CHAPTER II

COMPANY OVERVIEW OF PT INDOMARCO PRISMATAMA

2.1 Company Overview of PT. Indomarco Prismatama

In 1988, an outlet was officially formed as the supplier to the Salim Group, under the company name Indomarco Prismatama, later known as Indomaret, in terms of effectiveness and efficiency in fulfilling daily human needs. Aligning with modernization and the findings of the consumer behavior study, people tend to be satisfied and choose the modern market as the place to go for shopping because of its product quality, certainty of price, and comfortable ambience.

At the beginning of outlet development, Indomaret chose the regency area due to consumer needs, with an average outlet scale of 200 m2, filled with daily products. As the economy and population increased, Indomarco Prismatama began its expansion into other products. With the knowledge and insight from the customer, Indomarco Prismatama has committed to being a national asset for Indonesia in the international competitive retail outlet.

Indomaret is the pioneer of the retail market franchise in Indonesia since 1997. The first outlet of Indomaret was established in Ancol, North Jakarta, in 1988, according to the official website of Indomaret. Until November 2024, the outlet development of Indomaret is more than 22.800 across 32 provinces in Indonesia, except West Sumatra and some provinces in Papua. However, 60% outlets of

Indomaret are owned by the company, and the remaining are public, cooperatives, and firms. Besides Indomaret, this company owns another business line, which includes Indogrosir, Yummy Choice, Washoku Sato, Klik Indomaret, etc.

PT Indomarco Prismatama stated that the service quality is the essential factor for competing in retail competition, besides doing innovation and developing sophisticated technology. Indomaret also implements the standardization of services in all outlets, which is divided into two criteria: direct services and indirect services.

According to Pradipta (2024), direct services, including the attitude and activities of each Indomaret staff member toward the customers, so that the customers feel happy. The direct services are:

- Smiles and greetings toward the customers

- Giving help with the customer's shop belongings

- Explaining information about promotion, new products, and the products' shelf

- Saying "thank you, see you next time"

On the other hand, indirect services are the quality control of the products and the facilities maintenance, which creates a happy feeling in the customers. The indirect services are:

- The store's condition (lighting and cleanliness)

- Product availability and completeness

- Large parking area, etc.

Based on the direct and indirect services in the retail sector, it can be concluded that PT Indomarco Prismatama standardizes customer experience and service quality for all Indomaret outlets in Indonesia.

2.2 Vision and Mission of the Company

2.2.1 Vision of PT Indomarco Prismatama

A vision is a long-term outlook on aspirations, values, objectives, or the course that the business will take. "Becoming a national asset in the form of a franchise retail network that excels in global competition" is the idea that PT Indomarco Prismatama carried with it when it built Indomaret.

Indomaret's vision can be understood as the company's aspirations and endeavours to create retail that is not just a business but also a national asset due to its ability to significantly contribute to the development of the nation's economy. This is in line with the fact that from 17,681 Indomaret outlets in Indonesia, more than 121,000 of the Indonesia citizens earn a living as a workers in this company. (Rizky, 2020). Indomaret not only competes with local companies but also with other retail companies in Indonesia.

2.2.2 Mission of PT Indomarco Prismatama

The company's actions or endeavours to achieve the predefined visions are identified as the mission. In order to guarantee the vision, the mission is typically expressed as direct actions that members of the organization can perform. "Improving

the best quality of service so that customer satisfaction is a top priority can be fulfilled" is the stated mission of Indomaret.

2.3 The Company Culture of PT Indomarco Prismatama

The work culture implied by Indomaret is:

1. Honesty

2. Truth

3. Fairness

4. Teamwork

5. Innovate

6. Customer Satisfaction

2.4 The Logo of Indomaret

A logo is known as the visual representation of a brand that is consistently linked to a specific company or organization as its identity.

