

Analysis of The Effect of Sales Promotion on Consumer Purchase Decisions at Alfamart in Bengkalis Subdistrict

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Article history:

Received July 1, 2026

Revised July 15, 2026

Accepted July 18, 2026

Abstract

This study aimed to analyze respondents' perceptions of sales promotion, respondents' perceptions of consumer purchase decisions, and the effect of sales promotion on consumer purchase decisions at Alfamart in Bengkalis Subdistrict. This study employed an associative research design using a quantitative approach. Data were collected through a questionnaire distributed via a QR code linked to Google Forms, using a non-probability sampling method, specifically the snowball sampling technique. The sample consisted of 100 residents of Bengkalis Subdistrict who had made purchases through sales promotions at Alfamart. The descriptive analysis showed that the sales promotion variable had a mean score of 3.39 (moderate category), while the consumer purchase decision variable had a mean score of 3.44 (high category). Hypothesis testing showed that the calculated t-value (14.265) was higher than the critical t-value (1.661), with a significance value of 0.000 ($< \alpha = 0.05$). The correlation coefficient (R) was 0.822, and the coefficient of determination (R-squared) was 0.675, indicating that sales promotion influenced consumer purchase decisions by 67.5%, while the remaining 32.5% was explained by other variables not examined in this study. Thus, it can be concluded that sales promotion has a positive and significant effect on consumer purchase decisions at Alfamart in Bengkalis Subdistrict. Therefore, H_0 was rejected, and H_a was accepted.

Keywords:

Sales Promotion; Consumer Purchase Decisions; Alfamart; Bengkalis Subdistrict; Simple Linear Regression.

1. INTRODUCTION

In today's increasingly competitive business environment, marketing strategies have become a key factor in achieving success, particularly in the retail sector. The modern retail industry in Indonesia continues to experience significant growth, particularly in the minimarket segment, which is dominated by major players such as Alfamart. As of the first quarter of 2025, Alfamart reported net revenue of IDR 32.77 trillion, representing an 11.75% increase, while its net profit reached IDR 975.11 billion. Alfamart also operates approximately 19,000 stores across Indonesia, including those located in Bengkalis Subdistrict, Riau Province (PT Sumber Alfaria Trijaya Tbk, 2025).

Sales promotion is one of the most important marketing tools for driving consumer purchase decisions. Alfamart frequently uses various forms of promotion—such as discounts, coupons, free gifts, and loyalty programs—to encourage consumers to make purchases. Kotler and Keller (2022) define sales promotion as the short-term incentives that encourage consumers to try or purchase products or services. Meanwhile, Tjiptono (2019) emphasizes that promotions are efforts to introduce products and encourage consumers to make purchases through various incentives, such as price reductions, discounts, shopping coupons, direct gifts, and loyalty programs.

The success of a promotion cannot be measured solely by the number of programs implemented, but rather by how the promotion influences consumer purchase decisions. Consumers are not always motivated to buy solely because of sales promotions; other factors include needs, income, preferences, past experiences, and the influence of their social environment (Firmansyah, 2019b). Therefore, sales promotion strategies

should be implemented, be well-targeted, and tailored to consumers demographic and psychographic characteristics.

Previous studies have shown that sales promotions significantly influence consumer purchase decisions. Sundari et al. (2022), in their study at Alfamart Songgom, found sales promotions had a significant effect on consumer purchase decisions. Novianti and Purba (2022), at Alfamart Tiban Ciptaland Batam, also confirmed the positive effect of sales promotions on consumer purchase decisions. However, the phenomenon observed in Bengkalis District indicates that not all promotional programs are consistently effective in increasing consumer purchase decisions.

Based on preliminary observations at several Alfamart outlets in Bengkalis Subdistrict, it was found that some consumers tend to make purchases only when specific promotional programs are in effect, while during periods without promotions, the frequency of consumer purchases tends to decline. This phenomenon indicates that the effect of sales promotions on consumer purchase decisions remains inconsistent. Therefore, this study aims to: (1) analyze respondents' perceptions of sales promotions at Alfamart stores in Bengkalis Subdistrict; (2) analyze respondents' responses regarding consumer purchase decisions; and (3) analyze the effect of sales promotions on consumer purchase decisions of purchase in Alfamart stores in Bengkalis Subdistrict.

