The Role of Consumer Behavior and Purchase Interest in Influencing Purchasing Decisions at Assalam Hypermarket

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Abstract

T his study aims to the Role of Consumer Behavior and Purchase Interest in Influencing Purchasing Decisions at Assalam Hypermarket. The study uses a quantitative approach with an explanatory research method. The research population consists of customers and visitors to Assalam Hypermarket with a sample size of 150 respondents selected through purposive sampling. Primary data were collected through questionnaires and analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method with SmartPLS software. The results show that consumer behavior has a positive and significant effect on purchase interest, as well as a positive and significant effect on purchasing decisions. In addition, purchase interest also has a positive and significant effect on purchasing decisions. Another important finding is that purchase interest significantly mediates the relationship between consumer behavior and purchase decisions. This study confirms that positive consumer behavior can encourage an increase in purchase decisions, both directly and indirectly through the role of Purchase Interest. The results of this study are expected to provide strategic input for the management of Assalam Hypermarket in improving marketing strategies and strengthening customer loyalty.

Keywords: Purchase Decisions, Purchase Interest, Consumer Behavior.

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INTRODUCTION

Competition in modern retail in Indonesia is becoming increasingly fierce, marked by the emergence of various shopping centers and hypermarkets offering a wide range of products at competitive prices. One of the well-known retailers in the Surakarta area is Assalam Hypermarket. In facing a competitive market, understanding consumer behavior is key to formulating effective marketing strategies (Wahyu saputra et al., 2025).

Consumer behavior encompasses the processes and activities involved when individuals search for, purchase, use, evaluate, and dispose of products or services that they expect will meet their needs. Factors such as price, product quality, promotion, service, and shopping experience are important considerations that influence purchasing decisions (Siregar & Aslami, 2022). In this context, Purchase Interest emerges as an important variable that acts as a bridge between consumers' perceptions of a product or service and their actual purchasing behavior (Ridwan, 2022).

Purchase Interest is defined as the tendency or desire of consumers to make a purchase in the future, which often arises from a positive perception of a particular product or brand (Wahyuni & Zuhriyah, 2020). Purchase Interest is a key variable that bridges the influence of consumer behavior on purchasing decisions. This means that even if consumers have a positive perception of a product, a purchase decision will not occur without a sufficiently strong Purchase Interest (Fernandes et al., 2022).

Preliminary observations at Assalam Hypermarket indicate notable variations in consumer behavior and preferences, particularly among two informal consumer typologies commonly referred to as Rojali and Rohana. Rojali (Rombongan Jajan Keliling) represents a group of consumers, predominantly young people, who visit shopping centers primarily for leisure, social interaction, and experiential enjoyment rather than for planned purchasing. This group is characterized by window shopping behavior, experiential orientation, and a tendency toward spontaneous or impulse purchases, with shopping enjoyment being a dominant consideration.

In contrast, Rohana (Rombongan Hanya Nanya) describes consumers who demonstrate high levels of information-seeking behavior by inquiring about product details, prices, and features, yet often postpone or refrain from making a purchase. This group tends to be more rational and cautious, placing greater emphasis on price considerations and the fulfillment of basic or functional needs. The existence of these distinct behavioral patterns suggests that consumer segments differ not only in their motivations but also in their decision-making processes.

These findings underline the importance of segment-based marketing strategies, as uniform approaches are unlikely to be effective across heterogeneous consumer groups. This phenomenon aligns with consumer behavior theory, which posits that each market segment possesses unique characteristics, motivations, and psychological processes influencing purchase interest and purchasing behavior. therefore, empirical research that systematically examines the role of purchase interest in mediating consumer behavior toward purchasing decisions is necessary to strengthen the conceptual and methodological foundation of marketing strategy development in modern retail contexts.

In the world of marketing, consumer behavior is one of the main focuses that determines the success of sales strategies (Pratiwi et al., 2019). Consumer behavior encompasses the entire process from information search, evaluation of alternatives, to purchase decisions, which are influenced by internal factors such as needs, perceptions, and motivations, as well as external factors such as the social and cultural environment and company marketing strategies (Sumarwan, 2022). Understanding consumer behavior enables companies to anticipate trends, meet market needs, and build customer loyalty (Palalic et al., 2020).

Purchase Interest is an important stage in the purchasing process that reflects consumers' willingness and interest in a product or service before making an actual purchase (Sumarwan, 2022). Purchase Interest is influenced by previous experiences, information obtained, product quality, promotions, and brand image. In the context of modern retail competition, purchase interest is an early indicator that can predict the success of a marketing program (Zhao et al., 2021).

