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ANALYSIS OF FACTORS INFLUENCING CONSUMERS' DECISIONS TO SHOP AT INDOMARET USING *EXPLORATORY FACTOR ANALYSIS* (EFA) (A CASE STUDY OF INDOMARET CUSTOMERS IN HEGARMUKTI VILLAGE, CIKARANG PUSAT SUBDISTRICT, BEKASI REGENCY)

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Abstract

This study aims to identify the latent factors underlying consumer shopping decisions at Indomaret in Hegarmukti Village, Cikarang Pusat Subdistrict, Bekasi Regency. The findings demonstrate that consumer shopping decisions at rural minimarkets serving industrial areas are multidimensional, shaped by service quality, physical store comfort, location accessibility, and price-promotional incentives, which can serve as the basis for formulating modern retail marketing strategies in the area using Varimax rotation. The KMO test (0.782) and Bartlett's Test (x^2 = 453.602; df = 66; $p < 0.001$) confirmed the suitability of the data. The analysis results extracted four factors with a cumulative variance of 71.40%, namely Service Quality and Product Availability (19.82%), Store Facilities and Comfort (19.21%), Location and Accessibility (16.64%), and Price and Promotions (15.73%), with factor loadings ranging from 0.739 to 0.881 and communality ≥ 0.572. These findings demonstrate that consumer purchasing decisions at rural minimarkets serving industrial areas are multidimensional, shaped by service quality, physical store comfort, location accessibility, and price-promotion incentives, which can serve as the basis for formulating modern retail marketing strategies in the region.

Keywords: Exploratory Factor Analysis (EFA), Consumer Decisions, Indomaret, Service Quality, Retail Consumer Behavior.

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INTRODUCTION

The modern retail industry in Indonesia, particularly the minimarket format, has continued to show a significant expansion trend in recent years. Based on data compiled by PT Sumber Alfaria Trijaya Tbk, the number of Indomaret outlets reached 24,072 stores by the end of the first quarter of 2026, an increase of 206 outlets—or 0.86% quarter-over-quarter growth—compared to the end of 2025 (Databoks 2026). This growth positions Indomaret as the minimarket chain with the largest number of stores in Indonesia, surpassing Alfamart, which recorded 21,287 stores during the same period. Over the past five years, from 2020 through the third quarter of 2025, the number of Indomaret stores surged from 18,113 to 23,441, representing growth of approximately 29.42% (CNBC Indonesia 2026).

This massive expansion is closely linked to the public's high interest in shopping for daily necessities at minimarkets, which offer convenience, a wide selection of products, and flexible operating hours. This phenomenon of modern retail growth serves as a key indicator of the transformation in Indonesians' shopping patterns—shifting from traditional markets toward more modern and standardized retail formats. This trend also underscores that competition among modern retailers is becoming increasingly intense, requiring a deep understanding of the factors driving consumer purchasing decisions (Meliana, Riswati, and Astuti 2025a).

The expansion of modern minimarkets is no longer limited to urban areas but is now aggressively spreading to rural areas throughout Indonesia. This phenomenon has raised concerns about the sustainability of neighborhood grocery stores and Micro, Small, and Medium Enterprises (MSMEs) at the village level, which must compete directly with well-capitalized modern retail chains (Adnyana and MM 2021). In response to this situation, the government—through the Ministry of Villages and Disadvantaged Regions and the Ministry of Cooperatives—is evaluating the licensing process for establishing new modern retail outlets in rural areas to ensure that the Merah Putih Village Cooperative and local MSMEs have more leeway to operate (CNBC Indonesia 2026). As of April 2026, a total of 83,404 villages or sub-districts—representing approximately 96.88% of all villages in Indonesia—had established the Merah Putih Village Cooperative as part of efforts to strengthen the rural economy (Dataloka 2026).

Amid these policy dynamics, minimarkets such as Indomaret remain the primary shopping choice for rural communities because they are perceived as capable of providing a complete range of daily necessities in a hygienic manner and at relatively competitive prices (Wijaya, Musthofa, and Dewi 2025). This situation creates a dual challenge for modern retailers: competing with other minimarkets while simultaneously facing policy pressures that favor the strengthening of village-based local economies. Consequently, a study examining consumer purchasing decisions at village-based minimarkets is highly relevant for current analysis (Gunawan et al. 2025).

Consumer decisions regarding where to shop are essentially the result of evaluating various attributes offered by a retail outlet (Salsabila 2022). Various previous studies have sought to identify the factors influencing consumers' decisions to shop at minimarkets. (Hariyadi 2022), in his study of Indomaret and Alfamart customers in Semarang, found that consumers' shopping decisions are influenced by service quality as well as elements of the marketing mix—namely, product, price, promotion, and location. Meanwhile, (Ihsan, Wahyuni, and Kurnadipare 2023), in

a study applying explanatory factor analysis to college students' online shopping decisions in Makassar, demonstrated that the EFA method can condense dozens of indicators into several core factors that are easier to interpret—ranging from customer reviews to price and promotion factors. Both studies confirm that consumer purchasing decisions are multidimensional and cannot be explained by a single variable alone. However, most previous research has focused on urban contexts and rarely highlights the behavior of minimarket consumers in rural areas, which have distinct socioeconomic characteristics. This gap underscores the importance of further research that specifically examines the factors influencing Indomaret customers' purchasing decisions in a rural context.

The village of Hegarmukti, located in Cikarang Pusat Subdistrict, Bekasi Regency, is one of the areas experiencing rapid population growth and economic activity due to its proximity to the large industrial zone in Cikarang. The growth of this industrial area has driven an influx of migrants, most of whom work as factory employees, thereby altering consumption patterns and the community's need for quick and convenient shopping access. This situation makes the presence of Indomaret outlets in the area increasingly strategic, as they meet the needs of a highly mobile population with limited free time.

