

ANALYSIS OF FACTORS AFFECTING THE INTEREST OF BUYING MUSLIM  
CONSUMERS IN MINIMARKET 212 MART AND INDOMARET IN KECAMATAN  
PAGEDANGAN KABUPATEN TANGERANG, BANTEN PROVINCE - INDONESIA

**Muklis, SE, MM**

Lecturer at the Islamic Village High School of Economics (STES) Tangerang,  
Email: muklisstes61@gmail.com

**Siti Masitoh, S.E.**

Students of Islamic Village School of Economics (STES) Tangerang, Department of Sharia  
Economics, Email: [masitoh802@gmail.com](mailto:masitoh802@gmail.com)

**ABSTRACT**

This study aims to determine what factors influence consumer buying interest in minimarkets 212 Mart in Pagedangan and Indomaret in Pagedangan. The method used in this research is a quantitative method using the Analytical Hierarchy Process (AHP) model. The criteria used in this study are location, service, price, facilities and products. The sampling technique used in this research is purposive sampling technique which is carried out by distributing questionnaires to all consumers who have bought at 212 Mart in Pagedangan and Indomaret in Pagedangan as many as 96 respondents. The results showed that the results of the assessment of the level of importance of the criteria in consumer buying interest at the 212 Mart Pagedangan and Indomaret in Pagedangan minimarkets produced the following priority / weight scales: Product priority I (0.2897), priority II price (0.2896), Priority III location (0.1681) , Priority IV services (0.1320) and Priority V facilities (0.1206). from the results of the assessment of the level of alternative importance in consumer buying interest at the minimarkets 212 Mart in Pagedangan and Indomaret in Pagedangan produces the following priority / weight scales: Indomaret I Priority (0.6373) and 212 Mart (0.3627).

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**Keywords:** *Purchase Interest, Analytical Hierarchy Process (AHP). 212 Mart and Indomaret.*

## A. INTRODUCTION

Indonesia, which has a variety of cultures, has its own characteristics compared to other countries. Culture is a reflection of the attitude of a group of people or of a society. In Indonesia, it consists of various ethnic groups that have a diverse culture reflecting regional characteristics for each one of them in accordance with their reflective areas.<sup>1</sup> Diverse customs and cultures. That is one of the reasons for the different behavior of buyers in Indonesia. In conducting a business day by day, the development of business is very rapid and diverse which has an impact on business competition, especially on basic necessities. Along with that, the existence of a community lifestyle that has changed from traditional to modern society, this has led to changes in consumer spending patterns.

These changes have made it easier and more practical for people to act as consumers in the process of purchasing goods to meet their daily needs. Nowadays, people recognize it as an easy and direct place to shop. One of the businesses that can provide convenience in the process of fulfilling needs is a small supermarket business or commonly called a minimarket which is growing rapidly every day.

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Indonesia is home to the minimarket business in Southeast Asia. A report by Nielsen's What's Next for Southeast Asia shows that the number of minimarkets in Indonesia reached 43,826 stores in 2017. This growth is increasing by around 3.2% per year.<sup>3</sup> Almost every corner of the city in Java, Kalimantan, Sulawesi, Sumatra, and several other densely populated islands is very easy to find minimarkets.

Even though the minimarket is not that big, the products sold are quite diverse and complete. The location is easy to reach and also has a comfortable atmosphere, making many people prefer to shop at the minimarket around their place of residence. Not only selling products such as food and daily equipment, minimarkets also serve transaction services. Transaction services such as ticket payments, electricity and water bills, to online payment services are available at minimarkets. This online service can help facilitate consumers and provide convenience in service to consumers. With the various facilities available in it, it makes the market share wider and has advantages, so that the minimarket business can develop quite rapidly by using a marketing strategy that is in accordance with the company's goals.

Mulyani (2009) states that there are several factors that can influence consumers in making purchasing decisions at minimarkets, namely through the factors of location, service, price and facilities as well as the diversity of goods.<sup>4</sup>

With the rapid development of the conventional minimarket business in question, it

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<sup>1</sup> Tulus SURYANTO, Department of Islamic Economic, Faculty of Islamic Economics and Business The State Islamic University of Raden Intan Lampung and Eleftherios I. THALASSINOS European Chair Jean Monnet in Economics Faculty of Shipping and Industry, University of Piraeus, Greece.