Figure 2.1 The Logo of Indomaret

Source: indomaret.co.id (2025)

The curved rectangle shape of Indomaret's logo above represents the infinite dynamic flexibility built into the company's workplace. The "O" font in the middle of the Indomaret words has three circles, which means the identity of companies owned by the Salim Group is similar to that of other companies, such as Indomobil and Superindo. Based on the colour, the logo of Indomaret consists of three colours. The red colour symbolizes courage and passion, the blue colour represents intelligence and self-confidence, and the yellow colour means stability. The meanings of this logo that Indomaret uses as a reference to run its business, so that it can become a successful company.

2.5   Overview of Indomaret Banjarsari Raya

In 2012, Indomaret Banjarsari Raya was established with an outlet area of 14 x 19 m2. The address of Indomaret Banjarsari Raya is Jl. Banjarsari No. 26, Tembalang, Semarang. The location of Indomaret Banjarsari Raya is 1.7 km from Diponegoro University and can be reached within 5 minutes. According to the data of BPS Kota Semarang in 2025, the population in Tembalang is expected to be around 194.431 people. Thus, the area of Tembalang is one of the potential areas for the retail market. In Tembalang, there is overlapping between the coverage area of one minimarket outlet and the coverage area of another minimarket outlet, due to the distance between one minimarket outlet and another minimarket outlet is very close. (Pradipta, 2024).

According to the terms of the Indomaret franchise agreement, PT Indomarco Prismatama is responsible for organizing, implementing, and overseeing store renovations in compliance with the interior and external design standards of Indomaret stores. This entails assessing and suggesting whether the retail site is feasible. PT Indomarco Prismatama is also obliged to procure and install all store equipment according to Indomaret store standards, thus increasing the worth of the customer experience of Indomaret Banjarsari Raya is the authority of PT Indomarco Prismatama.
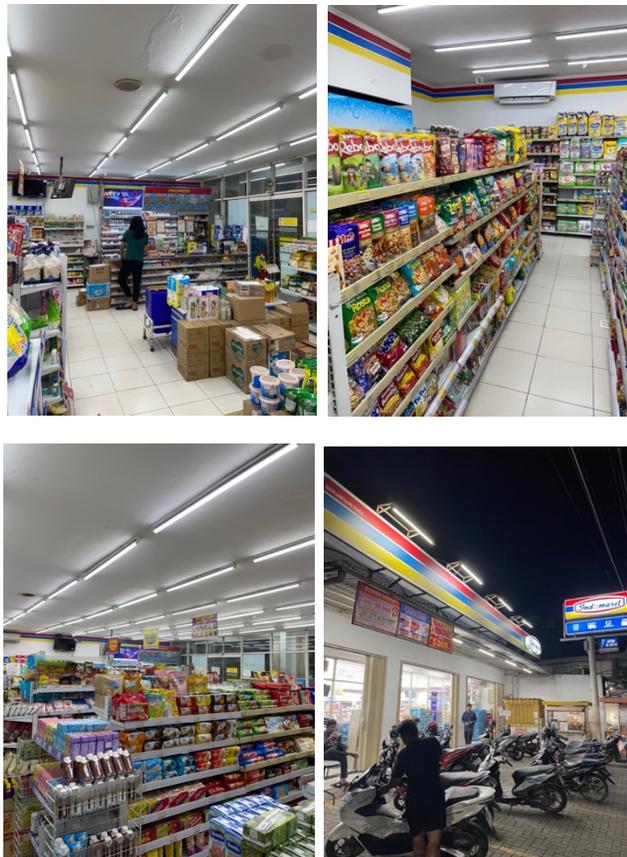

Figure 2.2 The Ambience of Indomaret Banjarsari Raya

Source: Primary Data (2025)

Managers of Indomaret Banjarsari Raya must adhere to the franchise agreements and practical operational requirements established by PT Indomarco Prismatama when conducting store operations. The Indomaret Banjarsari Raya manager has the power to hire staff members who manage store operations in compliance with the standards established by PT Indomarco Prismatama and to pay staff members' compensation. PT Indomarco Prismatama is permitted to assign its staff to Indomaret stores as store heads and shift leaders to uphold the standards of service provided by these establishments. Additionally, PT Indomarco Prismatama is required to gather personnel credentials, provide training, and establish pay scales for workers at Indomaret outlets. Also, PT Indomarco Prismatama has more authority and access in improving the service quality of Indomaret Banjarsari Raya rather than the manager of Indomaret Banjarsari Raya itself.

