



The Influence of Membership Programs and Application Ease of Use on Consumer Purchasing Decisions in Modern Retail

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ABSTRACT

This study aims to analyze the influence of membership programs and application ease of use on consumer purchasing decisions in modern retail. The subjects of this study were consumers using the membership application at Indomaret in Tangerang. A quantitative approach was employed using purposive sampling with 100 respondents. Data were analyzed using Partial Least Squares (PLS) with SmartPLS version 4.1.1.8. The results indicate that, partially, the membership program does not have a significant effect on consumer purchasing decisions, while application ease of use has a positive and significant effect. These findings indicate that although membership provides various benefits, consumers may consider other factors such as price, needs, store location, product quality, and direct promotions when making purchases. Meanwhile, an application that is easy to learn, understand, operate, flexible, and practical can facilitate the purchasing process and support consumer purchasing decisions.

INTRODUCTION

Economic and technological developments in the digital era have brought rapid changes to the retail industry. Consumers are increasingly offered membership programs, either in the form of membership cards or digital membership applications. These programs provide various benefits, such as discounts, point accumulation, special offers, and other advantages. For companies, membership also serves as a means of building and maintaining long-term relationships with customers while encouraging loyalty and purchasing decisions.

The development of internet infrastructure and the use of digital technology have also changed consumer behavior. Based on a report cited in the study, e-retail and marketplace transactions in the third quarter of 2025 grew by 6.19% quarter-on-quarter, while the information and communication sector grew by 9.65% year-on-year (Khaerunnisa, 2025). This condition demonstrates the increasingly important role of digital technology in trading activities and the fulfillment of daily needs.

Indomaret is a relevant object in this context because it is a retail network widely used by the public to meet daily needs and has adopted a membership application. Through the application, consumers can obtain product information, promotions, points, and various services more quickly and practically. The optimal use of digital technology is expected to improve company competitiveness while responding to changes in consumer preferences (Indrawati, 2026).

In addition to membership programs, application ease of use is an important factor. A user-friendly application can help consumers access information, browse products, make purchases, and complete transactions more efficiently (Fathimah Febrianah, 2022). Within the Technology Acceptance Model, perceived ease of use and perceived usefulness are important factors in technology acceptance (Pratama, 2022). An application with a simple interface, clear navigation, and easy-to-operate features can create a more comfortable user experience.

Previous findings concerning these two variables remain mixed. Utomo and Indriani (2024) and Nailul et al. (2022) found that membership had an influence on purchasing behavior, whereas Satriawan and Purwo (2026) showed that loyalty-related promotional programs do not always directly encourage purchasing decisions. Meanwhile, Dimas et al. (2023) and Pautina et al. (2022) found that application ease of use influenced purchasing decisions, while Mita et al. (2021) and Pramardini et al. (2024) reported different results.

These differences in previous findings provide the basis for examining consumers who use the Indomaret membership program in Tangerang. This study tests membership program and application ease of use as independent variables and purchasing decision as the dependent variable. Based on this research framework, the proposed hypotheses are: H1, the membership program has a significant effect on purchasing decisions; and H2, application ease of use has a significant effect on purchasing decisions.

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Membership Program

A membership program is a marketing strategy used by companies to build and maintain strong customer relationships by providing additional value and benefits. The program may help companies retain existing customers, strengthen customer attachment, and encourage repeat purchasing. In retail, membership can be implemented through physical member cards or digital membership accounts and applications. The benefits commonly associated with membership include discounts, reward points, exclusive promotions, and access to special services. In the customer relationship management perspective described in the thesis, membership is positioned as part of a long-term relationship strategy that seeks to increase customer retention and loyalty (Hindarwati et al., 2023; Anggraeni & Rivai, 2025).

Membership benefits can be financial and non-financial. Financial benefits include discounts, reward points, cashback, and exclusive promotions, while non-financial benefits may include exclusive services, priority treatment, and additional facilities. Stanković and Đukić (2024) emphasize the role of financial rewards in creating additional customer value and supporting loyalty, while Zikri and Andarini (2024) discuss non-financial benefits as added value that can improve the customer experience. These benefits provide a theoretical basis for expecting membership programs to influence purchasing decisions, although the magnitude of the effect may depend on how consumers perceive and use the benefits.