<sup>2</sup> Lilia Pasca Riani and Rino Sardanto, "Management Study Program, Faculty of Economics, University of Nusantara PGRI Kediri 2017," t.t., 4.

<sup>3</sup> "The Largest Number of Indonesian Minimarkets in Southeast Asia," *Marketeers - Business Magazine & Online Marketing - Marketeers.Com*, 31 May 2019, <https://marketeers.com/jotal-minimarket-indonesia-terbanyak-di-asia-tenggara/>.

<sup>4</sup> The Theory of Factors Affecting Consumers According to Mulyani In Scientific Work "Putri Mawar Fadmawati," Analysis of the Effect of Prices, Services, Location and Product Diversity on Purchasing Decisions at Andina Minimarket "(S1, Muhammadiyah University of Surakarta, 2014), 5, <http://eprints.ums.ac.id/30293/>.

has made Muslim businesses interested in making the syari'ah business take part in this retail business. Given that Indonesia has the largest Muslim population in the world, sharia business has a great opportunity. Reporting from the World Population Review (2020), the State of Indonesia is the largest Muslim country estimated at 229 million and around 13% of the world's Muslim population. It can be seen below the data on the world's Muslim population in 2020.<sup>5</sup>

**Table 1.1 Data on the World Muslim Population 2020**

Country	Muslim Population	Population 2020	Muslim % of Total Population	Muslim % of World Population
Indonesia	229,000,000	273,523,615	87,20%	12,70%
Pakistan	200,400,000	220,892,340	96,50%	11,10%
India	195,000,000	1,380,004,385	14,20%	10,90%
Bangladesh	153,700,000	164,689,383	90,40%	9,20%
Nigeria	99,000,000	206,139,589	49,60%	5,30%
Egypt	87,500,000	102,334,404	92,35%	4,90%
Iran	82,500,000	83,339,067	99,40%	4,60%
Turkey	79,850,000	84,339,067	99,20%	4,60%
Algeria	41,240,913	43,851,044	99,00%	2,70%
Sudan	39,585,777	43,849,260	97,00%	1,90%

**Table 1.1 Data on the World Muslim Population 2020**

With this large opportunity, Sharia minimarkets can now participate in this retail business. Minimarket Syari'ah is a minimarket that offers halal products, with management, marketing as well as capitalization carried out in syari'ah. You can take a sample of the syari'ah minimarket that was established 2 (two) years ago in 2017, namely the 212 Mart minimarket. Minimarket 212 Mart is said to be a syari'ah because it uses a mechanism that is implemented in a partnership with joint ownership.<sup>6</sup>

Compared to conventional minimarkets that have already mastered the market, syaria minimarkets have many challenges in order to survive and develop forward to achieve their goals. An example of conventional minimarkets is Indomaret which is currently dominating the market. Indomaret minimarkets can be categorized as conventional minimarkets, namely one of the products sold does not pay attention to halal or haram products, for example in of Indomaret selling contraceptives, cigarettes and selling alcohol freely. What is sharia is not allowed unless there is a cause that is justified in the sharia.

Although they have implemented a marketing strategy such as location, service, price, and product to encourage consumer buying interest. However, this still cannot attract the public's interest because there are several elements of the retail mix that have not been maximally implemented, one of which is in terms of promotion. Consumers or the public tend to only know about conventional minimarkets that have been established and developed in various cities throughout Indonesia, such as Indomaret, especially minimarkets in the Pagedangan area, Tangerang . With the results of the above research, there are differences in results from one another. Thus, based on the research gap, it is intended that the researcher is interested in re-researching with a different place and method, so that the results are expected to prove and strengthen the results of previous research. On the basis of this, the researcher

<sup>5</sup> Gomuslim, "Peta Sebaran Data Populasi Muslim Dunia 2020: Indonesia Paling Besar," gomuslim, diakses 25 April 2020, <https://www.gomuslim.co.id/read/news/2020/04/08/18593/-p-peta-sebaran-data-populasi-muslim-dunia-2020-indonesia-paling-besar-p-.html>.

