

## STUDY OF CONSUMER BEHAVIOR RESEARCH TO MEASURE PURCHASE DECISION AND EFFECTIVENESS OF MARKETING MIX IN NU SWALAYAN

Ahmad Rozieqy<sup>1\*</sup>, Aqil Husein Al-Manuri<sup>2</sup>

<sup>1,2</sup>Nasy'atul Muta'allimin Islamic High School

\*Corresponding Author Email: [rozieqy@gmail.com](mailto:rozieqy@gmail.com)

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**Abstract:** The number of retail businesses in Sumenep Regency and low levels of community income are a problem for every business actor. Business actors must be innovative in their strategies to attract more consumers. Through the study of consumer behavior, this research aims to determine the level of people's purchase decision-making towards NU self-service. It also aims to determine the effectiveness of the marketing mix used by NU supermarkets. This study uses a mixed-methods approach, namely qualitative and quantitative methods, to obtain more complete information. This study used the Lemeshow formula to determine the sample size because the population size was unknown. Ninety-six respondents were combined to yield 150 respondents for more comprehensive information. The result of this study is that consumer behavior significantly affects consumer purchasing decisions towards NU supermarkets. In addition, consumer behavior research indicates that NU self-service's marketing mix is highly effective.

**Keywords:** consumer behavior, purchase decision, marketing mix, NU self-service

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## INTRODUCTION

Sumenep Regency has 24 subdistricts and 334 villages. Sumenep Regency also has several islands. Lately, the economy of Sumenep Regency has been growing, from small shops to supermarkets. However, the number of retail businesses and low community income levels pose problems for businesses. Business actors must be innovative in their strategies to attract more consumers.

Some business actors made efforts to compete for consumers. Starting from providing quality services, low prices, comfortable places, and so forth. In competition, of course, it is not only fighting for consumers. But how, in the competition, business

people are able to survive and continue to operate. Companies that are unable to compete will eventually go bankrupt.

Seeing very competitive competition requires business actors to understand consumers from multiple perspectives. Starting from the perspective of behavior, character, social, and psychology. All of this is done to attract many consumers.

Consumers are social creatures that need to be respected. Companies must provide consumers with space to choose products and to offer criticism and suggestions to the company. With this, an effort was made to get a positive response from consumers.

Of the many retail businesses operating in Sumenep Regency, not all are superior. In consumer assessment, companies must be prioritized for shopping. Faced with very competitive conditions, businesspeople also need to survive. Because if not, the business will close little by little.

Here are some previous studies presented in tabular form.

AUTHOR	YEAR	TITLE	RESULTS
Mohamad Basuni, dkk	2023	Analisis Pengaruh Perilaku Konsumen Dalam Pengambilan Keputusan Pembelian Online Masyarakat Kabupaten Brebes Pada E-Commerce	Perilaku Konsumen berpengaruh signifikan terhadap Keputusan pembelian online pada E-Commerce.
Mahmudi Iftihiq dan Linawati	2021	Analisis Perilaku Konsumen Terhadap Keputusan Pembelian Tanaman Hias Di Toko Kebun Asri Ngawi Perspektif Ekonomi Syari'ah Di Masa Covid-19	Perilaku konsumen berpengaruh terhadap Keputusan pembelian. Perilaku konsumen dipengaruhi oleh faktor pribadi, faktor sosial dan faktor psikologis
Rizqi Jauharotul Amalia	2022	Analisis Perilaku Konsumtif dan Daya Beli Konsumen Terhadap Belanja Online Di Masa Pandemi Covid-19	Perilaku konsumtif dan daya beli berpengaruh terhadap belanja online

Based on previous research, several variables, such as motivation, perceptions, learning, and attitudes, still fail to explain consumers' purchase decisions. The purpose of this study is to examine how consumer behavior affects purchase decisions. In addition, this study aims to measure how effective NU self-service is in the marketing mix and whether the marketing mix benefits from it, as a source of information for further researchers, academics, and all retail companies in Sumenep Regency and other regions.

## LITERATURE REVIEW

### 1. Consumer behavior

Consumer behavior is the actions consumers take in decision-making, driven by a desire for a benefit. Consumer behavior is divided into two:

- a. Rational behavior is consumer behavior that takes action based on logical, general thinking. For example, buying goods because they are considered to meet needs, have quality, and provide satisfaction.
- b. Irrational behavior is consumer behavior in taking actions that are not based on logical thinking. For example, buying goods because of discounts, gifts, interest in advertisements, lifestyle, and so forth.

