

ABSTRACT

The purpose of this study is to find out what are the preferences of consumers in Palangkaraya City in choosing their retail store format and their reasons for choosing the retail store format, both modern retail stores and traditional retail stores.

This study uses a qualitative method with a phenomenological approach which uses 10 informants with an age range of 20 years to 30 years in different locations but still in Palangkaraya City and interviewed by in-depth interviews method.

The results of the research on the informants' questions show that most of the people of Palangkaraya prefer the traditional retail store format based on the factors in the statements of the informants.

Keywords: Traditional retail store, Modern retail store, Purchase preference, Customer behavior