

## **ABSTRACT**

*The growth of modern minimarket in Indonesia is growing rapidly, such as Alfamart, Indomaret, Alfa Express, Circle K, and others. Behind the increasing number of minimarket in Surabaya, there are some local minimarkets that still survive. One of them is Barata Pasaraya. This is a case study of Barata Pasaraya that aimed to identify the influence of Positive Affect and Store Image toward Purchase Intention which are mediated by Satisfaction, Trust, and Commitment. Primary data with population of people ages 18-50, have purchased at least three times in the last three months was gathered through 269 questionnaires and used in this research. To see the relationship between the variables simultaneously, Structural Equation Model with first order Confirmatory Factor Analysis is used. The results indicated that Positive Affect and Store Image has positive influenced toward Satisfaction, then it impacted to the positive Trust, and it also impacted positively to Commitment. Last, Commitment is positively impact to Purchase Intention.*