The purchase decision is the final stage where consumers actually choose to buy a particular product. This decision is directly influenced by the level of purchase interest, but is also reinforced by product availability, competitive prices, satisfactory

service, and ease of transaction (Rayi & Aras, 2021). For hypermarkets such as Assalam Hypermarket, successfully converting interest in purchasing into actual purchasing decisions is a determining factor in achieving sales targets and business growth.

Assalam Hypermarket, as one of the modern shopping centers in the Surakarta area, operates amid fierce competition with other retailers, both modern and traditional. To win the competition, a deep understanding of how consumer behavior is formed, how it affects purchasing interest, and the extent to which purchasing interest drives purchasing decisions is required. Through a study of consumer types represented by Rojali and Rohana, this research aims to reveal the dynamics of shopping behavior at Assalam Hypermarket, while providing strategic input to increase sales conversion.

Ridwan (2022) research shows that service quality has a positive and significant effect on purchase decisions, with a regression coefficient of 0.699 and a contribution of 48.3%. These findings indicate that service quality is the dominant factor in encouraging consumers to make purchases, while other factors such as location, price, promotion, and brand image play a supporting role. Friendliness of service proved to be the most influential indicator, although weaknesses were still found in the provision of suggestion boxes and non-cash payment facilities. These results confirm that purchasing decisions are the end result of consumers' evaluation of the various service attributes they receive.

In line with this, Isbahi's (2023) research confirms that purchasing decisions are not shaped by a single factor, but are the result of simultaneous interactions between consumer interest, price, and product quality. In addition to these main factors, psychological and situational variables such as lifestyle, motivation, perception, promotion, brand image, and service quality play a role in strengthening or weakening consumers' tendency to make purchasing decisions. Thus, purchasing decisions can be understood as the consequence of a multidimensional consumer assessment process.

Based on a synthesis of these empirical findings, purchase decisions in this study are firmly positioned as a dependent variable, namely as the end result of consumer behavior and evaluation of marketing stimuli. Purchase decisions are not treated as a connecting or intervening variable, but rather as a tangible manifestation of consumer response after going through the stages of need recognition, information search, and alternative evaluation.

This conceptual clarification is important to avoid ambiguity in the research framework. The novelty of this study lies in its focus on Assalaam Hypermarket, which combines modern retail characteristics with local-religious values as a differentiation that has rarely been studied in academic research.

The research approach, which integrates quantitative methods through surveys and qualitative methods through in-depth interviews, allows this study to produce not only statistical findings but also a contextual understanding of consumer motives and behavior patterns.

This research is relevant because it provides an empirical description of the relationship between consumer behavior, purchase interest, and purchase decisions in the context of modern retail. The results of this study are expected to provide strategic input for Assalaam Hypermarket in increasing competitiveness, strengthening customer loyalty, and optimizing the shopping experience. In addition, this study also

contributes to the development of marketing literature, particularly related to the dynamics of consumer behavior in the Indonesian retail sector.

This study aims to analyze consumer behavior that has a positive and significant effect on customer purchasing interest at Assalam Hypermarket. To analyze consumer behavior that has a positive and significant effect on purchasing decisions at Assalam Hypermarket. To analyze purchasing interest that has a positive and significant effect on purchasing decisions at Assalam Hypermarket. To analyze purchasing interest that significantly mediates the relationship between consumer behavior and purchasing decisions at Assalam Hypermarket.

LITERATURE REVIEW

Purchase Decision

The purchase decision is a stage in the consumer decision-making process where consumers actually choose to buy a particular product after going through the stages of recognizing needs, searching for information, evaluating alternatives, and considering purchase interest (Kotler & Keller, 2018). A purchase decision is a process of selecting from two or more alternative options, meaning that a person can decide whether or not to buy a product (Tjahjono et al., 2021). According to Hartini (2022), purchasing decisions are a psychological and behavioral process in which consumers choose products or services that they believe best meet their needs and desires.

The factors that influence purchasing decisions, according to Kotler and Keller (2018), include cultural, social, personal, and psychological factors. Cultural factors include the values, beliefs, and norms held by consumers; social factors include the influence of reference groups, family, and social status; personal factors relate to age, occupation, lifestyle, and economic conditions; while psychological factors include consumer motivation, perception, knowledge, and attitudes. According to Tjiptono (2018), situational factors such as promotions, price, product availability, and shopping experience also determine consumers' final decisions to purchase a product. Thus, purchasing decisions can be understood as the result of complex interactions between internal consumer factors and external factors originating from the environment and company marketing strategies.

