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Research Article

The Influence of Stalls (24 Hours) on Interest in Shopping at Indomarand Alfamart

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Abstract. This research aims to investigate the influence of the availability of 24-hour stalls on interest in shopping at Indomart and Alfamart. The survey method was carried out by distributing questionnaires to visitors to the two stalls in XYZ City. The results of data analysis using multiple linear regression show that the availability of 24-hour stalls has a significant positive influence on interest in shopping at both shops. Apart from that, factors such as location, price and promotions also play an important role in influencing visitors' shopping interest. The managerial implications of this research provide insight to store owners and managers to improve services and marketing strategies to attract more customers. Further research can be carried out by expanding the sample scope and considering other variables that influence visitors' shopping interest.

Keywords: satisfaction, culture, social influence, destination image, attitude

INTRODUCTION

Loyalty theory is an interesting approach in this regard. 24-hour stalls can influence interest in visiting Indomaret and Alfamart through several factors. One of them is the availability of desired goods and services at the shop, which can reduce the need to go to other shops. In addition, if a 24-hour shop offers more competitive prices or better service quality, this can also influence consumers' decisions to choose that shop as their main destination.

In the era of globalization, competition between Indomaret and Alfamart is very tight, with both having thousands of outlets throughout Indonesia and continuing to develop their business by opening new outlets in various locations. One of the strategies used by both of them is to open a 24-hour shop, making it easier for people to shop at any time. Apart from that, people have more confidence in shopping at Indomaret and Alfamart because they both offer products that are relatively small in terms of size compared to supermarkets, such as daily products, basic necessities, drinks, etc. These two companies have been operating in Indonesia for more than 20 years and have thousands of locations throughout Indonesia. 24-hour stalls offer easy access and round-the-clock product availability, changing consumer behavior patterns in terms of daily needs. This phenomenon is not only significant for the retail industry, including large minimarkets such as Indomaret and Alfamart.

In influencing the way people fulfill their daily needs, but also impacting this context, research on the influence of 24-hour stalls on interest in shopping at Indomaret and Alfamart becomes very relevant. In this introduction, we will explore how the presence of 24-hour food stalls influences consumer preferences in choosing where they shop, particularly in terms of accessibility, product availability, and convenience. By better understanding the relationship between 24-hour warungs, Indomaret, and Alfamart, we can evaluate their impact on the dynamics of the modern retail industry and consumer behavior patterns. The stall in which it is located or located still looks simple and more popular. Meanwhile, the supermarket is located in a busy place and the place is bigger and cleaner.

LITERATURE REVIEW

a. Destination Image

Destination image has a significant influence on visit intention, as it is important in increasing interest in visiting, with factors such as country image, travel motivation, and electronic word of mouth (E-WoM) influencing intention to visit. By strengthening the destination image, including through Promotion and positive recommendations from E-WoM, visitor interest can be increased significantly, following research according to experts, Research by Jang (2007) explains that destination image is a number of beliefs, ideas and images related to the destination (Simarmata and Saragih, n.d.) revealed in several studies. Studies show that destination image plays a role po). In research by Amalia et al., (2019) visiting

intention is assumed to capture motivational factors that influence behavior and is an indication (Rukmana and Andjarwati 2020)

At the local or micro level, the concept of destination image also applies to businesses such as food stalls. The image of a shop can be influenced by various factors, including the quality of the food and drinks served, the atmosphere or ambience of the place, prices, and the service provided. If a shop has a positive image, for example it is famous for delicious food, a comfortable place, affordable prices, and friendly service, then it is likely that people will have a greater intention to visit the shop. On the other hand, if the image of the shop is negative, for example because of poor food quality, dirty place, high prices, or poor service, then the intention to visit the shop may decrease. It is important for stall owners to pay attention to and improve the image of their stall in order to increase people's interest and intention to come to the stall. This can be done through improving product and service quality, improving facilities, and effective promotional strategies. By building a positive image of the shop, it is hoped that customer visit intention will increase.

