

CONSUMER BEHAVIOR'S IMPACT ON PURCHASE DECISIONS THROUGH INTEREST AND HABITS

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh perilaku konsumen terhadap keputusan pembelian dengan minat beli dan kebiasaan membeli sebagai variabel intervening pada ritel lokal A Bee Mart di Bengkalis. Penelitian ini menggunakan pendekatan kuantitatif asosiatif dengan metode survey. Jumlah sampel sebanyak 100 responden menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui kuesioner berbasis Skala Likert 1–5. Analisis data menggunakan SmartPLS versi 4. Hasil penelitian menunjukkan bahwa perilaku konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara langsung maupun tidak langsung melalui variabel intervening. Variabel minat beli terbukti menjadi penghubung yang memperkuat hubungan antara perilaku konsumen dan keputusan pembelian, di mana konsumen dengan persepsi positif terhadap produk menunjukkan niat lebih tinggi untuk membeli. Sementara itu, kebiasaan membeli juga memiliki peran penting sebagai variabel mediasi, menunjukkan bahwa pembelian berulang di A Bee Mart dipicu oleh pengalaman positif dan keterikatan konsumen terhadap toko.

Key words: *kebiasaan membeli, keputusan pembelian, minat beli, perilaku konsumen*

Abstract

This study aims to analyze the influence of consumer behavior on purchasing decisions with buying interest and buying habits as intervening variables at the local retailer A Bee Mart in Bengkalis. This study uses an associative quantitative approach with a survey method. The sample size was 100 respondents using a purposive sampling technique. Data collection was carried out through a questionnaire based on a Likert Scale of 1–5. Data analysis used Smart PLS version 4. The results showed that consumer behavior has a positive and significant effect on purchasing decisions, both directly and indirectly through intervening variables. The variable of buying interest proved to be a link that strengthens the relationship between consumer behavior and purchasing decisions, where consumers with positive perceptions of the product showed a higher intention to purchase. Meanwhile, buying habits also have an important role as a mediating variable, indicating that repeat purchases at A Bee Mart are triggered by positive experiences and consumer attachment to the store.

Key words: buying habits, buying interest, consumer behavior, purchasing decisions

Introduction

The modern retail world is currently developing rapidly in line with the increasing needs and dynamic lifestyles of society. Competition between retailers lies not only in price and product, but also in the ability to deeply understand consumer behavior. Understanding

consumer behavior is a crucial aspect for companies in designing effective marketing strategies, particularly in driving purchasing interest and forming sustainable buying habits.

A Bee Mart, as a growing local retailer, faces challenges in maintaining consumer loyalty and purchasing decisions amidst increasing competition from national minimarkets such as Indo maret and Alfa mart. Although A Bee Mart offers a diverse range of products at competitive prices, the key factor determining success in attracting and retaining customers lies not only in the product itself, but also in how consumers respond to the shopping experience, service, and perceived value.

In the context of modern marketing, consumer behavior is influenced by various factors such as needs, perceptions, attitudes, and motivations. These factors play a role in fostering purchase intention, which is a person's psychological tendency to make a purchase after assessing a product's benefits. Once purchase intention has been formed and followed by a satisfying experience, it can develop into a buying habit, a repetitive behavioral pattern that is difficult to change and forms the basis for consistent purchasing decisions. Previous research shows that purchase intention is often the initial stage in the consumer decision-making process (Kotler & Keller, 2025), while purchase habits reflect the later stages of consumer behavior formed by satisfaction and trust in a particular product or brand. Therefore, it is important to understand how consumer behavior influences purchase decisions, both directly and through these two factors.

While prior studies have explored the effects of consumer behavior on purchase intention and purchase decisions, most have examined these intervening variables independently rather than as an integrated behavioral sequence. Furthermore, empirical research within the context of local retailers like A Bee Mart remains limited, particularly in comparison to studies focusing on large national minimarket chains. This study therefore contributes novelty by analyzing purchase intention and buying habits as dual mediating variables that jointly link consumer behavior to purchase decisions, offering a more holistic understanding of consumer decision-making in local retail competition.

In the context of A Bee Mart, analyzing the relationship between consumer behavior, purchase intention, and purchase habits is relevant for formulating more targeted marketing

strategies. By understanding the factors that most influence consumer purchase decisions, A Bee Mart can improve the effectiveness of promotions, service, and product presentation, as well as strengthen customer loyalty in the local retail market. Based on this description, this study, aims to analyze the extent to which consumer behavior influences purchase decisions, both directly and indirectly through buying Interest and buying habits.