On the other hand, residents of Hegarmukti Village still have access to traditional neighborhood stores and village markets; thus, the decision to shop at Indomaret is not solely driven by a lack of alternatives but rather by considerations of specific attributes deemed superior. The transitional nature of the village community—situated between traditional and modern shopping cultures—makes this area a representative location for a more in-depth examination of the factors influencing consumer purchasing decisions (Harinie 2025). The lack of academic studies specifically addressing Indomaret consumer decisions in the Hegarmukti area further underscores the urgency of this research. Therefore, the selection of this research location is expected to provide a representative picture of consumer shopping behavior in rural areas adjacent to industrial zones.

A review of previous studies indicates that factor analysis has been widely applied in various contexts of consumer decision-making, both in the conventional retail sector and in online retail. (Susanto, Nasution, and Supriyono 2025) emphasize that Exploratory Factor Analysis is an appropriate interdependence technique to use when researchers wish to understand the structure of relationships among variables without a priori restrictions on the number of factors that will emerge. The study by Ihsan, Wahyuni, and Kurnadipare (2023) serves as one of the primary methodological references in this research because it systematically outlines the steps for testing the KMO, *Bartlett's Test, and the Measure of Sampling Adequacy* (MSA) prior to conducting factor extraction and rotation. Meanwhile, the study by Hariyadi (2022) provides a conceptual foundation regarding relevant indicators in the context of minimarket shopping—such as location, price, promotions, products, and services—which were subsequently adapted and expanded into twelve indicators in this study.

The fundamental difference between this study and previous research lies in the study's location—a rural area adjacent to an industrial zone—as well as the use of *Principal Component Analysis* with *Varimax* rotation, a method that has not been widely applied in village-based studies of minimarket shopping decisions. Thus, this study is expected to fill a gap in the literature

regarding modern retail consumer behavior in a geographical and socioeconomic context that differs from previous studies. The novelty of this study also lies in its relevance to current policy trends regarding restrictions on the expansion of modern retail in rural areas, enabling the research findings to provide more contextually relevant practical implications.

Research Questions

Based on the background described above, the research question for this study is:

1. What latent factors are empirically derived from the twelve store attribute indicators and influence consumers' shopping decisions at Indomaret in Hegarmukti Village, Cikarang Pusat Subdistrict, Bekasi Regency?
2. What is the optimal number of factors identified, what is the contribution of each factor's variance, and how strong are the loadings of each indicator on its relevant factor, such that a parsimonious yet comprehensive factor model is formed for the construct of consumer shopping decisions at Indomaret?
3. What are the implications of these factor structure findings for the development of marketing strategies and the improvement of service quality at Indomaret in Hegarmukti Village?

Research Objectives

Based on the research questions above, this study has three interrelated main objectives:

1. To identify and group the latent factors that fundamentally influence consumer purchasing decisions at Indomaret in Hegarmukti Village, Cikarang Pusat Subdistrict, through the application of *Exploratory Factor Analysis* (EFA) using *Principal Component Analysis* and *Varimax* rotation.
2. To determine the optimal number of factors, the extent of each factor's contribution to variance, and the loading strength of each indicator on the relevant factors, thereby producing a parsimonious yet comprehensive factor model that represents the construct of shopping decisions at Indomaret.
3. To provide a theoretical contribution to the development of the literature on retail consumer behavior in Indonesia and to provide a valid empirical basis for the development of more effective and targeted marketing strategies for Indomaret.

THEORETICAL REVIEW

Consumer Behavior

Consumer behavior refers to actions directly involved in acquiring, consuming, and disposing of products or services, including the decision-making processes that precede and follow these actions (Dewi et al. 2022). Engel, Blackwell, and Miniard (1995) as cited in (Wardhana 2024) define consumer behavior as the totality of activities related to the processes of searching for, selecting, purchasing, using, and evaluating products and services to satisfy individual needs and desires. Meanwhile, (Kurniawan et al. 2025) emphasize that consumer behavior does not occur randomly but is the result of both rational and emotional evaluations of the attributes offered;

thus, an understanding of consumer behavior serves as a crucial foundation for designing effective marketing strategies for modern retailers.

(Kurniawan et al. 2025) further explain that consumer behavior is influenced by four main groups of factors—cultural, social, personal, and psychological—which collectively shape consumers' preferences and decisions regarding product selection and where to shop. Cultural factors reflect the values and norms embedded in consumers' social environment, while personal and psychological factors encompass motivations, perceptions, attitudes, and lifestyles that are more individual in nature (Kustiawan et al. 2025). (Mursyidah et al. 2025) add that external factors such as reference groups, family, and socioeconomic conditions also play a role in shaping consumer preferences, so that consumer shopping behavior in rural areas can differ significantly from that of urban consumers.

(Setiawan et al. 2024) explain that consumer behavior encompasses a decision-making process involving the stages of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. In the context of retail shopping, this process is often brief and repetitive due to the routine nature of these needs, such as purchasing daily necessities at a minimarket. Therefore, the factors that shape consumers' decisions in choosing a retail outlet tend to be multidimensional and interrelated; consequently, an analytical approach capable of capturing this complexity is essential in studies of retail consumer behavior.

Consumer Shopping Decisions

The purchase decision is a crucial stage in the consumer decision-making process—specifically, the moment when a consumer actually chooses to buy a product or use a service from a particular provider (Dikdik Harjadi and Dewi Fatmasari 2025). (Kartika 2025) defines a purchase decision as the selection among two or more available alternatives, in which consumers evaluate each option based on attributes deemed relevant to their needs. In the retail context, this decision is commonly referred to as "*store choice*" or "*patronage decision*"—that is, the process by which consumers determine which store to visit among various available alternatives. (Lestari and Sinambela 2022) identify that this decision is strongly influenced by consumers' perceptions of store attributes, including location, price, product selection, service quality, and shopping atmosphere—which collectively shape the store's image in consumers' minds.