Application Ease of Use

Application ease of use refers to the extent to which consumers can understand, operate, and utilize application features without substantial difficulty. In the thesis, ease of use is associated with a simple interface, understandable features, clear navigation, flexible access, and efficient completion of activities. Technology Acceptance Model (TAM) provides a relevant theoretical foundation because perceived ease of use is one of the main constructs used to explain users' acceptance of information technology (Pratama, 2022). An application that is easy to learn and operate can reduce the time and effort required by users and create a more positive experience.

The ease-of-use dimension in this study is reflected in indicators related to learning the application quickly, understanding and operating its menus, flexibility in use, and efficiency in completing activities. Prior empirical studies have reported that ease of use can support purchasing decisions in digital commerce contexts (Dewi & Yulianthini, 2024; Dimas et al., 2023; Pautina et al., 2022). However, other studies have reported that ease of use does not always become a significant determinant when consumers consider other factors such as price, product quality, or previous experience (Mita et al., 2021; Pramardini et al., 2024).

Purchasing Decision

A purchasing decision is the outcome of a consumer decision-making process in selecting and purchasing a product or service to fulfill needs and wants. The process involves recognizing a need, searching for information, evaluating alternatives, making the purchase decision, and considering the post-purchase experience. In this process, consumers may consider factors such as product or brand characteristics, price, location, quantity, purchase timing, transaction method, perceived benefits, and previous experience (Fauzi, 2021; Nurfadhilah et al., 2021).

Relationship Between Membership Program and Purchasing Decision

Membership programs are theoretically expected to influence purchasing decisions because the benefits offered can increase perceived value and provide incentives for consumers to choose or repurchase from the same retailer. Previous studies cited in the thesis found significant relationships between membership and purchasing-related outcomes (Nailul et al., 2022; Utomo & Indriani, 2024; Ardiansyah et al., 2026). Therefore, the first hypothesis is formulated as follows:

H1: Membership programs have a significant effect on consumer purchasing decisions.

Relationship Between Application Ease of Use and Purchasing Decision

An application that is easy to learn, understand, operate, flexible, and efficient can reduce the effort required during information search and transactions. This convenience can improve the consumer experience and support the decision to purchase. The thesis cites empirical evidence that application ease of use can significantly influence purchasing decisions (Dewi & Yulianthini, 2024; Dimas et al., 2023; Pautina et al., 2022). Accordingly, the second hypothesis is formulated as follows:

H2: Application ease of use has a significant effect on consumer purchasing decisions.

Conceptual Framework

Based on the literature review and previous empirical findings, this study proposes a framework in which membership program (X1) and application ease of use (X2) are independent variables that are expected to influence purchasing decision (Y). The framework is presented below.

Table 1. Conceptual Framework

Membership Program (X1)	→	Purchasing Decision (Y)
Application Ease of Use (X2)	→	Purchasing Decision (Y)

METHODS

This study employed a quantitative approach and was conducted at an Indomaret outlet located in Ruko Modern Walk, Tangerang City, Banten. The research object was selected because it is relevant to the phenomena of membership programs, application use, and consumer purchasing decisions.

The study population consisted of 242 consumers based on the average quantity at the research location. Non-probability sampling with a purposive sampling technique was used. The respondent criteria were Indomaret retail customers who used the membership program and were within the productive age range of 15–54 years. Based on the calculation used in the thesis, the sample consisted of 100 respondents.

Primary data were collected through an online questionnaire distributed using Google Forms. The instrument used a five-point Likert scale ranging from strongly disagree to strongly agree. The membership program variable consisted of four indicators, application ease of use consisted of four indicators, and purchasing decision consisted of five indicators.

Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.1.1.8. The analysis included descriptive statistics, outer model evaluation through convergent and discriminant validity and reliability testing, followed by inner model evaluation through R-square and hypothesis testing using bootstrapping. A hypothesis was considered supported when the t-statistic was > 1.96 and the p-value was < 0.05 at the 5% significance level.

RESULTS

Table 2. Characteristics of Respondents

Characteristic	Category	n	%
Gender	Male	52	52%
	Female	48	48%
Age	17–25 years	57	57%
	26–35 years	25	25%
	36–45 years	8	8%
	45 years	10	10%
Occupation	Student/College student	45	45%
	Private employee	41	41%
	Civil servant	7	7%
	Entrepreneur	7	7%
Application use	< 6 months	29	29%
	6 months–1 year	39	39%
	1–2 years	15	15%
	> 2 years	17	17%

The respondent composition shows relatively balanced participation by gender. Most respondents were 17–25 years old, followed by the 26–35 year group. Students/college students and private employees formed the largest occupational groups. The largest proportion of respondents had used the membership application for 6 months to 1 year.

