

# The Effect of Attitude and Trust on Behavioral Intention In The Modern Market Industry

Hafiz Jodith Arfansyah<sup>1</sup>, Endy Gunanto Marsasi<sup>\*2</sup>

<sup>1,\*2</sup> Management Study Program, Universitas Islam Indonesia, Special Region of Yogyakarta, Indonesia

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### Email Correspondence:

[183111301@uii.ac.id](mailto:183111301@uii.ac.id)

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## ABSTRACT

*This research gap is the relationship between trust and behavioural intention. Trust will be an element of novelty in this study that affects behavioural intention. This research is based on the Theory of Reasoned Action, which explains attitudes, which are influenced by subjective norms and determine behaviour. This research aims to assess the effect of the relationship between hypotheses in the modern market industry, especially minimarkets. It used the structural equation modelling (SEM) method to distribute samples from a total of 245 respondents in the questionnaire. The testing was done using the IBM SPSS 25 program and SEM-AMOS 24 software. The results of this study indicate the rejection of one hypothesis that connects the influence of Smart Shopper Self Perception on behavioural intention in customers in the modern market industry, namely minimarkets.*

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## INTRODUCTION

Shopping centers are only centered on traditional markets but have now moved to modern needs such as minimarkets, hypermarkets, and supermarkets that can be found in all parts of Indonesia. The atmosphere and entertainment factor is one example in a store that applies, and it tends to affect the Attitude of the buyer. Attitude is based on store attributes and their dimensions that play an essential role in providing higher value to shoppers. (Balaji & Maheswari, 2021) Many stores have started to give points to attract buyers. As reported by (Pahlevi, 2021), based on public data, Indomaret is the retailer with the highest consumer value in 2021. Data. Indomaret beat several of its competitors, including Alfamart and Circle K. The results of determining the object of choosing Indomaret are because Indomaret has more outlets, has the highest consumer value, and is better to use as an object because, in mini research, it is only 1 respondent difference. This can be obtained because the retail business that gets the highest consumer value is not calculated from the profits earned but is influenced by consumer value. This is the reason for choosing the object of research. Modern markets are proliferating and giving rise to many competitors, so capital owners compete for market share for more excellent profit results. This development can provide a positive benefit to the economy. This buyer's Attitude can be reviewed from trigger factors such as sales promotions. Sales promotions have a short-term goal of stimulating demand and driving sales quickly. This can affect consumer Attitude. This Attitude can describe the tendency of customers actions to buy products or services needed by using sales promotions such as discounts, low prices, and others. This can make competitive progress in modern market trading activities (Fam *et al.*, 2021).

The definition of minimarket according to (Kotler *et al.*, 2017) found that "convenience stores" are relatively small stores located near residential areas, open 24 hours a day, seven days a week, offering

high-volume products at slightly higher prices than supermarkets or hypermarkets. These convenience stores are generally about 50 to 200 square meters in size. In big cities, people are increasingly aware of the existence of convenience stores. The 2020 pandemic has made the world economy experience a downturn in various business sectors. According to what was reported (Suprianto, 2022), when economic activity has decreased due to the pandemic, local and national scale minimarket businesses are more resistant to the crisis because they are more adaptive to the situation. The location of minimarkets closer to the community still allows people to purchase their needs. This minimarket is a necessity for consumers who often shop or consume. This business growth must also be followed by good service quality. Good service will help retail stores to build relationships with customers. (Amoakoh *et al.*, 2019). Consumers assume that in a store, these important must-have aspects, such as the presence of a halal logo on a product sold. Muslim communities increasingly concerned with halalness also make products sold in minimarkets, including halal symbols. (Jumani, Z. A. & Sukhabot, 2019). Competition in this sector makes some stores use halal logos to maintain customer loyalty. The recent phenomenon of retail and consumer goods is related to retail businesses such as minimarkets and consumer goods. Data from Bank Indonesia shows that monthly growth in retail sales is anticipated in April 2022. The Index of Real Sales for April 2022 (IPR), measured at 219.3 and represented a monthly increase of 6.8 percent (mom/mtm), reflects this. In Indonesia, there were more minimarkets between 2015 and 2020, a period of 39% growth. (Tumonggor & Sudjiman, 2022).