Swastha and Irawan (2008), as cited in (Bharmawan and Hanif 2022), argue that consumers' decisions regarding where to shop are not based solely on a single consideration but rather result from an evaluation process involving various interacting dimensions. In the context of comparing modern minimarkets and traditional stores, consumer decisions are generally influenced by *a trade-off* between convenience, product variety, price, and emotional connection with the seller. Consumers who prioritize time efficiency and transaction convenience tend to prefer modern minimarkets, while those who prioritize social interaction and price flexibility tend to continue choosing traditional shops or markets (Pebrianto 2025). This pattern *of trade-offs* indicates that shopping decisions are dynamic and can change depending on the context of consumers' needs, economic conditions, and social environment.

Furthermore, (Kurniawan et al. 2025) assert that consumer purchasing decisions are fundamentally shaped by the interaction between consumers' affect, cognition, and behavior in

relation to their shopping environment. Affect refers to consumers' emotional responses to in-store stimuli, such as the comfort of the store atmosphere and the friendliness of service, while cognition encompasses rational assessments of price and product availability (Siti 2026). In the context of minimarkets in rural areas, understanding these decision-forming dimensions is crucial because the transitional socioeconomic characteristics of rural consumers influence the weight given to each store attribute. Therefore, identifying the dominant factors that influence consumers' shopping decisions at village-based minimarkets serves as a crucial foundation for designing representative and contextually relevant research indicators.

Modern Retail and the Retail Marketing Mix

Modern retail is a form of retail business that sells products directly to end consumers through standardized store formats that are professionally managed and designed to provide a convenient and efficient shopping experience (Isharyani and Judijanto 2026). (Sundari and Syaikhudin 2021) define retail as a series of business activities that add value to products and services sold to consumers for personal or family needs. In the classification of modern retail in Indonesia, minimarkets such as Indomaret and Alfamart fall under *the "convenience store"* category, which prioritizes ease of access, speed of transactions, and a comprehensive selection of daily necessities. The presence of modern retail in the minimarket format has significantly transformed the retail landscape in Indonesia, not only in urban areas but also in rural regions, which are now the target of expansion by national-scale retail chains (Meliana, Riswati, and Astuti 2025b).

(Rachmad et al. 2022) explain that the success of a retail outlet is largely determined by the implementation of *the retail marketing* mix, which consists of *the product*, *price*, *place*, *promotion*, people (or *service*), and *the store's physical* atmosphere (*or physical evidence*). Each of these elements contributes to shaping consumers' perceptions of the store and directly influences their decision to choose a particular store as their shopping destination. (Ramadhani and Budiarti 2025) add that in an increasingly competitive retail environment, differentiation through effective management of the marketing mix is key to maintaining customer loyalty while attracting new consumer segments. Thus, the retail marketing mix serves not only as an operational tool but also as a strategic framework that determines a store's competitive position in the market. These six elements of the retail marketing mix serve as a conceptual framework for developing the indicators in this study, which are operationalized into twelve measurement indicators covering aspects of location and accessibility, price and promotions, service quality, product variety, and store facilities and comfort. The development of indicators in this study was not based on a standardized factor structure but was tested exploratively through *Exploratory Factor Analysis* to identify the dimensional structure best suited to the conditions and characteristics of consumers in the field.

***Exploratory Factor Analysis* (EFA)**

Exploratory Factor Analysis (EFA) is a multivariate statistical technique used to identify the structure of relationships among a number of observed variables by summarizing them into fewer factor groups that are still capable of representing the information from all original variables

(ALFIRA AMALIA 2023). (Susanto, Nasution, and Supriyono 2025) define EFA as an interdependence technique aimed at discovering and analyzing the structure of relationships among variables without any a priori restrictions on the number of factors to be identified. Unlike *Confirmatory Factor Analysis* (CFA), which tests a predefined factor structure, EFA is exploratory in nature and is therefore more appropriate for research that does not yet have a standardized factor framework or for research aimed at developing new constructs based on empirical field data (Kamila and Widodo 2025).

Before factor extraction is performed, data suitability is first assessed using the *Kaiser-Meyer-Olkin* (KMO) test and *Bartlett's Test of Sphericity*. The KMO value reflects the proportion of variance among variables that is presumed to stem from underlying factors, with the following interpretation criteria: values above 0.80 are categorized as very satisfactory *(meritorious)*, 0.70–

0.79 as good *(middling)*, 0.60–0.69 as *mediocre*, 0.50–0.59 as *miserable*, and values below 0.50 as *unacceptable* for further analysis (Susanto, Nasution, and Supriyono 2025). Bartlett's Test of Sphericity aims to test whether there is a significant correlation among the analyzed variables, with a significance level below 0.05 indicating that the correlation among variables is sufficient to proceed to the factor analysis stage.

The next step is factor extraction using the *Principal Component Analysis* (PCA) method, with *an eigenvalue* greater than one as the criterion for determining the number of factors to retain. The communality of each variable indicates the proportion of its variance that can be explained by the extracted factors. Since the factors obtained from the initial extraction often do not yield a structure that is easy to interpret, factor rotation is performed using the *Varimax* method. This method is an orthogonal rotation that works by maximizing the variance of *the* squared *loadings* (

) on each factor, so that each variable tends to have a high *loading* value on only one specific factor and a low *loading* value on the others, ultimately resulting in a simpler and more interpretable factor structure.

Instrument validity was assessed based on *corrected item-total correlations*, with a minimum threshold of 0.30, while construct reliability was tested using *Cronbach's alpha*, which requires a value above 0.70 as a criterion for acceptable reliability (Kamila and Widodo 2025). All of these steps were applied sequentially in this study to ensure that the resulting factor structure possessed adequate validity and reliability before each factor was interpreted and named based on the characteristics of its constituent variables.

