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Promotion and Price Discount Strategies in Encouraging Consumer Purchasing Decisions: A Case Study of Indomaret in Amahusu Village, Ambon

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ARTICLE INFO	ABSTRACT
<p>Article History: Submitted: 9 June 2025 Reviewed: 20 June 2025 Revision : 8 July May 2025 Accepted : 25 July 2025 Available online: 31 July 2025</p> <hr/> <p>Keywords: Sales Promotion, Price Discount, Purchasing Decision, Modern Retail Store, Indomaret Amahusu</p> <hr/> <p>Corresponding Author: Xaverius MY Janwarin Email: xaveriusjanwarin83@gmail.com</p>	<p>This research is motivated by two main reasons. First, the high density of retail stores in Ambon City, including Indomaret, Alfamidi, supermarkets, and privately owned stores, has created increasingly fierce competition. To face this competition, Indomaret implements sales promotion strategies and price discounts to attract consumer interest. Second, there is a gap in previous research results regarding the effect of price discounts on purchasing decisions, so further empirical confirmation is needed. Therefore, this study aims to analyze the influence of sales promotions and price discounts on the purchasing decisions of Indomaret consumers in Amahusu Village, Ambon City.</p> <p>This study used a quantitative approach with a survey method and multiple regression analysis techniques. Data were collected from 207 respondents who were local Indomaret consumers. The results showed that sales promotions positively and significantly influenced purchasing decisions, as did price discounts, significantly encouraging consumer purchasing decisions. Simultaneously, both variables were also proven to influence purchasing decisions at Indomaret Amahusu positively. Thus, sales promotion and price discount strategies effectively increase consumer purchasing interest, partially and simultaneously.</p>

INTRODUCTION

In Indonesia's economic growth, which reached 5.05% in the second quarter of 2024, it is important to highlight that the retail sector significantly contributes to Gross Domestic Product (GDP). This contribution demonstrates the retail sector's strategic role in supporting the national economy, particularly by creating jobs and supporting domestic consumption. Indomaret, as a major player in the modern retail industry, recorded a net profit of IDR 721.04 billion in 2023, an indicator of the success of its business strategy (Belva & Kristiawan, 2024). This achievement underscores the importance of implementing effective marketing strategies amidst the dynamics and intense competition in the retail market. Therefore, managing promotions and pricing strategies is essential to maintaining competitive business performance.

One of the most striking issues in the retail industry is the phenomenon of store density in urban areas like Ambon City. The emergence of various business players, from Indomaret and Alfamidi to small and medium-sized stores, has created a very high level of competition. In this situation, companies must adopt promotional strategies that are not only aggressive but also innovative and relevant to local market needs (Widia et al., 2022). Strategies such as discounts, "Product of the Week" and "Product of the Month" programs, and seasonal promotions have proven effective in increasing product visibility and providing added value to consumers. This suggests that companies that adapt their promotional strategies to market characteristics will have a greater chance of attracting consumer purchasing interest (Widia et al., 2022).

Researchers generally agree that sales promotion strategies and price discounts significantly influence consumer purchasing decisions (Mustomi et al., 2020; Nuzulah & Hariasih, 2024). Research conducted in various sectors shows that when pricing strategies align with consumers' perceptions of product value, the chances of creating customer loyalty increase. Today's consumers consider price and quality simultaneously, rather than solely seeking the cheapest product (Prasetio & Rismawati, 2018). Therefore, understanding price and quality expectations is crucial in designing effective marketing strategies. Companies must actively read market trends and explore consumer needs to remain relevant and competitive (Candra et al., 2024).

A well-designed promotional strategy increases short-term sales and builds the foundation for strong long-term relationships with customers (Prabarini et al., 2019). Engaging consumers in marketing processes tailored to their preferences will increase satisfaction and foster ongoing loyalty. Integrating promotional strategies with service quality within this framework is crucial for a truly effective and sustainable marketing campaign. Consumers are attracted to discounts and a pleasant and satisfying shopping experience (Firmansyah et al., 2022). Therefore, consistent service quality must be integral to a company's marketing strategy (Ismaya et al., 2023).

