

DOI: <https://doi.org/10.31933/dijms.v5i4>

Received: 25 January 2024, Revised: 16 February 2024, Publish: 13 March 2024

<https://creativecommons.org/licenses/by/4.0/>

Analysis Influence Various Types of Promotions Sale to Behavior Purchase Consumers: Case Study at Niaga Supermarket, Lombok

Dede Suleman¹, Sabil Sabil², Raden Ati Haryati³, Wiwin Wianti⁴, Devy Sofyanty⁵

¹Department of Management & Jaya Launch Pad, Universitas Pembangunan Jaya, Indonesia

^{2,3,4,5}Universitas Bina Sarana Informatika, Indonesia

*Corresponding Author: dede.suleman@upj.ac.id

Abstract: Research This aim For investigate impact various type promotion sale to behavior purchase consumers at Niaga Supermarket, Lombok. Through analysis of survey data involving sample consumer from the supermarket, research This disclose relevant findings. Research result show that promotion " buy one free one " have influence weak positive to behavior purchase consumer. Discount price, on the other hand, has influence more positive moderate to behavior purchase. Coupons also have an impact behavior purchase in a way positive with level moderate influence, meanwhile free samples no proven own significant impact on behavior purchase. Interestingly, the bonus pack, though often used in practice promotion sales, have influence weak negative and no significant on behavior purchase consumer. This result give outlook valuable for practitioner marketing and research furthermore about type promotion most effective sales in influence behavior purchase consumers in a supermarket environment. With more understanding deep about preference consumer related promotion sales, marketer can devise more strategies appropriate, temporary consumer can make decision more purchases informant.

Keywords: Promotions, Discounts, Consumers, Supermarkets

INTRODUCTION

Draft globalization and global markets have create competition between competitors are using various tactics For increase sale they. Promotion sale has be one most powerful tool for marketer For change perception buyer to something brand and stimulate interest purchase. along with increasing market competition, marketers must adopt various technique strategic For make product they stand out and attract more Lots customer. According to Keller et al. (2019), in the era of globalization this, marketer in a way wide use various form promotion sale For get place in the market because promotion sale seen own impact significant to the decision purchase consumer (Cheung et al., 2015; Fadli et al., 2022; Yusuf & Sunarsi, 2020). Despite promotional strategies sale is a relatively old tactic adopted by marketers, but Still considered as a helpful competitive strategy marketer interesting attention mass in time short,

makes people aware brand them, improve sale with fast, as well market (Morwitz et al., 2007) share.

Most of the observed that when customer see promotion, they buy more than required. Because promotion push they For believe that they Can get more Lots mark than previously. A study by Bitter & Grabner-Kräuter (2016) has show that behavior purchase switching customers brands are most influenced by promotions sale. A number of research also shows that promotion sale No only own impact fast For period time short, but also possible that consumer will do purchase repeat If they satisfied with promoted brand; on the other hand, even after promotion ends, there a number of customers who have awareness brand and trust that products sold with promotion usually low its quality and therefore That they still loyal to their old brand (Oliver, 1999).

Research purposes This is For identify impact various type promotion sale to behavior purchase consumers at the Niaga Lombok supermarket. Research purposes This includes:

1. Identify impact decline price to behavior purchase consumers at a supermarket in Niaga, Lombok.
2. Evaluate is the "Buy One Get One Free" offer is in effect to behavior purchase consumers in Niaga supermarkets.
3. Determine impact coupon to behavior purchase consumers in Niaga supermarkets.
4. Find influence free samples against behavior purchase consumers in Niaga supermarkets.
5. Identify the impact of the bonus pack on behavior purchase consumers in supermarkets in Niaga.
6. Determine which of the strategies mentioned above has the most influence behavior purchase consumer.