RESEARCH METHODOLOGY

Type and Research Design

This study employs a quantitative approach with a descriptive-exploratory research design. A quantitative approach was chosen because the data collected in this study consist of numerical scores obtained through a structured questionnaire and subsequently analyzed using multivariate statistical techniques (Sugiyono, 2019). The descriptive design was applied to characterize consumer perceptions of various Indomaret store attributes, while the exploratory dimension of this study was realized through the application of *Exploratory Factor Analysis* (EFA) to uncover the latent dimensional structure underlying the twelve consumer shopping decision indicators

without a priori hypotheses regarding the factor structure.

Research Location, Population, and Timeframe

This study was conducted in Hegarmukti Village, Cikarang Pusat Subdistrict, Bekasi Regency, West Java Province, which is one of the rural buffer zones surrounding the Cikarang industrial area. The selection of this location took several factors into account, namely the presence of an actively operating Indomaret store in the area, the community's current transition from traditional to modern shopping habits, and the large number of migrant residents living there to work in the surrounding industrial sector. The study population consisted of all consumers who had made purchases at the Indomaret store within Hegarmukti Village. The exact size of this population cannot be determined with certainty, given the lack of official data recording the frequency of consumer visits to these stores. The study took place from May 10, 2026, to June 15, 2026, and comprised three main stages: the development of research instruments, the collection of data in the field, and the processing and analysis of data.

Sampling Technique and Sample Size Determination

This study employed a *purposive random sampling* technique, a method in which the researcher first establishes specific criteria as selection requirements, and then respondents are selected at random from the population group that meets those requirements (Sugiyono 2021).

The criteria that respondents must meet include three points: (1) residing in or routinely carrying out daily activities in Hegarmukti Village and the surrounding area, (2) being 17 years of age or older, and (3) having shopped at an Indomaret store at least once within the three months prior to data collection. Meanwhile, the sample size was determined based on general guidelines for factor analysis, which require the number of respondents to be at least five times the total number of indicators used (5 × 12 indicators = 60 respondents). Thus, the sample size of 100 respondents established in this study exceeds this minimum threshold and is therefore considered sufficient and representative for the purposes of factor analysis (Susanto, Nasution, and Supriyono 2025).

Research Instrument and Operationalization of Variables

The research instrument used in this study is a closed-ended questionnaire, developed based on twelve indicators adapted from the theoretical framework of the retail marketing mix as well as the results of previous studies over the past five years. The measurement scale in this study uses a Likert scale. The Likert scale in this study consists of five response options, namely:

1. Strongly Disagree
2. Disagree
3. Somewhat Agree
4. Agree
5. Strongly Agree

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Table 1. Operationalization of Variables and Questionnaire Items

Variable	Code	Questionnaire Item Statements	Source
Location & Accessibility	X1	Indomaret is strategically located and easily accessible from where I live.	(Novianti and Saputra 2023), (Sundari and Syaikhudin 2021)
	X2	Road access and transportation to Indomaret are easy and convenient.	(Novianti and Saputra 2023), (Hariyadi 2022)
	X3	The store's long and flexible operating hours (open 24 hours) make it easy for me to shop.	(Amar, Arianto, and Lesmana 2026), (Sundari and Syaikhudin 2021)
Prices & Promotions	X4	The prices of products offered by Indomaret are affordable and commensurate with their quality.	(Ihsan, Wahyuni, and Kurnadipare 2023), (Hariyadi 2022)
	X5	The promotions, discounts, and loyalty programs offered by Indomaret appeal to me.	(Ihsan, Wahyuni, and Kurnadipare 2023), (Amar, Arianto, and Lesmana 2026)
	X6	Indomaret provides a sufficient variety of payment methods (cash, QRIS, *e-wallet*, and card).	(Ihsan, Wahyuni, and Kurnadipare 2023), (Sundari and Syaikhudin 2021)
Service Quality	X7	Indomaret employees and cashiers are friendly, responsive, and communicative when serving customers.	(Hariyadi 2022), (Novianti and Saputra 2023)
	X8	Transactions at Indomaret registers are fast and efficient.	(Amar, Arianto, and Lesmana 2026), (Hariyadi 2022)
	Code	**Questionnaire Item Statements**	Source

	X9	**The selection of daily necessities available at Indomaret is comprehensive and varied.**	(Hariyadi 2022), (Novianti and Saputra 2023)
	X10	**Indomaret stores are clean, neat, and well-organized.**	(Amar, Arianto, and Lesmana 2026), (Ihsan, Wahyuni, and Kurnadipare 2023)
	X11	**Indomaret's supporting facilities (parking area, air conditioning, lighting) are adequate.**	(Novianti and Saputra 2023), (Sundari and Syaikhudin 2021)
	X12	**The products sold at Indomaret are of good quality and still fresh.**	(Hariyadi 2022), (Amar, Arianto, and Lesmana 2026)

Data Collection Procedures

Data was collected through two concurrent methods. The first method involved distributing questionnaires in person (offline) directly to consumers near the Indomaret outlet in Hegarmukti Village, conducted during peak hours while the store was open—namely in the morning, afternoon, and evening—on both weekdays and weekends. The second method involved distributing questionnaires online via a *Google Form* link sent to consumers who met the sample criteria through social media platforms and community groups in Hegarmukti Village. Participation in the questionnaire was entirely voluntary, and respondents' identities were kept confidential to minimize the possibility of bias in their responses. All collected data was then entered into IBM SPSS *Statistics* version 31 for data cleaning, *coding*, and further analysis.

