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The Influence of Price, Sales Promotion, and Advertisement on Consumers' Buying Decision at Kitoz Store Paiton, Probolinggo Regency

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A B S T R A C T

This study aims to examine the influence of price, sales promotion, and advertisement on consumers' buying decisions at Kitoz Store Paiton, Probolinggo Regency. This research employed a quantitative approach with an explanatory research design. The population consisted of consumers of Kitoz Store in Paiton, Probolinggo, with a population size of 2,000 consumers. Using purposive sampling and the Slovin formula, 100 respondents were selected as the research sample. Primary data were collected through questionnaires using a five-point Likert scale. The data were analyzed using multiple linear regression, t-test, F-test, and coefficient of determination. The results indicate that price has a positive and significant effect on consumers' buying decisions, with a regression coefficient of 0.249 and a significance value of 0.002. Sales promotion also has a positive and significant effect, with a coefficient of 0.404 and a significance value of 0.000. Advertisement has a positive and significant effect on buying decisions, with a coefficient of 0.306 and a significance value of 0.004. Simultaneously, price, sales promotion, and advertisement significantly influence buying decisions, as indicated by an F-value of 41.584 and a significance value of 0.000. The adjusted R-square of 0.593 indicates that the three independent variables explain 59.3% of the variation in consumers' buying decisions, while the remaining 40.7% is explained by other factors outside the research model.

Keywords: Price, Sales Promotion, Advertisement, Buying Decision, Retail Consumers

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INTRODUCTION

The success of a business in generating revenue from product sales is strongly influenced by its marketing activities. Therefore, marketing strategy plays an important role in maintaining business sustainability and strengthening a company's competitive position. One important outcome of marketing activities is consumers' buying decision. Buying decision represents a stage in the consumer decision-making process in which consumers have been exposed to several alternatives and subsequently determine whether to purchase a particular product (Supriadi et al., 2023). Among the various marketing factors, price is one of the aspects that consumers commonly consider when deciding whether to purchase a product. Price represents the monetary value exchanged by consumers to obtain the benefits of a product or service. Appropriate pricing can influence consumers' perceptions of product value, quality, and benefits.

In addition to price, sales promotion is another marketing instrument that can encourage consumers to make purchases. Sales promotion consists of various short-term incentives designed to attract consumers, accelerate purchasing activity, and increase sales. Promotion is also a form of marketing communication intended to disseminate information, persuade consumers, and remind the target market about a company's products (Supriadi et al., 2023). Advertisement also plays an important role in communicating product information to consumers. Advertising is a form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising can introduce products, provide information, attract consumer attention, and encourage consumers to consider purchasing a product. This issue is particularly relevant to Kitoz Store Paiton, a retail business operating in fashion, accessories, school supplies, baby products, food services, cafés, and children's playground facilities. The business initially operated under the name Kity Store in 2004 and later changed its name to Kitoz Store Paiton. In addition to physical-store sales, the store utilizes social media promotion and roadside banners as part of its marketing activities.

The importance of examining these variables is supported by the store's customer traffic. The number of visitors increased from 1,963 in August 2022 to 2,329 in November 2022. During the same period, Kitoz Store recorded higher visitor numbers than Owal Grosir and Ghina Collection in Paiton. Previous studies have demonstrated relationships between marketing variables and buying decisions. Supriadi et al. (2023), for example, found that price and promotion significantly influenced consumers' purchasing decisions. Gunarsih et al. (2021) also found that price had a positive and significant influence on consumers' purchasing decisions. Research concerning advertising has likewise indicated a significant relationship with purchasing decisions (Hamka et al., 2023).

Based on this background, this study examines the influence of price, sales promotion, and advertisement on consumers' buying decisions at Kitoz Store Paiton, Probolinggo Regency. The hypotheses are: H1, price has a positive and significant effect on buying decision; H2, sales promotion has a positive and significant effect on buying decision; H3, advertisement has a positive and significant effect on buying decision; and H4, price, sales promotion, and advertisement simultaneously have a significant effect on buying decision. Price is one of the elements of the marketing mix that communicates the value position of a product or brand to the target market. Price is defined as a monetary amount and other measures exchanged to obtain ownership or use of a product or service (Supriadi et al., 2023). Price is traditionally considered one of the main determinants of consumers' purchasing choices (Darma & Napitupulu, 2024; Supriadi et al., 2023). Consumers may compare the price of alternative products and evaluate whether the price is consistent with perceived quality and benefits.