Study This focused on various tool promotion used sales in relationship with behavior purchase consumers at the Niaga supermarket, Lombok. Study This will explore how people judge various promotion sales and responding to them with take decision impulsive, as well is matter That change view they about promoted brand. Additionally, research this is also purposeful For find a must marketing strategy adopted by marketers, no only For interesting attention customers and promote brand them, but also for obtain profit maximum and increase sale. Study this also helps in identify techniques that can influence behavior purchase consumer more Lots.

In connection with base theoretical study There is a number of theory that became base variable in study Here, some of the relevant ones has discussed. First, the Theory of Rational Action (Cohen et al., 2014), assumes that consumer is creature rational action they based on interests self Alone. On the other hand, van Doorn et al. (2010) discuss theory promotion as " theory non- cognitive induced behavior. " Researchers mention theory This as " condition operand "Fadli et al. (2022) see promotion as rewards or strengthening. Promotion considered as rewards For purchase certain. Within the framework theory condition operant, non-monetary promotion can become tool best For change or influence behavior consumer in a way positive. Next, refer to Psychoanalytic Theory (Bleger, 2022), promotion sale with fact that taker decision with aware influence lower aware of that person in turn force they For Act in accordance with taker decision, same case with promotion sale when retailer introduce various discount For increase income sale or liquidation Excessive stock.

Literature review

Promotion sale is one of the part important from " mix marketing." According to Kotler & Keller, Lane (2016), promotion sale is core components in the market arena, containing tools motivation, generally For period short time , designed For stimulate more purchases fast or excessive from product or service certain consumers or trade . This matter leads to a decision impulse consumer For buy product or service the. Rizwan & Ahmad (2019) define purchase

impulsive as " purchase products by consumers without little planning or without planning after effect encouragement that is not unexpected , influential ". Promotion sale classified as one of the tool marketing used For interesting attention customer (Buil et al., 2013). Promotion retail used by retailers in modern trade for increase sale to consumer like display and decline price a moment . Promotion increase purchases and percentages big sale retail done Because promotion (Buil et al., 2013).

Promotion influence decision purchase customers and have impact directly on behavior they . According to Cohen et al. (2014), consumer observe price commodity and take decision about is commodity That must consumed . Once in a while, consumers need motivated For buy Now than in the future, to remind they For choose product certain than product competitors , and for buy more than not enough (Maclnnis et al., 1991). Promotional techniques sale can categorized as into two components, viz based on price and non- price, but usually impact promotion based price seen in behavior purchase consumer. A number of promotion based price is coupons, refunds, discounts, and drops price moment (Tkalec & Vizek, 2016). Is known that marketer more Lots use up budget promotion they are on promotion consumers and trade than use up budget mass media promotion Because they has observe that type promotion This in a way direct influence behavior purchase consumers and influence they For take decision impulsive For buy more than they are need (Rizwan & Ahmad, 2019).

Retailer moment This finance part big budget marketing they to " promotion sales " because the effect felt in a way instant, helpful achieve temporary targets (Chandon et al., 2000). According to Sujata et al. (2016), promotion sale usually done For introduce product new , interesting customer new, convincing existing customers There is For buy more a lot , improve sale even in season quiet , or For still compete among others .Buil et al. (2013) define six type different benefits are felt customer Because promotion Sales: " Save money, test quality, convenience purchase, entertainment, expression value, and exploration." Consideration about mark buyer in promotion sale help recognize intention purchase they (Gupta et al., 2004). Free samples are technique For serve a number small goods to people without costs for _ strengthen decision purchase so that customer can try or try product and convincing they For become familiar with product the than No realize , because That can influence behavior purchase consumer more fast or later (Chiu et al., 2014; Schramm-Klein et al., 2011) explain " free sample " technique as procedure For push consumer For try product new new launched and what hasn't yet Once they try previously .Saleh (2013) dan Tjiptodjojo & Setyawan (2016) confess that behavior purchase Consumers are greatly influenced by engineering free samples. Purpose of giving free samples are For stimulate test consumer (Tjiptodjojo & Setyawan, 2016).