Purchase decisions are very important because they are at the core of consumer behavior that determines the success or failure of a business. According to Kotler and Keller (2018), purchase decisions are crucial moments when consumers actually make choices about certain products or services, so at this stage companies can determine the effectiveness of their marketing strategies. The importance of purchasing decisions reflects consumers' final response to the marketing mix (product, price, promotion, and distribution). If purchasing decisions lead to the company's products, this will increase sales, profits, and business continuity (Ali, 2019).

Consumer Behavior

Consumer behavior is a field of study related to how individuals, groups, and organizations make decisions to choose, buy, use, and evaluate goods or services to meet their needs and desires (Palalic et al., 2020). According to Kotler and Keller (2018), consumer behavior encompasses the entire psychological process and actual activities carried out by consumers in identifying needs, seeking information, comparing alternatives, making purchasing decisions, and even the post-purchase stage of

satisfaction or dissatisfaction. This definition emphasizes that consumer behavior is not only about the act of purchasing, but also includes the stages before and after purchasing, which are equally important for marketers to understand.

According to (Khan et al., 2020), consumer behavior is defined as the study of the processes that individuals or groups go through when they choose, buy, use, or discard products, services, ideas, or experiences to satisfy their needs and desires. This definition highlights the cognitive, emotional, and social aspects that influence consumption decisions, so that consumer behavior can be viewed as a combination of the rational and irrational aspects of humans as economic and social beings.

Meanwhile, Rayi and Aras (2021) state that consumer behavior is a complex interaction between environmental influences, cognitive processes, and affective factors that shape a person's consumption patterns. In other words, consumer behavior does not stand alone but is influenced by cultural values, social habits, economic status, and psychological factors inherent in individuals.

Thus, consumer behavior can be understood as a broad and multidimensional process, covering psychological, social, cultural, and economic aspects that influence how consumers identify their needs, seek information, evaluate alternatives, make purchasing decisions, and evaluate the results. This understanding is crucial because consumer behavior not only explains what is purchased but also why, when, where, and how consumers make those purchasing decisions (Fernandes et al., 2022).

Purchase Interest

Purchase interest is a psychological tendency that arises in response to marketing stimuli and needs, which ultimately leads to actual behavior in the form of a purchase decision. According to Kotler and Keller (2018), purchase interest is part of the decision-making process, namely when consumers already have the desire to buy a product after going through the stages of recognizing needs, searching for information, and evaluating alternatives. This definition emphasizes that purchase interest precedes the purchase decision stage, so it can be a predictor of whether consumers will actually buy the product or not.

According to Dash et al (2021), purchase interest is defined as a person's mental statement that reflects their plan to buy a particular product of a certain brand or category within a certain period of time. This definition emphasizes that purchase interest is prospective in nature, meaning that it is an intention or plan that can be realized into actual behavior depending on supporting factors. Meanwhile, according to Badir and Andjarwati (2020), purchase interest is the consumer's desire to make a purchase that arises due to attention, liking, and belief in a particular product or service.

Purchase interest is very important because it is an early indicator of the success of a company's marketing strategy. According to (Siradj Ramadhan & Ratnasari, 2021), high purchase interest indicates a greater chance that consumers will actually buy the product, so it can be used as a measure of the effectiveness of promotions, product quality, and brand image. Kotler and Keller (2018) emphasize that purchase interest is a predictor of future consumer behavior, allowing companies to use it to measure sales potential and develop more targeted marketing strategies.
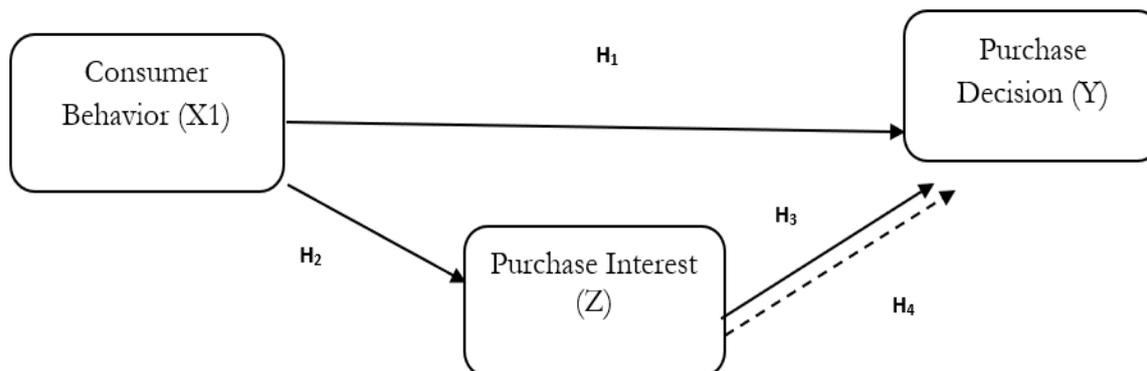
Conceptual Framework