Data Analysis Techniques

Data analysis in this study was conducted in stages through five systematically organized steps using IBM SPSS *Statistics* version 31. The first step was validity testing using the *corrected item-total correlation* approach, in which an item is considered valid if its correlation value exceeds 0.30. The second step was a reliability test measured using *Cronbach's Alpha* coefficient, with the criterion that the instrument is considered reliable if the coefficient value is above 0.70. The third step was assessing the suitability of the data for factor analysis, which was conducted using the *Kaiser-Meyer-Olkin* (KMO) test and *Bartlett's Test of Sphericity*, as well as examining the *Measure of Sampling- -Adequacy* (MSA) values for each indicator; indicators with an MSA value below 0.50 were eliminated from the subsequent analysis process. The fourth step is factor extraction using the *Principal Component Analysis* (PCA) method, based on the criterion that *eigenvalues* must be greater than 1 *(Kaiser criterion)*, followed by factor rotation using the *Varimax* method. The fifth step is the interpretation stage, which involves naming each factor based on the similarity of the characteristics of the indicators included in it, while also identifying which factor contributes the most variance to the overall model.

RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of the respondents in this study show that the majority were female, totaling 56 people (56.0%), while male respondents numbered 44 (44.0%). By age group, the respondents were predominantly in the 17–25 age group, totaling 35 people (35.0%), followed by the 36–45 age group with 28 people (28.0%). In terms of occupation, the majority of respondents worked as private-sector employees (35.0%) and were students (29.0%), indicating that Indomaret customers in Hegarmukti Village are largely drawn from the ranks of industrial-area workers and the younger generation. In terms of income, most respondents fell within the income range of Rp1,500,000 to Rp3,000,000 per month (46.0%), while the most common shopping frequency was 3–4 times per month (32.0%).

Table 2. Respondent Characteristics

Characteristics	Category	Number (n)	Percentage (%)
Gender	Female	56	56.0%
	Male	44	44.0%
Age	17–25 years	35	35.0%
	26–35 years	23	23.0%
	36–45 years	28	28.0%
	> 45 years	14	14.0%
Employment	Private Sector Employee	35	35.0%
	Students	29	29.0
	Self-Employed	21	21.0%
	Housewife	10	10.0%
	Other	5	5.0%
Monthly Income	< Rp 1,500,000	19	19.0%
	Rp 1,500,000 - Rp 3,000,000	46	46.0%
	Rp 3,000,001 - Rp 5,000,000	23	23.0%

	> Rp 5,000,000	12	12.0%
Shopping Frequency per Month	1–2 times	22	22.0%
	3–4 times	32	32.0%
	5–6 times	28	28.0%
	> 6 times	18	18.0%

Source: Questionnaire Data

Descriptive Statistics of Indicators

Table 3. Descriptive Statistics of Research Indicators

Item	Indicator (Summary)	N	Mean	Std. Dev	Min	Max	Category
X1	Indomaret locations are strategically located and easily accessible	100	4.01	0.798	2	5	Height
X2	Road access or transportation to Indomaret is easy	100	3.86	0.817	2	5	Height
X3	Long and flexible store hours (24 hours)	100	3.71	0.844	2	5	Height
X4	The product is affordable and offers good value for the price	100	3.97	0.745	3	5	Height
X5	Attractive promotions, discounts, and loyalty programs	100	4.18	0.744	3	5	Very High
X6	Adequate variety of payment methods (QRIS, e-wallet, card)	100	3.77	0.851	2	5	Tall
X7	The staff and cashiers are friendly, attentive, and communicative	100	4.05	0.845	1	5	Height
X8	Transactions at the register are fast and efficient	100	3.90	0.847	2	5	Height

X9	A complete and varied selection of daily necessities	100	3.95	0.821	2	5	Height
X10	The store is clean, neat, and well-organized	100	4.11	0.764	2	5	Height
X11	Supporting facilities (parking, AC, lighting) are adequate	100	3.79	0.856	2	5	Height
X12	Good quality and fresh product	100	3.95	0.821	2	5	High

Based on Table 3 above, all 12 indicators received average scores ranging from 3.71 to 4.18, all of which fall into the high to very high categories according to the Likert scale interpretation (3.41–4.20 = High, 4.21–5.00 = Very High). Indicator X5 (attractive promotions, discounts, and loyalty programs, Mean = 4.18) received the highest score, indicating that Indomaret's promotional tactics significantly influence consumer perceptions in Hegarmukti Village. Indicator X3 (long and flexible operating hours, Mean = 3.71) received the lowest score but still fell within the high category, suggesting that while operating hours are appreciated, consumers tend to view this as the minimum standard for modern minimarkets. Overall, these results indicate that consumers hold positive perceptions of all store attributes measured in this study.

Validity and Reliability Testing of the Instrument

Table 4. Results of the Research Instrument Validity Test

Code	*Corrected Item-Total Correlation*	*Description*
X1	*0.442*	*Valid*
X2	*0.412*	*Valid*
X3	*0.499*	*Valid*
X4	*0.450*	*Valid*
X5	*0.535*	*Valid*
X6	*0.481*	*Valid*
X7	*0.584*	*Valid*
X8	*0.449*	*Valid*

X9	*0.544*	*Valid*
X10	*0.531*	*Valid*
X11	*0.504*	*Valid*
X12	*0.571*	*Valid*

Source: Primary data processed using IBM SPSS Statistics version 31 (2026)

Based on the validity test results presented in Table 4, all twelve indicators showed corrected item-total correlation values exceeding the critical value of 0.30, with values ranging from 0.412 for indicator X2 to 0.584 for indicator X7. These results indicate that all indicators used meet the validity criteria and are deemed suitable as a measurement tool for the construct of consumer spending decisions. The reliability test, conducted using Cronbach's Alpha, yielded a value of 0.838, which exceeds the required minimum threshold of 0.70. Therefore, the research instrument used can be deemed reliable and capable of producing consistent measurements of the construct under study.