<sup>6</sup> "Syari'ah Minimarket: 212 Mart Target to Reach 200 Stores This Year | Ekonomi, "Bisnis.com, accessed October 21, 2019, <https://ekonomi.bisnis.com/read/20180404/12/779928/minimarket-syari'ah-212-mart-target-capai-200-gerai-this-year>.

will conduct research with the title "Analysis of Factors Affecting Muslim Consumer Purchase Interest in Minimarket 212 Mart Pagedangan and Indomaret Pagedangan Tangerang Using the AHP Method".

**B. METHODOLOGY**

In completing data analysis, the Analytic Hierarchy Process (AHP) has several stages as follows:

1. Problem Identification

With the rapid development of the minimarket business in Indonesia and the increasing competitiveness of doing business, the researchers are interested in finding out how much influence the factors of consumer buying interest towards conventional minimarkets (Indomaret) with syari'ah minimarkets (212 Mart) with the majority of Indonesian people. is a Muslim.

2. Arrangement of Hierarchy Structure

The following is the hierarchical arrangement in the AHP hierarchical structure chart:

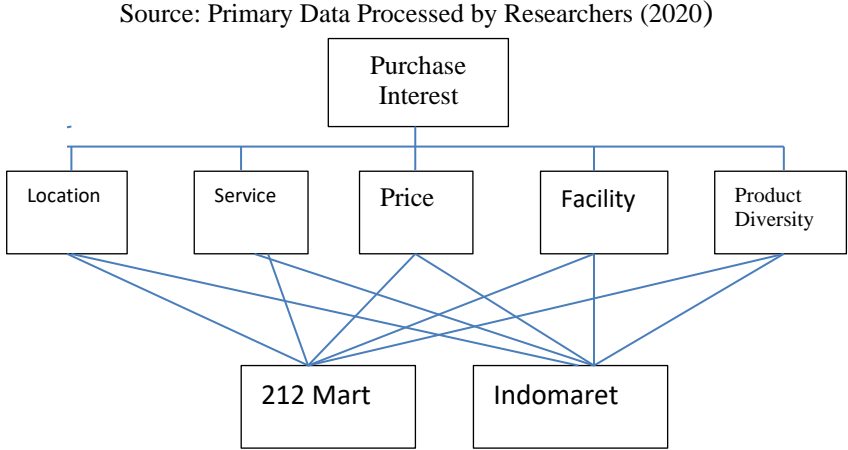


Figure 2.1 Hierarchical Structure of Consumer Purchase Interest Assessment Criteria  
Source: Primary Data Processed by Researchers (2020)

3. Pairwise Comparison

Creating a pairwise comparison matrix inputted based on the Saaty comparison rating scale. The input entered by the respondent is in the form of numbers which must be 1 (one) to 9 (nine). To obtain a matrix, the average measurement must be carried out with the Geometric Mean (GM) of 96 (ninety six) respondents, as follows:

Table 2.1 Geometric Mean of 96 Respondent Matrices

Variable	Location	Service	Price	Facility	Product
Lokasi	1	1.686	0.465	1.350	0.587
Pelayanan	0.593	1	0.379	1.625	0.450
Harga	2.157	2.636	1	2.234	0.743
Fasilitas	0.743	0.615	0.449	1	0.529
Produk	1.626	2.318	1.346	1.854	1
	6.119	8.256	3.640	8.063	3.309

Source: Primary Data Processed by Researchers (2020)

4. Determining Criteria Priority Weights By Determining Eigenvector

From the pairwise comparison, the importance level of each attribute can be calculated. The complete results are as follows:

Table 2.2 Criteria Priority Weights from 96 Respondent Matrix

Variable	Location	Services	Price	Facility	Product	Priority Weights (e.v)
Lokasi	0.163	0.204	0.128	0.167	0.177	0.1681
Pelayanan	0.097	0.121	0.104	0.202	0.136	0.1320
Harga	0.352	0.319	0.275	0.277	0.224	0.2906
Fasilitas	0.121	0.075	0.123	0.124	0.160	0.1206
Produk	0.266	0.281	0.370	0.230	0.302	0.2897
	1.0	1.0	1.0	1.0	1.0	

