Factors that Influence Consumer Purchase Intention: A Case Study of 99 Speedmart in Malaysia

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ARTICLE INFORMATION

ABSTRACT

99 Speedmart is recognized as a fast-growing chain of delectable mini-markets because of its intense focus on customer satisfaction, aggressive responsiveness, and marketing strategies. This study investigates the factors that influence the customer purchase intention at 99 Speedmart. We examine five key factors, namely perceived usefulness, perceived trust, perceived convenience, customer satisfaction, and customer loyalty, and how these five factors influence consumer purchase intention. Besides, we examine if perceived usefulness, trust, convenience influence customer satisfaction, and loyalty. We also intend to identify if customer satisfaction influences customer loyalty. A total of 150 respondents were collected, and data were analyzed using SPSS. The findings revealed that perceived usefulness and perceived convenience have a direct positive relationship with purchase intention. Besides, perceived usefulness, trust, and convenience positively influence customer satisfaction, while only perceived trust directly influences customer loyalty. Customer satisfaction was found to have a direct link to customer loyalty. This study provides new insights on the topic of consumers' purchase behavior.

Keywords: 99 Speedmart, Customer Loyalty, Customer Purchase Intention, Customer Satisfaction, Malaysia, Perceived Convenience, Perceived Trust, Perceived Usefulnes

INTRODUCTION

Consumer purchase intention refers to a customer's desire to buy a product or service (Agyapong, AfiJoel, & Kwateng, 2018). It is one of the primary inputs used by marketing managers to predict revenues better and determine how their decisions affect consumers' purchase behavior (Morwitz et al., 2014). Failure to detect client perceptions can lead to poor efforts in service delivery and can be attributed to failure in the total quality of service (Mmutle, 2017). Nowadays, people in metropolitan areas require various fast, convenient dining businesses due to a lack of time for meals. As a result, the number of people who patronize convenience stores has increased. Any convenience store that wants to enhance its performance must devote considerable resources to researching customer purchasing behaviors to understand more about what, where, when, and how much they spend. In general, an organization will emphasize the aspects of service and product quality to increase consumer purchase intention and ensure the company's success. Each company should try to maintain the quality of service to retain the customers by continuing to purchase the services or products of their company (Maladi, Nirwanto, & Firdiansjah, 2020). We can improve customer loyalty (Maisarah et al., 2020) and let consumers use our products again (Mahmud, & Wolok, 2020) if the organization offers services that satisfy consumers. Besides that, Ma and Yang (2018) state that consumers will be satisfied if the product's quality is good.

99 Speedmart is a renowned chain of convenience stores that dominate the contemporary Malaysian market. The minimarts are commonly referred to as 99 and were established in 1987 by Lee Thiam Wah. The group of outlets began initially as a single traditional sundry store in Klang, Selangor. It was later rebranded 99 Speed-mart in 2000 as it consistently grew into the largest mini-market retail in Malaysia. Rebranding the convenience store provided a significant boost to the structure and popularity of the business in Malaysia. Customers prefer the comfortable shopping experience and fresh interior as well as exterior setup and visibility of 99 Speedmart stores. The first global store of 99 Speedmart was launched in 2019 in Singapore, and this was the beginning of international expansion for the company. Currently, 99 Speed-mart has more than 1750 outlets, especially around the West Coast of the Malaysian peninsula and nearby regions.

The role of retail stores in society is essential since it satisfies the needs of consumers, producers, and other parties involved in the business chain. 99 Speedmart is among the leading retail stores in Malaysia that have offered customers a variety of products and services since 1987, when it was established. The store currently has over 300 branches owing to its influence and operations strategies that boost the consistency of consumers. Compared to several retail stores in Malaysia, 99Speedmart offers relatively cheaper products to consumers and a variety of products and an organized sales setup. Moreover, customers can easily access the strategically located minimarts close to residential areas and other appropriate places.

Notably, 99 Speedmart outlets equally experience periods of inconsistent or poor sales, among other challenges in influencing, convincing, and retaining the clients. Through an analysis of the internal and external environment of 99 Speedmart, we can come up with strategies to add value to the organization's existing systems.

Moreover, by exploring the customer purchase factors of 99 Speedmart, it provides recommendations and solutions to boost the influence and position of the organization within and beyond the Malaysian market.

The significance of understanding purchase intention for 99 Speedmart customers includes recommending methods of improving customer experience to the management to retain a competitive edge among similar retailers in the market. The will and commitment of customers can also be altered for positive gains if the factors influencing purchases are explained. Customers benefit by accessing improved shopping facilities and general experience in the retail outlets in the long run.