Thus, implementing marketing strategies based on comprehensive market research is becoming increasingly crucial for winning business competition in Indonesia's retail sector. A company's adaptability to market changes and a deep understanding of consumer behavior are key to long-term success. Strategies that respond to market dynamics will provide a sustainable competitive advantage and strengthen the company's position in the minds of consumers. Therefore, collaboration between market data analysis and marketing strategy innovation must be continuously developed. With this approach, retail companies can more effectively achieve sales targets and build long-term customer relationships (Teruna et al., 2023).

This study also focuses on the influence of price discounts on consumer purchasing decisions, where many previous studies have shown varying results regarding this relationship. A study by Rahayu (2019) concluded that price discounts can influence consumer purchase intention, although the effect may vary across different products. However, other studies, such as those by Santoso et al. (2022)(Marpaung & Lubis, 2022), found that price discounts have a positive influence on consumer purchasing decisions. This indicates a gap in the literature that warrants further research to understand the context in which price discounts may have an impact.

Studies investigating sales promotions have also been tested in the context of purchasing decisions. Several researchers report a positive relationship between sales promotions and consumer purchasing decisions. Results from reports by Marpaung & Lubis (2022), support the hypothesis that sales promotions can increase purchase intention, which then contributes to purchasing decisions. This suggests that designing an effective marketing strategy through the AIDA (Attention, Interest, Desire, Action) elements is crucial in influencing consumer decisions (Krisnaldy et al., 2025).

From a discount strategy perspective, research by Rahayu (2019) noted that implementing discounts in retail makes consumers more interested in purchasing at Matahari Department Store. This research provides evidence that discounts are a significant incentive in attracting purchases, consistent with a study on the Shopee marketplace (Santoso et al., 2022). Furthermore, a deeper

understanding of consumer behavior, as outlined in a study by Devica (2020), shows that purchasing decisions are strongly influenced by consumer perceptions of the product, the services offered, and previous shopping experiences.

Based on the phenomenon of intense competition in the retail sector and the gap in previous research results, this study aims to empirically analyze the influence of sales promotions and price discounts on consumer purchasing decisions. The research location focuses on Indomaret consumers in Amahusu Village, Ambon City, one of the areas with a high density of retail stores. In this context, not only price discounts but also the effectiveness of sales promotions in attracting consumer interest will be analyzed.

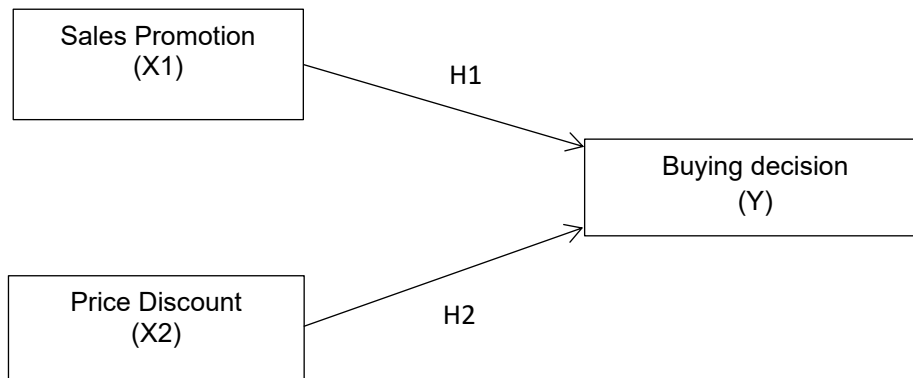


Figure 1: Conceptual Framework

Several previous studies have demonstrated the positive influence of sales promotions on consumer purchasing decisions. For example, research by Adiawaty et al. (2022) revealed that promotional activities and brand image significantly impact purchasing decisions in marketplace applications. This indicates that consumers are likely influenced by the promotional strategies implemented. Furthermore, research by Mahmud (2021) also suggests that brand image and promotions can contribute to purchasing decisions, confirming the relevance of these two variables in the study of consumer behavior in the retail sector.