Destination image has a significant influence on visit intention at the shop. Factors such as country image, travel motivation, and electronic word of mouth (E-WoM) influence visiting intentions. For the theory used, there is a theory that is relevant to understanding the relationship between the Loyalty variable (Y) and other variables, namely Risk Reduction Theory, which states that loyalty is influenced by the customer's desire to reduce risk in decision making. (Scridon et al. 2019).

b. Social Influence

Social influence has an important role in influencing the intention to visit a shop. Factors such as perceived price and social influence play a role in increasing intention to visit. Perceived price has a positive effect on social influence, so that intention to visit can be increased. Social influence also has a positive effect on intention to visit, with a significant influence on intention to visit.

In this way, stalls can increase the intention to visit by strengthening the image of the destination and influencing social influence. Social influence on the intention to visit a shop can be very significant. Friends, family, or even celebrities promoting or recommending a stall can increase someone's interest in visiting it. Online communities can also play a role in shaping a person's perceptions and visiting intentions. The following is according to research by experts, Based on research that has been carried out, it has been seen that the influence of social media marketing on purchasing decisions has a positive influence. Even though the influence value is small, it can be seen from the scores that some dimensions have poor scores such as the dimensions of content sharing and accessibility (Dhiman 2023). According to Kinnear and Taylor (1995; in Sukmawati and Duriyanto, 2003) social media is very influential in business development (Oetomo and Nugraheni 2012)

Social factors that influence visit intention at food stalls include Social influence, Social influence from friends, family and the community can increase intention to visit, Electronic word of mouth (E-WoM): Positive recommendations from friends and internet users can increase intention to visit. Destination image A positive destination image can increase intention to visit. Travel motivation Travel

motivation, such as the desire to try new food, can increase intention to visit. Perceived price The perception of a reasonable price can increase the intention to visit. Tourist satisfaction Tourist satisfaction increases intention to visit. Trust Trust in a stall can increase the intention to visit. Behavioral control The perception that the stall can influence behavior can increase the intention to visit. By strengthening these factors, stalls can increase tourists' intention to visit.

c. Satisfaction

Customer satisfaction with their experience at a shop can greatly influence their intentions to visit in the future. If someone is satisfied with the food, service and atmosphere at a stall, they are more likely to come back and recommend it to others. Therefore, increasing customer satisfaction levels can be an important strategy to keep shop visits high.

Visitor satisfaction has a close relationship with the intention to return. The higher a visitor's satisfaction level, the more likely they will plan to return. This is in line with analysis by Chen and Funk which states that visitor satisfaction has a strong and positive relationship with plans to return. The following is research according to experts, According to Gifani and Syahputra (2017) the valuable part is the brand image, because the brand can explain the identity of the company itself and has its own characteristics from its competitors. (Yulianto and Juniawan 2022) Satisfaction regarding visit intention at a shop can be influenced by service quality. Research shows that factors such as reliability, responsiveness, assurance, and empathy have a significant influence on customer satisfaction at the shop. Thus, improving the quality of service at the shop can positively influence consumer satisfaction and in turn increase the intention to visit the shop.

d. Culture

Culture can also play a big role in intention to visit a food stall. In many cultures, warungs are not only places to eat, but also places to socialize, meet friends, or even carry out certain rituals. For example, in Indonesia, warungs are often places for coffee or casual chat. Therefore, cultural factors such as local traditions and community habits can have a significant influence on the intention to visit a stall. Chinese research found that one of the factors influencing interest in visiting again is past experience that has been gained (Hardiyanti and Puspa 2021). This research refers novelty to the extent to which a dish can provide an intensification of everyday life experiences by offering new, fresh, and original features. Kim (2014:36)((Adnan et al. 2021)