Li et al. (2022) explain that " coupon " is offer that gives more price low during purchase product. Coupon is one of the most frequent tool used by retailers For stimulate consumer with give they ticket or sign accept that will possible customer For buy products in the future with price discounts, for example, some percentage piece from price retail like \$10 a pack (Z. Li et al., 2021). In another study, L. Li et al. (2022) state that " promotion coupon " has no impact significant impact on the volume of products purchased consumer. Coupon used by retailers and manufacturers For push consumer in form discounts / incentives For increase sale (Duan et al., 2022). According to Hübscher & Heidecke (2021), " discount " or decline price is tack where goods or service offered with more price low to consumers, usually implemented in supermarkets. " Discount price " is more price low For a number products that have price more tall previously or increase amount product with still maintain same price, so _increase value and create benefit financial For buy with more price low (Lv et al., 2020). Another study found that discount price product (pieces price) plays role important in inspiring behavior new and encouraging consumers they For try it (Del Rio Olivares et al., 2018; Lee & Chen-Yu, 2018). The only person occasionally buy hope For get product with price discount or buy the same

brand when product the for sale with price discount seasonal than buy it during season with price original (Z. Li et al., 2022).

Another study cited that discount price related with tool promotion other with method that they each other influence For chase consumer For buy products, such as samples and coupons (Sheehan et al., 2019; Wahyudi, 2017). As mentioned by, promotions Cheung et al. (2015) sales " buy one free one " helps retailer sell stock more fast. In addition, this strategy used by supermarkets because Lots reason For clean stock before reach date expired based on first in first out (FIFO) principle, for increase sales, making place product just in mind consumers, maintain loyalty customer, create consumer switch from brand before and try new ones which is offered with price more low or more big value. Besides that, Heydari et al. (2020); Jayaraman et al. (2013); Shin et al. (2021) depicts "buy one free one " as one tool promotion frequent sales used, which means If a customer buy product, dia will get product similar other without costs, customers more value offer like This Because they think that they will get other products for free, which makes they think that they get more value big compared to with their prices pay. Therefore that, customer make decision impulsive For buy offer like This. The "bonus package" is also an form promotion common sales offers amount more products _ Lots without increase price product, for example "30% more lots of freebies."

Although This is technique a very common sales pitch used by retailers For promote product them, however found that when consumer offered more amount Lots with aggressive, for example "70% more many " without increase price, customer doubtful credibility product and less interested in promotions like That . As behavior consumer is behavior consumer to make decision purchase For fulfil needs and desires they (Wolny & Charoensuksai, 2014). Behavior This involve How a consumer choose products and services anything, as well perception and decision they to purchase (Hamilton & Lau, 2004).Cheung et al. (2015) state that promotion sale own impact big on behavior purchase empowering consumers they For make purchase resulting impulsiveness enhancement sale product; This can cause change behavior consumer to brand. Faithfulness brand is trust consumer to the brand they are use. They assume brand them and think that brand the give quality height and value maximum in accordance with price. Faithfulness brand grouped more carry on become three related components with aspect behavior, including "behaviour main, behavior level secondary , and intention buy reset ". Behavior main is behavior For buy product or service again in the future, while "behavior level secondary " related with behavior positive other like word of mouth advocacy and loyalty; however , " intent buy reset " shows will consumer For buy or No buy product or future service _ (Baker & Crompton, 2000; Chen & Tsai, 2007; Hellier et al., 2003; Liang et al., 2018; Raji Mubin Olatoye, 2013). Based on review libraries, researchers develop hypothesis following For learn impact and significance tool promotion sales on Behavior Purchase Consumers (PPK);

H1: Buy promotion one get one free own influence positive on behavior purchase consumers (PPK) during promotion sale

H2: Price Discounts have influence positive on PPK during promotion sale

H3: Coupons own influence positive on PPK during promotion sale

H4: Free Samples have influence positive on PPK during promotion sale

H5: Bonus Pack has influence positive on PPK during promotion sale .