Literature Review

Consumer behavior encompasses cognitive, affective, and conative processes that influence how individuals select, purchase, use, and evaluate products or services. Classical theories describe the consumer decision-making process from need recognition to post-purchase behavior. In the context of modern and local retail, recent studies have shown that factors such as convenience, perceived usefulness, and digital interaction shape consumer behavior patterns and impact purchase intentions or decisions. For example, research on consumer behavior in e-commerce found that usefulness, convenience, and speed of service significantly influence consumer purchasing decisions in Indonesia, confirming that external stimuli (products, services, channels) alter consumer purchasing responses (Suwanan, A. F., & Allya, H. R. 2023). Consumer behavior variables can be operationalized through the dimensions of needs/motivation, perception/satisfaction, and social influence, which are then tested for their influence on purchasing interest and purchasing habits.

Buying interest is considered a direct predictor of actual purchase behavior according to the Theory of Planned Behavior (Ajzen, 2011 in Sudirjo,2024). Recent research reinforces purchase intention's position as a crucial mediator between marketing stimuli (e.g., product quality, promotions, digital trust) and actual purchase decisions, particularly in digital and omnichannel retail contexts. Studies on Indonesian social commerce and online platforms show that attitude, trust, and subjective norms consistently increase consumer purchase intention; these factors are also relevant in local retail environments that are beginning to utilize digital channels or local promotions (Wisniarsa, T, et al, 2024). Buying interest is expected to be a

mediating (intervening) pathway that explains how consumer perception/behavior changes into purchasing decisions at A Bee Mart.

Buying habits refer to automatic and repetitive purchasing patterns, formed by repeated actions and reinforcement (satisfaction). Modern consumer psychology literature emphasizes the role of habit as a factor that can reduce the role of conscious intention in triggering action—in other words, automatic behavior (habit) sometimes translates intention into purchase without a long deliberative process (Helmi A et al, 2025). Recent research (including dual-process studies and studies on live-stream commerce and online services) finds that shopping habits (e.g., repurchases and routines) are important mechanisms linking intention and purchase realization, especially in routine/fast-moving product categories where consumers tend to repeatedly purchase from the same store (Jialiang Pan et al, 2025). Buying habits are worth testing as a second intervening variable especially in local retailers that frequently interact directly with a repeat customer base.

The purchase decision is the final manifestation of the consumer behavior process—the concrete act of purchasing a product at the point of transaction. Recent empirical studies in Indonesia and internationally indicate that purchasing decisions are influenced by a combination of factors: product quality, purchasing experience, reviews, trust, and habits (Wardana, M. A. K., & Kurniawan, R. 2024). Research on the influence of online reviews and user experience elements has found that visual attention to reviews, social presence, and the quality of digital interactions can influence consumer purchasing decisions. For local retailers, service aspects, product availability, and local reputation also play a significant role (Tao Chen et al., 2022). Purchasing decisions at A Bee Mart in Bengkalis are measured using indicators of purchasing frequency, loyalty (preference) and repurchase intention as a reflection of decision realization.

Research Method

This study employed a quantitative approach with a causal associative approach. This approach was chosen because it aimed to examine the influence between statistically measurable variables. This causal associative approach was used to determine the influence of consumer behavior on consumer purchasing decisions, with purchase intention and purchasing habits as intervening variables at the local retailer A Bee Mart in Bengkalis. The research was conducted at A Bee Mart. The population in this study were all consumers who had shopped at

A Bee Mart, totaling 100 respondents. The sampling technique used was purposive sampling, which is determining the sample based on certain criteria. The respondent criteria in this study were: Consumers who had shopped at A Bee Mart at least twice in the last three months, at least 17 years old (productive age). Data were collected using a questionnaire compiled based on indicators of each research variable using a Likert scale of 1–5. Data analysis was performed using SPSS or SmartPLS software.