LITERATURE REVIEW

Purchase Intention

The consumer's purchase intention is a broad field of study. Purchase intention is indicated by the consumer's buying behavior (Martins, Costa, Oliveira, Gonçalves, & Branco, 2019). Ajzen (1991) proposed that an individual's intention to perform a given behavior is the main aspect of planned behavior theory. According to him, the goal of intention is to identify the motivational factors that can affect behavior. The intentions are indications of people's willingness to try and the effort they intend to put out to perform a specific behavior. Generally, planned behavior theory is linked to three variables: behavior, attitude, and perceived behavior control. According to Jusoh, Syakinah, and Syakinah (2013), customers are more likely to repurchase a product if several characteristics fulfill their needs. For instance, the product must be compatible with their religion, health, safety, and quality concerns. To summarise, purchase intention is a type of decision-making that investigates a consumer's motivation to purchase a particular brand (Shah et al., 2012). Purchase intention is a situation where a consumer intends to purchase a specific product in a particular condition.

Perceived Usefulness

Perceived usefulness can be defined as an individual's belief that using the system will make it easier to complete a task (Lim, Osman, Salahuddin, Romle, & Abdullah, 2016). Perceived usefulness is defined as the consumers' perceptions regarding the outcome of the experience (Monsuwe, Dellaert, & Ruyter, 2004). Several researchers (e.g., Nugroho (2009), Eze, Manyeki, Yaw, & Har, 2011; Chiu, Chang, & Cheng, 2008; Abdullah, Ward, & Ahmed, 2016; Aren, Guzel, Kabadayi, & Alpkan, 2013; Hamid, Razak, Bakar, & Abdullah (2017), proved that perceived usefulness influenced consumers purchase intention throughout the studies conducted. Besides, Salisbury, Rodney, Allison, & David (2001) concluded that perceived usefulness has a significant and positive impact on consumer purchase intention. Hence, it can be concluded that the higher the perceived usefulness, the higher the consumers' purchase intention. As such,
H1: Perceived usefulness is positively related to consumer purchase intention.

Perceived Trust

Trust is defined as the willingness to be vulnerable to the acts of another party based on the expectation that the other will act a particular action important to the trustor, regardless of the trustor's ability to monitor or control that other party (Büttner & Göritz, 2008). Perceived trust has four dimensions: ability, benevolence, integrity, and

predictability (Büttner & Göritz, 2008). In this context, the term "ability" refers to the trustee's competence to keep the promises made. In this case, it refers to the seller. Benevolence indicates that the trustee is interested in the well-being of the trustee, whereas the seller will try to provide the best service to its customer. In this case, the trustor is referred to as the customer. Integrity refers to the trustee's adherence to ideal principles, whereas predictability refers to a trustee's potential behavior. According to Pi, Liao, Liu, and Lee (2011), trust is essential in consumers' purchasing intentions. Gefen and Straub (2004) stated that trust could reduce social uncertainty during the product and service distribution process while at the same time increasing consumers' willingness to purchase from the seller. Trust has a positive relationship with the retention of consumers (Damia & Syafiqah, 2020). Trust was a positive predictor of consumer intention to make repeat purchases (Chiu, Huang, & Yen, 2010). We hypothesize:
H2: Perceived trust is positively related to consumer purchase intention.

Perceived Convenience
In marketing theory, the concept of convenience refers to the categorization of products. Convenient products are launched to minimize customers' time and effort while purchasing and owning a product (Yale & Venkatesh, 1986). It is viewed as a consumer resource rather than a service attribute: therefore, convenience is important in marketing (Farquhar & Rowley, 2009). It was proved that having simple access to complete product information facilitates a user's purchase decision (Akbar & James, 2014). Hence, it is hypothesized that:
H3: Perceived convenience is positively related to consumer purchase intention.

Customer Satisfaction
In simple terms, customer satisfaction is defined as the level of purchasing experience in a retail outlet when the customer's expected service level is met with the retailer outlet's actual service (Jeevananda, 2011). It is also known as the summary psychological state that occurs when the emotion of surrounding disconfirmed expectations is coupled with prior feelings regarding the customer experience (Sallaudin & Shamsudin, 2019). Customer satisfaction has a very positive relationship with consumer retention (Damia & Shafiqah, 2020). The higher the rate of consumer retention, the higher the purchase intention. As such,
H4: Customer satisfaction is positively related to consumer purchase intention.

