

AI Reputation Analysis and Signal Evaluation - Alfamart (PT Sumber Alfaria Trijaya, Tbk)

BRAND AI REPUTATION

Ecommerce & Online Retail Reputation: Alfamart (PT Sumber Alfaria Trijaya, Tbk) (alfamart.co.id)

https://alfamart.co.id

Industry: Ecommerce & Online Retail



REPUTATION LEVEL

ECOMMERCE & ONLINE RETAIL

63.6 Avg Reputation

Based on 3390 businesses audited.

LOWER REPUTATION THAN AVERAGE

Alfamart (PT Sumber Alfaria Trijaya, Tbk) has 4.6 points less reputation than the average for Ecommerce & Online Retail.

EXPERT VERDICT

Alfamart's digital presence is a high-authority brand currently suffering from digital decay. While the core substance of their service partnerships is verifiable, the presence of broken heading structures and six-year-old stale content on a primary 'Program' page is a significant 'Forensic BS' indicator. It is a site that claims to be 'Digital' but fails basic CMS maintenance.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

18

60% Reputation

Information density is uneven across the site. The homepage provides a high volume of specific nouns through its Digital Services list (e.g., Shopee-Pay, DANA, Alfatrex), which anchors the site in substance. However, the heading hierarchy is saturated with fluff and technical errors, such as H2 tags containing Data Tidak Ditemukan and Maaf. While partner names are specific, the body text on the Membership page relies on generic marketing phrases like berbagai manfaat dan kebaikan without immediate quantification of those benefits.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

15

75% Reputation

Significant semantic drift occurs between the Homepage promise and the Program sub-page. The Homepage H1 and meta tags signal a robust ecosystem of current Promo & Program content, yet the primary Program page contains a dead-end message (Maaf) and references a competition from 2020. This indicates a failure to deliver on the primary signal of 'Current Programs,' as the substance is six years stale relative to the 2026 anchor date.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site avoids active 'Trust Theatre' (fake reviews), as the review_count is 0 across all pages. However, it makes massive unsubstantiated claims in its meta-description, such as being the minimarket terbaik (best) with member terbanyak (most members) without providing third-party verification or a proof_links_count greater than 1. The lack of external validation links for these superlatives creates a credibility gap.

EVIDENCE: PROOF DENSITY

Proof density is high regarding partner integrations (visible through 20+ payment service icons) but extremely low regarding corporate authority and member success. The ratio of verifiable partners to verifiable corporate performance data is skewed, making the site feel more like a directory of services than an authoritative retail leader.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site exhibits several commodity fingerprints through its use of template boilerplate in the footer and navigation, such as Seputar informasi mengenai Alfamart and Terhubung Bersama Kami. The value proposition of 'belanja puas harga pas' is a classic retail cliché. While the specific list of 20+ digital partners is unique to their business model, the membership benefits (bonus points, birthday surprises) are standard industry tropes that could be applied to any competitor.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a notable authority gap regarding technical execution. The site claims authority as a digital business leader, yet its schema_json is restricted to basic WebPage types without Organization or Person attributes. Furthermore, the presence of H2 tags for 'Maaf' and stale 2019/2020 registration formats on a 2026 live site suggests a significant lack of professional digital oversight, undermining the brand's 'Top Minimarket' positioning.

EVIDENCE: PERFORMANCE VS. CLAIMS

The meta-description claims to be the 'best minimarket' with the 'most members,' but the site lacks a dedicated 'About' or 'Impact' page that provides the data to back this up. The performance claims are limited to marketing slogans, while the only 'results' shown are stale promotional data from 2020 on the Program page.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Ecommerce & Online Retail Reputation: Alfamart (PT Sumber Alfaria Trijaya, Tbk) (alfamart.co.id)
INDUSTRY CLASSIFICATION

Reputation: 59 / 100

The content strongly aligns with the Ecommerce and Online Retail industry, specifically within the Indonesian minimarket and digital service payment sector. The presence of numerous e-money, billing, and logistics partner logos confirms its role as a retail and digital services hub.

"The score of 59 reflects a 'Moderate BS' level. The site is saved from a higher score by the undeniable substance of its partner logos and functional digital service categories. The score is primarily driven by Step 5 (Authority Gaps) due to stale content and Step 2 (Semantic Coherence) due to the failure of the 'Program' page to deliver on its heading promise."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://alfamart.co.id> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 26, 2026

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