METHODOLOGY

The purpose of study This is For learn connection between various type promotion sales and behavior purchase consumer. Study This nature descriptive and following research strategies quantitative For collect data and test hypothesis developed based on review literature . Variable dependent in study This is Behavior Purchase Consumers, temporary variable independent includes " buy one get one free (BSGS), discount prices, coupons, free samples,

and bonus packs." Questionnaire developed by researchers based on available instruments and objectives study. Questionnaire divided become three part; part First consists from information demographic respondent, section second containing variable dependent " Behavior Purchase Consumers " are evaluated consists of 5 items (Bloch et al., 1986). In section third, all variable independent namely "BSGF (Gilbert & Jackaria, 2002), Price Discounts (Gilbert & Jackaria, 2002), Coupons (Gilbert & Jackaria, 2002), Free Samples (Heilman et al., 2011), and Bonus Pack (Waani & Alfa Tumbuan, 2015)" are measured, where each variable This consists of 5 items, while the Bonus Pack is measured with 4 items. All variable including variable dependent and independent evaluated with use Likert scale (five points) that ranges from very no agree to really agree. Additionally, research done in an environment that doesn't contrived where individuals is the unit of analysis, and research follow design study survey cross sectoral. Population study This covers various customer mature walking supermarket Niaga. Of the population this, sample as many as 350 running customers to shop chosen. Of the 350 respondents, level response effective found as many as 300 after remove questionnaire that has missing value or No filled with Correct. For analyze data and test hypothesis, SPSS is used For apply technique Relevant statistics are discussed in part following from article This.

RESULTS AND DISCUSSION

Cronbach Alpha α value was evaluated For every variables, and results following found. A more Cronbach's α from 0.6 can accepted, which shows that reliability questionnaire is at in satisfactory range (Amirrudin et al., 2020). Cronbach's alpha value for all variable in study This is at in range that can be accepted.

Hypothesis testing

Analysis correlation used For understand nature, direction, and strength connection between two individual variables. If there is correlation between two variables, p This means that with change to one variable, variable others have changed too.

Table 1. Analysis Correlation

Variable	Behavior Shopping Consumer
BSGS	0.145**
Price Discount	0.549**
Coupon	0.354**
Free Samples	0.075
Bonus Pack	-0.116

Source : processed data , 2023

Coefficient correlation For connection First in table This is 0.145, which means that " buy one free one " have connection weak positive with behavior purchase consumer. This also shows that consumers who shop at Niaga supermarkets not enough but influenced in a way positive when There is promotion " buy one get one free" on the product. Additionally, the p value is 0.007, which is less from mark significance which is 0.05, which is significant connection This in a way statistics significant. Therefore that 's us rejected Ho (r = 0.144, P = 0.007).

Refers to the hypothesis second, value coefficient correlation in table 2 for discount price and CBB are calculated of 0.549 with level significance 0.01. This shows that there is connection moderate positive between second variable the. This also shows that consumers who shop at Niaga Supermarket tend more Like discount price. The p value is 0.001, which is less from mark significance (alpha) is 0.05, which means connection This in a way statistics significant. Therefore that 's us rejected Ho (r = 0.548, P = 0.001).

Hypothesis correlation third is about Coupons and Behavior Purchase Consumer. Table 2 shows that there is connection moderate positive between coupons and behavior purchase consumer with r value = 0.353. This result show that behavior purchase consumers in Commerce affected in a way moderate when they offered coupon moment shop at supermarket. Because the p value is 0.000, which is less from mark significance i.e. 0.05, us can say that connection between second variable the in a way statistics significant, therefore That We rejected H_0 ($r = 0.354, P = 0.000$).

Switch to hypothesis fourth, the r value for connection This is 0.075, which means that free samples almost No own connection with behavior purchase consumer, that is consumers who shop at Niaga supermarkets moderrare affected when There is Free samples offered with product as promotion. Since the p value is 0.100, which is more big from mark significance which is 0.05, which is significant connection This No significant in a way statistics. Therefore that 's us received H_0 ($r = 0.075, P = 0.100$).