Table 1. Operational Definition of Variables

Variable	Definition	Indicators	Source
Consumer Behavior (X)	The process through which individuals select, purchase, use, and evaluate products or services to satisfy their needs and desires.	1. Need recognition 2. Information search 3. Evaluation of alternatives 4. Post-purchase behavior	Engel, Blackwell & Miniard (2016); Suwanan & Allya (2023)
Purchase Intention (Z ₁)	The desire or tendency of an individual to purchase a particular product after going through an evaluation process.	1. Attraction to the product 2. Willingness to try 3. Intention to purchase 4. Willingness to recommend	Afika (2023); Wismiarsi (2024)
Buying Habit (Z ₂)	A repetitive purchasing pattern that is automatic and formed through positive experiences with the product or store.	1. Repurchase frequency 2. Routine shopping at the same store 3. Satisfaction forming a habit	Verplanken & Orbell (2022); Chen et al. (2022)
Purchase Decision (Y)	The stage in which a consumer determines their choice to purchase a product after considering various alternatives.	1. Product selection 2. Brand selection 3. Purchase timing decision 4. Purchase quantity decision	Kotler & Keller (2025); Wardana & Kurniawan (2024)

Source : Data Processed, 2025

Result and Discussion

The result of this research are:

Table 2. Loading Factors Matrix

	Buying Habits	Purchasing Decision	Buying Interest	Consumer Behaviour
KM 1	0.878			
KM 2	0.901			
KM 3	0.933			
KP 1		0.922		
KP 2		0.910		
KP 3		0.957		
KP 4		0.938		
MB 1			0.806	
MB 2			0.793	

MB 4			0.826	
PK 1				0.935
PK 2				0.857
PK 3				0.918
PK 4				0.943

Source: Data Processed, 2025

The table presents the outer loadings of each indicator on its respective latent construct, namely Buying Habits, Purchasing Decision, Buying Interest, and Consumer Behaviour. Outer loading values indicate the strength of the relationship between each observed indicator and its underlying construct, and they are used to assess indicator reliability within the measurement model. For the Buying Habits construct, indicators KM1, KM2, and KM3 show high loading values of 0.878, 0.901, and 0.933, respectively. These values exceed the commonly accepted threshold of 0.70, indicating that all indicators reliably represent the Buying Habits construct and contribute strongly to its measurement.

The Purchasing Decision construct is measured by four indicators (KP1–KP4), which demonstrate very strong outer loadings ranging from 0.910 to 0.957. Specifically, KP1 has a loading of 0.922, KP2 of 0.910, KP3 of 0.957, and KP4 of 0.938. These results indicate excellent indicator reliability and suggest that the indicators consistently capture the underlying concept of purchasing decision. For the Buying Interest construct, indicators MB1, MB2, and MB4 display loading values of 0.806, 0.793, and 0.826, respectively. Although these values are slightly lower compared to other constructs, they still exceed the minimum acceptable threshold of 0.70, confirming that the indicators are adequate and valid measures of buying interest. Lastly, the Consumer Behaviour construct is represented by four indicators (PK1–PK4), all of which show very high outer loadings. PK1 loads at 0.935, PK2 at 0.857, PK3 at 0.918, and PK4 at 0.943. These values indicate a strong association between the indicators and the consumer behaviour construct, reflecting high measurement accuracy.

Table 3. Average Variance Extracted (AVE)

Variables	Average variance extracted (AVE)
Buying Habit	0.818
Purchasing decision	0.868
Buying Interest	0.654
Consumer Behaviour	0.835

Source: Data Processed, 2025

Based on the outer loading output, it was found that the loading factor value of all indicators was > 0.7 , so all indicators were declared valid. Therefore, it can be concluded that the indicator has a strong and significant relationship with the latent construct being measured. This means that the indicator can explain most of the variance in the latent construct, indicating that the indicator is highly representative of the construct.

In both confirmatory and exploratory research, the average variance extracted (AVE) must be greater than 0.5. Based on the output, all variables have an AVE value > 0.5 . Therefore, it can be concluded that the latent construct in the SEM model has good convergent validity. This means that more than half of the variance contained in the measured indicators can be explained by the construct. This indicates that the indicators used in the model are sufficiently relevant and representative to describe the latent construct.