Figure 1. Conceptual Framework

METHODS

The type of research used in this study is explanatory research using quantitative methods. According to Sugiyono (2019), quantitative research is a research method used to study certain phenomena with an objective and systematic approach. The population in this study are customers and visitors at Assalam Hypermarket. In situations where the population size is unknown, the determination of the minimum sample size refers to the approach proposed by Malhotra. In this study, there are 15 question indicators multiplied by 10, so the number of respondents used in this study is 150 respondents. The sampling technique in this study is non-probability sampling with a purposive sampling approach. The criteria that are in accordance with the researcher are as follows:

a. Customers and visitors of Assalam Hypermarket
b. Residing in SoloRaya
c. Aged 17-50 years

This study uses primary data obtained directly from respondents through data collection techniques in the form of questionnaires. The questionnaire instrument was designed to measure the research variables in accordance with the established indicators. The data analysis method used in this study was Partial Least Square Structural Equation Modeling (PLS-SEM), which was carried out with the help of SmartPLS software. PLS-SEM was chosen because it is capable of handling complex research models and is suitable for use with relatively small sample sizes and data distributions that do not have to be normal. According to Ghozali (2019), PLS-SEM analysis consists of two main stages, namely outer model analysis and inner model analysis

RESULTS AND DISCUSSION

Results

The following is an outer model diagram showing the relationship between latent variables and indicators in the study.
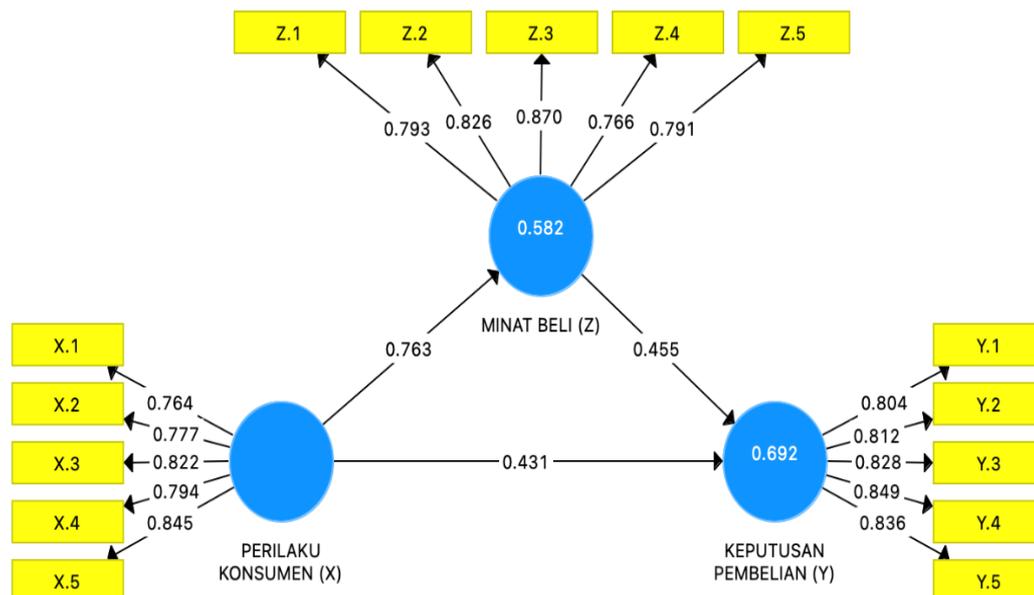
Figure 2. Outer Model

Outer model testing was used and conducted to determine the specifications of the relationship between latent variables and their indicators. This testing included validity, reliability, and multicollinearity.

Convergent Validity

An indicator is considered to meet convergent validity in the good category if the outer loading value is > 0.7. The following are the outer loading values for each indicator in the research variables.