The definition of Behavioral Intention also includes knowledge about new aspects, how they are used, preferred qualities, and the perspectives of others. This activity can also be seen as an understanding of new factors, their application, preferred traits, and the perceptions of others. This sets the requirement for a brand to have a loyal mindset, ultimately benefiting users of these goods or services. A person's intention to use information technology to achieve a desired goal is their behavioral intention. (Kwateng *et al.*, 2019). Behavioral intentions can also be determined to engage in a behavior. The intention directly influences consumers to use a product or service to be selected because the intention to use now affects actual consumption. (J. Hwang *et al.*, 2019) Promotions in modern markets such as minimarkets impact consumer perceived value due to specific attributes related to rational and economic aspects such as price savings, quality gradations, convenience, and profitable deals (Sinha & Verma, 2020). Consumers who use products or services that get this positive impression will likely share experiences about products and services with others so that they are interested. (Muhammad Qaddafi Khan Wali; Alam, 2022).

Shopping is one of the special pleasures felt by people who have the pleasure of shopping. When consumers buy gifts for others, excitement, emotions, and feelings are involved. (Moon *et al.*, 2017). Smart shopping (benefit hedonism) is the fun or pleasure of using a promotion or discount. It has been shown that maintaining a strong focus when explaining the creation and use of advertisements, which encourages a person's desire to be cautious before acting, is very important. The trust generated can be an aspect for a consumer to create an intention to re-behave. Trust can also be determined by how the company's expertise can influence purchase intentions, and they must also generate trust to increase sales which will have a significant effect. (Ozdemir & Sonmezay, 2020) The element of novelty lies in the concept of trust. Trust in marketing is when a consumer has confidence, trust, and knowledge of a product for values such as the benefits, advantages, and disadvantages of a product. Trust is the willingness of consumers to rely on the brand's ability and to fulfill the tasks expected by consumers. (Ebrahim, 2020). Trust can make consumers who were initially hesitant to believe in these products, which in the future will be loyal, become loyal customers. Trust will arise if the customer feels the service is excellent and satisfying. Customers will later get helpful information from the company, creating higher trust. Information that can be more easily conveyed to customers can convince their choice. The information must also be good quality so that customers trust and have an impact on it. (Marsasi & Barqiah, 2022)

Research (Neumann *et al.*, 2020) explains the relationship between trust and intention. The study provides positive results between the two connections, and this increased trust influences someone to

intend to buy back and behave again. How it is done is determined from the point of view and the pressure that occurs. Research on perception or hedonics was conducted (Chen *et al.*, 2020). This study provides positive results between Hedonic and Perception Attitudes. There are innate pleasures, emotions, and feelings that a person experiences when buying or buying gifts for others. The joy a person experiences is considered the best deal.

Research (Huang *et al.*, 2011) trust has no significant effect on intention. Trust must be adequately grown so that users want to use their services or products again. Research (Novela *et al.*, 2020) Perception has no significant effect on the Attitude of online shopping users. The attitude of online shoppers is not always affected by their hedonic motivation, which can be high or low. Users or customers also disagree that they will try to get a low price. Customers also assume that they will always give an upbeat assessment of the products they like.

**Table 1. Research Gap**

	(Neuman <i>et al.</i> , 2020)	(Chen <i>et al.</i> , 2020)	(Huang, <i>et al</i> 2011)	(Novela <i>et al.</i> , 2020)
<b>Trust to Intention</b>	Significant		Insignificant	
<b>perception to Attitude</b>		Significant		Insignificant

Data source: Primary data, processed 2022

The results of previous research showed inconsistencies, and the authors researched again on the influence of each research relationship using the Theory of Reasoned Action (TRA). Following the background explanation above, the concept of Attitude and trust among minimarket customers towards product purchases has yet to be optimal. This is due to the many choices regarding the procedure for purchasing products at minimarkets.