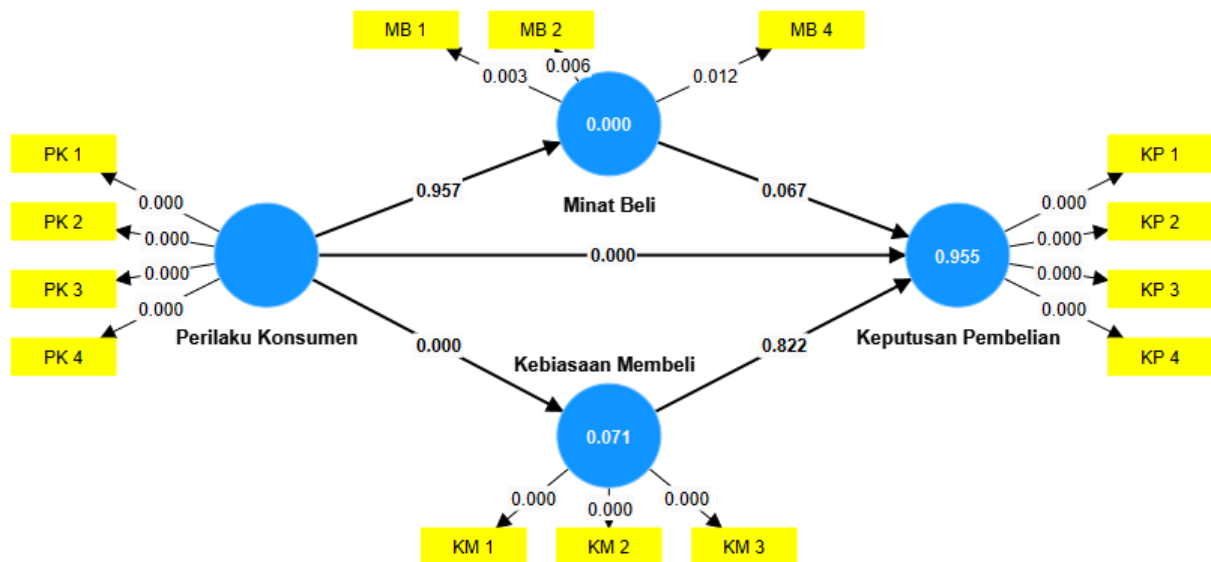


Figure 1. Inner Model Analysis

Based on the results of the inner model analysis, the R-square (R^2) value for the purchasing decision construct is 0.955. This indicates that 95.5% of the variance in purchasing decisions is jointly explained by the exogenous variables or latent constructs included in the structural model, particularly those related to consumer behaviour and its associated dimensions. The R^2 value obtained in this study can be classified as very high, suggesting that the proposed model has strong explanatory power in predicting purchasing decisions.

A high R-square value implies that the structural relationships specified in the model are able to capture the majority of factors influencing purchasing decisions, indicating that the theoretical framework is well-specified and empirically robust. This result reflects the

substantial contribution of consumer behaviour variables in explaining how and why consumers make purchasing decisions within the context of the study.

Conversely, the remaining 4.5% of unexplained variance indicates that a small proportion of purchasing decision variability is attributable to other factors not included in the model, such as situational influences, individual differences, external environmental factors, or marketing stimuli beyond those examined. Although this unexplained variance is relatively minimal, it suggests that future studies may consider incorporating additional variables to further enhance the model’s predictive accuracy. , the R-square result demonstrates that the inner model exhibits a high level of predictive relevance, confirming that consumer behaviour serves as a dominant determinant of purchasing decisions in this research context.

Table 4. Direct Effect of Path Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Buying Habit -> Purchasing decision	-0.003	-0.000	0.014	0.226	0.822
Buying Interest -> Purchasing decision	-0.106	-0.096	0.058	1.851	0.067
Consumer Behaviour -> Buying Habit	-0.267	-0.266	0.044	6.051	0.000
Consumer Behaviour -> Purchasing decision	0.971	0.977	0.013	73.913	0.000
Consumer Behaviour -> buying interest	0.008	0.047	0.140	0.054	0.957

Source: Data Processed, 2025

The findings of this study demonstrate that consumer behaviour has a strong and positive influence on purchasing decisions ($\beta = 0.971$; $p < 0.001$). This result is consistent with Kotler and Keller (2016), who state that purchasing decisions are the outcome of a comprehensive consumer decision-making process involving problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behaviour. The significant effect found in this study confirms that consumers’ cognitive evaluations, perceptions of value, and behavioral responses play a central role in determining final purchasing decisions. In contrast, buying interest does not significantly influence purchasing decisions ($\beta = -0.106$; $p > 0.05$). Purchase intention represents a cognitive tendency that reflects a consumer’s willingness or plan to buy a product, but it does not always translate into actual purchasing behavior. This finding supports Ferdinand’s argument that purchase intention can weaken due to situational

factors, rational reconsideration, or external constraints, which may prevent consumers from converting interest into actual decisions. Similarly, buying habit is found to have no significant effect on purchasing decisions ($\beta = -0.003$; $p > 0.05$). This result aligns with Schiffman and Wisenblit (2019), who emphasize that habitual purchasing is more likely to occur in low-involvement situations. When consumers are faced with higher involvement or greater consideration of product attributes, habitual behavior becomes less influential, and purchasing decisions are driven more by deliberate evaluation rather than routine actions.