In understanding consumer behavior, it is vital to understand the types of consumer behavior, namely:

- a. Complex buying behavior where consumers will buy products after full consideration and rarely buy them.
- b. Buying Behavior Reduces Deconclusive or Mismatch, where consumers will purchase by first comparing the brand product.
- c. Buying behavior driven by habits: consumers make purchases for habit-related reasons.
- d. Behavior to find diversity of products where consumers buy different products because they are based on consumer desires for new products.

Several factors that influence consumer behavior are:

- a. Cultural factors
- b. Social factors
- c. Personal factors
- d. Psychological factors

### 2. Buying decision

Purchasing decisions are one of the stages in the purchasing process before post-consumer behavior. Purchasing decisions are part of consumer behavior, which is about how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, and experiences satisfy their needs and desires.

Several factors that influence purchasing decisions:

- a. Cultural factors, namely values, norms, and customs, that can influence consumer actions
- b. Social factors include the influence of groups, families, and social status.

- c. Personal factors, namely characteristics of Personal consumers such as age, occupation, economic conditions, personality, and so forth.
- 3. Marketing mix or marketing mix

The marketing mix consists of 7 elements, namely:

- a. A product is the core service offered to customers to meet their needs.
- b. Price is the monetary value customers must pay to obtain or use the service.
- c. Place/Distribution: This relates to how the service is distributed or accessed by customers.
- d. Promotion: All communication activities aimed at informing, persuading, and reminding the target market about the service offered.
- e. People are a crucial element in service because employee interactions with customers often determine service quality.
- f. Process is the mechanisms, procedures, workflows, and activities used to deliver the service to customers.
- g. Physical Evidence is the intangible nature of services; this element provides tangible clues that help customers assess service quality before or after purchase.

## RESEARCH METHODS

In this study, researchers used a mixed-methods approach, combining qualitative and quantitative methods. Qualitative methods are used to explore additional variables that determine consumers' decisions to buy. Quantitative research is used to measure the level of influence of each variable. This study uses a causal design to determine the extent to which the independent variable affects the dependent variable. By using a mixed-methods approach, this research is expected to fully describe how consumer behavior is used to measure the community's purchase decision and to assess the effectiveness of the marketing mix implemented by the NU self-service.

This research was conducted for 5 months, namely from October to February. In this vulnerable time, it is enough to explore which factors determine consumers' decisions to buy. The research site is the entire community of Sumenep Regency, which serves as the respondents. In this study, researchers conducted research in stages. In the first stage, the researcher interviewed participants to identify a variable chosen by the researcher as a determining factor in purchasing decisions. In the second stage, researchers test several variables derived from the interview results,

which are then compiled into a Questionnaire to measure each variable's influence on the purchase decision of the Sumenep community regarding NU self-service.

In this study, the population is the entire population of Sumenep Regency, without exception. Sumenep Regency has 24 sub-districts. Every day, the population grows and declines. So that the population cannot be known with certainty. Because the number of populations is not known with certainty, in sampling, researchers use the Lemeshow formula:

$$N = \frac{Z_{\alpha/2} \cdot P \cdot Q}{L^2} = \frac{1.96 \cdot 0.5 \cdot 0.5}{(0.1)^2} = 96.04$$

From the formula above, 96 sample respondents were obtained. Of the 96 respondents, the researchers increased the sample to 150 to obtain the information needed for this study.

The data obtained by the researcher are:

- a. Primary data. Primary data are collected through interviews and questionnaires administered to respondents. Interviews are conducted to explore several variables that determine consumers' buying decisions. The questionnaire is used to determine the extent to which these variables affect consumer purchase decisions. The questionnaire uses a 1-5 Likert scale. Namely, 1 to 5, with 5 indicating strongly agree.
- b. Primary Data, namely data obtained from interviews with NU Gapura Self-Service Employees, revealed the factors that determine consumers' buying decisions, according to the employees' analysis.

## RESULTS AND DISCUSSION

Understanding consumer behavior requires understanding what consumers desire from the services provided. Consumers are very important to consider and give pleasure. Consumers are human beings who need space. Not only favored. However, how can the company create a win-win solution that benefits both consumers and the company? The benefits consumers gain are reflected in their satisfaction with the company's services.

From the research results, respondents indicated that several factors influenced their purchasing decisions, including: service quality, low prices, beautiful and spacious places, profit sharing, high-quality, complete products, transaction security, and word of mouth.