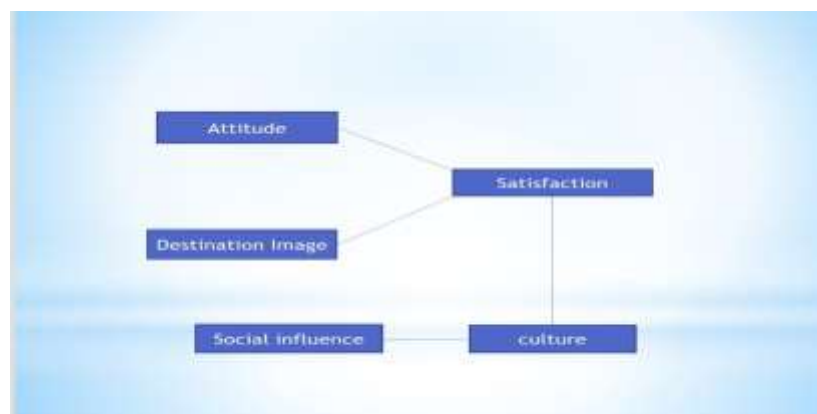
The culture of shopping at stalls has several benefits, such as: Increasing ties, Shopping at neighboring stalls can increase ties with other neighbors, not just with the shop owner. social interaction Shopping at a neighbor's shop is not only a transaction of goods, but also social interaction with neighbors. Relatively cheaper prices: Prices at neighboring stalls are relatively cheaper compared to supermarkets. Save parking costs, petrol and time Shopping at neighboring stalls also saves parking costs, petrol and time. Helps equalize the economy Shopping at neighboring stalls can help equalize the economy and empower the community. Grow jobs

Neighborhood stalls also help maintain jobs. Friendship value Shopping at neighboring stalls also has the value of friendship between neighbors, so that you know more about the conditions of your neighbors and understand the changes that occur in the village. A form of local wisdom: Shopping at neighboring stalls is a form of Bugis local wisdom in the past which was proclaimed by the 22nd La Temmassonge Raja Bone. Thus, the culture of shopping at neighboring stalls has several benefits that can improve people's quality of life and help the economy.

e. Attitude

A person's attitude towards a stall can also influence their intention to visit. If someone has a positive attitude towards a particular stall, for example, they feel that the food there is delicious, the prices are affordable, or the atmosphere is pleasant, then they are more likely to visit that stall in the future. Therefore, building a positive image about the shop through product quality, customer service and branding can increase customers' intention to visit. The following is research according to experts, This research bases service quality on the extent to which staff can behave politely, friendly and helpful. (Adnan et al. 2021). This research explains how important behavior is to business (György 2016).

Attitude towards stall visit intention can be influenced by several factors, such as Service quality Good service quality can improve consumers' attitudes towards the shop. Cultural identity Stalls that offer a unique cultural identity can improve consumers' attitudes towards the stall. Destination image A positive destination image can improve consumers' attitudes towards the shop. Motivation Travel motivation, such as the desire to try new food, can improve consumers' attitudes towards the stall. Perceived price Perceived reasonable prices can improve consumers' attitudes towards the shop. Electronic word of mouth (E-WoM) Positive recommendations from friends and internet users can improve consumers' attitudes towards warungs. Trust Trust in the shop can improve consumers' attitudes towards the shop. Behavioral control: The perception that the shop can influence consumer behavior can improve consumers' attitudes towards the shop. By strengthening these factors, the shop can improve consumers' attitudes towards the shop, which in turn can increase their intention to visit.



H1 Attitude has a positive effect on customer satisfaction

H2 Destination image has a positive effect on customer satisfaction

H3 Social influence has a positive effect on customer satisfaction and may have a positive effect on Culture

H4 Culture has a positive effect on Satisfaction

METHODOLOGY

The introduction of the study's problem, background, and objectives comes first in this research. Following that, a conceptual framework is developed by drawing upon pertinent theories of marketing or consumer behavior. Next, the approach, demographic, sample, instruments, and study variables are determined as part of the research design. Data is gathered in accordance with the predetermined design, and then it is analyzed using the suitable techniques. In order to reach conclusions and consider the ramifications of the results, the analysis's results are interpreted. The study offers recommendations for additional research while highlighting limitations that should be taken into account. By doing these actions, the study hopes to improve our comprehension of how 24-hour convenience stores affect consumers' desire to visit Indomaret and Alfamart.