Factor Analysis Suitability Test

Table 5. Results of the KMO Test and *Bartlett's Test of Sphericity*

Statistical Tests	Value
Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy	0.782
Bartlett's Test of Sphericity – Approx. Chi-Square	453.602
Bartlett's Test of Sphericity – df	66
Bartlett's Test of Sphericity – Sig.	0.000

Source: Primary data processed using IBM SPSS Statistics version 31 (2026)

Based on the test results presented in Table 5, the *Kaiser-Meyer-Olkin* (KMO) value obtained was 0.782. This value falls into the *"middling"* or "good" category according to the criteria proposed by Hair et al. (2019), so the data in this study are deemed suitable to proceed to the factor analysis stage. Furthermore, the results *of Bartlett's Test of Sphericity* showed a *Chi-Square* value of 453.602 with 66 degrees of freedom (*df*) and a significance level of 0.000 ($p < 0.05$). This significance value indicates the presence of a meaningful correlation among the indicators used; thus, the resulting correlation matrix is not an identity matrix and is deemed suitable for further analysis using a factor analysis approach.

Measure of Sampling Adequacy (MSA)

Table 6. Results of the Measure of Sampling Adequacy (MSA) Test

Code	MSA Value
X1	0.783
X2	0.786
X3	0.804
X4	0.701
X5	0.842
X6	0.865
X7	0.759
X8	0.727
X9	0.840
X10	0.779
X11	0.709
X12	0.820

Source: Primary data processed using IBM SPSS Statistics version 31 (2026)

Based on the results of the *Measure of Sampling Adequacy* (MSA) analysis presented in Table 4.5, all indicators used achieved MSA values that exceeded the minimum threshold of 0.70, with values ranging from 0.701 for indicator X4 (the lowest value) to 0.865 for indicator X6 (the highest value). Since all MSA values exceeded the required minimum threshold of 0.50, none of the indicators needed to be excluded from the analysis. Thus, all twelve indicators were deemed to meet the criteria for sampling adequacy and could be included in the subsequent factor extraction stage.

Factor Extraction

Table 7. Total *Variance Explained*

Component	Initial Eigenvalue	% Initial Variance	Initial Cumulative %	Extraction Eigenvalue	% Variance Explained	% Cumulative Extraction
1	4.357	36.311	36,311	4,357	36,311	36,311
2	1,786	14,886	51,197	1,786	14,886	51,197
3	1,370	11,420	62,618	1,370	11,420	62,618
4	1,053	8,779	71,396	1,053	8,779	71,396
5	0.687	5,722	77,119	-	-	-
6	0.552	4.601	81,720	-	-	-
7	0.517	4.304	86.024	-	-	-
8	0.438	3.649	89.674	-	-	-
9	0.372	3.096	92,770	-	-	-
10	0.341	2.845	95.615	-	-	-
11	0.318	2.652	98.267	-	-	-
12	0.208	1.733	100,000	-	-	-

Table 8. *Rotation Sums of Squared Loadings*

Factor	SSL Rotation	% of Variance	Cumulative %
1	2.378	19,819	19,819
2	2,305	19,207	39,026
3	1,997	16,638	55,664
4	1,888	15,733	71,396

Source: Primary data processed using IBM SPSS Statistics version 31 (2026)

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Based on the criterion that *eigenvalues* must be greater than 1 *(Kaiser criterion)*, Table 7 shows that there are four components that meet this criterion, namely component 1 (*eigenvalue* 4.357), component 2 (*eigenvalue* 1.786), component 3 (*eigenvalue* 1.370), and component 4 (*eigenvalue* 1.053). Collectively, these four components account for 71.396% of the total data variance, indicating that the four extracted factors are sufficiently representative to explain the dimensional structure of consumer spending decisions. After performing *Varimax* rotation, as shown in Table 8, the variance explained by the four factors is distributed more evenly: Factor 1 accounts for 19.819%, Factor 2 at 19.207%, Factor 3 at 16.638%, and Factor 4 at 15.733%, with the cumulative total remaining at 71.396%.

The pattern of decreasing *eigenvalues* can be observed in *the scree plot* shown in Figure 1 below.

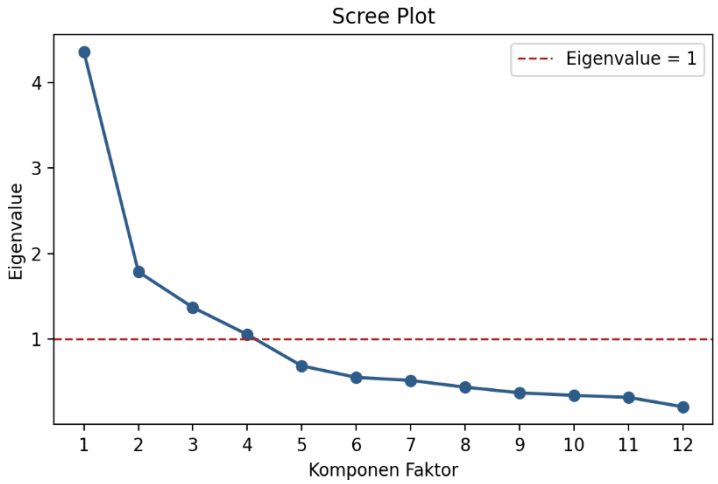

Figure 1. *Scree Plot of* Factor Component *Eigenvalues*

Communalities

Table 9. Communalities *of* Factor Extraction Results

Code	Initial	Extraction
X1	1.000	0.697
X2	1,000	0.645
X3	1,000	0.634
X4	1,000	0.734
X5	1,000	0.672
X6	1,000	0.572
X7	1,000	0.776
X8	1,000	0.808

X9	1,000	0.760
X10	1,000	0.764
X11	1,000	0.776
X12	1,000	0.730

Source: Primary data processed using IBM SPSS Statistics version 31 (2026)

Table 9 presents the communality values resulting from the factor extraction for each indicator, reflecting the proportion *of variance* for each indicator that can be explained by the four extracted . The communality values range from 0.572 for indicator X6 (the lowest value) to 0.808 for indicator X8 (the highest value). This range of values indicates that, overall, the four factors formed have sufficient ability to explain most of the variance contained in each indicator; thus, the resulting factor model can be considered sufficiently representative in summarizing information from all the analyzed indicators.