Service is a series of activities offered to consumers. Service quality can attract consumers to make purchases. Service quality can also serve as a tool for measuring customer satisfaction. The more satisfied customers are with the company's services, the more loyalty it can create. Not only that, consumer satisfaction will tell others. Moreover, since the consumer originated in a community, he would surely invite his friends to shop there.

The NU self-service established by the BMT NU Cooperative is a retail company. NU supermarkets are known for their beautiful, spacious stores and highly rated service. When providing services, employees use polite language with consumers. In addition, NU supermarkets offer shuttle services for consumers who are unable to travel to places directly or carry large quantities of goods.

Service is one part of the marketing mix. Services between fellow companies will not be the same. The company provides services as it is. Consumers can judge which companies have good service quality. Service does not affect consumer attitudes 100%. But services that disappoint consumers will prompt them to switch to other companies.

The second factor is price. Prices are important considerations for consumers before making a purchase. The people of Sumenep are known to have low incomes. UMR salaries in Sumenep Regency are still below 3 million. In addition, employment remains low, keeping the unemployment rate high. To avoid the magnification rate of many people who migrate outside the city. Seeing the low level of people's incomes makes consumers prefer low-priced products. Consumers often compare prices between stores.

NU self-service in Sumenep Regency is known to offer lower prices than other retail stores. Many consumers say so. NU supermarkets are open to consumer suggestions and feedback so they know when consumers feel products are priced higher than in other supermarkets.

Not only does it happen in NU supermarkets, but many people, when buying other necessities such as clothes and home furnishings, look for the lowest prices, even though the quality is not as good, unlike people in big cities like Surabaya, Malang, and so forth. People prefer quality at a higher price to cheap, low-quality. The difference is the level of community income. Income level significantly shapes a person's thinking, influencing every decision.

Price is one part of the marketing mix. In determining the marketing mix strategy, companies must have a pricing reference because pricing affects consumer decisions.

The third factor is a place. A beautiful, broad place attracts people to enter, even if they do not shop. NU supermarkets are known for their attractive, spacious layouts. The atmosphere of NU's supermarket makes people feel very comfortable shopping. NU supermarkets also provide large parking lots. Many people fail to enter a place because of a narrow parking lot.

NU self-service is also known for its good product layout and easy-to-find items. The supermarket maps product locations by category, making them easy for consumers to find. Supermarkets also often clean their facilities. In addition, it is supported by AC facilities and readily available lamps, making consumers feel comfortable when shopping.

Place is one part of the marketing mix. NU supermarkets are located in the center of the sub-district in the Sumenep Regency. Strategic location makes NU supermarkets easily accessible to everyone.

The fourth factor is the profit-sharing program called Sibijak Card. To get the Sibijak Card, Consumers must register first. With the Sibijak Card, Consumers not only have the opportunity to buy, but also receive profit sharing at each purchase. Although the profit sharing is a little, over time it will become a hill. The purchase frequency determines how often consumers receive profit sharing. Profit sharing can be used to shop again at the NU supermarket. Profit sharing cannot be disbursed in cash. Consumers can use profit-sharing to buy products, but cannot withdraw cash.

The application of profit sharing carried out by NU supermarkets is not found in other supermarkets. The existence of profit sharing provides a special attraction to consumers, even though it does not have a dominant influence on consumer decisions. This is what is called a populist economic system. Many people dream of an economy with models like NU supermarkets. When NU supermarkets were established, the manager invited the community to invest. From this investment, the public will get a profit. NU supermarkets also ask people to buy while donating to charity. That is, the rest of the change will be offered to consumers, whether it can be donated to people experiencing poverty or not. Of course, with consumer approval, the money will be donated to people experiencing poverty, community organizations, and educational institutions.

Profit sharing is not part of the marketing mix. With profit sharing, at least it will make the marketing mix more effective, thereby attracting more consumers. In practice, companies must be able to foster innovation in their management strategies. The more innovative a company is, the more superior it will be to competitors.

The fifth factor is the product. Completeness and product quality provide their own charm to consumers. Supermarkets with complete product willingness will provide more choices and references to consumers. Some consumers are interested in entering supermarkets to see the goods. At first, consumers were interested in seeing and comparing with other stores. The results of these comparisons will produce a buying decision.

Seen from the consumer's point of view, the process of deciding to buy a variety. Some consumers immediately go to the place to visit and buy it there. Some others look around first, then compare, so that the final stage is the decision to buy. Consumer interest in NU supermarkets has its own value for NU supermarkets. This indicates that, in the community's view, the NU self-service is excellent.