2.6 Organizational Structure of Indomaret Banjarsari Raya

According to Pradipta, (2024) Indomaret Banjarsari Raya has 12 employees that consist of 1 head store, 1 head store assistant, 2 merchandisers (MD), 4 cashiers, and 4 sales.
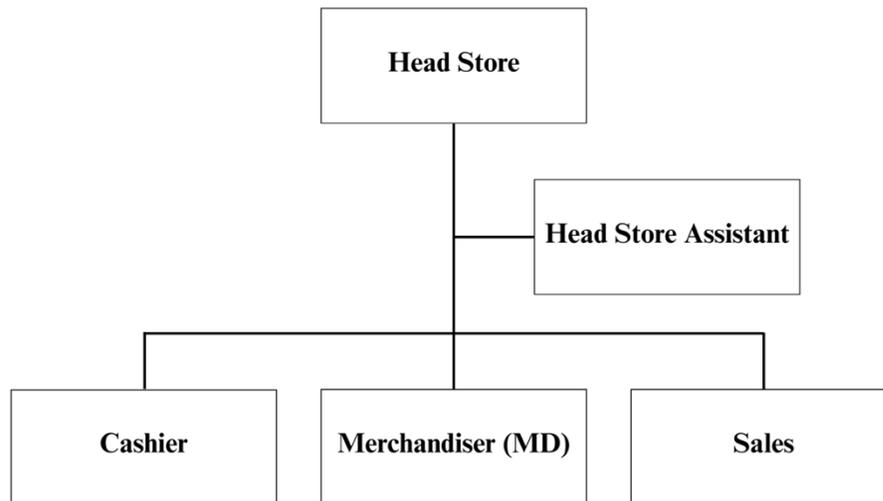
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┌─────────────────┐
│   Head Store    │
└─────────────────┘
         │
         │        ┌──────────────────────┐
         ├────────│  Head Store Assistant │
         │        └──────────────────────┘
    ┌────┴──────────────────┐
    │                       │
┌─────────┐  ┌──────────────────┐  ┌─────────┐
│ Cashier │  │ Merchandiser (MD)│  │  Sales  │
└─────────┘  └──────────────────┘  └─────────┘
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Figure 2.3 Organizational Structure of Indomaret Banjarsari Raya

Source: Practice Guidelines of Indonmaret Stores (2025)

The working hour system in Indomaret Banjarsari Raya implements three shifts: 7:00 am to 3:00 pm, 3:00 pm to 11:00 pm, and 11:00 pm to 7:00 am. Indomaret Banjarsari Raya's operational hours are 24 hours every day, so they are divided into three shifts of working hours. Every shift is 8 hours per day in alignment with the Indonesian employment policy. The responsibilities of each position are:

1. The head store is responsible for all store operations and company work programs by utilizing all resources, facilities, and infrastructure in the store. It is responsible for store performance (working achievement). The head store is encouraged to communicate and consult with the area supervisor in charge of the store area.

2. The head store assistant is responsible for helping the head store with the same tasks as the head store.

3. The merchandiser (MD) is responsible for the process of handling goods from ordering, receiving, listing, stock-taking, and sales and returns.

4. The cashier is responsible for providing the customers, especially in payment transactions.

5. The salespeople are responsible for serving customers and contributing to the cleanliness and proper placement of products in the store.

2.7   The Process of Data Collection

Data collection was conducted from May 13, 2025, to May 27, 2025, using the accidental sampling technique, direct observation, and a survey of all Indomaret Banjarsari Raya customers. Three of the 103 collected data points were excluded because they did not meet the respondents' criteria. The 100 data points that fit the respondents' criteria were processed using SmartPLS. Thus, the data used in this study were 100 respondents' data.