Research by Purnamasari (2023) highlights the role of digital marketing in improving product purchasing decisions, demonstrating that the right promotional strategy can significantly drive purchases. Further research by Prasetyo & Rismawati (2018) suggests that sales promotions positively influence consumer purchasing decisions in the retail sector, indicating that strategies related to sales promotions are important to consider when considering consumer behavior.

On the other hand, price discounts offered as a form of purchase incentive can take the form of quantity discounts and seasonal discounts. Research shows that price discount policies can significantly influence consumer purchasing decisions. Furthermore, research by Salim & Fermayani (2021) demonstrated that price discounts and promotions can stimulate impulse buying decisions. Therefore, combining discount strategies with sales promotions can effectively increase sales in the retail sector.

Through a comprehensive analysis of these two variables, the results of this study will provide an overview of the most effective marketing strategies for influencing consumer purchasing behavior in modern retail environments. This research is expected to enrich the academic literature on the influence of sales promotions and price discounts and provide practical implications for retail managers to increase competitiveness in an increasingly competitive market.

RESEARCH METHOD

This study uses a quantitative approach with a quantitative survey research type, which aims to measure and analyze the relationship between variables objectively and systematically. The survey method was chosen because it can describe consumer conditions and behavior directly based on data obtained from respondents. This research was conducted in the Indomaret area of Amahusu Village, located in Nusaniwe District, Ambon City. This location was chosen purposively, considering that Amahusu Village has a relatively high level of community shopping activity at Indomaret outlets, so it is considered relevant to be used as an object of research related to consumer behavior. This research was conducted for two months, from May to June 2025, to ensure the accuracy and accessibility of field data.

The population in this study included all heads of families residing around the Indomaret Amahusu area. Based on available data, this population reached 1,303 heads of families. Given the population size of more than 100 people, the researcher used the Cochran formula to determine a representative sample size. This formula is appropriate because it provides a statistical sample size estimate with a controllable confidence level and margin of error. Thus, the research results are expected to have sufficient external validity to be generalized to the target population.

Cochran's formula:

$$n_0 = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

Information:

n_0 = initial sample size (before adjustment for finite population)

Z = Z score based on confidence level

p = population proportion (assumed 50% or 0.5 if unknown)

e = margin of error

N = total population (for adjustment)

Based on the formula above, the sample size that must be taken is:

Population (N) = 1303

Confidence level = 85%

Margin of error (e) = 5% = 0.05

Population proportion (p) = 50% = 0.5

The Z-score for an 85% confidence level can be calculated from the standard normal distribution.

Z = {value of normal distribution for 85%} = 1.44

$$\begin{aligned} n &= \frac{Z^2 \cdot p \cdot (1 - p)}{e^2} \\ n &= \frac{(1.44)^2 \cdot 0,5 \cdot (1 - 0,5)}{(0,05)^2} \\ n &= \frac{2.0736 \cdot 0,25}{0.0025} \\ n &= \frac{0.5184}{0,0025} = 207.36 \end{aligned}$$

The Cochran Formula calculation shows that the minimum sample size required is 207 respondents. The sampling technique used is purposive sampling with the following respondent criteria:

1. Is the head of the family or a family member who actively makes purchases at Indomaret Amahusu.
2. Minimum age 17 years.
3. Willing to be a respondent and fill out the questionnaire.

Based on purposive sampling, the sample size for this study was 207 respondents, serving as the primary data source for the survey. A questionnaire containing 20 statements developed from the research variable indicators, as presented in Table 1, was administered to the 207 respondents. Ten statements were for sales promotion variables, five for price discounts, and four for purchasing decisions. Respondents who answered the statements would select their answers based on four categories on a Likert scale.

Table 1 shows the research variable indicators, including variables, operational definitions, indicators, and measurement scales. This study uses a 4-point Likert scale as the measurement scale: Strongly Agree (SS) = 4; Agree (S) = 3; Disagree (TS) = 2; and Strongly Disagree (STS) = 1.