Previous research (Teng *et al.*, 2021) This consumer or buyer perception can influence attitudes toward a brand and customers. Consumer perceptions of the Attitude of this brand affect both pleasure and consumer closeness psychologically to the brand itself. Brands that get this good perception can provide feedback through discounts. Customers can take advantage of the possibilities and use this discount to provide their satisfaction, which affects the Attitude of the buyer or consumer.

*H1: There is an influence of Smart Shopper Self Perception, which positively affects minimarket customer Attitude.*

Research (Nikolopoulou *et al.*, 2021) hedonic predicts intention to use in their process, while behavioral intention predicts actual use. Consumers who have obtained products or used services based on their motivational desires are likely happy. This will influence this savvy shopper to keep using the existing service. These usable services can affect the behavioral intentions of consumers to make their choices.

*H2: There is the influence of Smart Shopper Self Perception, which positively influences minimarket customer Behavioral Intention.*

Research (Han *et al.*, 2019) Customers can develop trust and love for a brand based on a positive attitude. Considering the results of this study, a positive brand image has a vital role in brand revenue. Attitude affects customers' trust, who will shop again if they get a good impression beforehand. Attitude

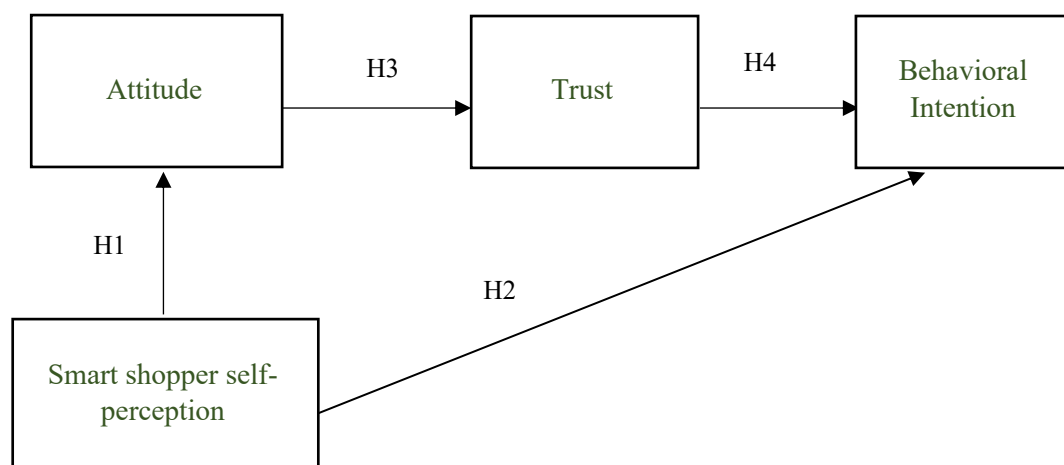
affects customers' trust, who will shop again if they get a good impression beforehand. Trust positively and significantly predicts loyalty. A positive attitude that influences high-end results.

*H3: There is an influence of Attitude which positively affects the trust of minimarket customers.*

The results of the research on trust that arises have a significant effect on behavioral intention to recommend and intention to repurchase (Suhartanto, 2019). Research (Jadil *et al.*, 2022) the existence of a person's perception of trust is a crucial factor in predicting customer purchase intentions. Buyer trust in customer purchase interest has a significant effect. A person's behavior that can be expected in the short term in the future is related to consuming products or services. The behavior of consumers that often occurs is where they still want to make the intention to buy again even though the price increases over time.

*H4: There is an effect of trust that positively affects the Behavioral Intention of minimarket customers.*

This research was inspired by "Discount Sales Promotion Perceptions - A Utilitarian and Hedonistic Perspective" (Jee, 2021). This research model uses four variables: self-awareness, Attitude, and intention of smart shopper behavior. The author adds a research model on the trust variable This addition is new to the research added a novelty. This research should include a discussion of previously conducted research. The purpose of the discussion is so that you can see the relevance of other research sources and can be used as a reference to add insight and avoid duplication of work. The theory used in this study is the Theory of Rational Behavior (TRA) by (Fishbein & Ajzen, 1975) which states that attitudes are part of behavioral perceptions (personal factors).