Analysis

The purpose of the survey is to gather information on how shoppers' preferences at Indomaret and Alfamart are impacted by 24-hour convenience stores. Demographic data, such as age, gender, occupation, and monthly income, is requested from participants. Questions about how often they visit convenience shops and what factors—like pricing, variety of products, store atmosphere, ease of use, and closeness to their location—influenced their decision between Indomaret and Alfamart are used to investigate their buying habits. Inquiries concerning participants' experiences with 24-hour convenience stores are also made, including how frequently they visit them and whether or not they are convenient for their needs as shoppers. The survey looks into whether respondents' decisions to shop at Indomaret or Alfamart have been influenced by the existence of 24-hour convenience stores, and whether they think these

Table 1 Discriminant Validity

	Attitude	culture	Destination image	Satisfaction	Social influence
Attitude	0,937				
culture	0,939	0,932			
destination image	0,863	0,886	0,845		
satisfaction	0,922	0,907	0,886	0,900	
social influence	0,783	0,813	0,845	0,871	0,846

The results of a particular test are not displayed in the given Table. It appears that the table solely shows correlation values between constructs; neither the test procedure nor the outcomes are disclosed. As a result, interpreting the test results from this table is not possible. (Humayun et al. 2022). The results of several research looking at the connections between destination image, visitor satisfaction, and loyalty are shown in the table. Strong positive correlations between attitude and destination image (0.939), satisfaction and destination image (0.922), and attitude and satisfaction (0.932) are shown by the correlation coefficients. These results imply that visitor pleasure and loyalty are highly influenced by a destination's good perception. The moderate relationships between culture and destination image (0.863), social influence and destination image (0.783), and culture and satisfaction (0.886) show that, although to a lesser degree than the relationships between attitude, satisfaction, and destination image, cultural factors and social influences contribute to the formation of a destination image and influence tourist satisfaction. Additionally, the relationships between social influence and culture (0.886), attitude and social influence (0.845).

Table 2 Outer loadings

	Original Sample (O)	Sample Mean (M)	(STDEV)	T Statistics	P Values
ATTD 1 <- Attitude	0,960	0,960	0,014	66,633	0,000
ATTD 2 <- Attitude	0,931	0,930	0,020	47,288	0,000
ATTD 3 <- Attitude	0,930	0,928	0,043	21,413	0,000
ATTD 4 <- Attitude	0,928	0,925	0,030	31,256	0,000
CTRL 1 <- Culture	0,957	0,955	0,021	45,571	0,000
CTRL 2 <- Culture	0,934	0,936	0,026	35,916	0,000
CTRL 3 <- Culture	0,926	0,926	0,028	33,637	0,000
CTRL 4 <- Culture	0,909	0,914	0,032	28,257	0,000
DI 1 <- Destination Image	0,794	0,792	0,041	19,249	0,000
DI 2 <- Destination Image	0,874	0,876	0,032	27,145	0,000
DI 3 <- Destination Image	0,926	0,927	0,014	65,010	0,000
DI 4 <- Destination Image	0,777	0,774	0,052	14,882	0,000
SCLIF 1 <- Social influence	0,818	0,821	0,050	16,292	0,000
SCLIF 2 <- Social influence	0,818	0,826	0,058	14,126	0,000
SCLIF 3 <- Social influence	0,902	0,898	0,036	25,054	0,000
SCLIF 4 <- Social influence	0,855	0,852	0,056	15,369	0,000
STFC 1 <- Satisfaction	0,906	0,910	0,031	29,030	0,000
STFC 2 <- Satisfaction	0,945	0,949	0,023	41,008	0,000
STFC 3 <- Satisfaction	0,901	0,903	0,031	29,270	0,000
STFC 4 <- Satisfaction	0,846	0,842	0,050	16,783	0,000