Table 1 Variable indicators

Variables	Operational Definition	Indicator	Statement	Scale
Sales Promotion (X1) (Irawan, 2023)	Sales promotion is part of a marketing strategy that aims to inform and encourage consumers to purchase and build customer loyalty through the AIDA Model.	1. Attention 2. Interest 3. Desire 4. Action	11 statements	Likert
Price Discount (X2) (Kumala & Fageh, 2022)	Price discounts are price reductions given to consumers to attract buying interest through quantity discounts and seasonal discounts.	1. Quantity discount 2. Seasonal discounts	5 Statements	Likert
Purchase Decision (Y) (Nur & Dirgantara, 2022).	Purchasing decisions are the process of consumers evaluating and selecting products through product beliefs, purchasing habits, recommendations to others, and repeat purchases.	1. Confidence to use a product 2. Habits in purchasing products 3. Give recommendations to others 4. Make repeat purchases	4 Statements	Likert

Source: Research data, 2025

Data collected from 207 respondents was analyzed. The next step in the analysis was to test the validity and reliability of the data, followed by classical assumption tests (normality test, multicollinearity test, and heteroscedasticity test). The regression equation used in this study is:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + e \dots\dots\dots 1)$$

Information:

Information :

Y : Purchase decision variable

- a : Constant
- β_1 : Sales promotion regression coefficient
- β_2 : Price discount regression coefficient
- X1 : Sales promotion variable
- X2 : Price discount variable
- e : Error/Residual

RESULTS AND DISCUSSION

Results

The validity test in this study aims to ensure that each item in the questionnaire instrument can measure the intended variable precisely and accurately. With a sample size of 207 respondents and a significance level of 5% ($\alpha = 0.05$), the degrees of freedom (df) obtained were 205, so the r table value used as a reference was 0.1364. The validity of each item was tested using Pearson correlation by comparing the calculated r value of each item to the total score. The total score was obtained from the sum of all respondents' answers in the questionnaire, and the item was declared valid if the calculated r value > r table. Based on the results of the validity test, all items in the independent variable (X) and the dependent variable (Y) showed a calculated r value greater than the r table (0.1364), so it was declared valid. It could be used in this study (Table 2).

Table 2 Validity Test and Reliability Test

Variables	Validity Test				Reliability Test		
	Item	rhitung	rtable 5% (48)	Information	Cronbach's Minimum	Cronbach's Alpha	Information
Sales Promotion (X1)	X1.1	0.6570	0.1364	Valid	0.60	0.877	Reliable
	X1.2	0.6496	0.1364	Valid			
	X1.3	0.6551	0.1364	Valid			
	X1.4	0.6503	0.1364	Valid			
	X1.5	0.6697	0.1364	Valid			
	X1.6	0.6558	0.1364	Valid			
	X1.7	0.6511	0.1364	Valid			
	X1.8	0.7327	0.1364	Valid			
	X1.9	0.6896	0.1364	Valid			
	X1.10	0.6893	0.1364	Valid			
	X1.11	0.6889	0.1364	Valid			
Price discount (X2)	X2.1	0.7495	0.1364	Valid	0.60	0.831	Reliable
	X2.2	0.7807	0.1364	Valid			
	X2.3	0.7201	0.1364	Valid			
	X2.4	0.8109	0.1364	Valid			
	X2.5	0.8015	0.1364	Valid			
Purchase Decision (Y)	Y.1	0.8192	0.1364	Valid	0.60	0.802	Reliable
	Y.2	0.7573	0.1364	Valid			
	Y.3	0.8309	0.1364	Valid			
	Y.4	0.7621	0.1364	Valid			

Source: Research data, 2025

Next, a reliability test was conducted to measure the internal consistency of the instruments used in the study. The technique used was Cronbach's Alpha, which was done with the assistance of SPSS software. An instrument is said to be reliable if the Cronbach's Alpha value exceeds the

minimum limit of 0.60. The results of the analysis show that the Sales Promotion variable (X1) has an alpha value of 0.877, Price Discount (X2) of 0.831, and Purchase Decision (Y) of 0.802. These values are above the established threshold, meaning the instrument has high reliability and consistency in measuring each construct (Table 2). Thus, the research instrument used has proven reliable in data collection and supports the validity of the results of further analysis.