Table 1. Outer Loading Values Before Elimination

Variable	Indicator	Outer Loading	Description
Consumer Behavior (X)	X.1	0,764	Valid
	X.2	0,777	Valid
	X.3	0,822	Valid
	X.4	0,794	Valid
	X.5	0,845	Valid
Purchase Interest (Z)	Z1.1	0,793	Valid
	Z1.2	0,826	Valid
	Z1.3	0,870	Valid
	Z1.4	0,766	Valid
	Z1.5	0,791	Valid
Purchase Decision (Y)	Y.1	0,804	Valid
	Y.2	0,812	Valid
	Y.3	0,828	Valid
	Y.4	0,849	Valid
	Y.5	0,836	Valid

Source: Processed primary data, 2025

Based on Table 1, it is known that each research variable indicator has an outer loading value > 0.7, so the outer loading value is considered good and feasible. In addition to looking at the outer loading values, convergent validity can also be

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assessed by looking at the AVE (Average Variance Extracted) values > 0.5, so that it can be said to be valid in terms of convergent validity (Fornell and Larcker, 1981). The following are the AVE values for each of the research variables:

Table 2. Average Variance Extracted Values

Variable	AVE	Description
Consumer Behavior (X)	0,642	Valid
Purchase Interest (Z)	0,656	Valid
Purchase Decision (Y)	0,682	Valid

Source: Processed primary data, 2025

Table 2 presents the Average Variance Extracted (AVE) values of each variable in the study to measure convergent validity. All variables show AVE values above 0.5, namely Consumer Behavior (X) at 0.642, Purchase Interest (Z) at 0.656, and Purchase Decision (Y) at 0.682. Based on these values, all variables are declared valid because they meet the minimum AVE criterion of > 0.5, which means that the indicators in each variable are able to explain the variance of the construct well.

Reliability Test

The Reliability Test shows the level of consistency and stability of a measuring tool or research instrument in measuring a concept or construct (Abdillah and Hartono, 2015). The reliability test in this study used Composite Reliability and Cronbach Alpha.

Composite reliability is used to test the reliability value of indicators in a variable. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.7. Below are the composite reliability values for each variable in this study:

Table 3. Composite Reliability

Variable	Composite Reliability	Description
Consumer Behavior (X)	0,899	Reliable
Purchase Interest (Z)	0,905	Reliable
Purchase Decision (Y)	0,915	Reliable

Source: Processed primary data, 2025

Table 3 shows the Composite Reliability values of each variable in the study, which are used to measure the internal consistency of the construct. All variables show values above the threshold of 0.7, which indicates high reliability. The Consumer Behavior (X) variable has a value of 0.899, Purchase Interest (Z) is 0.905, and Purchase Decision (Y) is 0.915. Thus, all constructs in the model are reliable and can be used for further analysis.

The second reliability test is Cronbach's Alpha. Cronbach's Alpha is a test which is a statistical technique used to measure internal consistency in reliability testing of instruments or psychometric data. A construct is said to be reliable if the Cronbach's Alpha value is greater than 0.7. Below are the Cronbach's Alpha values in this study.

Table 4. Cronbach Alpha

Variable	Cronbachs Alpha	Description
Consumer Behavior (X)	0,860	Reliable
Purchase Interest (Z)	0,868	Reliable

Purchase Decision (Y)	0,883	Reliable

Source: Processed primary data, 2025

Table 4 presents Cronbach's Alpha values for each research variable as an indicator of internal reliability. All values are above the minimum threshold of 0.7, indicating that the instruments used to measure each variable have good internal consistency. The Consumer Behavior (X) variable has a value of 0.860, Purchase Interest (Z) has a value of 0.868, and Purchase Decision (Y) has a value of 0.883. Therefore, all variables can be declared reliable and suitable for use in further testing.

Multicollinearity Test

The multicollinearity test can be seen from the tolerance and variance inflation factor (VIF) values. Multicollinearity can be detected with a cut-off value that shows a tolerance value > 0.1 or equal to a VIF value < 10. The following are the VIF values in this study.

Table 5. Colinearity Statistic (VIF)

	Purchase Decision	Purchase Interest	Consumer Behavior
Consumer Behavior (X)	2,394	1,000	
Purchase Interest (Z)	2,394		
Purchase Decision (Y)			

Source: Processed primary data, 2025

From Table 5, the results of Collinearity Statistics (VIF) to examine multicollinearity show that the result for the Consumer Behavior variable on Purchase Decision is 2.394. Then, the value of the Purchase Interest variable on Purchase Decision is 2.394. The value of Consumer Behavior on Purchase Interest is 1.000. Each variable has a cut-off value > 0.1 or equal to a VIF value < 5, which means that it does not violate the multicollinearity test.