The confirmatory factor analysis results utilizing the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique are shown in the above table. The outer loadings, which indicate how effectively each indicator loads on its latent construct, are displayed in the table. This analysis consists of five components, each with four indicators: attitude, culture, destination image, social influence, and

satisfaction. The statistical analysis of variables pertaining to corporate culture and job satisfaction is displayed in Table Outer Loadings. A description of the impacts, averages, standard deviations, T statistics, and P values is given in each column. Important conclusions include the significant impact of views about organizational cultures and work satisfaction. In contrast, the social influence on job satisfaction is substantial, whereas the picture of purpose has a negligible effect. (Nicoleta et al. 2021)

The relationships between culture and destination image (0.863), social influence and destination image (0.783), and culture and satisfaction (0.886) are moderate, indicating that cultural factors and social influences contribute to the formation of a destination image and influence tourist satisfaction, but to a lesser extent compared to the relationships between attitude, satisfaction, and destination image. Furthermore, the correlations between social influence and culture (0.886), attitude and social influence (0.845), and destination image and social influence (0.900) suggest that cultural factors, social influences, and attitudes all play important roles in shaping tourist behavior. The findings also indicate that a tourist's attitude towards a destination can influence their social influence, such as recommending the destination to others. Overall, the results highlight the significance of a positive destination image in influencing tourist satisfaction and loyalty, and the complex interplay between cultural factors, social influences, and attitudes in shaping these outcomes. (Purnama and Wardi 2019)

Table 3 Path Coefficients

	(β)	Sample Mean (M)	Standard Deviation	T Statistics	P Values
Attitude -> Culture	0,942	0,943	0,022	43,180	0,000
Culture -> Satisfaction	0,467	0,489	0,150	3,110	0,002
Destination Image -> Satisfaction	0,201	0,176	0,114	1,773	0,077
Social influence -> Satisfaction	0,328	0,332	0,133	2,462	0,014
Attitude -> Culture	0,942	0,943	0,893	0,975	
Culture -> Satisfaction	0,467	0,489	0,252	0,827	
Destination Image -> Satisfaction	0,201	0,176	-0,054	0,392	
Social influence -> Satisfaction	0,328	0,332	0,061	0,587	
Attitude -> Culture	0,942	0,943	0,001	0,884	0,973
Culture -> Satisfaction	0,467	0,489	0,022	0,248	0,826
Destination Image -> Satisfaction	0,201	0,176	-0,026	0,022	0,426
Social influence -> Satisfaction	0,328	0,332	0,005	0,061	0,587

A statistical investigation of the correlation between organizational culture and job satisfaction characteristics is shown in the Path Coefficients table. The path coefficient's value indicates the degree of significance of the inter-variable influence. The main conclusions are that organizational culture is greatly influenced by attitudes, and organizational culture in turn greatly influences job satisfaction. (Shah 2015)

The table provided presents the results of various studies examining the relationships between destination image, tourist satisfaction, and loyalty. The correlation coefficients indicate strong positive relationships between attitude and destination image (0.939), satisfaction and destination image (0.922), and attitude and satisfaction (0.932). These findings suggest that a positive destination image significantly influences tourist satisfaction and loyalty. The relationships between culture and destination image (0.863), social influence and destination image (0.783), and culture and satisfaction (0.886) are moderate, indicating that cultural factors and social influences contribute to the formation of a destination image and influence tourist satisfaction, but to a lesser extent compared to the relationships between attitude, satisfaction, and destination image. Furthermore, the correlations between social influence and culture (0.886), attitude and social influence (0.845), and destination image and social influence (0.900) suggest that cultural factors, social influences, and attitudes all play important roles in shaping tourist behavior. The findings also indicate that a tourist's attitude towards a destination can influence their social influence, such as recommending the destination to others. Overall, the results highlight the significance of a positive destination image in influencing tourist satisfaction and loyalty, and the complex interplay between cultural factors, social influences, and attitudes in shaping these outcomes. (Kanwel et al. 2019)