Yo et al. (2021) reported that perceived ease of use and perceived convenience have a positive relationship with customer satisfaction. We also predict that perceived usefulness, trust, and convenience may positively influence customer satisfaction. We hypothesize:
H6: Perceived usefulness is positively related to customer satisfaction.
H7: Perceived trust is positively related to customer satisfaction.
H8: Perceived convenience is positively related to customer satisfaction.

Customer Loyalty
Gronholdt, Martensen, and Kristensen (2000) concluded that customer loyalty is a function of customer satisfaction, and the company's financial performance is affected by the customer's loyalty. One of the key factors influencing customer loyalty is customer satisfaction (Aktepe, Ersöz & Toklu, 2015; Kee et al., 2021; Wong & Zhou,

2006). In addition, Straker, Wrigley, and Rosemann (2015) also supported these views by stating that the outstanding positive experiences lead to affirmative behaviors in companies' and firms' activities making customers loyal to organizations' products and services. According to Cronin and Taylor (1992) and Tsoukatos and Rand (2006), customer loyalty is influenced by the service quality provided by the seller. This association has been ratified, and the study has demonstrated the importance of service quality in achieving customer satisfaction, which leads to customer loyalty (Kim, Park, & Jeong, 2004; Kuo, Wu, & Deng, 2009; Santouridis & Trivellas, 2010; Turel & Serenko, 2006). Research has revealed that trust between the customer and the service provider boosts a customer's loyalty towards a company, leading to repeat purchases (Sallaudin et al., 2019).
H5: Customer loyalty is positively related to consumer purchase intention.
We also predict that perceived usefulness, trust, and convenience may positively influence customer loyalty. As such, we hypothesize:
H9: Perceived usefulness is positively related to customer loyalty.
H10: Perceived trust is positively related to customer loyalty.
H11: Perceived convenience is positively related to customer loyalty.

Kee et al. (2021) reported that customer satisfaction might lead to brand loyalty. Based on this argument, we propose that customer satisfaction has a positive relationship with customer loyalty. As such:
H12: Customer satisfaction is positively related to customer loyalty.

Figure 1 below presents a research framework demonstrating the relationship between perceived usefulness, trust and convenience, customer satisfaction, customer loyalty, and consumer purchase intention.
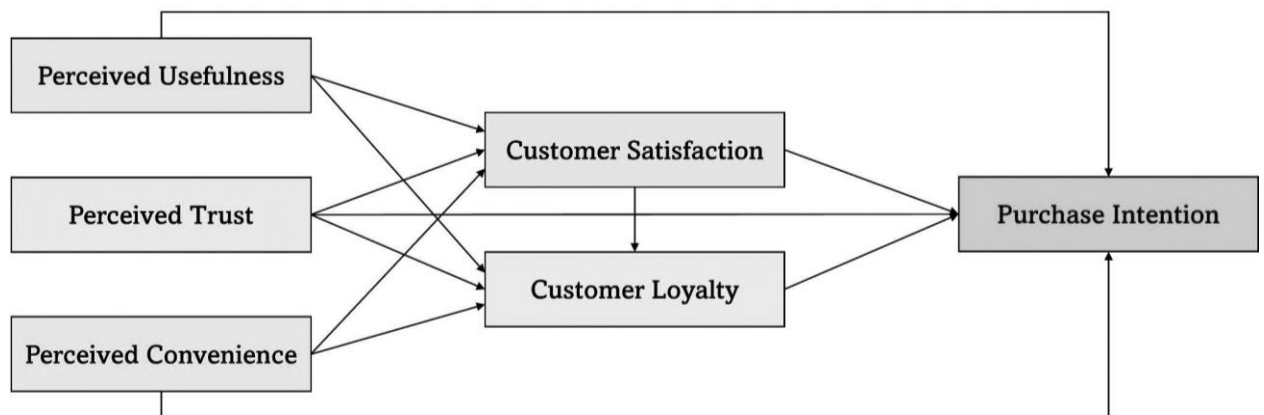
Figure 1. Research Framework

RESEARCH METHOD

We tested hypotheses using a sample of 150 respondents in Malaysia. Data collection was conducted by a structured questionnaire of Google Form distributed through WhatsApp and Facebook. The data analysis comprised six sections: respondent's

demographic, perceived usefulness, perceived trust, perceived convenience, customer satisfaction, and customer loyalty.

The google form contained two different parts of questions. The first part was the respondents' demographic profile and some questions related to consumers' buying behavior. The second part focused on the factors that will affect consumers' buying behavior.

There were four questions about gender, age, nationality, and employment status in the demographic profile. Then, the respondents were asked whether they had been to 99 Speedmart, its frequency, and whether they enjoyed the purchase experience.