Inner Model Analysis

The following is an inner model diagram showing the direction and strength of the relationship between latent variables in this study. This inner model forms the basis for testing hypotheses regarding the influence of consumer behavior on purchasing interest and purchasing decisions at Assalam Hypermarket.
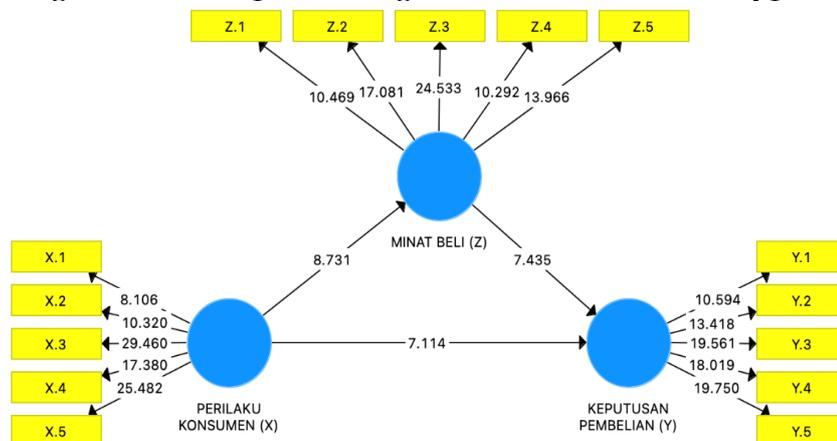

Figure 3. Inner Model

The inner model is used to test the influence between one latent variable and another latent variable. Inner model testing can be done with three analyses, namely measuring the R2 (R-square) value, Goodness of Fit (Gof), path coefficient, and specific indirect effect.

Model Goodness Test

Structural model evaluation is performed to show the relationship between manifest and latent variables of the main predictor, mediator, and outcome variables in a complex model. This model goodness test consists of two tests, namely R Square (R^2) and Q-Square (Q^2).

The R^2 or R-Square value shows the determination of the exogenous variable on its endogenous variable. The higher the R^2 value, the better the level of determination. R^2 values of 0.75, 0.50, and 0.25 can be interpreted as strong, moderate, and weak models, respectively (Ghozali, 2019). The following are the values of the coefficient of determination in this study.

Table 6. R-Square Values

Variable	R-Square
Purchase Interest (Z)	0,582
Purchase Decision (Y)	0,692

Source: Processed primary data, 2025.

Based on Table 6, R-Square is used to see the magnitude of the influence of Consumer Behavior variables on Purchase Interest, which is 0.582 or 58.2%, so it can be said that this relationship is moderate. The Consumer Behavior variable on Purchase Decision has a value of 0.692 or 69.2%, so it can be said that this relationship is moderate.

The next test is the Q-Square test. The Q^2 value in structural model testing is done by looking at the Q^2 value (Predictive relevance). The Q^2 value can be used to measure how well the observations produced by the model and its parameters are. A Q^2 value > 0 indicates that the model has predictive relevance, while a Q^2 value < 0 indicates that the model lacks predictive relevance. The following are the results of the Q-Square value calculation:

Table 7. Q-Square (Q^2) Analysis

Variable	Model	Value
Purchase Interest (Z)	Q^2 (=1-SSE/SSO)	0,058
Purchase Decision (Y)	Q^2 (=1-SSE/SSO)	**0,127**

Source: Processed primary data, 2025.

Table 7 shows the results of the Q-Square (Q^2) analysis to measure the predictive value of the model for each latent variable, namely Purchase Interest and Purchase Decision. The Q^2 value indicates how well the model is able to predict the observed data. The analysis results show that the Purchase Interest variable has a Q^2 value of 0.058, and the Purchase Decision variable has a Q^2 value of 0.127. Since all Q^2 values are above 0, it can be concluded that the model has good predictive power for each variable in this study.

Hypothesis Testing

To test the hypotheses in this study, we can use the path coefficient value table for direct effects and specific indirect effects for indirect (mediating) effects.

Path Coefficient Test

A p-value < 0.05 indicates a direct effect between variables, while a p-value > 0.05 indicates no direct effect between variables. In this study, the significance value used is a t-statistic of 1.96 (significant level = 5%). If the t-statistic value is > 1.96, there is a significant effect. Table 10 shows the path coefficient values from the test.

Table 8. Path Coefficient (Direct Effect)

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Consumer Behavior (X) -> Purchase Decision (Y)	H1	0,431	7,114	0,000	Positive Significant
Consumer Behavior (X) -> Purchase Interest (Z)	H2	0,763	8,731	0,000	Positive Significant
Purchase Interest (Z) -> Purchase Decision (Y)	H3	0,455	7,435	0,000	Positive Significant.