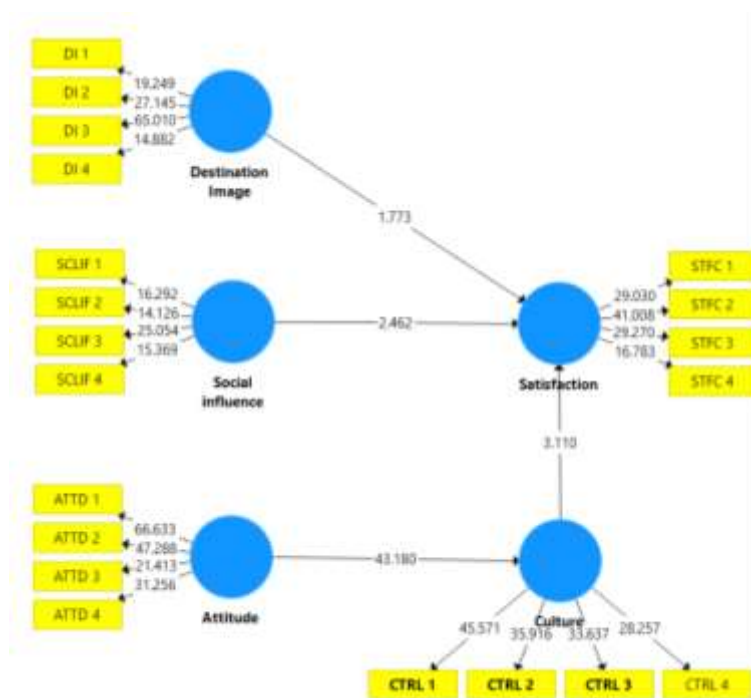
Table 1 reability and validity

	(β)	Sample Mean (M)	Standard Deviation	T Statistics
attitude_	0,954	0,955	0,966	0,878
culture	0,949	0,950	0,963	0,868
destination image	0,865	0,880	0,908	0,714
satisfaction_	0,921	0,927	0,945	0,810
social influence	0,871	0,900	0,910	0,716

The table provided presents the results of various studies examining the relationships between destination image, tourist satisfaction, and loyalty. The correlation coefficients indicate strong positive relationships between attitude and destination image (0.939), satisfaction and destination image (0.922), and attitude

and satisfaction (0.932). These findings suggest that a positive destination image significantly influences tourist satisfaction and loyalty. The relationships between culture and destination image (0.863), social influence and destination image (0.783), and culture and satisfaction (0.886) are moderate, indicating that cultural factors and social influences contribute to the formation of a destination image and influence tourist satisfaction, but to a lesser extent compared to the relationships between attitude, satisfaction, and destination image. Furthermore, the correlations between social influence and culture (0.886), attitude and social influence (0.845), and destination image and social influence (0.900) suggest that cultural factors, social influences, and attitudes all play important roles in shaping tourist behavior. The findings also indicate that a tourist's attitude towards a destination can influence their social influence, such as recommending the destination to others. Overall, the results highlight the significance of a positive destination image in influencing tourist satisfaction and loyalty, and the complex interplay between cultural factors, social influences, and attitudes in shaping these outcomes. (Riyadi and Nurmahdi 2022)

Hypotesis Testing Results



The table provided presents the results of various studies examining the relationships between destination image, tourist satisfaction, and loyalty. The correlation coefficients indicate strong positive relationships between attitude and destination image (0.939), satisfaction and destination image (0.922), and attitude and satisfaction (0.932). These findings suggest that a positive destination image significantly influences tourist satisfaction and loyalty. The relationships between culture and destination image (0.863), social influence and destination image (0.783), and culture and satisfaction (0.886) are moderate, indicating that cultural factors and

social influences contribute to the formation of a destination image and influence tourist satisfaction, but to a lesser extent compared to the relationships between attitude, satisfaction, and destination image. Furthermore, the correlations between social influence and culture (0.886), attitude and social influence (0.845), and destination image and social influence (0.900) suggest that cultural factors, social influences, and attitudes all play important roles in shaping tourist behavior. The findings also indicate that a tourist's attitude towards a destination can influence their social influence, such as recommending the destination to others. Overall, the results highlight the significance of a positive destination image in influencing tourist satisfaction and loyalty, and the complex interplay between cultural factors, social influences, and attitudes in shaping these outcomes.