**Figure 1. Research Model**

## RESEARCH METHOD

In this study, the authors used a quantitative approach. According to (Creswell & Creswell, 2018), quantitative research is an objective theoretical test of whether there is a relationship between these variables. Results that show numerically can know this measurable variable. To complement the study, statistical methods may be used to evaluate the results. (Zikmund & Griffin, 2009) The research subject aims to obtain information from respondents to become research data. The research on the subject under study is customers who have shopped at minimarkets, namely the Indomaret minimarket, which aims to analyze the factors that influence behavioral intention. The research object to be researched itself relates to a group and also a company. The target locations to be targeted are Yogyakarta and Central Java. This

was chosen because statistics show that *minimarket* customers are dominated by the people of Yogyakarta and Central Java. The population used as the object of this research is minimarket customers in the Yogyakarta area. The sample is part of a group of selected populations that will later participate in the study as respondents. The samples used in this study were collected using target sampling techniques. This technique contains samples with specific considerations. The sample used in this study was *minimarket* customers. This study uses several criteria related to respondents, namely knowing minimarkets, having shopped, how often respondents shop at these minimarkets, respondents get satisfaction from the service, which makes respondents interested in shopping at *minimarket* and respondents who live in Central Java, and DIY will be the research sample. This study uses 400 respondents who have met the main criteria, namely the criteria determined in the study. The model or type of data processing tested is a validity test, reliability test, pilot test, factor analysis test, model structural test, and hypothesis testing.

## RESULTS AND DISCUSSION

Before collecting large amounts of data, the initial step is to conduct a pilot test or initial testing with 30 respondents using IBM SPSS Statistics 25 to reveal that the latent construct indicators are valid and reliable indicators in representing the research variables. The validity test is carried out to find out whether these existing indicators can measure each variable to be studied/measured. This validity that will be measured must have an understanding and a high level of accuracy. Statement items. This test uses IBM SPSS Statistics 25 software.

The statement on the Smart Shopper Self Perception variable has a Pearson correlation value  $\geq 0.5$  and a significant level of 5%. The significance value of the Pearson correlation must be smaller than 0.05. Based on the results obtained, the variable statement items on Smart Shopper Self Perception in this questionnaire are valid. All statement items on the Attitude variable have a Pearson correlation value  $\geq 0.5$  and a significant level of 5%. The significance value of the Pearson correlation must be smaller than 0.05. Based on the results obtained, it can be said that the variable statement items on Attitude in this questionnaire are valid. All statement items on the Trust variable have a Pearson correlation value  $\geq 0.5$  and a significant level of 5%. The significance value of the Pearson correlation must be less than 0.05. Based on the results obtained, the variable statement items on trust in this questionnaire are 6 valid except for item T7, which is invalid. The statement on the Behavioral Intention variable has a Pearson correlation value  $\geq 0.5$  and a significant level of 5%. The significance value of the Pearson correlation must be smaller than 0.05. Based on the results obtained, the variable statement items on Behavioral intention in this questionnaire are 6 valid, except for item BI5, which is invalid. All variables tested in the pilot test were declared reliable because they had a Cronbach alpha value of more than 0.70.

In the primary research, 245 respondents provided descriptive data needed by researchers in this primary study. Overall, 245 respondents have met the main criteria, namely the respondent criteria, which refers to minimarket consumers in the specified area who have determined criteria containing gender, age, and domicile of respondents based on the selected province. The gender of the respondents in this 245, regarding the gender of the respondents, explained that there were 118 female respondents, or 48%, and 131 male respondents, or 52%. This study shows that the majority of gender lies with men, namely 52%. Based on the results obtained, this determines that men tend to shop more often and feel the benefits of shopping. The respondent's age explained that respondents aged 15-24 years totaled 146 or 60%, respondents aged 25-34 years totaled 84 or 34%, respondents aged 35-44 years totaled 12 or 5%, and > 44 years totaled 3 or 1%. The results of this study explain that most of the respondents were aged 15-24 years at 60%. The results of this study show that respondents aged 15-24 years shop at minimarket more often than other respondents, such as those aged 34-44 years and > 44 years, who tend to shop infrequently. In this study, 245 respondents had different occupations. Regarding the occupation of the respondents, it