A normality test is performed to ensure that the residual data in the regression model is normally distributed, which is one of the main assumptions in classical linear regression. This assumption is important because the normal distribution of the residuals ensures that the regression parameter estimates are unbiased and efficient, and that statistical tests such as the t-test and F-test are valid. In this study, the Kolmogorov-Smirnov method was used to test the normality of the residuals, with a significance level of 0.05. If the significance value of this test is greater than 0.05, it can be concluded that the residuals are normally distributed. Thus, fulfilling this assumption is an important basis for the feasibility of the regression model used for further analysis.

Table 3 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		207
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	.99873457
Most Extreme Differences	Absolute	.196
	Positive	.196
	Negative	-.152
Test Statistics		.196
Asymp. Sig. (2-tailed)		0.200c

Source: Research data, 2025

Based on the test results shown in Table 3, the Kolmogorov-Smirnov value was 0.196 with a significance level of 0.200. Because this significance value is greater than the critical limit of 0.05 ($0.200 > 0.05$), it can be concluded that the residual data in the regression model is normally distributed. This indicates that the residual normality assumption has been met, an important requirement in multiple linear regression analysis. Fulfilling the residual normality assumption provides a strong basis for the validity of statistical test results, as it allows for unbiased parameter estimation. Thus, the regression model used is reliable, and the results of subsequent analyses can be interpreted with greater confidence.

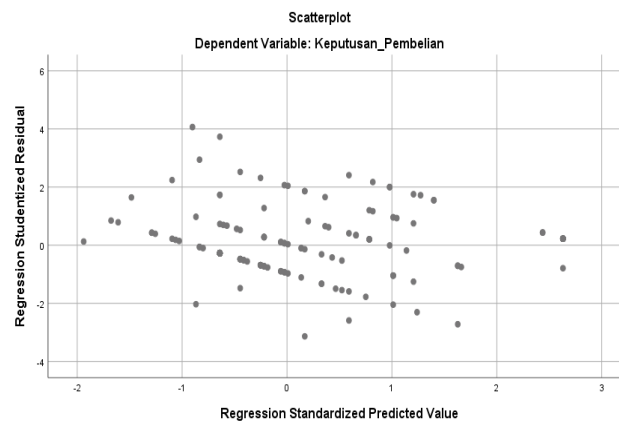
Next, a multicollinearity test, presented in Table 4, was conducted to identify potential high correlations between independent variables in the regression model. High multicollinearity can cause instability in the regression coefficient estimation and reduce the reliability of the analysis results. This test used two leading indicators: Tolerance and Variance Inflation Factor (VIF). Based on general criteria, a Tolerance < 0.10 or a VIF > 10 indicates a significant multicollinearity problem. In this study, all independent variables showed tolerance values above 0.10 and VIF values below 10, thus concluding that no multicollinearity was used in the regression model. This strengthens the model's validity and confirms that the relationship between the independent variables is within acceptable limits.

Table 4 Multicollinearity Test

Variable	Tolerance Value	VIF
Sales Promotion (X1)	0.654	1,529
Price_Discount (X2)	0.783	1,277

Source: Research data, 2025

Based on Table 4, the results of the multicollinearity test show that the Tolerance value for the Sales Promotion variable (X1) is 0.654 and for Price Discount (X2) is 0.783, while the VIF (Variance Inflation Factor) values are 1.529 and 1.277, respectively. All Tolerance values are above the minimum threshold of 0.10, and the VIF values are below the maximum threshold of 10, which means the regression model does not contain symptoms of multicollinearity. In other words, there is no high correlation between the independent variables that can interfere with estimating the regression coefficient. This condition ensures that each independent variable provides a unique and non-overlapping contribution to the dependent variable. Therefore, the regression model can be declared valid, and the estimation results can be interpreted with high confidence.



Source: Research data, 2025

Figure 2 Scatterplot

Based on Figure 2, the scatterplot between the Regression Standardized Predicted Value and the Regression Studentized Residual values shows that the data points are randomly distributed, both above and below the zero horizontal line, without forming a clear pattern. This distribution pattern indicates no heteroscedastic symptom in the regression model used. Thus, it can be concluded that the regression model meets the homoscedasticity assumption, which means the residual variance is constant at each prediction level. This strengthens the model's validity and allows the regression analysis results to be interpreted more accurately.