Furthermore, the analysis reveals that consumer behaviour has a significant negative effect on buying habit ($\beta = -0.267$; $p < 0.001$). This finding supports Schiffman and Wisenblit’s (2019) view that consumers who engage in extensive information processing and rational evaluation tend to reduce reliance on habitual purchasing. As consumers become more conscious and evaluative, they are less likely to make automatic or repetitive purchases. Additionally, consumer behaviour does not significantly affect buying interest ($\beta = 0.008$; $p > 0.05$). This suggests that although consumers demonstrate certain behavioral patterns, these do not necessarily stimulate emotional or motivational interest to purchase. This outcome is consistent with Ferdinand (2014), who argues that purchase intention is influenced by multiple psychological and situational factors, not solely by observable consumer behaviour. Overall, these results indicate that buying interest and buying habit do not function as intervening variables in the relationship between consumer behaviour and purchasing decisions. Instead, purchasing decisions are directly influenced by consumer behaviour, reinforcing Kotler and Keller’s (2016) assertion that the final decision stage is primarily shaped by consumers’ evaluations and perceptions rather than by intention or habit alone. Therefore, firms should prioritize strategies that enhance positive consumer behaviour—such as improving product quality, service experience, and perceived value—rather than relying exclusively on approaches aimed at stimulating buying interest or habitual purchases.

Table 5. Indirect Effect of Path Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Consumer Behaviour -> Buying Habit -> Purchasing Decision	0.001	-0.000	0.004	0.216	0.829
Consumer Behaviour -> Buying interest -> Purchasing Decision	-0.001	-0.007	0.015	0.055	0.957

Source: Data Processed, 2025

The results of the specific indirect effects analysis indicate that neither buying habit nor buying interest mediates the relationship between consumer behaviour and purchasing decision.

The indirect effect of consumer behaviour on purchasing decision through buying habit yields an original sample coefficient of 0.001, with a sample mean of -0.000 , a standard deviation of 0.004, a T-statistic of 0.216, and a p-value of 0.829, indicating that the indirect effect is not statistically significant. Similarly, the indirect effect of consumer behaviour on purchasing decision through buying interest shows an original sample coefficient of -0.001 , a sample mean of -0.007 , a standard deviation of 0.015, a T-statistic of 0.055, and a p-value of 0.957, which also fails to meet the threshold for statistical significance. The small magnitude of the indirect effect coefficients and the low T-statistics across both mediation paths demonstrate that the transmission of the effect of consumer behaviour on purchasing decision through either buying habit or buying interest is negligible. Furthermore, the bootstrap sample means remain close to zero, and the relatively low standard deviations indicate consistency across resamples. Overall, the findings confirm that the indirect pathways through buying habit and buying interest are not supported, and the effect of consumer behaviour on purchasing decision is not mediated by either variable.

Table 6. Total Effect of Path Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Buying Habit -> Purchasing Decision	-0.003	-0.000	0.014	0.226	0.822
Buying Interest -> Purchasing Decision	-0.106	-0.096	0.058	1.851	0.067
Purchasing Decision -> Buying Habit	-0.267	-0.266	0.044	6.051	0.000
Consumer Behaviour -> Purchasing Decision	0.972	0.970	0.012	81.253	0.000
Consumer Behaviour -> Buying Interest	0.008	0.047	0.140	0.054	0.957

Source: Data Processed, 2025

The table presents the results of the direct effects (path coefficients) obtained from the structural model analysis. Each relationship is evaluated based on the original sample coefficient (O), T-statistic, and p-value to determine the direction, magnitude, and statistical significance of the hypothesized paths. The relationship between Buying Habit and Purchasing Decision shows an original sample coefficient of -0.003 , with a T-statistic of 0.226 and a p-value of 0.822, indicating that buying habit does not have a statistically significant effect on

purchasing decisions. The coefficient is very small and negative, suggesting that variations in buying habit contribute minimally to changes in purchasing decisions.