Coefficient correlation For hypothesis last tested use correlation is negative, indicates weak and negative relationship between bonus packs and behavior purchase consumer. It means that consumers at Commercial Supermarkets own impact negative from the current bonus pack shop at Niaga Supermarket. Since the p value is 0.460, which is more big from mark significance which is 0.05, this means that connection between bonus packs and behavior purchase consumer No significant in a way statistics, therefore the H_0 is accepted.

Analysis Regression

Analysis regression used For learn predictions variable independent to variable dependent. Here, inside Table 3, the R squared value = 0.128 shows variable extent independent (i.e. BSGS, discount prices , coupons , and free samples) influence variable dependent , i.e behavior purchase consumer . From table 3, all variable independent in study This only influence as much as 12.8% in variables dependent (behavior purchase consumer).

Table 3. Model Summary

Model	R	R-Sq.	Adj. R-Sq.	Std. Error
1	0.360	0.128	0.115	0.560

Source: processed data , 2023

Based on table 4, deep ANOVA study This show that mark The significance of the model is 0.000, which is more small from level significance of 0.05. This matter show that overall regression model in a way statistics significant and suitable with data.

Table 4. ANOVA

Model	Sum of Squares	Df	Mean Sq.	F	Sig.
1 Regression	12,647	5	2,528	8,087	0,000
Residual	85,710	274	0.312		
Total	98,357	297			

Source : processed data , 2023

Based on table 4, deep ANOVA study This show that mark The significance of the model is 0.000, which is more small from level significance of 0.05. This matter show that overall regression model in a way statistics significant and suitable with data.

Discussion

Research result This give valuable insight about How various type promotion sale influence behavior purchase consumers at Niaga Supermarket, Lombok. Discussion This will elaborate findings This in context study previously, as well give more implications wide.

Research result This in line with a number of study previous ones that have been test influence promotion sale to behavior purchase consumer. For example, discovery that promotion " buy one free one " have connection weak positive with behavior purchase consistent with a number of study previously that had been show that type promotion This can stimulate consumer For buy more Lots from products offered. This result support research highlights influence positive promotion " buy one free one " against enhancement sale.

Additionally, findings that discount price own connection moderate positive with behavior Purchase also supports findings earlier that showed that discount price is one of the type most effective promotion in influence consumer For buy product. Study I have done it before too highlighting that consumer tend respond positive to discount price.

However, findings related with influence coupons and free samples possible need more understanding deep. This result show that coupon own connection moderate positive with behavior purchase, temporary free samples almost No own connection with behavior purchase. This is consistent with part literature that states that use coupon can push consumer For buy more a lot, however different results _ related with free sample show that its influence Possible varies depending on context and preferences consumer.

Importance the most prominent results in study This is findings that the bonus pack has connection weak negative with behavior purchase consumers and relationships This No significant in a way statistics. This is contradictory with a number of study previously that had been highlighting effectiveness of bonus packs in increase sale. The implications is that a bonus pack is possible No so effective in stimulate consumers in Commercial Supermarkets, and p This Possible need evaluated more carry on in more context Specific.

Implications

Findings This own a number of implications important For practice marketing and research continued. First, the results This can help marketers and providers promotion For more understand preference consumer related with type promotion specifically in the commercial supermarket market. With more understanding Good about type the most effective promotions, they are can allocate source Power marketing with more effective and designing more promotional strategies in accordance with preference consumer.

Second, research this also delivers base For study more continuation deep about impact promotion sales at Niaga supermarkets. Study furthermore can explore influencing factors consumer in respond various type promotions, incl context cultural and social possibilities influence preference consumer.

Third, results study this also highlights importance education consumer. Consumer need given more understanding Good about types promotion Existing sales and how promotion the can influence decision purchase they. With more understanding OK, consumer can make more decisions informant and optimize benefit from promotion sale.

Lastly, the findings negative related with bonus pack show that No all type promotion suitable For all context and preferences consumer. Marketer need consider with carefully type promotions that will they use, depending on goals, market, and preferences consumer they.