Source: Primary Data Processed by Researchers (2020)

Based on the above calculations, the following priority criteria can be obtained:

- a. 1st priority: Products = 0.2897
- b. 2nd priority: Price = 0.2896
- c. 3rd priority: Location = 0.1681
- d. 4th priority: Service = 0.1320
- e. 5th priority: Facilities = 0.1206

### 5. Consistency Testing

- a. Determine the maximum eigen value ( $\lambda$  max)

The maximum  $\lambda$  is obtained from the Geometric Mean (GM) value of 96 respondents.

$$\lambda \text{ max} = (6,119 \times 0.1681) + (8,256 \times 0.1320) + (3,640 \times 0.2896) + (8,063 \times 0.1206) + (3.309 \times 0.2897) = 5.10$$

- b. Measuring Consistency Index (CI)

$$CI = \frac{\lambda \text{ max} - n}{n-1} \quad CI = \frac{5.10 - 5}{5-1} = \mathbf{0.03}$$

- c. Measuring the Random Index (RI)

Tabel 2.3 Random Index

n	1	2	3	4	5	6	7	8	9	10
RI	0	0	0.58	0.9	1.12	1.24	1.32	1.41	1.45	1.49

$$n = 5 \rightarrow \mathbf{RI = 1.12}$$

- d. Measuring *Consistency Ratio* (CR)

$$CR = \frac{CI}{RI} \quad CR = \frac{0.03}{1.12} = \mathbf{0.02}$$

Based on the above measurements, obtained  $CR = 0.02 < 0.1$  data about pairwise comparisons between alternatives in relation to consistent criteria (valid / valid).

### 6. Setting Alternative Priority Weights By Specifying Eigenvector

- a. Geometric Mean of 96 Respondents for Location Criteria.

Table 2.4 Geometric Mean Location Criteria of 96 Respondent Matrices

Location	212 Mart	Indomaret	Value Eigen	Average
212 Mart	1.000	0.817	0.447	0.448
Indomaret	1.239	1.000	0.553	0.552
Jumlah	2.239	1.817	1.000	1.000

Source: Primary Data Processed by Researchers (2020)

Based on the above calculations, the following priority criteria can be obtained:

- 1) First priority: Indomaret = 0.552

2) Second priority: 212 Mart = 0.448

by measuring CR:

$$\lambda \max = (2.239 \times 0.448) + (1.817 \times 0.552) = \mathbf{2.01}$$

$$CI = CI = \frac{\lambda \max - n}{n-1} \quad CI = \frac{2.01 - 2}{2-1} = \mathbf{0.006}$$

$$RI = \mathbf{0} \quad (n = 2)$$

$$CR = \frac{CI}{RI}$$

$$CR = \frac{0.006}{0} = \mathbf{0.0}$$

Based on the above measurements, it was found that  $CR = 0.00 < 0.1$ . Means the data about pairwise comparisons between alternatives in relation to consistent location criteria (Valid / Valid).

#### b. Geometric Mean of 96 Respondents for Service Criteria

Table 2.5 Geometric Mean Service Criteria of 96 Respondent Matrix

Service	212 Mart	Indomaret	Value Eigen		Average
212 Mart	1.000	1.055	0.502	0.513	0.508
Indomaret	0.993	1.000	0.498	0.487	0.492
Jumlah	1.993	2.055	1.000	1.000	1.000

Source: Primary Data Processed by Researchers (2020)

Based on the above calculations, the following priority criteria can be obtained:

First priority : 212 Mart = 0.508

Second priority : Indomaret = 0.492

By measuring CR:

$$\lambda \max = (1.993 \times 0.508) + (2.055 \times 0.492) = \mathbf{2.02}$$

$$CI = CI = \frac{\lambda \max - n}{n-1}$$

$$CI = \frac{2.02 - 2}{2-1} = \mathbf{0.02}$$

$$RI = \mathbf{0} \quad (n = 2)$$

$$CR = \frac{CI}{RI}$$

$$CR = \frac{0.02}{0} = \mathbf{0.0}$$

Based on the above measurements, it was found that  $CR = 0.00 < 0.1$ . Means the data about pairwise comparisons between alternatives in relation to consistent service criteria (valid / valid).