Similarly, the path from Buying Interest to Purchasing Decision yields a coefficient of -0.106 , a T-statistic of 1.851, and a p-value of 0.067, which does not meet the 5% significance threshold. Although the T-statistic approaches the critical value, the relationship remains statistically insignificant, indicating that buying interest does not significantly influence purchasing decisions in the proposed model. The path from Purchasing Decision to Buying Habit demonstrates a significant negative effect, with an original sample coefficient of -0.267 , a T-statistic of 6.051, and a p-value of 0.000. This result indicates that purchasing decisions significantly affect buying habits in a negative direction, suggesting that as purchasing decisions become more deliberate or evaluative, habitual purchasing behavior tends to decrease. The relationship between Consumer Behaviour and Purchasing Decision exhibits a very strong positive effect, with a coefficient of 0.972, a T-statistic of 81.253, and a p-value of 0.000. This finding indicates that consumer behaviour is a dominant and highly significant predictor of purchasing decisions, explaining a substantial portion of the variance in this construct.

The path from Consumer Behaviour to Buying Interest shows an original sample coefficient of 0.008, with a T-statistic of 0.054 and a p-value of 0.957, indicating no significant effect. This suggests that consumer behaviour does not significantly influence buying interest within the model. The results indicate that consumer behaviour directly and strongly influences purchasing decisions, while buying habit and buying interest do not have significant direct effects on purchasing decisions. Additionally, purchasing decisions significantly influence buying habits, whereas consumer behaviour does not significantly affect buying interest. These findings highlight the central role of consumer behaviour in the structural model.

The following are the results of the research analysis:

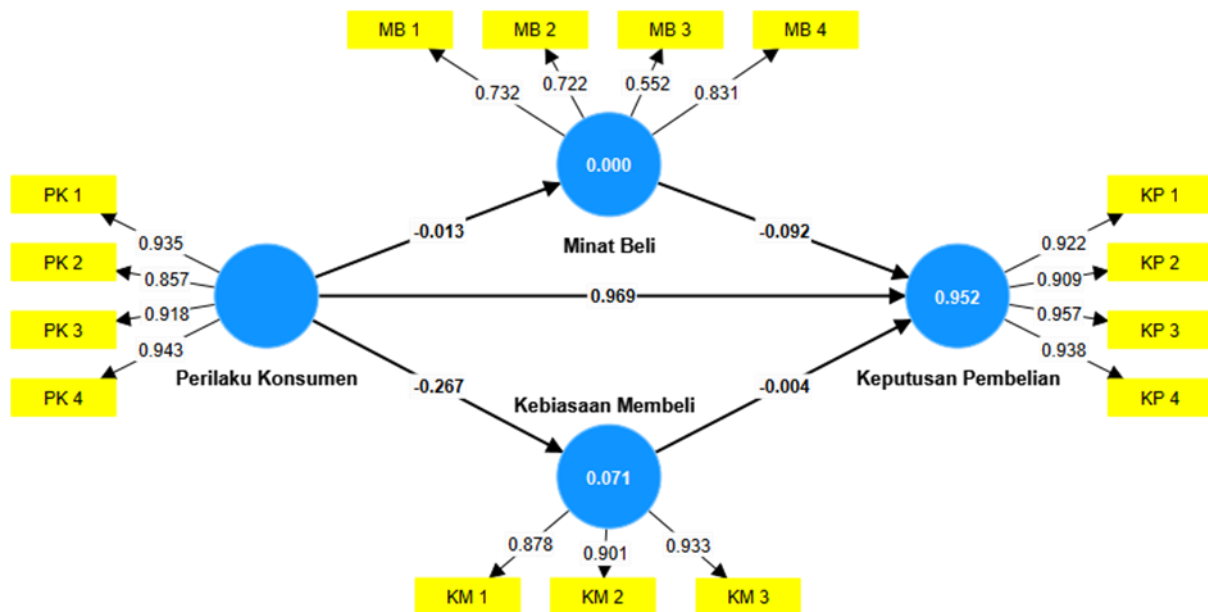


Figure 2. Research Results Model

The results of the study indicate that consumer behavior has a positive and significant influence on purchasing decisions at A Bee Mart Bengkalis. This finding confirms that the better consumers' behavior in recognizing needs, seeking information, evaluating alternatives, and evaluating post-purchase satisfaction, the higher the likelihood of consumers deciding to purchase products at A Bee Mart. This result is in line with the opinion of Kotler and Keller (2016) who stated that consumer behavior is the basis of the purchasing decision-making process. Consumers who have a positive perception of a product or shopping experience will show a tendency to make repeat purchases. This study also supports the results of research by Suwanan and Allya (2023) who found that easy access to information, good service, and shopping convenience are important factors in shaping positive consumer behavior and driving purchasing decisions. Thus, consumer behavior is proven to be a major factor that directly influences purchasing decisions in a local retail context such as A Bee Mart.