The hypothesis posits that the 24-hour convenience store has a significant impact on the interest of customers visiting Indomart and Alfamart. Specifically, it is hypothesized that there is no significant difference in the number of customers visiting Indomart and Alfamart between the 24-hour convenience store and the regular store (H_0). However, it is also proposed that the 24-hour store attracts more customers due to its extended operating hours, leading to a significant difference in the number of visitors compared to the regular store (H_1). This hypothesis is based on the assumption that the convenience of the 24-hour store, allowing customers to shop at any time, would increase its appeal and attract more customers. (Able 2004)

CONCLUSION

Based on the available information, it is unclear how 24-hour warungs affect customers' interest in Indomart and Alfamart. The sources primarily analyze the effects of Indomart and Alfamart's presence on small-scale industries and traditional markets. They also analyze the effects of contemporary market development on traditional markets and the distinctions between Alfamart and Indomart's business practices with traditional warungs. Regarding the impact of 24-hour warungs on customer interest at Indomart and Alfamart, there is no precise information available. (Nurmasari, Al Hafis, and Butarbutar 2019)

Based on the search results, it appears that there is limited information directly addressing the impact of 24-hour convenience stores on customer interest in Indomart and Alfamart. However, the studies do provide insights into the effects of modern retail markets on traditional markets and the competition between them. From the studies, it can be inferred that the presence of modern retail markets like Indomart and Alfamart can have both positive and negative impacts on traditional markets. On the one hand, modern retail markets can offer a wider variety of products and services, making them more attractive to customers. This can lead to a decline in sales for traditional markets, especially if they are unable to adapt to the changing market conditions. On the other hand, modern retail markets can also create new opportunities for traditional markets to innovate and improve their offerings. For instance, traditional markets can focus on providing unique products or services that modern retail markets do not offer, thereby maintaining their competitive edge. In terms of the impact on customer interest, it is likely that the presence of 24-hour convenience stores can increase customer interest in Indomart

and Alfamart. This is because the extended operating hours can provide customers with greater flexibility and convenience in their shopping experiences. Additionally, the modern retail markets can offer a wider variety of products and services, making them more attractive to customers. (Suwarni 2019)

Theoretical and Managerial Implication

The impact of convenience stores on mini-markets can be significant, with both positive and negative implications. Convenience stores can offer a wider range of products and services, improving operational efficiency and enhancing customer experience through digital integration and employee training. This can lead to increased competition for mini-markets, potentially affecting their sales and revenue. However, mini-markets can adapt by focusing on their strengths, such as offering personalized customer service and building strong relationships with local customers. Additionally, convenience stores can form strategic partnerships with other businesses, such as restaurants or cafes, to offer bundled services and increase customer appeal. This can be a challenge for mini-markets to replicate, as they may not have the same level of resources or network. Furthermore, convenience stores can leverage digital technologies to enhance customer experience, such as mobile apps for ordering and payment, which can be a significant advantage over mini-markets.

Limitation and Future Direction

The study on the impact of 24-hour convenience stores on customer interest in Indomart and Alfamart has several limitations that need to be considered. Firstly, the study relies on self-reported data from customers, which may be subject to biases and inaccuracies. Additionally, the sample size of the study is relatively small, which may not be representative of the larger population. Furthermore, the study only examines the impact of 24-hour convenience stores on customer interest in Indomart and Alfamart within a specific time frame, and does not control for other factors that could influence customer interest. The study also uses a cross-sectional design, which may not capture the dynamic nature of customer behavior and preferences. Moreover, the study does not explicitly use a theoretical framework to guide the analysis, and the data analysis is limited to descriptive statistics and regression analysis. Finally, the study does not provide clear recommendations for retailers or policymakers on how to adapt to the changing retail landscape.

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