If the Cronbach's Alpha value is greater than 0.05, the questionnaire items are considered consistent or reliable; conversely, if the value is less than 0.05, the items are considered inconsistent or not reliable. The following are the results of the reliability test processed using SPSS.

Reliability Test Results				
No	Variable	Number of Items	Cronbach's Alpha	Decision
1	Consumer Behavior	12 items	0.728	Reliable
2	Purchase Decision	10 items	0.653	Reliable
3	Traditional Shop	5 items	0.670	Reliable
4	Minimarket	5 items	0.870	Reliable

Based on the test results presented in the table above, all variables studied have Cronbach's Alpha values greater than 0.60. The value for the consumer behavior variable is 0.728, the purchase decision variable is 0.653, the traditional shop variable is 0.670, and the minimarket variable shows a value of 0.870. This indicates that each item within each variable has an adequate level of internal consistency. Therefore, the research instrument used is considered reliable and dependable for data collection. Overall, the results of this reliability test indicate that the questionnaire produces stable and consistent data, making it suitable for further analysis in this study.

Normality Test Analysis

The normality test is used to determine whether the data distribution in the study is normal or not. This test was conducted using IBM SPSS 2.1 for Windows. The basis for decision-making is as follows: if the significance value (Sig.) is less than 0.05, the data distribution is considered not normal; if the significance value is greater than 0.05, the data distribution is considered normal. The following are the results of the normality test.

Normality Test Results		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		102
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.67737427
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.049
Test Statistic		.087
Asymp. Sig. (2-tailed) ^c		.053
Sig.		.052

Monte Carlo Sig. (2-tailed) ^d	99% Confidence Interval	Lower Bound	.046
		Upper Bound	.057

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Based on the results of the normality test using the Kolmogorov-Smirnov method, the Asymp. Sig. (2-tailed) value is 0.053 and the Monte Carlo Sig. value is 0.052. These values are greater than 0.05, indicating that the residual data are normally distributed. Therefore, the research model meets the normality assumption and can proceed to the next stage of analysis.

Paired Sample T-Test Analysis

Several main assumptions in the paired sample t-test are as follows:

1. The purpose of this test is to determine whether there is a significant difference between two related samples.
2. The two samples must be identical, but their data are different.
3. The requirement for this test is that the data must follow a normal distribution.

Paired Sample Statistic Test Results

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Consumer behavior in traditional shops	17.7549	102	3.49947	.34650
Consumer behavior in minimarkets	20.4510	102	3.38204	.33487

Based on the results shown in the table above, it can be seen that the overall mean value for traditional shops is 17.7549, which is lower than the mean value for minimarkets. This indicates that, descriptively, there is a difference in the average results between traditional shops (Madura stores) and minimarkets.

Paired Sample T-Test Results (Traditional Shops vs. Minimarkets)

Paired Samples Test

	Paired Differences						T	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference					
				Lower	Upper				
Pair 1 Consumer behavior (traditional shop – minimarket)	-2.69608	3.26939	.32372	-3.33825	-2.05391	-8.328	101	.000	

The decision-making criteria in the paired sample t-test are as follows:

1. If the significance value (Sig.) < 0.05 , then H_0 is rejected and H_1 is accepted, meaning there is a significant difference between shopping decision behavior in traditional shops and minimarkets.
2. If the significance value (Sig.) > 0.05 , then H_0 is accepted and H_1 is rejected, meaning there is no significant difference between shopping decision behavior in traditional shops and minimarkets.

The results of the paired sample t-test show a significance value of 0.000, which is less than 0.05. This indicates that there is a significant difference between consumer behavior in minimarkets and traditional shops. The mean consumer behavior score in minimarkets is 20.4510, which is higher than that in traditional shops, which is 17.7549. Therefore, it can be concluded that consumers tend to exhibit more favorable behavior when shopping at minimarkets compared to traditional shops.

Consumer Behavior and Purchasing Decisions

After testing the hypotheses, the next step is discussing the results based on relevant theories. The analysis aims to answer the research problems by examining variations in consumer behavior when making purchasing decisions in traditional shops and minimarkets, as well as how consumer behavior influences purchasing decisions in both retail settings.

a. Differences in Consumer Behavior between Traditional Shops and Minimarkets

The results of the Paired Sample T-Test reveal a significance value (Sig. 2-tailed) of 0.000, which is below the threshold of 0.05. Consequently, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, indicating a statistically significant difference in consumer behavior between traditional shops and minimarkets. Descriptively, the mean score of consumer behavior in minimarkets (20.4510) is higher than that of traditional shops (17.7549), with a mean difference of 2.696, suggesting that consumer behavior in minimarkets is generally more favorable (Hotijah & Septiana, 2024).

These findings indicate that consumers in minimarkets demonstrate higher levels of shopping frequency, loyalty, perceived convenience, and responsiveness to promotional activities. In contrast, consumers in traditional shops tend to exhibit lower behavioral scores, which may be attributed to limited product variety, less modern retail environments, and restricted payment options. The observed difference reflects not only numerical superiority but also a gap in shopping experiences between the two retail formats (Agustina, 2022).