Factor Rotation

Table 10. *Rotated Component Matrix* (Varimax Rotation)

Code	Indicator	Factor 1	Factor 2	Factor 3	Factor 4
X1	Strategic Location	0.116	0.073	0.810	0.146
X2	Transportation Access	0.024	0.077	0.766	0.226
X3	Operating Hours	0.171	0.200	0.739	0.137
X4	Affordable Price	0.024	0.023	0.341	0.785
X5	Promotions & Discounts	0.168	0.277	0.102	0.746
X6	Payment Methods	0.201	0.178	0.111	0.698
X7	Service Friendliness	0.826	0.162	0.087	0.244
X8	Transaction Speed	0.881	0.092	0.141	0.063
X9	Product Completeness	0.829	0.225	0.018	0.151
X10	Store Cleanliness	0.161	0.845	0.044	0.153
X11	Supporting Facilities	0.070	0.855	0.191	0.054
X12	Product Quality	0.300	0.784	0.045	0.154

Source: Primary data processed using IBM SPSS Statistics version 31 (2026)

Table 10 presents the results of the *Rotated Component Matrix* analysis obtained by applying the *Varimax* rotation method. The allocation of each indicator to the appropriate factor was performed by referring to the highest *factor loading* value in each row, with a threshold value of 0.50 set for significant *loadings*. The rotation results reveal a clear and distinct factor structure, in which each indicator consistently exhibits high *loading* values (> 0.69) on only one specific factor, while *loading* values on the other factors are relatively low. This indicates that the four resulting factors can be interpreted clearly and unambiguously, and that no indicators exhibit significant *cross-loading*; thus, the resulting factor structure meets the criteria for structural simplicity required in factor analysis.

Interpretation and Naming of Factors

Factor 1: Service Quality and Product Completeness

Constituent indicators: Service Friendliness (X7, *loading* 0.826), Transaction Speed (X8, *loading* 0.881), and Product Availability (X9, *loading* 0.829).

The first factor consists of three indicators: the friendliness and responsiveness of cashiers or sales staff (X7, *loading* 0.826), the speed of the checkout process (X8, *loading* 0.881), and the variety of daily-need products available (X9, *loading* 0.829). The factor loading value for X8 is the highest among all twelve indicators in this study, indicating that transaction speed is the attribute that most strongly reflects this factor. Factor 1 has the largest *variance* contribution after *Varimax* rotation, at 19.819%, with the highest *Cronbach's Alpha* reliability value among the four factors, at 0.844. The grouping of these three indicators into a single factor reflects that consumers cognitively perceive service speed, staff friendliness, and product variety as a single, integrated dimension of the shopping experience—namely, the core quality dimension of shopping at a minimarket.

These findings align with the view expressed by Hariyadi (2022), who states that service quality is the strongest factor influencing consumer purchasing decisions at Indomaret and Alfamart minimarkets in Semarang. Furthermore, Novianti and Saputra (2023) also found that

product quality and service behavior at minimarkets significantly contribute to consumer purchasing decisions. In the context of Hegarmukti Village—which is predominantly populated by private-sector employees and students with high mobility—this factor becomes particularly crucial, as consumers with limited time tend to prioritize a fast and satisfying transaction experience over other factors. In practical terms, Indomaret management in this area needs to consistently maintain standards for cashier service speed—for example, by adding cash registers during peak hours, implementing *self-checkout*, and ensuring a complete and well-maintained product inventory at all times. Continuously strengthening these factors will enhance customer loyalty and increase the frequency of repeat visits to the store.

Factor 2: Store Facilities and Comfort

Constituent indicators: Store Cleanliness (X10, *loading* 0.845), Supporting Facilities (X11, *loading* 0.855), and Product Quality (X12, *loading* 0.784).

The second factor is composed of three indicators: store cleanliness and tidiness (X10, *loading* 0.845); the availability of supporting facilities such as parking areas, air conditioning, and lighting (X11, *loading* 0.855); and the quality and freshness of the products sold (X12, *loading* 0.784). The factor loading value for X11 is the highest in this factor, indicating that the availability of supporting physical facilities is the most dominant attribute in shaping perceptions of store comfort. Factor 2 explains 19.207% of the variance after rotation, with a *Cronbach's Alpha* value of 0.826, indicating high internal consistency among its three

constituent indicators.

The grouping of product quality indicators (X12) under the store comfort factor—rather than alongside product variety (X9) in the first factor—yields theoretically interesting findings. This indicates that consumers in Hegarmukti Village empirically perceive product freshness and quality as part of the physical in-store shopping experience, rather than merely as standalone product attributes. In other words, for consumers, fresh and high-quality products reflect standards of cleanliness, shelf maintenance, and overall store management. This finding aligns with the concept of "store atmosphere" proposed by Sundari and Syaikhudin (2021), which states that the store's overall physical conditions shape consumers' perceptions of the quality of retail outlet management. In practical terms, Indomaret management in Hegarmukti Village needs to ensure that store cleanliness standards are consistently maintained throughout operating hours, conduct regular checks on supporting facilities such as air conditioning and parking areas, and implement a strict product rotation management system to maintain the freshness and quality of goods on the shelves.

Factor 3: Location and Accessibility

Constituent indicators: Strategic Location (X1, *loading* 0.810), Transportation Access (X2, *loading* 0.766), and Operating Hours (X3, *loading* 0.739).