Sales promotion refers to marketing activities that provide additional value to a product for a limited period to encourage consumers to purchase. Sales promotion can stimulate consumers' behavioral responses, increase short-term sales, attract new consumers, introduce new products, and encourage consumers to make purchasing decisions (Rohman & Tambunan, 2024; Sakka & Winarso, 2022). At Kitoz Store, promotional activities include product introduction, promotional offers, and social-media-based promotion. Advertisement is a non-personal form of communication used to convey information and promote products, services, or ideas. Advertising can function as an information source for consumers and can attract attention toward a particular

product. At Kitoz Store, advertising activities include roadside banners intended to introduce the store and new products to potential consumers. Buying decision refers to the consumer's decision to purchase a particular product after considering available alternatives. The consumer buying-decision process involves recognizing needs, searching for information, evaluating alternatives, and making the purchasing decision.

METHOD

This study employed a quantitative explanatory research design. The quantitative approach was used to measure the relationships among the variables numerically, while the explanatory design was employed to examine causal relationships between price, sales promotion, advertisement, and buying decisions. The research population consisted of consumers of Kitoz Store located in Paiton, Probolinggo, East Java. The population was estimated at 2,000 consumers. The sampling technique used was non-probability sampling with purposive sampling. The sample size was determined using the Slovin formula with a 10% margin of error. The calculation resulted in a minimum sample of 95 respondents, which was subsequently adjusted to 100 respondents.

Primary data were collected through questionnaires distributed to consumers who had purchased products at Kitoz Store. The questionnaire used a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The research instrument was tested for validity and reliability. With 100 respondents, the degree of freedom was 98 and the critical correlation value was 0.1966. All questionnaire items had calculated correlation coefficients above 0.1966 and were therefore considered valid. Cronbach's Alpha values were 0.680 for price, 0.718 for sales promotion, 0.739 for advertisement, and 0.839 for buying decision, indicating that all variables were reliable. Multiple linear regression was employed to examine the partial and simultaneous effects of the independent variables on buying decisions. The regression model was: $Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + e$, where Y is buying decision, X1 is price, X2 is sales promotion, X3 is advertisement, α is the constant, β is the regression coefficient, and e is the error term.

RESULTS AND DISCUSSION

Respondent Characteristics

The study involved 100 respondents. In terms of gender, 37 respondents (37%) were male and 63 respondents (63%) were female. In terms of age, 21 respondents (21%) were aged 20–25 years, 30 respondents (30%) were aged 26–30 years, and 49 respondents (49%) were aged 31–35 years. Regarding purchasing frequency, 9 respondents had purchased twice, while 91 respondents had purchased more than twice. Thus, the respondents were predominantly repeat customers of Kitoz Store.

Multiple Linear Regression Results

Table 1 presents the results of the multiple linear regression analysis.

Table 1. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	1.288	1.580	–	0.815	0.417
Price	0.249	0.077	0.236	3.232	0.002
Sales Promotion	0.404	0.097	0.401	4.165	0.000
Advertisement	0.306	0.103	0.282	2.965	0.004

Source: Primary data processed in SPSS, 2023

The resulting regression equation is: Buying Decision = 1.288 + 0.249 Price + 0.404 Sales Promotion + 0.306 Advertisement + e.

Price has a positive and significant effect on buying decisions. The regression coefficient is 0.249, with a t-value of 3.232 and a significance value of 0.002, which is below 0.05. Therefore, H1 is accepted. Sales promotion has a positive and significant effect on buying decisions. The regression coefficient is 0.404, with a t-value of 4.165 and a significance value of 0.000. Therefore, H2 is accepted. Among the three independent variables, sales promotion has the largest standardized coefficient (β = 0.401), suggesting the strongest relative contribution to buying decisions within the research model.