The product is one part of the marketing mix. Basically, consumers prefer the quality. When providing products, supermarkets must be careful, as it can make consumers judge the store poorly. NU self-service is known for its high-quality products. Before putting up, and every day, the supermarket continuously checks the condition of the product. NU supermarkets receive damaged products, so they do not compromise the NU self-service image in consumers' eyes.

The sixth factor is security in conducting transactions. All consumers want to feel secure when making a transaction, especially those with low incomes. The need for security is very high because the money earned from work is complicated. So it will be very disappointing if consumers feel cheated.

Security is not part of the marketing mix. However, security is a necessity for everyone. Consumers will definitely not complete the transaction if they already know it will be fraudulent. Companies that commit fraud will receive bad grades from consumers forever. The company will also not last long if it often commits fraud.

The suitability between the desire and the goods received is also part of security. A mismatch between desires and what is received makes consumers lose trust in the store. Many companies cheat to get big profits. In the end, the company will not last long.

The seventh factor is Word of Mouth. This factor can also be interpreted as a review and testimony from consumers, thereby circulating stories about supermarkets' image in the community. Humans are social creatures. Every day, they must communicate with one another. Especially women who prefer to gossip. In his service, NU supermarkets are very careful. The supermarket tries its best not to disappoint consumers. For NU supermarkets, once consumers feel disappointed, they will surely tell others. Conversely, giving good to consumers will definitely tell others. Word-of-mouth strategy is also an effective strategy. With this strategy, the company does not need to run advertisements everywhere.

Based on the seven factors above, it can be concluded that the purchase decision of the people of NU self-service is very high. This is evident from the many consumers who visit the NU supermarket every day. The seven factors above also indicate that the marketing mix or marketing strategy implemented by the NU self-service is very effective in attracting more consumers.

### 1. The instrument test is a validity and reliability test

#### a. Validity Test

**Validity Test Table**

<b>VARIABLE</b>	<b>T-TEST</b>	<b>T-TABLE</b>	<b>RESULTS</b>
Kualitas pelayanan (X1)	1,817	1,660	Valid
Harga murah(X2)	1,705	1,660	Valid
Tempat yang indah dan luas (X3)	2,102	1,660	Valid
Adanya Bagi hasil (X4)	1,670	1,660	Valid
Produk lengkap dan berkualitas (X5)	1,990	1,660	Valid
Keamanan dalam bertransaksi (X6)	1,727	1,660	Valid
<i>Word of mouth</i> (X7)	1,809	1,660	Valid
Keputusan Membeli (Y)	1,668	1,660	Valid

From the validity test results in SPSS, each variable has a t-count value (result) greater than the T-Table Value. The conclusion is that the instrument used is valid.

#### b. Reliability test

**Reliability test table**

<b>VARIABLE</b>	<b>CHRONBACH'S ALPHA</b>	<b>RESULT</b>
Kualitas Pelayanan (X1)	0,715	Reliable
Harga murah (X2)	0,707	Reliable
Tempat yang indah dan luas (X3)	0,700	Reliable
Adanya Bagi hasil (X4)	0,871	Reliable
Produk lengkap dan berkualitas (X5)	0,706	Reliable
Keamanan dalam bertransaksi (X6)	0,750	Reliable
<i>Word of mouth</i> (X7)	0,741	Reliable
Keputusan Membeli (Y)	0,732	Reliable

From the table above, it is obtained that each variable has a Cronbach's Alpha value above 0.7. This means that all instruments used are reliable.

2. Multiple Linear Regression Test. The regression test explains the F test (ANOVA), the T test (partial), and the coefficient of determination. The F (ANOVA) test is used to test whether the whole variable affects the buying decision. The t-test is used to determine whether each variable affects the buying decision. At the same time, the coefficient of determination indicates the extent to which the overall variable influences buying decisions.

**Anova test table**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	404,121	7	57,732	239,503	,000(a)
Residual	21,212	88	0,241		
Total	425,333	95			

A predictors: (constant), x3, x1, x2, x3, x4, x5, x6, x7

B Dependent Variable: Y

From the ANOVA test (F), the results were 239,503, with a significance level of 0.000 < 0.05. It means that  $H_0$  was rejected and  $H_a$  was accepted. It can be concluded that the quality of service, low prices, beautiful and broad places, profit sharing, complete and quality products, security in transactions, and word of mouth simultaneously have a significant effect on buying decisions.