The path analysis results indicate that buying interest acts as a mediating variable between consumer behavior and purchasing decisions. This means that positive consumer behavior can increase consumer buying interest and ultimately drive purchasing decisions. This finding supports the Theory of Planned Behavior (Ajzen, 1991 in sudirjo, 2024), which explains that intention is a key determinant of a person's actual behavior. In this context, when consumers have a positive perception of A Bee Mart's product quality, price, and service, a desire or

intention to purchase arises. This research is also in line with the results of Wismiarsi's (2024) research, which found that the interactivity of marketing content and positive consumer experiences significantly increase buying interest, which in turn influences purchasing decisions. Similarly, Afika (2023) stated that purchase intention is a form of cognitive behavior that indicates a consumer's desire to make a purchase after considering various information. Thus, the results of this study strengthen the view that buying interest functions as a psychological bridge between behavior and actual purchasing actions. In the context of A Bee Mart, attractive promotions, pleasant shopping experiences, and friendly service are important stimuli that trigger local consumers' buying interest.

In addition to buying interest, this study also found that buying habits act as an intervening variable in the relationship between consumer behavior and purchasing decisions. These results indicate that good consumer behavior not only shapes initial intentions but also creates repeat purchasing patterns that become habits. This finding aligns with the habit formation theory explained by Verplanken and Orbell (2020), where consistent, repeated behavior in the same context can form automatic habits. In the context of A Bee Mart, consumers who are satisfied and trust the quality of products and services tend to make repeat purchases without much cognitive consideration later. Research by Chen et al. (2022) also shows that purchasing habits are formed through repeated positive experiences, which ultimately strengthen loyalty and future purchasing decisions. Thus, buying habits become a crucial link that strengthens the relationship between consumer behavior and purchasing decisions on an ongoing basis.

The results of the mediation analysis indicate that purchase intention and purchasing habits simultaneously mediate the influence of consumer behavior on purchasing decisions. This means that consumer behavior influences not only directly but also indirectly through two important stages: the formation of purchase intention (purchase intention) and the formation of repeat purchase patterns (purchase habits). Theoretically, these findings support the hierarchy of effects model of consumer behavior (Engel, Blackwell & Miniard, 2015), which explains that purchasing behavior begins with the cognitive stage (knowledge and perception), continues to the affective stage (interest and preference), and ends with the conative stage (actual action and habit). These results also align with research by Wardana and Kurniawan (2024), who found that purchasing habits strengthen the relationship between purchase intention and decisions for local and sustainable products. Therefore, it can be concluded that A Bee Mart

consumers who have positive experiences tend to form repeat purchasing habits after developing strong purchase intention.

The results of this study indicate that consumer behaviour is the dominant and direct determinant of purchasing decisions at A Bee Mart in Bengkalis, while buying interest and buying habit do not play a significant mediating role in this relationship. These findings provide several important managerial implications for retail management and strategic decision-making.

The strong and significant direct effect of consumer behaviour on purchasing decisions suggests that A Bee Mart's management should focus primarily on shaping positive consumer evaluations and decision-making experiences. Since purchasing decisions are driven directly by how consumers perceive and evaluate the shopping experience, management should prioritize factors such as product quality, price fairness, product availability, store layout, cleanliness, and employee service quality. Improvements in these areas are likely to have an immediate and substantial impact on purchasing decisions, without necessarily relying on consumers' prior intentions or habitual behavior.

The finding that buying interest does not significantly influence purchasing decisions implies that strategies aimed solely at increasing purchase intention—such as promotional messages or advertising may not automatically result in actual purchases. Therefore, promotional activities at A Bee Mart should be designed not only to attract attention or stimulate interest but also to support consumers' rational evaluation at the point of purchase, for example through clear price labels, product comparisons, in-store information, and perceived value justification. This indicates that intention-based marketing must be complemented by tangible in-store factors that directly facilitate decision-making.

The absence of a significant effect of buying habit on purchasing decisions suggests that repeat purchasing behavior cannot be assumed to occur automatically. Consumers at A Bee Mart do not rely solely on routine or habitual buying but tend to re-evaluate their decisions each time they shop. Consequently, management should avoid over-reliance on loyalty programs or habitual purchasing assumptions and instead ensure that every shopping experience consistently meets consumer expectations. Maintaining service consistency and product reliability becomes more critical than merely encouraging repetition.