shows that most of their occupations are students or college students, totaling 120 people or 48.9%. Employees or employees totaling 63 or 25.7%, private employees totaling 24 or 9.7%, civil servants or BUMN totaling 20 or 8.1%, self-employed totaling 17 or 6.9%, and finally, housewives 1 at 0.4%. Regarding the domicile of respondents, it shows that the domicile of respondents in Semarang amounted to 55 or 22.4%, followed by Yogyakarta, totaling 47% or 19.1%, then Surakarta amounted to 40 or 16.3%, then Magelang amounted to 29 or 11.8%, Jepara amounted to 31 or 12.9%, Boyolali amounted to 26 or 10.6%, and finally Temanggung amounted to 17 or 6.9%.

**Table 2. Validity Test**

<b>Variables</b>	<b>Indicator</b>		<b>R count n=248</b>	<b>Validity</b>
<b>Smart Shopper Self Perception</b>	<b>SSSP1</b>	I feel lucky because the location of minimarket is easy to find everywhere.	,682**	Valid
	<b>SSSP2</b>	I feel that I make smart choices because I get low prices when shopping at minimarket.	,632**	Valid
	<b>SSSP3</b>	I feel comfortable, when I shop at minimarket.	,770**	Valid
	<b>SSSP4</b>	I really feel happy because payment transactions at I minimarket can use various non-cash (Q-Ris, Shoppepay, Dana, Gopay Ovo, Debit card).	,681**	Valid
	<b>SSSP5</b>	I feel that minimarket layout and facilities make it easier for consumers.	,719**	Valid
	<b>SSSP6</b>	I feel happy to buy products at minimarket with the promos offered	,669**	Valid
	<b>SSSP7</b>	I feel that minimarket really prioritizes consumers in terms of services and promos.	,639**	Valid
<b>Attitude</b>	<b>ATT1</b>	Product promotions carried out by minimarket are always in accordance with events or important days every month.	,715**	Valid
	<b>ATT2</b>	I feel that discount sales promotions at minimarket can save me money.	,688**	Valid
	<b>ATT3</b>	I prefer shopping at minimarket compared to other minimarket retailers.	,658**	Valid
	<b>ATT4</b>	I feel satisfied with the services provided as a member at minimarket.	,621**	Valid
	<b>ATT5</b>	The minimarket is able to build a positive impression for its customers.	,652**	Valid
	<b>ATT6</b>	Minimarket employees have a professional and good attitude towards customers.	,689**	Valid
	<b>ATT7</b>	The minimarket never experiences interruptions when I will make online payments or top up e wallets / digital wallets.	,756**	Valid
<b>Trust</b>	<b>T1</b>	Minimarket provides additional services to consumers such as electricity, PDAM and telephone payments.	,719**	Valid

	<b>T2</b>	I feel that minimarket can be trusted because information on price changes is done accurately and quickly.	,767**	Valid
	<b>T3</b>	I am confident in minimarket ability to consistently provide superior service.	,708**	Valid
	<b>T4</b>	I feel that minimarket can be relied upon to fulfill the needs of daily goods because of its complete availability.	,686**	Valid
	<b>T5</b>	I feel that minimarket is very concerned about the expiration date of the goods sold.	,627**	Valid
	<b>T6</b>	I believe minimarket to be the best choice that I have in mind.	,761**	Valid
<b>Behavioral Intention</b>	<b>BI1</b>	I will return to shop at this minimarket compared to other minimarkets	,691**	Valid
	<b>BI2</b>	I will advise my friends and relatives to always shop at minimarket.	,753**	Valid
	<b>BI3</b>	I am interested in paying attention to every discount offer given by minimarket.	,769**	Valid
	<b>BI4</b>	I plan to use discounts in purchases at minimarket both when shopping at the store and through product promo brochures.	,700**	Valid
	<b>BI5</b>	I want to convey a good experience regarding the price and completeness of the products available at minimarket.	,708**	Valid
	<b>BI6</b>	I consider minimarket as the first choice for shopping for daily needs for a long period of time.	,798**	Valid

Source: Primary data, processed 2022

The validity test on large data shows that all variable indicators are declared valid because they have a Pearson correlation score of more than 0.5.