Source: Processed primary data, 2025

Based on Table 8, the following results were obtained:
1. The first hypothesis shows that Consumer Behavior has a positive and significant effect on Purchase Decisions. The table above shows a t-statistic value of 7.114 with an effect size of 0.431 and a p-value of 0.000. With a t-statistic value >1.96 and a p-value < 0.05, it can be concluded that hypothesis one is accepted, where there is a positive and significant effect between Consumer Behavior and Purchase Decisions.
2. The second hypothesis shows that Consumer Behavior has a positive and significant effect on Consumer Interest. The table above shows a t-statistic value of 8.731 with an effect size of 0.763 and a p-value of 0.000. With a t-statistic value >1.96 and a p-value < 0.05, it can be concluded that the second hypothesis is accepted, indicating a positive and significant influence between Consumer Behavior and Consumer Interest.
3. The third hypothesis shows that Purchase Interest has a positive and significant influence on Purchase Decisions. The table above shows a t-statistic value of 7.435 with an effect size of 0.455 and a p-value of 0.000. With a t-statistic value >1.96 and a p-value < 0.05, it can be concluded that hypothesis three is accepted, where there is a positive and significant effect between Consumer Interest and Purchase Decision.

Indirect Effect Test

If the P-Value is <0.05, then it is significant. This means that the mediator variable mediates the effect of an exogenous variable on an endogenous variable; in other words, the effect is indirect. If the P-Value is >0.05, then it is not significant. This means that the mediator variable does not mediate the effect of an exogenous variable

on an endogenous variable. In other words, the effect is direct (Juliandi, 2018). The following are the specific indirect model values.

Table 9. Indirect Effect Test

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Consumer Behavior (X) -> Purchase Interest (Z) -> Purchase Decision (Y)	H4	0,347	4,886	0,000	**Significant Positive**

Source: Processed primary data, 2025

Based on Table 9, the results show that:

The fourth hypothesis shows that Purchase Interest can mediate the relationship between Consumer Behavior and Purchase Decisions. Based on the table above, the t-statistic value is 4.886 and the p-value is 0.000. With a t-statistic value >1.96 and a p-value <0.05, it can be concluded that the fourth hypothesis is accepted, namely that Purchase Interest can mediate the relationship between Consumer Behavior and Purchase Decisions.

Discussion
The Influence of Consumer Behavior on Purchase Decisions

According to Kotler and Keller (2018), consumer behavior is the basis for understanding how individuals make purchasing decisions after going through the stages of information search, evaluation of alternatives, and purchasing. Positive consumer behavior towards a product or service reflects a good perception of quality, price, and shopping experience. When consumers have a satisfying experience, it increases the likelihood of a purchasing decision. In other words, purchasing decisions do not occur spontaneously but are influenced by previously established consumer behavior patterns.

Based on the path coefficient test results in this study, a t-statistic value of 7.114 was obtained, which is greater than 1.96 with an influence value of 0.431 and a p-value of 0.000 < 0.05. This means that, partially, consumer behavior has a positive and significant effect on purchasing decisions at Assalam Hypermarket. These findings are in line with the studies by Tjahjono et al (2021) and Ali (2019), which confirm that purchasing decisions are influenced by psychological, social, and situational factors that shape consumer behavior. The more positive consumer behavior is in responding to a product, the greater the chance that the product will be chosen for purchase.

The implication is that consumer behavior not only shows preferences but also becomes an indicator of the success of marketing strategies in influencing purchasing decisions. Consumers with positive shopping behavior tend to make decisions more quickly because they are confident about the value of the product being offered. This shows the importance for Assalam Hypermarket to continue to pay attention to factors that influence consumer behavior, such as product quality, service, shopping convenience, and promotional strategies, in order to increase the conversion of interest into actual purchasing decisions.

The Influence of Consumer Behavior on Purchase Interest

According to Kotler and Keller (2018), consumer behavior is a series of individual activities involved in the process of searching for, purchasing, using, evaluating, and disposing of products or services to meet needs. This behavior influences the formation of purchase interest because consumers tend to pay attention to their experiences, preferences, and beliefs about the quality and benefits of a product. When consumers have a positive perception of a product, it encourages stronger purchase interest.