Advertisement has a positive and significant effect on buying decisions. The regression coefficient is 0.306, with a t-value of 2.965 and a significance value of 0.004. Therefore, H3 is accepted. The F-test

demonstrates that price, sales promotion, and advertisement simultaneously have a significant effect on buying decisions. The ANOVA results show an F-value of 41.584 with a significance value of 0.000. Therefore, H4 is accepted. The model produced an R-square of 0.605 and an adjusted R-square of 0.593. The adjusted R-square indicates that price, sales promotion, and advertisement explain approximately 59.3% of the variation in consumers' buying decisions. The remaining 40.7% is attributable to other factors not included in the model.

DISCUSSION

Effect of Price on Buying Decision

This finding indicates that consumers consider price when deciding whether to purchase products at Kitoz Store. Consumers evaluate price against the quality and benefits they receive. The finding is consistent with the proposition that price is an important determinant of consumer choice and with previous research reporting a significant relationship between price and purchasing decisions (Ade Irawan & Kamil, 2022; Darma & Napitupulu, 2024; Gunarsih et al., 2021; Supriadi et al., 2023).

Price is one of the most important factors influencing consumers' buying decisions because it represents the financial sacrifice that individuals must make to obtain a particular product or service. Before purchasing, consumers generally evaluate whether the price offered is reasonable in relation to the product's quality, benefits, features, and perceived value. An affordable price may encourage consumers to make purchases, particularly when the product meets their needs and expectations. Conversely, prices perceived as excessively high may discourage purchasing intentions, especially among consumers with limited purchasing power. In this context, price is not merely a monetary amount but also an indicator of product value, quality, and market positioning. Consumers tend to compare prices across different brands or sellers to identify alternatives that provide the greatest benefits within their available budgets. Therefore, businesses need to establish competitive and transparent pricing strategies to strengthen consumer confidence and encourage purchasing decisions (Kotler et al., 2021; OECD, 2023).

Furthermore, the effect of price on buying decisions is closely associated with consumers' price perceptions, purchasing power,

promotional strategies, and psychological considerations. Discounts, special offers, installment facilities, and competitive pricing can increase consumers' interest in purchasing products, provided that the offered prices are perceived as fair and consistent with product quality. However, excessively low prices may also create negative perceptions regarding product quality or reliability, while unclear additional costs can reduce consumer trust. In digital marketplaces, consumers can compare prices more easily, making price transparency and competitiveness increasingly important for business sustainability. Consumers also consider shipping fees, administrative charges, payment convenience, and after-sales services when evaluating the total cost of a purchase. Consequently, the buying decision is influenced not only by the listed price but also by the overall economic value received by consumers. Businesses that understand these considerations can develop pricing policies that accommodate consumer needs while maintaining profitability and competitiveness (Kotler et al., 2022; Solomon, 2020).

Based on these perspectives, price can be understood as a strategic marketing variable that directly or indirectly influences consumers' purchasing decisions. When consumers perceive that a product offers an appropriate balance between price, quality, and benefits, their confidence in making a purchase tends to increase. On the other hand, a mismatch between the price and perceived product value may lead consumers to postpone purchases, seek alternative products, or choose competing brands. This relationship indicates that effective pricing strategies should consider consumer characteristics, market conditions, competitors' prices, and perceived product value.

Effect of Sales Promotion on Buying Decision

Promotional activities such as product introduction, promotional offers, and social-media promotion can attract consumer attention and encourage purchases (Afrizal & Nugroho, 2022; Supriadi et al., 2023). Sales promotion is an important marketing strategy used by businesses to attract consumers, stimulate purchasing interest, and encourage immediate buying decisions. It refers to various short-term marketing activities designed to provide additional value or incentives to consumers, such as discounts, coupons, cashback, free gifts, product bundling, loyalty rewards, and limited-time offers. These promotional activities can influence consumer perceptions by creating the impression

that purchasing a product during a promotional period provides greater economic benefits than purchasing it at the regular price. Consumers are generally more interested in products that offer additional advantages, particularly when promotional incentives are relevant to their needs and purchasing power. In addition, sales promotion can increase product awareness, strengthen brand recognition, and encourage consumers to consider products they might not otherwise purchase. Therefore, sales promotion functions not only as an instrument for increasing short-term sales but also as a strategy for influencing consumer preferences and purchasing behavior (Kotler & Keller, 2022; Kotler et al., 2021).