Given that purchasing decisions significantly influence buying habits rather than the reverse, A Bee Mart should view buying habits as an outcome of successful purchasing decisions, not as a driver. This implies that when consumers repeatedly make satisfactory

purchasing decisions, habitual behavior may develop naturally over time. Therefore, management efforts should be directed toward ensuring decision satisfaction, such as minimizing complaints, handling returns effectively, and ensuring post-purchase satisfaction.

These findings suggest that A Bee Mart should adopt a consumer-behaviour-centered retail strategy, emphasizing rational value delivery and consistent shopping quality rather than focusing heavily on stimulating buying interest or attempting to lock consumers into habitual purchasing patterns. By continuously improving factors that directly shape consumer behaviour and evaluation, A Bee Mart can strengthen purchasing decisions and build sustainable customer relationships in the local retail market.

The findings of this study provide important implications for MSMEs (Micro, Small, and Medium Enterprises) development policies, particularly in the retail sector. The results demonstrate that consumer behaviour has a strong and direct influence on purchasing decisions, while buying interest and buying habit do not function as mediating mechanisms. This suggests that MSMEs performance is driven primarily by consumers' real-time evaluations and experiences rather than by intention-based or habitual purchasing patterns.

MSMEs development policies should prioritize improving the fundamental quality of consumer-enterprise interactions. Government agencies and local authorities should focus on capacity-building programs that enhance MSMEs competencies in product quality management, pricing transparency, service delivery, and store management. Since purchasing decisions are directly influenced by consumer behaviour, policy interventions that improve day-to-day operational standards are likely to produce immediate and measurable impacts on sales performance.

The non-significant role of buying interest indicates that policies emphasizing promotional support alone such as short-term marketing campaigns or advertising subsidies—may be insufficient to stimulate actual purchases. Therefore, MSMEs policies should move beyond promotion-centric approaches and instead support consumer-oriented operational improvements, including better product information, standardized pricing practices, and improved point-of-sale experiences. Training programs should equip MSMEs owners with skills to manage consumer evaluations at the purchase stage rather than focusing solely on generating interest.

The finding that buying habits do not directly influence purchasing decisions implies that MSMEs customers tend to re-evaluate their choices each time they shop, rather than relying on routine behavior. This highlights the need for policies that encourage consistency and

reliability in MSMEs operations. Support mechanisms such as quality assurance programs, service standardization, and continuous monitoring of MSMEs performance can help ensure that consumers consistently receive satisfactory experiences, which is more effective than assuming long-term loyalty.

Since purchasing decisions significantly shape buying habits rather than the reverse, MSMEs policies should consider habit formation as a long-term outcome, not an immediate policy target. Policymakers should encourage MSMEs actors to focus on achieving consumer satisfaction at each transaction, as repeated satisfactory decisions may naturally lead to habitual purchasing over time. This underscores the importance of post-purchase support, complaint handling systems, and customer feedback mechanisms MSMEs development programs. These findings suggest that MSMEs policy frameworks should adopt a consumer-behaviour-driven approach, emphasizing value delivery, service consistency, and rational consumer evaluation. By shifting policy focus from promotional intensity toward strengthening core business practices, policymakers can enhance the sustainability and competitiveness of MSMEs, particularly local retailers such as A Bee Mart in Bengkalis.

Conclusion

Consumer behavior has a positive and significant influence on purchasing decisions with buying interest and buying habits as intervening factors. The results of this study enrich the consumer behavior model by adding a dual mediation pathway (buying interest and buying habits), which explains how consumer perceptions and experiences develop into repeat purchase decisions. Theoretically, this study contributes to the development of the Theory of Planned Behavior (TPB), habit theory, and broader consumer behavior models by demonstrating how cognitive evaluations (purchase interest) and repetitive behavioral patterns (buying habits) jointly shape final purchase decisions in a retail context. Practically, the findings highlight that A Bee Mart management must strengthen purchase interest through more effective promotional strategies and improved service quality, while simultaneously cultivating buying habits through consistent product standards and memorable shopping experiences. Efforts such as enhanced store displays, customer loyalty programs, and habit-building initiatives—such as personalized promotions or routine purchase reminders—can further reinforce repeat purchasing behavior.

From a regulatory perspective, the study suggests the importance of policy support for local retail competitiveness, including programs that enhance consumer literacy, empower local businesses, and facilitate regional retail development. However, this study has limitations, particularly the relatively small sample size and the focus on a single retail location, which may limit generalizability. Future research is encouraged to involve larger and more diverse samples, compare multiple retail formats, and examine additional variables such as digital engagement, emotional branding, or community-based marketing to broaden the understanding of consumer decision-making dynamics.

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