2.8   Identity of Respondents

2.8.1 The Respondents' Identity Based on Gender

Gender is a physiological and anatomical attribute or physical form that can distinguish between men and women. The purpose of collecting respondents' data

based on gender in this study is to determine the number of comparisons between men and women who have visited Indomaret Banjarsari Raya. The following is data on the number of respondents who visit Indomaret Banjari Raya grouped by the gender of the respondent:

Table 2.1 Respondents' Gender

Gender	Frequency (People)	Percentage (%)
Man	51	51
Woman	49	49
Total	**100**	**100**

Source: Processed primary data by the author, 2025

Based on Table 2.1, it can be seen that the number of women respondents who visited Indomaret Banjarsari Raya was 49 people (4,9%), and the number of men respondents who visited Indomaret Banjarsari Raya was 51 people (5,1%). The distribution indicates a relatively balanced representation between man and woman participants. This balance enhances the credibility of the research by minimizing gender bias and ensuring that the data reflect diverse perspectives.

2.8.2 The Respondents' Identity Based on Age

Age is the period of life since the birth of a person, which is indicated in the form of numbers or years. Respondent age data is needed to determine the age distribution of Indomaret Banjarsari Raya visitors, and the minimum age of respondents used in this study is 17 years. The following is data on the number of respondents who visit Indomaret Banjarsari Raya grouped by the age range of respondents:

Table 2.2 Respondents' Age

Age	Frequency (People)	Percentage (%)
17 – 25	99	99
26 – 34	1	1
37 – 45	0	
≥46	0	
Total	**100**	**100**

Source: Processed primary data by the author, 2025

Based on Table 2.2, it can be seen that the majority of visitors to Indomaret Banjarsari Raya are in the age range of 17 – 25, which suggests that the respondent population is predominantly composed of individuals in the early stages of adulthood. On the other hand, the limited representation from older age categories may indicate a lower level of relevance of the research topic to those groups or could be attributed to sampling limitations arising from the research context or methodology.

2.8.3 The Respondents' Identity Based on Domicile or Address

Domicile can be assessed by examining someone's daily activities and measuring their monthly expenses. The domicile data on respondents is needed to know the distribution of Indomaret Banjarsari Raya visitors' domiciles. In this study, the domicile is to ensure that Indomaret Banjarsari Raya visitors come from different areas. The following is data on the number of respondents who visit Indomaret Banjarsari Raya grouped by the domicile:

Table 2.3 Respondents' Domicile

Domicile	Frequency (People)	Percentage (%)
Banyumanik	25	25
Candisari	1	1
Gajahmungkur	1	1
Ngaliyan	1	1
Pedurungan	1	1
Semarang Selatan	2	2
Semarang Timur	5	5
Semarang Tengah	1	1
Semarang Utara	1	1
Tembalang	62	62
Total	**100**	**100**

Source: Procseed primary data by the author, 2025

Based on Table 2.3, the data reveal a notable concentration of participants residing in a particular sub-district, suggesting that the research setting or the topic's relevance is particularly relevant to that specific area. This geographic concentration may influence the generalizability of the findings, as responses may be shaped by localised experiences, infrastructure, or socio-economic conditions. The inclusion of respondents from several other districts, although in limited quantities, enriches the regional context and deepens the data, while still emphasizing the significance of the primary area in the study.

2.8.4 The Respondents' Identity Based on Education Level

Education level can be an assessment of someone's behavior, either directly or indirectly. The education level data on respondents is needed to know the distribution of Indomaret Banjarsari Raya visitors' educational background. In this study, the

education level is the latest title that visitors obtained in their whole life. The following is data on the number of respondents who visit Indomaret Banjarsari Raya grouped by the latest educational level:

Table 2.4 Respondents' Educational Level

Education Level	Frequency (People)	Percentage (%)
Highschool Graduation	46	46
Bachelor's Degree	51	51
Master Degree	3	3
Total	**100**	**100**

Source: Processed primary data by the author, 2025

Based on Table 2.4, the composition suggests that the participants primarily consist of individuals with secondary and undergraduate education, indicating a respondent pool with a relatively accessible level of formal education. This educational profile may contribute to the respondents' ability to comprehend and engage with the research instruments, such as questionnaires or surveys. Moreover, the limited educational diversity can provide various viewpoints; however, the predominance of specific levels may influence the interpretation of the findings in relation to overall academic achievement.