Furthermore, the influence of sales promotion on buying decisions is closely related to consumer perceptions of benefits, urgency, attractiveness, and trust in the promotional offer. Discounts and limited-time promotions, for example, may create a sense of urgency that encourages consumers to make purchasing decisions more quickly. Similarly, cashback, vouchers, and loyalty programs can increase perceived value and strengthen consumers' willingness to purchase repeatedly. In digital marketplaces, sales promotion has become increasingly important because online sellers frequently use flash sales, free shipping, electronic coupons, and personalized promotional recommendations to attract customers. These strategies allow consumers to compare promotional offers across different platforms and select products that provide the greatest perceived benefits. However, promotional activities do not always produce positive purchasing outcomes. Excessive promotional messages, misleading discounts, unclear terms and conditions, and differences between advertised and actual product quality may reduce consumer confidence. Consequently, businesses must ensure that promotional strategies are transparent, credible, and consistent with the value offered by their products (Solomon, 2020; OECD, 2023).

From a consumer behavior perspective, sales promotion can influence buying decisions through both economic and psychological mechanisms. Economically, promotional incentives reduce the perceived cost of purchasing and increase the attractiveness of a product relative to competing alternatives. Psychologically, promotional offers can generate excitement, encourage spontaneous purchases, and strengthen consumers' perceptions that they are obtaining a valuable deal. Nevertheless, the effectiveness of sales promotion depends on consumer

characteristics, product categories, purchasing situations, and the credibility of the seller. Consumers who are sensitive to price changes may respond more strongly to discounts, whereas consumers who prioritize product quality and brand reputation may evaluate promotional offers more carefully. Thus, sales promotion should be designed not merely to encourage immediate transactions but also to establish positive consumer experiences and long-term relationships. Based on this explanation, sales promotion is expected to have a positive influence on buying decisions, particularly when promotional incentives provide clear benefits and meet consumer expectations.

Effect of Advertisement on Buying Decision

The finding suggests that advertisements can attract consumer attention and provide information that contributes to purchasing decisions (Hamka et al., 2023). At Kitoz Store, advertising activities include roadside banners intended to introduce the store and new products to potential consumers. Advertisement is one of the fundamental marketing communication strategies used by businesses to introduce products, communicate product benefits, and influence consumer purchasing decisions. Through advertising, companies provide information about product characteristics, quality, prices, functions, and advantages to attract consumer attention and generate interest in purchasing. Advertising can be delivered through various media, including television, radio, newspapers, billboards, websites, social media, and digital platforms. The development of information technology has significantly transformed advertising practices, enabling businesses to reach broader audiences through targeted and interactive promotional content. Effective advertising helps consumers recognize products, understand their benefits, and distinguish them from competing alternatives. Furthermore, advertisements can build brand awareness and shape consumer perceptions by presenting persuasive messages, attractive visual elements, and relevant product information. Therefore, advertising is not merely an instrument for disseminating commercial information but also a strategic mechanism for influencing consumer attitudes, preferences, and buying decisions (Kotler & Keller, 2022; Solomon, 2020).

Furthermore, the influence of advertising on buying decisions is associated with several factors, including advertising attractiveness,

message clarity, credibility, frequency, relevance, and the selection of appropriate communication channels. Attractive advertisements can capture consumer attention, while informative messages help consumers evaluate whether a product corresponds to their needs and expectations. Credibility is particularly important because consumers are more likely to respond positively to advertisements that provide accurate information and realistic product representations. In digital environments, social media advertising, influencer endorsements, video marketing, and personalized advertisements have become important channels for influencing consumer preferences. These approaches enable businesses to communicate directly with potential customers, provide product demonstrations, and encourage interaction through comments, reviews, and other forms of engagement. However, excessive advertising, misleading claims, exaggerated product benefits, and intrusive promotional messages may generate consumer skepticism and reduce purchasing confidence. Consequently, businesses need to develop advertising strategies that prioritize transparency, relevant information, ethical communication, and consistency between promotional messages and actual product quality (OECD, 2022; Kotler et al., 2021).