#### c. Geometric Mean of 96 Respondents for Price Criteria

Table 2.6 Geometric Mean Price Criteria of 96 Respondent Matrix

Price	212 Mart	Indomaret	Value Eigen		Average
212 Mart	1.000	0.554	0.357	0.356	0.356
Indomaret	1.804	1.000	0.643	0.644	0.644
Jumlah	2.804	1.554	1.000	1.000	1.000

Source: Primary Data Processed by Researchers (2020)

Based on the above calculations, the following priority criteria can be obtained:

1) First priority: Indomaret = 0.644

2) Second priority: 212 Mart = 0.356

By measuring CR:

$$\lambda \max = (2.804 \times 0.356) + (1.554 \times 0.664) = \mathbf{2.00}$$

$$CI = CI = \frac{\lambda_{max} - n}{n-1}$$

$$CI = \frac{2.00 - 2}{2-1} = -0.0006$$

$$CR = \frac{CI}{RI}$$

$$CR = \frac{-0.0006}{0} = 0.0$$

Based on the above measurements, it was found that  $CR = 0.00 < 0.1$ . Means the data about pairwise comparisons between alternatives in relation to consistent price criteria (valid / valid).

d. Geometrik Mean dari 96 Responden Untuk Kriteria Fasilitas

Table 2.7 Geometric Mean Facility Criteria from 96 Respondent Matrix

Facility	212 Mart	Indomaret	Value Eigen		Average
212 Mart	1.000	0.450	0.319	0.310	0.315
Indomaret	2.133	1.000	0.681	0.690	0.685
Jumlah	3.133	1.450	1.000	1.000	1.000

Source: Primary Data Processed by Researchers (2020)

Based on the above calculations, the following priority criteria can be obtained:

- 1) First priority: Indomaret = 0.685
- 2) Second priority: 212 Mart = 0.315

By measuring CR:

$$\lambda_{max} = (2.731 \times 0.366) + (1.578 \times 0.634) = 1.98$$

$$CI = CI = \frac{\lambda_{max} - n}{n-1}$$

$$CI = \frac{1.98 - 2}{2-1} = 0$$

$$RI = 0 (n = 2)$$

$$CR = \frac{CI}{RI}$$

$$CR = \frac{-0.02}{0} = 0.0$$

Based on the above measurements, it was found that  $CR = 0.00 < 0.1$ . Means data about pairwise comparisons between alternatives in relation to consistent Facility criteria (Valid / Valid)

7. Make Global Priority (Global Priority)

The following is the priority weight for each alternative multiplied by the priority weight of the criteria, as follows:

Table 2.9 Global Priority

	Rata-Rata Alternatif					Rata-rata Kriteria	Prioritas
	Lokasi	Pelayanan	Harga	Fasilitas	Produk		
212 Mart	0.448	0.508	0.356	0.315	0.273	0.168	<b>0.363</b>
Indomaret	0.552	0.492	0.644	0.685	0.727	0.132	<b>0.637</b>
						0.290	
						0.121	
						0.290	