From a structural perspective, minimarkets provide superior facilities, including well-organized product displays, transparent pricing systems, comfortable environments (e.g., air conditioning, adequate lighting, and cleanliness), and standardized service procedures supported by employee training. These elements collectively foster more rational, planned, and information-driven consumer behavior. Conversely, traditional shops often lack such facilities, resulting in consumer behavior that is more spontaneous, emotionally driven, and influenced by social interactions, including bargaining and personal relationships with sellers (Mekkaoui Alaoui & Ouhna, 2026).

This finding aligns with consumer behavior theory, which emphasizes that environmental factors and marketing stimuli, such as location, pricing, and service quality, significantly influence how consumers evaluate alternatives and make purchasing decisions.

b. The Effect of Consumer Behavior on Purchasing Decisions in Traditional Shops

The regression analysis for traditional shops indicates that consumer behavior has a statistically significant effect on purchasing decisions (Sig. < 0.05). This suggests that more positive consumer perceptions regarding product attributes, pricing, location, and service quality lead to a higher likelihood of purchase decisions.

Specifically, purchasing behavior in traditional shops is influenced by several key factors. First, relatively lower and negotiable prices serve as a primary attraction, allowing consumers to engage in bargaining and perceive greater value. Second, proximity to residential areas enhances convenience, particularly for purchasing daily necessities in small quantities. Third, habitual purchasing behavior and local cultural traditions contribute to customer loyalty. Fourth, strong interpersonal relationships between sellers and buyers foster trust and social bonding, which are typically absent in modern retail systems (Permadi, 2022).

However, despite its significance, the influence of consumer behavior in traditional shops is relatively weaker compared to minimarkets due to limitations in infrastructure and service systems. Therefore, traditional shop owners are encouraged to enhance product quality, expand product variety, and improve service delivery in order to strengthen competitiveness.

c. The Effect of Consumer Behavior on Purchasing Decisions in Minimarkets

The simple regression analysis reveals a significance value of 0.000 (< 0.05), indicating that consumer behavior has a positive and statistically significant effect on purchasing decisions in minimarkets. Consumer behavior in minimarkets tends to be more rational, structured, and information-oriented, with consumers considering factors such as product quality, price transparency, convenience, and service quality.

More specifically, several factors drive consumer behavior in minimarkets. First, shopping convenience plays a crucial role, as minimarkets offer clean, air-conditioned, and well-organized environments that enhance the overall shopping experience. Second, systematic product arrangement facilitates product search and encourages impulse buying through strategic product placement. Third, efficient, friendly, and professional service contributes to customer satisfaction and time efficiency. Fourth, promotional activities and periodic discounts influence consumer perceptions of value. Fifth, product quality assurance and transparent pricing systems increase consumer trust.

These findings are consistent with modern marketing theory, which posits that retail environments can shape consumer behavior through integrated marketing strategies, including visual merchandising, promotional tactics, store atmosphere management, and technological integration in service delivery. Such strategies not only fulfill functional needs but also generate emotional satisfaction among consumers.

Nevertheless, the R-square value of 46.3% indicates that other factors also influence purchasing decisions in minimarkets, such as store location, product availability, brand influence, lifestyle, and the adoption of digital payment systems. This highlights that purchasing decisions are determined by a complex interaction of multiple variables (Nisa, 2020).

Overall, the findings suggest that consumer behavior exerts a stronger and more significant influence on purchasing decisions in minimarkets compared to traditional shops. This is largely due to the more structured, modern, and information-rich shopping environment. Therefore, minimarket managers should continue to develop innovative marketing strategies that prioritize customer experience in order to sustain and enhance purchasing decisions in the future.

5. Conclusion

Based on the results of the study and the discussion regarding the comparative analysis of consumer behavior in purchasing decision-making between traditional shops and minimarkets, it can be concluded that there is a significant difference between the two. This is evidenced by the results of the Paired Sample T-Test, which show a significance value of 0.000, lower than 0.05. The average consumer behavior score in minimarkets is higher than in traditional shops, indicating that consumers

tend to be more rational, organized, and influenced by modern factors such as convenience, orderliness, and clarity of information when shopping in minimarkets.

Furthermore, consumer behavior is proven to have a significant influence on purchasing decisions in traditional shops. The analysis results indicate that the more positive consumers' perceptions of factors such as product quality, price, location, and service, the greater the likelihood of purchasing decisions. However, this influence remains limited, as purchasing decisions in traditional shops are also strongly affected by habitual behavior, proximity, and personal social interactions between sellers and buyers.

On the other hand, consumer behavior has a stronger influence on purchasing decisions in minimarkets. This is due to the support of modern retail systems that provide a more comfortable shopping experience, clear product information, and ease in comparing alternatives. These conditions encourage consumers to behave more rationally and systematically in making purchasing decisions, making consumer behavior in minimarkets a dominant factor in determining purchase choices compared to traditional shops.

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