2.8.5 The Respondents' Identity Based on Occupation

Occupational background can provide an overview of someone's activities or daily life, and it is necessary to know the distribution of occupational backgrounds of Indomaret Banjarsari Raya. Surely, the visitors of Indomaret Banjarsari Raya have diverse occupational backgrounds. The following is data on the number of

respondents who visit Indomaret Banjarsari Raya grouped by the occupational background of the respondents:

Table 2.5 Respondents' Occupation

Occupation	Frequency (People)	Percentage (%)
Students	68	68
Employee	12	12
Unemployment	16	16
Entrepreneur	3	3
Contract Employee	1	1
Total	**100**	**100**

Source: Processed primary data by the author, 2025

Based on Table 2.5, the majority of the occupational background of the Indomaret Banjarsari Raya visitors in this study is students, accounting for a total of 6.8%. On the other hand, the lowest occupational background in this study is that of a contract employee, with a total of one person (0.1%). The unemployment category includes a fresh graduate who has not been working or seeking a job. This study's finding is that 16% of respondents who have not been working yet have visited Indomaret Banjarsari Raya. This composition may influence the perspectives captured in the study, particularly in terms of economic activity, time availability, and consumption behavior. The presence of respondents from diverse occupational backgrounds, although unevenly distributed, contributes to a more comprehensive understanding of the subject matter.

2.8.6 The Respondents' Identity Based on Monthly Income

The identity of respondents, based on their monthly income, is obtained by categorizing the level of income received by working respondents and the amount of pocket money received by non-working respondents, such as students. Data on the total income of respondents is needed to determine the distribution of income levels obtained from visitors to Indomaret Banjarsari Raya. The following is data on the number of respondents who visit Indomaret Banjarsri Raya grouped by income:

Table 2.6 Respondents' Monthly Income

Monthly Income	Frequency (People)	Percentage (%)
< Rp. 1.000.000	9	9
> Rp 1.000.000 – Rp 3.000.000	51	51
> Rp 3.000.001 -Rp 5.000.000	26	26
< Rp. 5.000.001	14	14
Total	**100**	**100**

Source: Processed primary data by the author, 2025

Based on Table 2.6, it is evident that the income variation among participants reflects a diverse socioeconomic profile, which may influence their preferences, behaviors, and decision-making processes relevant to the study. The dominance of a particular income bracket suggests a concentration of respondents within a specific economic class, potentially reflecting the affordability or accessibility of certain goods, services, or opportunities examined in the research. This income-based segmentation is crucial for understanding the financial capacity of the respondents, which can impact the interpretation of key findings and their applicability across different income groups.

2.8.7 The Respondents' Identity Based on Visitation Intensity

Data on the number of visit intensities made by respondents is needed to determine how often respondents have visited Indomaret Banjarsari Raya in the last three months. The following is data on the number of respondents who visit Indomaret Banjarsari Raya grouped by visit intensity:

Table 2.7 Respondents' Visitation Intensity

Visitation Intensity	Frequency (People)	Percentage (%)
2 – 4 times	52	52
5 – 7 times	31	31
More than 7 times	17	17
Total	**100**	**100**

Source: Processed primary data by the author, 2025

Based on Table 2.7, it can be seen that the majority of respondents in this study visited Indomaret Banjarsari Raya within the last three months, 2-4 times, indicating a moderate level of engagement. This suggests that a significant portion of the respondents may interact with the subject of study on a relatively regular basis, but not at a high frequency. Conversely, the smallest group of respondents reported visiting more than seven times, reflecting a smaller segment of highly frequent users. These distinctions in visitation patterns may help understand varying levels of customer involvement, loyalty, or dependency, which could influence satisfaction and repurchase behavior within the broader context of the study.