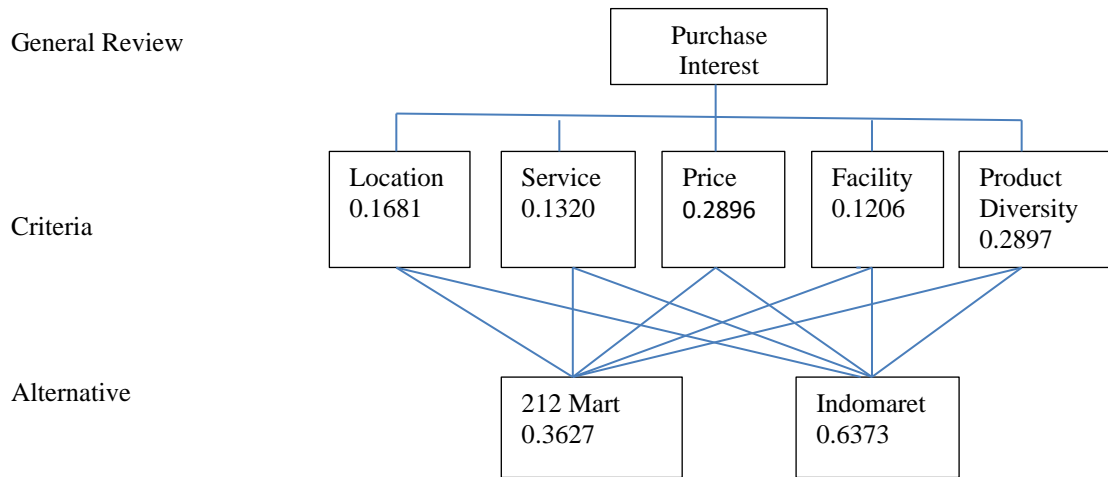
Source: Primary Data Processed by Researchers (2020)

Based on the above calculations, the following priority criteria can be obtained:

- 1) First priority: Indomaret = 0.637
- 2) Second priority: 212 Mart = 0.363

8. Create a hierarchical structure and write down the calculation results in the boxes for each criterion and alternative.

Figure 2.2 Hierarchical Structure Chart with Global Priorities



Source: Primary Data Processed by Researchers (2020)

### 9. Decision Making

Based on the calculation of global priorities and the hierarchical structure chart above, and Figure 4.11 of the hierarchical structure chart above, the value of 212 Mart = 0.3627 and Indomaret = 0.6373 can be obtained, thus a decision can be made that the greater consumer buying interest is Indomaret.

### C. DISCUSSION

The results of the study indicate that Indomaret Pagedangan has a location that is easily accessible to buyers / consumers compared to 212 Pagedangan Marts. This illustrates that Indomaret Pagedangan in choosing a bold location with a higher purchase / rental price as long as it is strategic, has a large parking area and is close to the community's residence, considering that the management has already reserved funds for development. Meanwhile, 212 Mart Pagedangan buys / rents locations according to the membership ability of the members.

In service 212 Mart Pagedangan has better service to buyers / consumers than Indomaret Pagedangan. This illustrates that 212 Mart Pagedangan for services is very much paid attention to, considering that the business is still new and the management in employee selection prioritizes moral factors, employee friendliness, no long queues, and neat product arrangement.

In terms of price criteria, Indomaret Pagedangan has a lower price than 212 Pagedangan Mart. This illustrates that the price is cheaper in Indomaret Pagedangan because Indomaret Pagedangan buys goods directly from producers and is purchased in bulk so that they can get low prices and some are made / produced by themselves, so that the price offered is affordable by consumers' purchasing power.

The facilities provided by Indomaret Pagedangan are better than 212 Mart Pagedangan. This illustrates that the facilities at Indomaret Pagedangan are better, for example, the availability of debit account payments, ATM services, bright lights, very comfortable air conditioning, promotion of products and toilets that buyers / consumers can use.

Meanwhile, in the product criteria, Indomaret Pagedangan has a fairly complete product compared to 212 Pagedangan Mart. This illustrates that the products in Indomaret Pagedangan are very complete, the product arrangement is neat and orderly, so that buyers / consumers no longer need to shop elsewhere.



Based on the calculation of global priorities in table 4.17, it can be found that Indomaret is superior in alternatives with the criteria weight compared to 212 Mart. This is because Indomaret Pagedangan has a strategic location, prices are still lower than the prices offered at 212 Mart, more complete facilities, more varied products even though in terms of service it is still not optimal so that 212 Mart is Superior.

Whereas 212 Mart with second priority has several obstacles to attracting consumer buying interest, one of the criteria for the products offered at 212 Mart is that the product has met the standards of eligibility and halalness but still lacks a variety of products so that consumers prefer the more varied Indomaret. And a higher price determination than Indomaret makes 212 marts less attractive to consumers.