In context study previous, findings this also delivers contribution important in enrich literature about influence promotion sale to behavior purchase consumer. This result give more understanding Good about preference consumers at Niaga Supermarkets and can become reference for study furthermore in field This.

With Thus, research This No only is contribution important in understand behavior purchase consumers in Niaga Supermarkets, but also provide guide practical for marketers and actors industry For design more promotional strategies effective in a competitive market.

Conclusion

Study This aim For explore impact various type promotion sale to behavior purchase consumers at Niaga Supermarket, Lombok. Findings study This disclose that promotion " buy one free one " have connection weak positive with behavior purchase consumers, which is in line with findings earlier that showed that type promotion This can stimulate consumer For buy more Lots from products offered. Additionally, results show that discount price own connection moderate positive with behavior purchase, support findings previously highlighted effectiveness discount price in influence consumer For buy product. However, related with influence coupons and free samples, finds show that coupon own connection moderate positive with behavior purchase, temporary free samples almost No own connection with behavior purchase. The implications is that influence coupon Possible more significant in stimulate purchase compared to with free samples. The most prominent is findings that the bonus pack has connection weak negative and no significant with behavior purchase consumer. This matter contradictory with a number of study previously highlighted effectiveness of bonus packs in increase sale. The implications is that a bonus pack is possible No so effective in stimulate consumers in Commercial Supermarkets, and p This Possible need evaluated more carry on in more context Specific. This result give valuable insight For practice marketing and research advanced about How type promotion different sales influence behavior purchase consumers in a supermarket environment. With more understanding Good about preference consumer related with promotion sales, marketer can devise more strategies appropriate and effective, and consumers can make decision more purchases informant.

REFERENCE

- Amirrudin, M., Nasution, K., & Supahar, S. (2020). Effect of Variability on Cronbach Alpha Reliability in Research Practice. *Jurnal Matematika, Statistika Dan Komputasi*, 17(2). <https://doi.org/10.20956/jmsk.v17i2.11655>
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- Bitter, S., & Grabner-Kräuter, S. (2016). Consequences of customer engagement behavior: when negative Facebook posts have positive effects. *Electronic Markets*, 26(3). <https://doi.org/10.1007/s12525-016-0220-7>
- Bleger, J. (2022). Psycho-analysis of the psycho-analytic frame1. In *Psychoanalysis of the Psychoanalytic Frame Revisited: A New Look at José Bleger's Classic Work*. <https://doi.org/10.4324/9781003252252-1>
- Bloch, P. H., Sherrell, D. L., & Ridgway, N. M. (1986). Consumer Search: An Extended Framework. *Journal of Consumer Research*, 13(1). <https://doi.org/10.1086/209052>
- Buil, I., de Chernatony, L., & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. *Journal of Business Research*, 66(1). <https://doi.org/10.1016/j.jbusres.2011.07.030>
- Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing*, 64(4). <https://doi.org/10.1509/jmkg.64.4.65.18071>
- Chen, C. F., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4). <https://doi.org/10.1016/j.tourman.2006.07.007>
- Cheung, C. M. K., Shen, X. L., Lee, Z. W. Y., & Chan, T. K. H. (2015). Promoting sales of online games through customer engagement. *Electronic Commerce Research and Applications*, 14(4). <https://doi.org/10.1016/j.elerap.2015.03.001>
- Chiu, C. M., Wang, E. T. G., Fang, Y. H., & Huang, H. Y. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: The roles of utilitarian value, hedonic