Table 3. Convergent Validity Results

Construct	Indicator	Outer Loading
Program Membership	X1.1	0.724
	X1.2	0.933
	X1.3	0.873
	X1.4	0.932
Application Ease of Use	X2.1	0.891
	X2.2	0.883
	X2.3	0.883
	X2.4	0.827
Purchasing Decision	Y.1	0.735
	Y.2	0.839
	Y.3	0.726
	Y.4	0.817
	Y.5	0.817

All 13 indicators have outer loading values above 0.70. The results therefore indicate that the indicators adequately represent their respective constructs. The Average Variance Extracted (AVE) values were 0.759 for program membership, 0.765 for application ease of use, and 0.621 for purchasing decision, all above the 0.50 criterion.

Table 4. Discriminant Validity and Reliability

Construct	AVE	Cronbach's Alpha	Composite Reliability
Program Membership	0.759	0.890	0.922
Application Ease of Use	0.765	0.895	0.911
Purchasing Decision	0.621	0.847	0.852

The cross-loading results show that each indicator has its highest loading on the construct it is intended to measure. The Fornell-Larcker criterion also indicates that the diagonal values are higher than the correlations with other constructs: 0.871 for application ease of use, 0.788 for purchasing decision, and 0.869 for program membership. All Cronbach's alpha and composite reliability values exceed 0.70, indicating acceptable internal consistency.

Table 5. Inner Model and Hypothesis Testing

Relationship	Path Coefficient	t-statistic	p-value	Decision
Program Membership → Purchasing Decision	—	0.389	0.697	Not significant
Application Ease of Use →	—	4.220	0.000	Significant positive

Relationship	Path Coefficient	t-statistic	p-value	Decision
Purchasing Decision				

The R-square value for purchasing decision is 0.302, with an adjusted R-square of 0.288. Based on the categorization used in the study, the value represents a moderate level. The model fit indicators reported in the thesis are SRMR = 0.075 and NFI = 0.818.

DISCUSSION

The first hypothesis is not supported. The results indicate that the membership program does not significantly determine purchasing decisions among the respondents. This finding suggests that membership benefits such as points, cashback, promotions, and other advantages are not necessarily the primary considerations when consumers decide to purchase. Consumers may place greater consideration on price, actual needs, store location, product quality, or direct promotions. In this context, membership may function more strongly as a customer-retention mechanism than as a direct determinant of an individual purchase decision.

This finding differs from Utomo and Indriani (2024), Nailul et al. (2022), and Ardhiyansyah et al. (2026), which reported significant relationships involving membership and purchasing behavior. The difference indicates that the effect of membership may depend on the characteristics of the consumers, the benefits perceived, and the context in which the purchase decision is made. The result is also consistent with the possibility described by Satriawan and Purwo (2026) that promotional or loyalty-program benefits do not automatically lead to purchasing decisions when other aspects of the customer experience are more salient.

The second hypothesis is supported. Application ease of use has a positive influence on purchasing decisions. A simple interface, understandable menus, flexible access, and practical transaction processes can reduce the time and effort required by consumers. The descriptive responses in the thesis also show generally positive perceptions regarding the ease of learning the application, operating its menus, using it according to needs, and completing purchases more practically.

This result is consistent with Dewi and Yulianthini (2024), Dimas et al. (2023), Pautina et al. (2022), and Saqdiyah and Patrikha (2023), who found that ease of use can support purchasing decisions. The finding also aligns with the Technology Acceptance Model, which places perceived ease of use as an important factor in technology acceptance (Pratama, 2022). Thus, in the context of the studied Indomaret consumers, the usability of the digital application appears more directly related to purchasing decisions than the membership program itself.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results, program membership does not have a significant partial effect on consumer purchasing decisions in the studied modern retail context. In contrast, application ease of use has a positive and significant partial effect on consumer purchasing decisions.

For practical implementation, Indomaret Modern Walk is encouraged to improve education and socialization concerning the available membership program, including its benefits, usage mechanism, point accumulation, and other advantages. Increasing consumer understanding may strengthen the utilization of the program and support repeat purchasing. For future researchers, broader populations and additional factors that may have stronger relationships with purchasing decisions can be considered so that the findings become more generalizable.

FURTHER STUDY

The study is limited to 100 respondents from the selected Indomaret location and focuses on two independent variables. Future studies may broaden the research area, increase the number and diversity of respondents, and examine other factors that may influence purchasing decisions. Future researchers may also refine the indicators used for the independent variables.

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