Based on the path coefficient test results, a t-statistic value of 5.276 was obtained, which is greater than 1.96 with an influence value of 0.371 and a p-value of $0.000 < 0.05$. These results indicate that consumer behavior has a positive and significant effect on purchase interest at Assalam Hypermarket. This finding is consistent with research conducted by Pratama et al (2021) dan Huda et al (2023), which found that consumer behavior is closely related to purchasing interest, where the more positive consumer behavior towards a product, the higher their desire to purchase that product in the future.

The implication is that consumer behavior is a key factor that must be considered in marketing strategies to encourage purchase interest. This means that Assalam Hypermarket needs to continue to improve its understanding of consumer needs and preferences, improve service quality, and maintain consistent product quality in order to build a positive and sustainable experience. Thus, consumers will not only be satisfied with the products offered, but will also have a higher tendency to make purchases in the future.

The Influence of Purchase Interest on Purchasing Decisions

According to Kotler and Keller (2018), purchase interest is a psychological stage that arises before consumers actually make a purchase, where consumers show a desire and tendency to buy a product based on considerations of need, benefits, and previous experiences. High purchase interest is an indicator that consumers have confidence in the value of the product and are closer to making a purchase decision. Thus, purchase interest acts as a bridge between consumer perception and actual purchasing behavior.

Based on the path coefficient test results in this study, a t-statistic value of 9.109 was obtained, which is greater than 1.96 with an influence value of 0.553 and a p-value of $0.000 < 0.05$. This shows that purchase interest has a positive and significant effect on purchasing decisions at Assalam Hypermarket. This finding is in line with research conducted by Zulfikar and Fiana (2023) and Jacob et al (2018), which confirms that the higher the consumer's purchase interest in a product, the greater the likelihood that they will make an actual purchase.

The implication is that purchase interest can be used as an important indicator in developing marketing strategies. Assalam Hypermarket needs to ensure that factors that build purchase interest, such as product quality, competitive prices, attractive promotions, and good service, are always considered and improved. With the creation of strong purchase interest, consumer purchasing decisions can be more easily realized, thereby supporting increased sales and customer loyalty in a sustainable manner.

The Influence of Consumer Behavior on Purchasing Decisions Mediated by Purchase Interest

According to Kotler and Keller (2018), consumer behavior is a fundamental factor that influences the purchasing decision-making process. However, this behavior often does not directly result in a purchase, but rather through an intermediary in the form of purchase interest. Purchase interest serves as a bridge between consumer perceptions and attitudes and purchasing decisions, because at this stage consumers already have a stronger tendency to make a purchase after assessing the suitability of the product to their needs and preferences.

Based on the results of the mediation analysis in this study, it was found that consumer behavior has a positive and significant effect on purchasing decisions through purchase interest. This is evidenced by the significant path coefficient value, so it can be concluded that purchase interest is able to mediate the relationship between consumer behavior and purchasing decisions at Assalam Hypermarket. These results support previous studies conducted by Zulfikar and Fiana (2023) dan Huda et al (2023) which state that consumer behavior forms purchase interest first, and that purchase interest ultimately drives purchasing decisions.

These findings show that the role of purchase interest is very important as a psychological factor that strengthens the influence of consumer behavior on purchasing decisions. The practical implication is that Assalam Hypermarket needs to focus on building positive consumer behavior by improving product quality, service, and shopping experience. Thus, good consumer behavior can lead to stronger purchase interest, which ultimately increases purchasing decisions in a real and sustainable manner.

CONCLUSION

Based on the results and discussion, it can be concluded that based on the results of the research and discussion, several important points can be concluded. First, consumer behavior has a positive and significant influence on purchasing interest. This shows that the more positive consumer behavior is in interacting with products and shopping experiences, the greater their tendency to have purchasing interest. Second, consumer behavior has a positive and significant influence on purchasing decisions. This means that good behavior patterns, such as awareness of quality, price, and service, directly encourage consumers to make purchases at Assalam Hypermarket. Third, purchase interest has been proven to have a positive and significant influence on purchasing decisions. Purchase interest plays an important role in bridging consumer perceptions and experiences with actual purchasing actions. In fact, purchase interest has been proven to mediate the relationship between consumer behavior and purchasing decisions, thereby reinforcing the importance of purchase interest in the consumer decision-making process.

Overall, this study confirms that the success of modern retailers such as Assalam Hypermarket in increasing consumer purchasing decisions is highly dependent on efforts to understand consumer behavior while building strong purchase interest. Therefore, marketing strategies need to focus on improving product quality, service, shopping convenience, and relevant promotions in order to strengthen purchase interest while encouraging purchasing decisions.

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