- value and perceived risk. *Information Systems Journal*, 24(1). <https://doi.org/10.1111/j.1365-2575.2012.00407.x>
- Cohen, S. A., Prayag, G., & Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities. In *Current Issues in Tourism* (Vol. 17, Issue 10). <https://doi.org/10.1080/13683500.2013.850064>
- Del Rio Olivares, M. J., Wittkowski, K., Aspara, J., Falk, T., & Mattila, P. (2018). Relational price discounts: Consumers' metacognitions and nonlinear effects of initial discounts on customer retention. *Journal of Marketing*, 82(1). <https://doi.org/10.1509/jm.16.0267>
- Duan, Y., Liu, T., & Mao, Z. (2022). How online reviews and coupons affect sales and pricing: An empirical study based on e-commerce platform. *Journal of Retailing and Consumer Services*, 65. <https://doi.org/10.1016/j.jretconser.2021.102846>
- Fadli, Rivaldo, Y., Victor Kamanda, S., & Yusman, E. (2022). The Effect Of Products, Promotions And Prices On Mizon's Purchasing Decision At Alfamart Sungai Harapan. *Jurnal Mantik*, 6(2).
- Gilbert, D. C., & Jackaria, N. (2002). The efficacy of sales promotions in UK supermarkets: A consumer view. *International Journal of Retail & Distribution Management*, 30(6). <https://doi.org/10.1108/09590550210429522>
- Gupta, S., Lehmann, D. R., & Stuart, J. A. (2004). Valuing Customers. In *Journal of Marketing Research* (Vol. 41, Issue 1). <https://doi.org/10.1509/jmkr.41.1.7.25084>
- Hamilton, J., & Lau, M. (2004). *THE ROLE OF CLIMATE INFORMATION IN TOURIST DESTINATION CHOICE DECISION-MAKING*.
- Heilman, C., Lakishyk, K., & Radas, S. (2011). An empirical investigation of in-store sampling promotions. *British Food Journal*, 113(10). <https://doi.org/10.1108/00070701111177674>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). European Journal of Marketing Customer repurchase intention: A general structural equation model Customer repurchase intention A general structural equation model. *European Journal of Marketing European Journal of Marketing International Journal of Retail & Distribution Management*, 37128(3).
- Heydari, J., Heidarpour, A., & Sabbaghnia, A. (2020). Coordinated non-monetary sales promotions: Buy one get one free contract. *Computers and Industrial Engineering*, 142. <https://doi.org/10.1016/j.cie.2020.106381>
- Hübscher, M. C., & Heidecke, B. (2021). Discount Rates. In *Intangibles in the World of Transfer Pricing: Identifying - Valuing - Implementing*. https://doi.org/10.1007/978-3-319-73332-6_21
- Jayaraman, K., Iranmanesh, M., Kaur, M. D., & Haron, H. (2013). Consumer reflections on "Buy one get one free" (BOGO) promotion scheme-an empirical study in Malaysia. *Research Journal of Applied Sciences, Engineering and Technology*, 5(9). <https://doi.org/10.19026/rjaset.5.4800>
- Keller, W. I. Y., Deleersnyder, B., & Gedenk, K. (2019). Price Promotions and Popular Events. *Journal of Marketing*, 83(1). <https://doi.org/10.1177/0022242918812055>
- Kotler, P., & Keller, Lane, Kevin. (2016). Marketing Management. In *Pearson* (Vol. 22).
- Lee, J. E., & Chen-Yu, J. H. (2018). Effects of price discount on consumers' perceptions of savings, quality, and value for apparel products: mediating effect of price discount affect. *Fashion and Textiles*, 5(1). <https://doi.org/10.1186/s40691-018-0128-2>
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management*, 69, 41–48. <https://doi.org/10.1016/j.ijhm.2017.10.015>