1.1. Sales Promotion

Sales promotion is one of the components of the marketing mix that serves as a short-term incentive to encourage consumers to make purchases. Kotler and Keller (2022) define sales promotion as a short-term incentive designed to encourage consumers to purchase products or services. Alma (2016) adds that sales promotion encompasses various marketing activities aimed at stimulating an immediate response from consumers through special offers. In this study, the sales promotion indicators used include: (1) Promotion frequency, which refers to how often Alfamart conducts sales promotion programs; (2) Promotion quality, which refers to the clarity and attractiveness of the promotional information provided; (3) Promotion quantity, which refers to the number of products included in the promotion; (4) Promotion timing, which refers to how well the promotional period aligns with consumer needs; and (5) Target appropriateness, which refers to the relevance of the promotion to consumer needs and interests (Tjiptono, 2019).

1.2. Consumer Purchase Decisions

The consumer purchase decision is the final stage in the consumer decision-making process, during which consumers choose products or services that best meet their needs. Kotler and Keller (2022) explain that the consumer purchase decision process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Firmansyah (2019a) emphasizes that a consumer purchase decision is the process by which consumers choose between two or more alternative products. The factors influencing consumer purchase decisions include cultural, social, personal, and psychological factors (Kotler & Keller, 2022). The indicators of consumer purchase decisions, based on Kotler and Keller (2022), are: (1) problem recognition; (2) information search; (3) evaluation of alternatives; (4) purchase decision; and (5) post-purchase behavior.

1.3. The Effect of Sales Promotions on Purchase Decisions

The relationship between sales promotion and consumer purchase decisions has been extensively studied in previous research. Lamb et al. (2019) argue that sales promotion can directly influence consumer purchase decisions because it provides incentives that encourage consumers to make immediate purchases. Rahman et al. (2022), in their study at Alfamart W418 in Bandar Setia Village, found that sales promotion had a significant effect on consumer purchase decisions. Ernawati et al. (2021) also demonstrated that sales promotion has a positive and significant effect on consumer purchase decisions. More recent studies confirm the growing role of digital and social media-based promotion. Alamsyah and Fikri (2024) found that digital marketing significantly influences consumer purchase decisions through consumer behavior, while Fayunizar et al. (2025) demonstrated that promotion combined with social media exposure significantly affects consumer purchase decisions. These recent findings reinforce the relevance of promotion-related variables examined in the present study. The hypothesis of this study is as follows: H_a : Sales promotion has a positive and significant effect on consumer purchase decisions at Alfamart in Bengkalis Subdistrict.

2. RESEARCH METHOD

2.1. Type and Design of the Study

This study employed a quantitative approach with an associative research design to determine the influence or relationship between two or more variables (Sugiyono, 2019). Sales promotion was the independent variable (X), while consumer purchase decision was the dependent variable (Y).

2.2. Research Location and Subject

The research was conducted at Alfamart outlets located in Bengkalis Subdistrict, Bengkalis Regency, Riau Province. There are four Alfamart stores in this area: Alfamart Panglima Minal (2018), Alfamart Jensud (2019), Alfamart Cab Selat Baru (2020), and Alfamart Damon (2023). The research subjects were residents of Bengkalis Subdistrict who had made purchases at Alfamart.

2.3. Population and Sample

The research population consisted of all residents of Bengkalis Subdistrict who had shopped at Alfamart. Since the exact population size was unknown, the sampling was conducted using a non-probability sampling method, specifically the snowball sampling technique. The sample consisted of 100 respondents, which was considered sufficient for statistical analysis (Sugiyono, 2019).

2.4. Data Collection Techniques

Data were collected through a questionnaire distributed via a QR code linked to Google Forms. The research instrument consisted of 15 items measuring the sales promotion variable and 15 items measuring the consumer purchase decision variable, using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

2.5. Data Analysis Techniques

SPSS version 25 was used to analyze the data using the following procedures: (1) a validity test by comparing the calculated r -value with the r -table value ($n=30$, table $r=0.361$); (2) a reliability test using Cronbach's Alpha (>0.60); (3) to determine whether the dependent and independent variables were normally distributed. Evidence of whether the data followed a normal distribution can be observed in the data distribution plots, namely the histogram and the normal probability plot; a linearity test to determine the linear relationship and a heteroscedasticity test to determine whether the residuals had unequal variances; (4) descriptive analysis; (5) correlation and coefficient of determination analysis; (6) simple linear regression analysis; (7) the t -test for research hypotheses. For the descriptive analysis, each indicator and variable was classified into low, moderate, or high categories using the interval-class technique (Sugiyono, 2019), in which the possible range of mean scores (1–5) was divided into three equal class intervals; the mean score of each indicator and variable was then classified into the corresponding category based on this interval. Based on the calculation results above, the score classification is presented in Table 1.