**Table 3. Reliability Test Results**

No.	Variables	Cronbach Alpha	Description
1	Smart Shopper Self Perception (SSSP)	0,812	Reliable
2	Attitude (ATT)	0,807	Reliable
3	Trust (T)	0,804	Reliable
4	Behavioral Intention (BI)	0,831	Reliable

Source: Primary data, processed 2022

The table above shows that Cronbach's alpha value on the Smart Shopper Self Perception, Attitude, Trust, and Behavioral Intention variables based on the results of the table exceeds 0.7. Therefore, all research variables are considered reliable.

A factor analysis test was conducted to determine whether the relationship between the variables used in this study needs to be completed on time. The Smart Shopper Self Perception variable is measured

using 7 indicators. Indicators that do not have a loading factor value of not  $\geq 5$  will be rejected and excluded. Indicators that do not reach the loading factor value  $\geq 5$  are absent, then SSSP1, SSSP2, SSSP3, SSSP4, SSSP5, SSSP6, and SSP7 are accepted and can represent the Smart Shopper Self Perception variable.

The attitude variable is measured using 7 indicators. Indicators that do not have a loading factor value not  $\geq 5$  will be rejected and removed. Indicators that do not reach the loading factor value  $\geq 5$  are not, and then no one is excluded ATT1 ATT2 ATT3, ATT4, ATT6 ATT5, and ATT7 are accepted and can represent the Attitude variable. Trust variables are measured using 7 indicators. Indicators that do not have a loading factor value of  $\geq 5$  will be rejected and removed. None of the indicators that do not reach the loading factor value  $\geq 5$  will be excluded, then T1, T2, T3, T4, T5, and T6 are accepted and can represent the Trust variable.

The behavioural Intention variable is measured using 7 indicators. Indicators that do not have a loading factor value not  $\geq 5$  will be rejected and removed. Indicators that do not reach the loading factor value  $\geq 5$  are none will be excluded. Then, BI1, BI2, BI3, BI4, BI5, and BI6 are accepted and can represent the Behavioural Intention variable.

Measurement at this stage uses CFA (Confirmatory Factor Analysis), where the correlation relationship is described by a curved arrow that has two heads and is connected to each research variable. The results showed that the estimated value of 26 indicators was  $> 0.5$ , so it could be good and did not need modification indices. Apart from the loading factor value, it is also necessary to pay attention to the model's Goodness of Fit index value. The results of the goodness of fit test in the study are said to be a good fit because  $CMIN / DF \leq 3.00$ , which results in 2.842. The TLI value is 0.825, which is included in the marginal fit criteria. CFI is at a value of 0.806 and is said to be a marginal fit. The IFI value is also 0.827 and is said to be a marginal fit.

**Table 4. The Goodness of Fit Test Results Structural Model**

No.	Index	Criteria	Results	Description
1	CMIN/DF	$CMIN/DF \leq 3.0$	2,270	Good Fit
2	RMSEA	$RMSEA \leq 0.08$	0,072	Good Fit
3	GFI	GFI 0.8 - 0.9	0,808	Marginal Fit
4	TLI	TLI 0.8 - 0.9	0,886	Marginal Fit
5	CFI	CFI 0.8 - 0.9	0,866	Marginal Fit

*Source: Primary data, processed 2022*

The results of the Goodness of Fit index assessment that has been carried out aim to display the results of the fit test with the structural model. The CMIN/DF value is acceptable, with a value of 2.270 (good fit). With a value of 0.087, the RMSEA value is also satisfactory and less than 0.08 (good fit). The GFI value also has a value of 0.808 which means it meets the criteria (marginal fit). The TLI and CFI values are also acceptable with values of 0.886 and 0.866, respectively (marginal fit). The structural model results have a relative value following the goodness of fit to proceed to the final stage of hypothesis testing. Hypothesis testing shows that 3 hypotheses are supported, and 1 is not supported.

