ABSTRACT

ANALYSIS OF FACTORS THAT CONSUMER CONSIDERED IN SHOPPING AT MINIMARKET
(Study on consumer of Alfamart in Kortagajah, Central Lampung)

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The growth of retail trade in this country increasingly mushrooming effect of minimarket with all the advantage. One of them is Alfamart Minimarket. Given minimarket is a new concept in the world trade in Indonesia, it is necessary to know the factors that consumers considered in shopping at minimarket.

This problem can be formulated the factor that consumers considered in shopping at Alfamart Minimarket. The issues that need to be know are the dominant factors that influence on purchase decision at Alfamart Minimarket.

Type of the research that used in this research is descriptive research. Sample of this research is the consumers of Alfamart Kotagajah Central Lampung, with the total 75 respondens. Using convinience sampling technique. Data collection techniques using questionnaires. The Analyze the data used factor analysis.
From the result of factor analysis in mind that there are 12 indicators from factor that make up the 5 factors with total variant contribution 66.828% they are named (1) Social class and family with the variant contribution equal to 14.659% and deputizing value 1,759, (2) Personality, Self concept and Attitude with the variant contribution equal to 14.252% and deputizing value 1,710, (3) Perception with the variant contribution equal to 13.605% and deputizing value 1,633, (4) Motivation and Learning process with the variant contribution equal to 13.314% and deputizing value 1,598, (5) Social groups with the variant contribution equal to 10.999% and deputizing value 1,320.

As regards the dominant factor that consumers considered in shopping at Alfamart minimarket at Kotagajah Lampung Tengah in this research is Social Class and Family factors.