Multiple linear regression analysis was used in this study to test the simultaneous influence of two independent variables, namely Sales Promotion and Price Discount, on the dependent variable, namely Purchase Decision.

Table 5 Multiple Linear Regression Test

Model	Coefficients				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	1,742	.743			2,343	.020
Sales Promotion (X1)	.208	.036	.473		5,763	.000
Price_Discount (X2)	.244	.068	.293		3,571	.000

a. Dependent Variable: Purchase Decision (Y)

Source: Research data, 2025

Based on the results of the multiple linear regression analysis in Table 5, it can be concluded that the two independent variables, namely Sales Promotion (X₁) and Price Discount (X₂), have a significant effect on the dependent variable, namely Purchase Decision (Y). This is indicated by each variable's significance value (Sig.), below the 0.05 significance level, namely 0.000 for both

variables. The unstandardized regression coefficient value (B) for Sales Promotion is 0.208 and for Price Discount is 0.244, indicating that a one-unit increase in each variable will increase the value of the purchase decision by the coefficient, assuming the other variables remain constant. The constant value of 1.742 means that if Sales Promotion and Price Discount are zero, the purchase decision is estimated at 1.742. Thus, the regression model can be formulated as follows:

$$Y=1.742+0.208X_1+0.244X_2 \dots\dots\dots 2)$$

This model shows that sales promotions and price discounts positively increase purchasing decisions. The standardized Beta coefficient shows that the influence of sales promotions ($\beta = 0.473$) is greater than that of price discounts ($\beta = 0.293$), so it can be concluded that sales promotions are a more dominant factor in influencing consumer purchasing decisions at Indomaret Amahusu, Ambon City.

The coefficient of determination (R^2) measures the extent to which a regression model can explain variation in the dependent variable. R^2 values range from zero to one, with low values indicating that the independent variable can only explain a small portion of the variation in the dependent variable. Conversely, R^2 values close to one indicate that the independent variable can almost completely explain the variation.

Table 6 Model Summary

Model R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.732a	.531	1,004

a. Predictors: (Constant), Price_Discount, Sales_Promotion
 b. Dependent Variable: Purchase Decision

Source: Research data, 2025

Table 6 of the Model Summary shows that the coefficient of determination (R Square) is 0.536. This indicates that two independent variables, Sales Promotion and Price Discount, can explain 53.6% of the variation in the dependent variable, namely Purchase Decision. Meanwhile, other factors outside the model that were not examined in this study explain the remaining 46.4%.

The R value 0.732 indicates a strong relationship between the independent and dependent variables. The Adjusted R Square value of 0.531 is used to correct the R Square value for the number of variables in the model and sample size. The model remains quite good at explaining data variation. The Standard Error of the Estimate value of 1.004 indicates the average error in the model's predictions of the actual value of purchasing decisions. Thus, the regression model constructed has a good level of accuracy and predictive power in the context of this study.

The F-test in multiple regression analysis is used to test the overall significance of the model, namely whether the independent variables simultaneously influence the dependent variable. In the context of this study, the F-test is used to assess whether the Sales Promotion and Price Discount variables jointly significantly influence the Purchasing Decisions of Indomaret consumers in Amahusu Village, Ambon City. This test is important to ensure that the constructed regression model is suitable for use as a basis for a conclusion.

Table 7 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237,130	2	118,565	117,711	.000b
	Residual	205,479	204	1,007		
	Total	442,609	206			

a. Dependent Variable: Purchase Decision
 b. Predictors: (Constant), Price_Discount, Sales_Promotion

Source: Research data, 2025

Based on Table 7 ANOVA, the calculated F value is 117.711 with a significance value (Sig.) of 0.000. Since the significance value is less than 0.05 ($0.000 < 0.05$), it can be concluded that the constructed regression model is statistically significant. This means that the Sales Promotion and Price Discount variables simultaneously have a significant influence on Purchasing Decisions. Thus, the regression model is suitable for predicting or explaining variations in purchasing decisions based on these two variables. These results strengthen the model's validity as a reliable analytical tool in answering the research objectives.