In the second part, all questions were in Likert scale form. Seven scales ranged from 1 to 7, representing strongly disagree, disagree, slightly disagree, neutral, slightly agree, agree, and strongly agree. These Likert scales measure the six variables of perceived usefulness, trust, convenience, customer satisfaction, customer loyalty, and purchase intention. All variables except perceived usefulness have four questions, while other variables have three questions each. In this part, we will see how the dependent variable reacts with the independent variable. We will indicate the relationship between purchase intention with the other five variables. Each pair of variables form one hypothesis. Therefore, we had twelve hypotheses in our research: H1, H2, H3, H4, H5, H6, H7, H8, H9, H10, H11 and H12. Each hypothesis described the relationship between the dependent and independent variables. Finally, we determined whether each hypothesis is accepted or rejected based on the SPSS part.

RESULTS

Approximately four-fifths were Malaysian (88.67%). Table 1 presents a summary of the participants' profiles. Over half of the participants were female (52.67%) and 21-30 years old (55.33%). In addition, the respondents' employment status is 34.67% worked in the public or private sector, 12.67% were self-employed, and 47.33% were students. A total of 96% of respondents have purchased at 99 Speedmart. Of these, over half of the respondents visited 99 Speedmart 1-2 times (52.67%), 3-5 times (32.67%), and six times and above (11.33%) in a month. Lastly, 82% of respondents enjoy the shopping experience at 99 Speedmart. The reasons they like to visit 99 Speedmart consists of being close to the residential area (13.33%), product quality (14.00%), reasonable price (11.33%), fast delivery service (1.33%), customer service, and staff (13.33%), convenient (12.67%).

Table 1. Summary of Respondent's Demography (N=150)

	Frequency	Percentage (%)
Gender		
Female	79	52.67
Male	71	47.33
Age	40	26.67
Below 21 years old	83	55.33
21-30 years old	18	12.00

31-40 years old	9	6.00
Above 41 years old		
Nationality		
Chinese	11	7.33
Indian	2	1.33
Indonesian	1	0.67
Kuwaiti	3	2.00
Malaysian	133	88.67
Employment Status		
Public/Private	52	34.67
Self Employed	19	12.67
Student	71	47.33
Unemployed	8	5.33
Have you purchased at 99 Speedmart?		
No	6	4.00
Yes	144	96.00
How often do you visit 99 Speedmart in a month?		
1 - 2 times	79	52.67
3 - 5 times	49	32.67
6 times and above	17	11.33
None	5	3.33
Do you enjoy the shopping experience at 99 Speedmart?		
No	27	18.00
Yes	123	82.00
Provide a reason why do you like to visit 99 Speedmart ?		
Close to the residential area	20	13.33
Product Quality	21	14.00
Reasonable price	17	11.33
Fast delivery service	2	1.33
Customer service and staff	20	13.33
Convenient	19	12.67
Never visited	4	2.67
None	47	31.33

Table 2 contains descriptive statistics, Cronbach's coefficients alpha, and zero-order correlations of all study variables among the factors. Cronbach's alpha is a tool for determining internal reliability among numerous elements, and a value of Cronbach's alpha above 0.7 indicates an acceptable level of reliability. Purchase intention was

input as the dependent variable, while perceived usefulness, trust, convenience, customer satisfaction, and customer loyalty were included as independent variables. The six factors demonstrated adequate internal consistency reliability with coefficients alpha ranging from 0.70 to 0.90. The hypothesis was tested using regression analysis as it included a 7-point Likert scale ranging from 1 (Strongly Disagree) to 7 (Strongly Agree). As evident in Table 2, the means indicate that the majority response falls to an average rating between 5 (Slightly Agree) to 6 (Agree) for every variable according to the 7-point Likert scale, which ranges from 1 (Strongly Disagree) to 7 (Strongly Agree). The standard deviation is an indicator that measures the range between most of the answers. From Table 2, the standard deviation result is saturated far from the mean.