**Table 5. Hypothesis Test**

Hypothesis	Path	Std. Estimation	C.R	P	Std. Reg Weight	Description
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<b>H1</b>	SSSP- ATT	0,159	8,614	***	0.986	H1 Supported
<b>H2</b>	SSSP- BI	1,175	-0,813	0,416	-0,909	H2 Not Supported
<b>H3</b>	ATT- T	0,89	8,598	***	1,025	H3 Supported
<b>H4</b>	T-BI	1,122	1,662	0,097	1,839	H4 Supported

*Source: Primary data, processed 2022*

The results show that the 3 hypotheses have a positive and significant relationship. These hypotheses are H1, H3, and H4. Other hypotheses show that one of the hypotheses does not have a significant relationship with H2. In the results of hypothesis 1 of the study, the relationship between the Smart Shopper Self Perception variable and Attitude. Shows that Smart Shopper Self Perception has a significant positive effect on Attitude. A positive impact on him when the feeling arises to use or buy a service. The benefits of the service users become a strong desire if they get the relevant results from the service. This is in line with previous research (Teng *et al.*, 2021). Brands that get this good perception can provide feedback through discounts. Customers can take advantage of the possibilities, and using this discount gives them satisfaction, which affects the Attitude of the buyer or consumer. minimarket provides a promotion or discount that makes a consumer this will encourage level of interest in shopping which affects their attitude to continue shopping because of a low price. Consumers feel happy due to an offer that is exchanged which arouses consumer emotional pleasure. Researchers can conclude that the stronger the Smart Shopper Self Perception, the stronger the Attitude of minimarkett customers.

In this hypothesis 2 research, Smart Shopper Self Perception on Behavioural Intention has no effect. Research (Jain & Mishra, 2018) shows that perceived value has no significant effect on repurchase. In this study, consumer perceptions of repurchases have no effect. The consumer perceptions created also do not directly foster the intention to repurchase, and there must be other factors that are more encouraging. Research (Hwang, Lee and Kim, 2019) on the perceived value of consumers to be happy to be interested is not significant with behavioural intentions, the tendency nowadays is because people can get pleasure or cheaper prices for shopping online. These minimarket customers who have shopped have felt pleasure, but still do not affect their choice of re-behaviour. As a result, consumer pleasure that arises only occasionally to re-behave. Researchers can conclude that the stronger the Smart Shopper Self Perception, the weaker the Behavioural Intention of minimarket customers.

The results of research on hypothesis 3 state that Attitude has a significant positive effect on trust. Consumers will increasingly trust the minimarket company for shopping because the Attitude received by consumers is appropriate. Trust will grow so that long-term trust will be created in these consumers. Research (Akhgari *et al.*, 2018) A positive attitude affects high results. This can increase the level of customer trust due to positive attitude performance. Research (Han *et al.*, 2019b) Customers can develop trust and love for a brand based on a positive attitude. Considering the results of this study, a positive brand image has an important role in brand revenue. More specifically, brands show the direct/indirect results of customer behavioral intentions, trust, and confidence. Consumers believe that minimarkets can complete their daily needs, this makes consumers feel more confident that the minimarket of their choice is reliable. Researchers can conclude that the stronger the Attitude, the stronger the trust in customers.

The results of research on hypothesis 4 show that trust has a significant positive effect on behavioral intention. This existing trust can lead to the behavioral intention which can create behavioral intentions. A person's behavior that can be predicted in the short term in the future is related to consuming products or services. these findings are by research (Suhartanto, 2019b)that the trust that arises has a significant effect on Behavioral intention to recommend and intention to repurchase. Research (Jadil, Rana and Dwivedi, 2022) has that a person's perception of trust is a key factor in predicting customer purchase

intentions. Buyers who have experienced trust in sellers will have a high level of behavioral intention. For consumers who already trust a product, the behavioral intention to repurchase the product will be high. The phenomenon that occurs shows that minimarket commitment aims to foster trust which will affect customer behavioral intentions. Customer trust that has grown in minimarkets tends to return to visit and their behavioral intention to shop at these minimarkets is because they feel the experience, they get is appropriate by getting a promotion or discount that suits their needs. Researchers can conclude that the stronger the Trust, the stronger the Behavioral Intention of Indomaret customers.