Discussion

The results of this study indicate that sales promotions and price discounts together significantly impact consumer purchasing decisions. This finding supports marketing theory, which states that external stimuli such as promotions and attractive offers can influence consumer decision-making. In modern retail, such as department stores, a well-designed promotional strategy can create a higher perceived value for a product, thus encouraging consumers to purchase (Rahayu, 2019; Salim & Fermayani, 2021). Consumers respond positively to marketing stimuli that provide immediate benefits through price discounts or other special offers. Research by Salim & Fermayani (2021) shows that the implementation of price discounts and sales promotions positively impacts purchasing decisions. Therefore, promotions and discounts are important in building interest and encouraging purchasing actions (Susilo & Rizqi, 2023).

Comparatively, sales promotions have a greater impact than price discounts. This indicates that consumers are tempted not only by lower prices but also by creative, persuasive, and informative forms of marketing communication. Thematic promotional programs, such as weekly or monthly offers, can create a sense of urgency and increase consumer awareness of products (Baruno & Sari, 2022; Suherman & Hongdiyanto, 2021). Psychologically, consumers perceive greater benefits when receiving promotional information that is attractively packaged. Thus, effective sales promotions can have a broader impact on short-term transactions and building long-term brand loyalty (Fatih et al., 2023).

Price discounts also play a significant role in driving purchasing decisions, particularly among price-sensitive consumer segments. Research by Dwi et al. (2021) highlights that discounts can act as a direct incentive that encourages purchasing and triggers impulse buying. In consumer behavior theory, price is key to assessing a product's value. When consumers perceive the offered price as lower than the perceived value of the benefits received, they are more likely to purchase (Anjarini et al., 2022). Discounts provide a direct incentive easily understood by consumers and often trigger impulsive purchasing. Although their influence is not as strong as sales promotions, discounts remain an effective marketing tool when used appropriately and in the proper context (Nugraha & Firdausy, 2022).

The research model used in this study supports the view that marketing strategies cannot stand alone but must complement each other. Several studies have shown that combining sales promotions and price discounts can influence consumer purchasing decisions, although not all factors can be explained by these two components alone (Jalil et al., 2020). Understanding consumer behavior holistically, including service quality, product availability, shopping experience, and social factors, is crucial for designing targeted strategies that have a significant impact (Faisol et al., 2022; Wijaya & Hutabarat, 2023).

Overall, this study's findings significantly contribute to the development of retail marketing strategies. Sales promotions and price discounts are two significant factors influencing consumer purchasing decisions (Aditi, 2018). Strategies designed based on a deep understanding of the market are expected to increase the effectiveness of marketing campaigns and strengthen the company's competitive position (Huda et al., 2024). This research also allows further research to

explore other variables influencing purchasing decisions, thus developing a more comprehensive model. With the support of these research findings, retail businesses are expected to optimize their marketing strategies to achieve sustainable growth.

CONCLUSION

Based on the research results, sales promotions and price discounts significantly influence consumer purchasing decisions, particularly in the modern retail sector such as Indomaret. Marketing strategies involving attractive promotional communications and competitive pricing have been proven to create a positive perception of value in the eyes of consumers. Sales promotions are more dominant than price discounts because they can build emotional interest and create urgency that encourages consumers to act. Therefore, companies need to develop promotional strategies that focus not only on price, but also on the creativity and relevance of the message conveyed.

Furthermore, these findings underscore the importance of an integrated marketing approach in understanding and responding to complex consumer behavior. While promotions and discounts have proven effective, other factors such as service quality, product availability, and the shopping experience influence purchasing decisions. Therefore, retailers must design strategies that do not rely solely on a single aspect but rather synergize various marketing elements to reach consumers holistically. This research provides a valuable contribution to developing more targeted and adaptive marketing strategies, while also opening up space for further exploration of other variables that influence consumer behavior.

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