**Test table t**

Model	Unstandardized Coefficients		Standardized Coefficient Beta	T	Sig.
	B	Std. Error			
(Constant)	8,204	1,440		5,697	0,000
X1	0,780	0,12	0,970	39,114	0,000
X2	0,560	0,08	0,860	9,570	0,001
X3	0,876	0,05	1,273	42,897	0,000
X4	-0,056	0,06	-0,054	-0,194	0,780
X5	0,775	0,11	0,965	5,560	0,002
X6	0,023	0,40	0,024	2,642	0,014
X7	-0,055	0,96	-0,056	-0,702	0,572

a dependent variable: y

A = constant number of unstandardized coefficients. In this case it has a value of 8,204 which implies that if there are no service quality variables (X1), low prices (X2), beautiful and broad places (X3), yield sharing (X4), complete and quality products

(X5), security in transactions (X6), and Word of Mouth (X7) then the constant value of purchasing decisions is 8.204.

From the analysis of multiple linear regression and the T-test, the following results were obtained:

1. The service quality variable (X1) has a T-count of 39,114 with a significance value of  $0.000 < 0.05$ , indicating that  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that service quality (X1) significantly affects purchasing decisions.
2. The low price variable (X2) has a T-count of 9,570 and a significance value of  $0.001 < 0.05$ , indicating that  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that low prices (X2) significantly affect purchasing decisions.
3. The beautiful and area variable (X3) has a T-count of 42,897 with a significance value of  $0.000 < 0.05$ , meaning  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that a beautiful, broad place (X3) significantly affects purchasing decisions.
4. The profit-sharing variable (X4) has a T-count of -0.194 and a significance value of  $0.780 > 0.05$ , indicating that  $H_0$  is accepted and  $H_a$  is rejected. It can be concluded that profit sharing (X4) does not affect purchasing decisions.
5. The complete and quality product variable (X5) has a T-count of 5.560 with a significance value of  $0.002 < 0.05$ , indicating that  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that complete and quality products (X5) have a significant effect on purchasing decisions.
6. The safety variable in transactions (X6) has a T-count of 2.642 with a significance value of  $0.014 < 0.05$ , indicating that  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that transaction security (X6) has a significant effect on purchasing decisions.
7. The Word of Mouth (X7) variable has a T-count of -0.702 and a significance value of  $0.572 > 0.05$ , indicating that  $H_0$  is accepted and  $H_a$  is rejected. It can be concluded that Word of Mouth (X7) does not affect purchasing decisions.

#### **The coefficient of determination table**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,975(a)	0,950	0,946	0,491

A predictors: (constant), x1, x2, x3, x4, x5, x6, x7

From the results of efficiency determination, the results obtained of 95%, meaning service variable (X1), price (X2), place (X3), profit sharing (X4), product (X5), security

(X6), and Word of Mouth (X7) have an influence of 95% on purchasing decisions. While other variables influence the rest.

The results of the analysis above, it can be explained that the purchase decision of the Sumenep community is high in NU supermarkets due to several factors, including service quality, low prices, beautiful and spacious stores, high-quality products, profit sharing, transaction security, and word of mouth. Some of these factors have a 95% influence value on decisions.

Seeing a very high level of influence indicates that the marketing mix, or the marketing mix used by the NU self-service, is perfect. This needs to be maintained and even improved. This kind of marketing mix is also a differentiator from other retail companies.

Many supermarkets are operating in Sumenep Regency. However, looking at the number of consumers shopping at NU supermarkets indicates that NU supermarkets' marketing mix is superior to that of other retailers.

Understanding consumer behavior is very important to increase purchase levels and improve marketing strategies. In establishing a marketing strategy, it must have a clear reference to be more targeted and attract more consumers.

## CONCLUSION

From the discussion above, it can be concluded that several indicators measure consumer behavior. Of the seven observed indicators, five had a significant influence, and two did not. The five indicators with a considerable influence include service quality, low prices, a beautiful and spacious location, a complete and high-quality product range, and transaction security. Meanwhile, profit sharing and word-of-mouth promotion were the two factors that did not have a significant influence.

The results above indicate that consumer purchasing decisions at NU supermarkets are very high. It also concludes that the marketing mix implemented by NU supermarkets is very effective and able to attract many consumers. This research still has many shortcomings. Seeing the existing dynamics, consumer behavior will continue to change. So, researchers hope that this research will not stop here.

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