## **D. CONCLUSIONS & SUGGESTIONS**

### **1. Conclusion**

Based on the results of data processing using the Analytical Hierachy Process (AHP) method, the discussion in point C above and related to the objectives of this study, the researcher can conclude:

- a. Comparison of buying interest between 212 Mart and Indomaret Pagedangan is more likely to Indomart Pagedangan, with the following considerations;
  - 1) The products sold at Indomaret Pagedangan are more varied than 212 Mart Pagedangan.
  - 2) The price at Indomaret Pagedangan is still lower than the price offered at 212 Mart Pagedangan.
  - 3) The facilities at Indomaret Pagedangan are more complete than the 212 Mart Pagedangan.
  - 4) Indomaret Pagedangan location is more strategic than 212 Pagedangan Mart.
  - 5) Services at 212 Mart Pagedangan are still better than Indomaret Pagedangan.
  
- b. To find out what factors influence Consumer buying interest in minimarkets 212 Mart Pagedangan and Indomaret Pagedangan by using the Analytical Hierachy Process (AHP) method can be concluded that the factors that influence consumer buying interest in selecting minimarkets as a more desirable place to make purchases are the Indomaret Pagedangan minimarket.
  
- c. The influence of the factors of buying interest in minimarkets 212 Mart Pagedangan and Indomaret Pagedangan are as follows:
  - 1) Location has a high enough influence after products and prices, this is because consumers pay more attention to product diversity and prices and make location a third factor in the emergence of consumer buying interest.
  - 2) Service has a high enough influence after product, price and location, this is because consumers pay attention to product diversity, price and location and make service the fourth factor in the emergence of consumer buying interest.
  - 3) Price has a high enough influence after the product, because consumers pay attention to product diversity and make price a second factor in the emergence of consumer buying interest.
  - 4) Facilities have very little effect on buying interest at minimarkets 212 Mart Pagedangan and Indomaret Pagedangan. This is because consumers pay more attention to products and prices, which should be the main factors in the emergence of consumer buying interest so that the facilities do not really have an effect.
  - 5) Products have a very dominant effect on buying interest at minimarkets 212 Mart

Pagedangan and Indomaret Pagedangan. Products can be said to be an attraction that can influence someone interested in trying, finding out and buying at the minimarkets 212 Mart Pagedangan and Indomaret Pagedangan.

- 6) Location, service, price, facilities and products partially and simultaneously have a positive and significant influence on buying interest at minimarkets 212 Mart Pagedangan and Indomaret Pagedangan, this can be proven by obtaining the value of  $CR = 0.00 < 0.1$  in each pair. between each alternative in relation to each consistent criterion (Valid / Valid).

## **2. Suggestion**

Based on the results of this study, the researchers provided some suggestions and input to the company, further researchers and the community, including:

- a. For the Company

### **1) For 212 Mart**

Judging from the problem of priority weight value 212 Mart only superior in service criteria, for the weight value of location, price, facilities and products are still in the level of importance below Indomaret. With this 212 Mart needs to pay attention to other factors such as location, price, facilities and products in order to increase consumer buying interest. And carry out various promotions both on social media and in the minimarket directly so that people can get to know more and have an interest in buying at the 212 Mart minimarket.

### **2) For Indomaret**

Indomaret Pagedangan is superior in terms of location, price, facilities and products, and less superior in terms of service criteria. Thus, Indomaret Pagedangan can improve in terms of service. This means that even though the Indomaret Pagedangan business takes longer, the service must be maintained and even must be improved, especially courtesy, friendliness, empathy and answering buyer / consumer questions properly and satisfactorily.

## **3. For further researchers**

For further research, it is expected that the criteria considered are not only the criteria for location, service, price, facilities and products. However, other criteria also have an influence on buying interest at the 212 Mart and Indomaret minimarkets, for example promotion, brand image and others.

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- 16) Tulus SURYANTO, Department of Islamic Economic, Faculty of Islamic Economics and Business The State Islamic University of Raden Intan Lampung and Eleftherios I. THALASSINOS European Chair Jean Monnet in Economics Faculty of Shipping and Industry, University of Piraeus, Greece.