The third factor consists of three indicators: a strategic and easily accessible store location (X1, *loading* 0.810), ease of road and transportation access to the store (X2, *loading* 0.766), and long and flexible operating hours (X3, loading 0.739). The *loading* value for X1 is the highest in this factor, indicating that the physical proximity and accessibility of the location are the most prominent attributes within the accessibility dimension. Factor 3 explains 16.638% of *the variance* after rotation, with a *Cronbach's Alpha* value of 0.737, which falls within the reliable category.

Grouping operating hours together with location and transportation access into a single factor holds significant conceptual meaning. These three indicators collectively represent a broader dimension: the ease with which consumers can reach and utilize store services at any time and from anywhere. Consumers who live or work around the Cikarang industrial area generally have

irregular work schedules, including night and morning shifts; therefore, flexible operating hours logically factor into their perception of store accessibility. This finding reinforces the relevance of Indomaret's store expansion strategy into rural areas surrounding industrial zones, as discussed in the introduction. (Hariyadi 2022), in his study on determinants of purchasing decisions at Indomaret stores, also found that location is one of the consistent determining factors across various geographic contexts. The strategic implication is that new Indomaret stores in similar areas should be located in spots easily accessible to industrial zone workers, with public transportation access and 24-hour operations serving as key competitive advantages.

Factor 4: Price and Promotions

Constituent indicators: Affordable Prices (X4, *loading* 0.785), Promotions & Discounts (X5, *loading* 0.746), and Payment Methods (X6, *loading* 0.698).

The fourth factor is composed of three indicators: product price affordability (X4, *loading* 0.785); the appeal of promotional programs, discounts, and customer loyalty (X5, *loading* 0.746); and the availability of modern payment methods such as QRIS and *e-wallets* (X6, *loading* 0.698). The *loading* value for X4 is the highest in this factor, indicating that price considerations are central to this dimension. Factor 4 explains 15.733% of the variance after rotation, with a

Cronbach's Alpha value of 0.708, which remains in the reliable category even though it is the lowest among the four factors.

The grouping of payment method indicators (X6) alongside price and promotions suggests that consumers in Hegarmukti Village perceive the convenience and flexibility of payment methods as part of their overall financial considerations and transaction efficiency, rather than merely as an aspect of the store's physical comfort. This aligns with the trend of rapidly expanding digital payment penetration in Indonesia, where the availability of QRIS and *e-wallets* at minimarkets is perceived as a form of transaction cost efficiency as well as ease of access for consumers who do not carry cash. Although this factor has the smallest *variance* contribution among the four factors, it is important to note that, in terms of descriptive , the promotion and discount indicator (X5) actually achieved the highest average score among all indicators in this study, namely Mean = 4.18 (Very High category). This indicates that although, structurally, the price and promotion factors contribute relatively less to *the* total *variance*, consumers still give a very positive assessment of Indomaret's promotional programs. Consequently, creative and sustainable promotional strategies—including loyalty point programs, discounts on specific products, and partnerships with popular digital wallets— need to be maintained as Indomaret's primary competitive advantage amid increasingly intense competition among minimarkets, consistent with the findings of (Ihsan, Wahyuni, and Kurnadipare 2023), who also found that price and promotional elements consistently form a distinct dimension in consumers' purchasing decisions.

A summary of the four factors is presented in Table 11 below.

Table 11. Summary of Factors, Variance Contributions, and Reliability

Factor	SSL Rotation	% of Variance	Cronbach's Alpha
Service Quality and Product Completeness	2.378	19.819%	0.844
Store Facilities and Comfort	2,305	19.207%	0.826
Location and Accessibility	1,997	16,638%	0.737
Price and Promotions	1,888	15.733%	0.708

Source: Primary data processed using IBM SPSS Statistics version 31 (2026)

CONCLUSION

This study was conducted to identify and analyze the factors underlying consumer decisions when shopping at Indomaret, with the research location in Hegarmukti Village, Cikarang Pusat Subdistrict, Bekasi Regency. The approach used was *Exploratory Factor Analysis* (EFA), applied to 100 respondents using twelve measurement indicators. The results of the data suitability test showed a KMO value of 0.782, accompanied by a significant result from

Bartlett's Test of Sphericity at p = 0.000; thus, the data was deemed suitable for further analysis using factor analysis. All indicators used were also found to be valid, with *corrected item-total correlations* exceeding the minimum threshold of 0.30, and reliable, with an overall Cronbach's Alpha coefficient of 0.838.

Guided by the criterion *of eigenvalues* greater than 1, the factor extraction process using *Principal Component Analysis* combined with *Varimax* rotation successfully identified four main factors that collectively explained 71.396% of the total variance, namely: (1) the service quality and product completeness factor, consisting of the indicators of service friendliness, transaction speed, and product completeness; (2) the store facilities and comfort factor, comprising the indicators of store cleanliness, supporting facilities, and product quality; (3) the location and accessibility factor, comprising the indicators of strategic location, transportation access, and operating hours; and (4) the price and promotion factor, comprising the indicators of affordable prices, promotions and discounts, and payment methods. Among these four factors, service quality and product variety are the most dominant, contributing 19.819% of the variance and achieving the highest reliability score among the other factors.

RECOMMENDATIONS

Based on the findings outlined above, the following recommendations can be made. For Indomaret management, it is recommended to consistently prioritize improving the quality of cashier service, transaction process efficiency, and the availability of daily necessities, given that these factors have proven to be the most decisive in shaping consumer purchasing decisions in rural areas surrounding industrial zones. For MSME operators and the management of the Merah Putih Village Cooperative, the findings of this study can serve as input for developing competitive advantages in areas that are relatively more difficult for modern retailers to replicate, such as social closeness with consumers and flexibility in transaction mechanisms. For future researchers, it is recommended to expand the scope of the study area, increase the number and variety of indicators used, and consider applying *Confirmatory Factor Analysis* (CFA) to test and validate the four-factor structure identified in this study within more diverse contexts and populations.

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