## CONCLUSION

In the Smart Shopper Self Perception variable has a significant positive effect on Attitude. This concludes that the more customers understand and understand the perception of hedonic customers who take advantage of existing promos from Minimarket, the better the attitude will be. Customers feel comfortable when shopping at Minimarket because the applicable promo is in accordance with the existing event. These results make customers will determine the effect of attitudes after feeling the shopping experience. Researchers concluded that the stronger the Smart Shopper Self Perception, the stronger the Attitude of minimarket customers. The Smart Shopper Self Perception variable does not have a significant effect on Behavioral Intention. This relates to customer pleasure cannot guarantee for customers to return to behavioral intentions to minimarkets. Customers are considered to be looking for the cheapest prices and promos. Consumer goods customers shop more often to meet their needs so they will look for low prices to move to other competitors. This relates to the phenomenon that occurs customers who have received low prices on shopping will not definitely suggest to friends or relatives to shop at the modern market. This causes the stronger the Smart Shopper Self Perception, the weaker the Behavioral Intention of minimarket customers.

The attitude variable has a significant positive effect on trust. The phenomenon is that occurs customers who get sales promotions in the form of discounts benefits from saving money so they think minimarket is the best choice in the customer's mind. Customers who are satisfied due to the services provided will result in growing trust. The attitude of satisfaction received can have an effect on encouraging the level of customer trust. This states that the stronger the Attitude, the stronger the Trust in minimarket customers. The Trust variable has a significant positive effect on Behavioral Intention. This states that customers have trust and intend to behave again. The phenomenon that occurs in the field is that customers really believe in this minimarket because of the fast and precise price changes, it also makes consumers pay attention to any existing discount offers. The existence of this makes existing trust significant to behavioral intentions. It can be concluded that the researcher concludes that stronger the Trust, the stronger the Behavioral Intention in customers.

In future studies, researchers are expected to develop the concept of the model used in order to get more optimal results. Object replacement can be the food and beverage industry (fast food restaurants) or online shops. Adding variables in the form of price perceptions or purchasing decisions. It is useful to know whether customers who already have behavioral intentions will decide to make a purchase decision. The selection of respondents must also be considered so that researchers get maximum results which will affect the research data which is expected to be better in the future. In this study, the theory used is the theory reasoned action (TRA). Future researchers are expected to use other theories such as social exchange theory if they want to use the same object. The theory explains the assumption that the party who gives something hopes to get something better from the process so that it creates a reciprocal relationship between the two. This theory can provide benefits to future research because customer satisfaction can affect purchase intentions. It is hoped that researchers can use this theory for future research. This research in the future is expected to be able to change the subject to a gene, for example, gen z. That is because this generation they have a highly consumptive nature and shops more often. This

object is spread throughout Indonesia so that future researchers can use this object because getting these respondents is quite scattered, but the selection of respondents must be closely monitored so that there are no answers that do not match the criteria. Further research is expected to have an effect on customers and an impact on the company.

Companies are always expected to maintain service quality, attitude, and customer trust. This will create customer satisfaction and pleasure because they get things that feel appropriate. These customers will complete the intention to shop again by implementing a drive-thru system to make it easier for customers practically. Consumers feel satisfied when the price of goods in minimarkets is low because of promo. Minimarket must always provide some of the latest innovations to remain the minimarket of choice by giving service features on application-based smartphones that can be scanned for promo barcodes. The minimarket company uses superior service when making payments with self-service. It will be better and more advanced if they want to follow the existing adjustments and can survive to become the minimarket of choice for customers.

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