- Li, L., Li, X., Qi, W., Zhang, Y., & Yang, W. (2022). Targeted reminders of electronic coupons: using predictive analytics to facilitate coupon marketing. *Electronic Commerce Research*, 22(2). <https://doi.org/10.1007/s10660-020-09405-4>
- Li, Z., Wang, D., Yang, W., & Jin, H. S. (2022). Price, online coupon, and store service effort decisions under different omnichannel retailing models. *Journal of Retailing and Consumer Services*, 64. <https://doi.org/10.1016/j.jretconser.2021.102787>
- Li, Z., Yang, W., Jin, H. S., & Wang, D. (2021). Omnichannel retailing operations with coupon promotions. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102324>
- Lv, J., Wang, Z., Huang, Y., Wang, T., & Wang, Y. (2020). How can E-commerce businesses implement discount strategies through social media? *Sustainability (Switzerland)*, 12(18). <https://doi.org/10.3390/SU12187459>
- MacInnis, D. J., Moorman, C., & Jaworski, B. J. (1991). Enhancing and Measuring Consumers' Motivation, Opportunity, and Ability to Process Brand Information from Ads. *Journal of Marketing*, 55(4). <https://doi.org/10.1177/002224299105500403>
- Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). When do purchase intentions predict sales? *International Journal of Forecasting*, 23(3). <https://doi.org/10.1016/j.ijforecast.2007.05.015>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(SUPPL.). <https://doi.org/10.2307/1252099>
- Raji Mubin Olatoye. (2013). Towards Understanding the Islamic Concept of the Heart and Its Relationship With Man's Intention/Actions. *1st Annual International Interdisciplinary Conference, AIIC 2013*, 4.
- Rizwan, M., & Ahmad, N. (2019). Store environment and its influence on impulse buying behavior among females: Moderating Role of shopping Pal. *Management, Economics, Accounting*.
- Saleh, M. (2013). Impact of Gender, Age and Income on Consumers' Purchasing Responsiveness to Free-Product Samples. *Research Journal of International Studies*, 26(26 April).
- Schramm-Klein, H., Wagner, G., Steinmann, S., & Morschett, D. (2011). Cross-channel integration - is it valued by customers? *International Review of Retail, Distribution and Consumer Research*, 21(5). <https://doi.org/10.1080/09593969.2011.618886>
- Sheehan, D., Hardesty, D. M., Ziegler, A. H., & Chen, H. (Allan). (2019). Consumer reactions to price discounts across online shopping experiences. *Journal of Retailing and Consumer Services*, 51. <https://doi.org/10.1016/j.jretconser.2019.06.001>
- Shin, Y., Lee, S., & Moon, I. (2021). Robust multiperiod inventory model with a new type of buy one get one promotion: "My Own Refrigerator." *Omega (United Kingdom)*, 99. <https://doi.org/10.1016/j.omega.2019.102170>
- Sujata, J., Sandeep, P., & Abhijit, C. (2016). Impact of advertising and sales promotion expenses on the sales performance of indian telecommunication companies. *Indian Journal of Science and Technology*, 9(46). <https://doi.org/10.17485/ijst/2016/v9i46/107317>
- Tjiptodjojo, K. I., & Setyawan, S. (2016). Free product samples and its impact on impulse buying. *International Journal of Applied Business and Economic Research*, 14(14).
- Tkalec, M., & Vizek, M. (2016). The price tag of tourism: Does tourism activity increase the prices of goods and services? *Tourism Economics*, 22(1). <https://doi.org/10.5367/te.2014.0415>
- van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3). <https://doi.org/10.1177/1094670510375599>

- Waani, R. C. T., & Alfa Tumbuan, W. J. F. (2015). the Influence of Price Discount, Bonus Pack, and in-Store Display on Impulse Buying Decision in Hypermart Kairagi Manado. *F.A. Tumbuan. The Influence of Price... Jurnal EMBA*, 33(4213).
- Wahyudi, S. (2017). Pengaruh Price Discount Terhadap Impulsive Buying. *Jurnal Valuta*, 3(2).
- Wolny, J., & Charoensuksai, N. (2014). Mapping customer journeys in multichannel decision-making. *Journal of Direct, Data and Digital Marketing Practice*, 15(4). <https://doi.org/10.1057/dddmp.2014.24>
- Yusuf, A., & Sunarsi, D. (2020). The Effect of Promotion and Price on Purchase Decisions. *Almana : Jurnal Manajemen Dan Bisnis*, 4(2). <https://doi.org/10.36555/almana.v4i2.1410>