Table 2. Descriptive Statistics, Cronbach's Coefficients Alpha, and Zero-order Correlations of All Study Variables

Variables	1	2	3	4	5	6
1. Perceived Usefulness	**0.779**					
2. Perceived Trust	.599**	**0.796**				
3. Perceived Convenience	.534**	.674**	**0.704**			
4. Customer Satisfaction	.622**	.788**	.631**	**0.801**		
5. Customer Loyalty	.528**	.836**	.631**	.745**	**0.890**	
6. Purchase Intention	.592**	.685**	.604**	.630**	.698**	**0.823**
Mean	5.67	5.47	5.53	5.39	5.36	5.74
Standard Deviation	0.79	1.08	1.05	1.11	1.16	0.88
No. of Items	4	3	2	3	3	3

Note: N=150; *p < .05, **p < .01, ***p < .001. Diagonal entries indicate Cronbach's coefficient

DISCUSSION

Table 3. Summary of Regression Analysis

Variables	Purchase Intention	Customer Satisfaction	Customer Loyalty	Customer Loyalty
Perceived Usefulness	.231**	.206**	.019	
Perceived Trust	.126	.576***	.744***	
Perceived Convenience	.158*	.132*	.119	
Customer Satisfaction	.025			.745***
Customer Loyalty	.352**			
R²	0.580	0.665	0.707	0.554
F Value	39.816	96.748	117.370	184.110

Durbin-Watson Statistic	1.779	2.108	2.044	1.930

*Note: * p < 0.05; ** p < 0.01; *** p <0.001.*

The purchase intention represents the possibility that consumers will plan to purchase a certain product or service in the future. Table 3 indicates that purchase intention among consumers was statistically related to perceived usefulness, convenience, and customer loyalty with beta values of 0.231, 0.158, and 0.352. The relationship between perceived usefulness, perceived convenience, and customer loyalty was positively associated with consumer purchase intention. Hence, H1, H3, and H5 were all supported. The value of the coefficient of determination (r^2) is 0.58, which shows that 58% of the variation in the dependent variable would be affected by the independent variables. We discovered that customer loyalty has the highest beta value (0.352), followed by perceived usefulness (0.231) and perceived convenience (0.158). Perceived trust and customer satisfaction did not significantly influence customer purchase intention at 99 Speedmart in Malaysia. As a result, this result implies that H2 and H4 are not supported.

Satisfaction is the fulfilment response of consumers, and it is a determination that a good or service itself provides a pleasurable level of consumption-related fulfilment. Nonetheless, our findings suggest that customer satisfaction was significantly related to perceived usefulness, trust, and convenience. The relationship between perceived usefulness, perceived trust, and perceived convenience was positively correlated with customer satisfaction, with beta values of 0.206, 0.576, and 0.132, respectively. As an outcome, all of H6, H7, and H8 were accepted. The coefficient of determination (r^2) is 0.665, indicating that the independent variables account for 66.5% of the variation in the dependent variable.

Over the last decade, researchers have paid close attention to the concept of trust, particularly in organizational theory and marketing (Garbarino & Johnson, 2009). This principle can be examined at various levels of social engagement, including interpersonal, intergroup, and inter-organizational interactions. Our findings indicate that customer loyalty positively correlates with perceived trust but has no relation to perceived usefulness and convenience. The relationship between perceived trust was strong positive relationship with customer loyalty with beta values of 0.744. Consequently, H10 was accepted. The value of the coefficient of determination (r^2) is 0.707, indicating that the independent variables account for 70.7% of the variation in the dependent variable (customer loyalty) and would be affected by the independent variables (perceived trust). According to the findings, perceived usefulness and perceived convenience have not influenced customer loyalty to 99 Speedmart in Malaysia. As a result, this result implies that H9 and H11 are not accepted.

Brand loyalty is generated when consumers are strongly attached to a specific brand, as is customary. Loyal customers have a positive attitude toward the company, purchase from it regularly, and recommend it to others (Levy & Hino, 2016). The study's result also illustrates that there is a strong positive relationship between customer satisfaction and customer loyalty. Since the beta value for customer satisfaction towards customer loyalty was 0.745, H12 was supported. The coefficient

of determination (r^2) is 0.554, showing that the independent variables would affect 55.4% of the variation in the dependent variable.

CONCLUSION

In conclusion, we found that perceived usefulness, convenience, and customer loyalty are critical determinants of purchase intention at 99 Speedmart. Besides, the data analysis identified that perceived usefulness, trust, and convenience are crucial to customer satisfaction while perceived trust and customer satisfaction are significant to customer loyalty. According to our findings, most customers are eager to purchase and have loyalty to the store based on their shopping experience and shopping environment because both factors are the major contributors to enhancing customer trust and satisfaction towards 99 Speedmart. This study provides significant insight to 99 Speedmart on improving their company and becoming a famous chain of convenience stores in which it is taking the lead in the Malaysia modern market. Nevertheless, there are limitations to the study. Due to the pandemic Covid-19, the questionnaire was conducted online using Google Form. It was challenging to get more responses as many participants were not interested in responding to an online survey. Therefore, it is recommended that the study incorporate another variable, such as customer loyalty, for future research.

DECLARATION OF CONFLICTING INTERESTS
We declare no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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