

COMPARATIVE STUDY OF CONSUMER MOTIVATION ON PURCHASING DECISION AT MODERN MARKET INDOMARET, ALFAMART, AND PACCEKA IN BENGKALIS CITY

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ABSTRAK

This Study aims to determine "Comparative Study of Consumer Motivation on Purchasing Decision at Modern Market Indomaret, Alfamart, and Pacceka in Bengkalis City". This study aims to compare consumer motivation on purchasing decision at modern market between Indomaret, Alfamart, and Pacceka. This research uses observational method. Data collection techniques were carried out using a questionnaire with a sample of 100 people. The sampling technique used is non-probability sampling with purposive sampling technique. The results showed that a respondents are more satisfied and choosing shopping places at Indomaret than Alfamart and Pacceka with service factor. This is related to the fast service and friendly because Indomaret convenient and good maintenance on consumers demand in these outlets. There is a desire to purchase products all the time, There are affordable prices, these outlet nearly and easy to find.

Key words: Consumer Motivation, Service, Modern Market.