From a consumer behavior perspective, advertising can influence buying decisions through informational, emotional, and persuasive mechanisms. Informational advertising provides knowledge that assists consumers in comparing products and evaluating alternatives, while emotional advertising creates psychological associations that may strengthen brand preference and purchasing motivation. Persuasive advertising can also encourage consumers to consider new products, develop positive attitudes toward particular brands, and ultimately make purchasing decisions. Nevertheless, the effectiveness of advertising depends on consumer characteristics, purchasing power, product involvement, brand reputation, and the credibility of the information presented. Consumers who perceive advertisements as relevant, trustworthy, and informative are more likely to develop favorable attitudes toward the advertised products. In contrast, advertisements that fail to meet consumer expectations may negatively affect brand image and purchasing intentions. Thus, businesses should integrate creative advertising with accurate product information and consistent customer experiences to achieve sustainable marketing outcomes. Based on this

explanation, advertising is expected to have a positive influence on consumers' buying decisions.

Simultaneous Effect of Price, Sales Promotion, and Advertisement

The simultaneous finding demonstrates that consumer buying decisions at Kitoz Store cannot be understood solely through one marketing factor. Rather, price, promotional incentives, and advertising communication collectively contribute to the purchasing decision. Price, sales promotion, and advertisement are three important marketing factors that collectively influence consumer buying decisions. These variables are interconnected because consumers generally consider the financial value of a product, the promotional benefits offered by sellers, and the information communicated through advertising before deciding to make a purchase. Price provides an economic consideration that helps consumers evaluate whether a product is affordable and worth purchasing. Sales promotion offers additional incentives, such as discounts, vouchers, cashback, free shipping, and special packages, which may increase the perceived value of a product. Meanwhile, advertising communicates product information, builds brand awareness, and creates consumer interest through persuasive and informative messages. When these three marketing strategies are implemented effectively, they can complement one another in shaping consumer perceptions, strengthening purchasing motivation, and increasing the likelihood of a buying decision. Therefore, businesses need to integrate pricing policies, promotional activities, and advertising communication to create a consistent and attractive marketing strategy (Kotler & Keller, 2022; Kotler et al., 2021).

The simultaneous influence of price, sales promotion, and advertisement can also be understood through the consumer decision-making process, which involves recognizing needs, searching for information, evaluating alternatives, making purchasing decisions, and assessing post-purchase experiences. At the information-search stage, advertisements provide consumers with knowledge about product characteristics, benefits, and availability. During the evaluation stage, consumers compare prices and assess whether promotional incentives provide additional economic advantages. At the purchasing stage, competitive prices combined with attractive promotional offers and convincing advertisements may strengthen consumers' confidence and

encourage actual transactions. In digital marketplaces, these factors become increasingly relevant because consumers can access product information, compare prices, and identify promotional opportunities through various online platforms. However, inconsistencies between advertised prices, actual transaction costs, promotional conditions, and product quality may reduce consumer trust. Thus, the effectiveness of an integrated marketing strategy depends not only on the attractiveness of each individual factor but also on the consistency, transparency, and credibility of the overall marketing communication (Solomon, 2020; OECD, 2023).

Furthermore, the simultaneous relationship among price, sales promotion, and advertisement suggests that buying decisions are influenced by a combination of rational and psychological considerations. Consumers may be attracted by affordable prices, motivated by temporary promotional incentives, and persuaded by advertisements that communicate relevant product benefits. Nevertheless, the relative importance of these factors may differ depending on consumer income, purchasing power, product characteristics, brand preferences, and individual buying behavior. For example, price-sensitive consumers may prioritize affordability and discounts, whereas consumers who emphasize product quality may pay greater attention to advertising information, brand reputation, and perceived product value. Businesses should therefore develop integrated marketing strategies that balance competitive pricing, credible promotional programs, and informative advertising to meet diverse consumer expectations. From a research perspective, examining these three variables simultaneously provides a broader understanding of the factors associated with buying decisions than examining each variable independently.

CONCLUSION

Based on the empirical analysis, this study concludes that price has a positive and significant effect on consumers' buying decisions at Kitoz Store Paiton. Sales promotion also has a positive and significant effect on buying decisions, and among the three independent variables it has the strongest standardized regression coefficient. Advertisement has a positive and significant effect on buying decisions as well. Finally, price,

sales promotion, and advertisement simultaneously have a significant effect on consumers' buying decisions. The adjusted R-square of 59.3% indicates that the three variables collectively explain a substantial proportion of the variation in buying decisions, while 40.7% is attributable to other variables outside the research model.

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