Table 1. Score Classification

Scale Score	Score Range	Category
5	4.21-5.00	Very High
4	3.41-4.20	High
3	2.61-3.40	Moderate
2	1.81-2.60	Low
1	1.00-1.80	Very Low

Source: Sugiyono (2019)

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Respondent Characteristics

This study involved 100 respondents who were residents of Bengkalis Subdistrict and had shopped at Alfamart. Based on gender, the majority of respondents were female (62 respondents, or 62%), while male respondents accounted for 38 respondents (38%). The majority of respondents were over 45 years old, totaling 38 respondents (38%), followed by those aged 26–35 years (37%), those aged 17–25 years (24%), and one respondent under 17 years old (1%). Based on occupation, the largest group of respondents consisted of homemakers (32%), followed by fishermen (21%), private-sector employees (15%), self-employed individuals (14%), civil servants (12%), and students (6%).

Table 2. Respondent Characteristics by Gender

No	Gender	Number of Respondents	Percentage (%)
1	Male	38	38%
2	Female	62	62%
Total		100	100%

Source: Processed Data, 2026

3.1.2. Validity and Reliability Tests

Validity tests were conducted on data collected from 100 respondents. The results showed that all 30 questionnaire items (15 items for Variable X and 15 items for Variable Y) were valid, as indicated by the calculated r-values, which were higher than the r-table value (0.196). The highest calculated r-value for the sales promotion variable was 0.827 (P8), while the lowest was 0.508 (P14). For the consumer purchase decision variable, the highest calculated r-value was 0.768 (P5), while the lowest was 0.585 (P13).

The reliability test yielded a Cronbach's Alpha value of 0.914 for the sales promotion variable and 0.918 for the consumer purchase decision variable. Both values exceeded the minimum threshold of 0.60; therefore, all research instruments were considered reliable.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Minimum Value	Description
Sales Promotion (X)	0,914	0,60	Reliable
Consumer Purchase Decision (Y)	0,918	0,60	Reliable

Source: Processed Data, 2026

3.1.3. Descriptive Analysis of Sales Promotion Variables

Overall, the sales promotion variable received an average mean score of 3.39, which falls into the moderate category. The highest mean score was for the promotion target appropriateness indicator, with a score of 3.65 for the statement "Alfamart's promotions align with consumer interests." Meanwhile, the promotion frequency indicator had the lowest mean score of 3.20.

Table 4. Summary of Respondents' Responses to the Sales Promotion Variable

Indicator	Mean Score	Category
Promotion Frequency	3,20	Moderate
Promotion Quality	3,33	Moderate
Promotion Quantity	3,36	Moderate
Promotion Timing	3,45	High
Promotion Target Appropriateness	3,65	High
Overall Mean	3,39	Moderate

Source: Processed Data, 2026

3.1.4. Descriptive Analysis of Purchase Decision Variables

The descriptive analysis of the consumer purchase decision variable showed an average mean score of 3.44, which falls into the high category. The post-purchase behavior indicator had the highest mean score, with a mean of 3.80 for the statement "I feel satisfied after making a purchase at Alfamart." Meanwhile, the problem recognition indicator had the lowest mean score, with a mean of 3.28.

Table 5. Summary of Respondents' Responses to the Consumer Purchase Decision Variable

Indicator	Mean Score	Category
Problem Recognition	3,28	Moderate
Information Search	3,29	Moderate
Evaluation of Alternatives	3,33	Moderate
Purchase Decision	3,66	High
Post-purchase Behavior	3,67	High
Overall Mean	3,44	High

Source: Processed Data, 2026

3.1.5. Classical Assumption Tests

The normality test yielded an Asymp. Sig. (2-tailed) value of 0.200 (> 0.05), indicating that the data were normally distributed. The linearity test yielded a significance level of 0.516 (> 0.05), indicating that the relationship between Variable X and Variable Y was linear. The heteroscedasticity test, using Spearman's rho, yielded a two-tailed significance value of 0.838 (> 0.05), indicating that no heteroscedasticity was detected.

3.1.6. Correlation Analysis and Coefficient of Determination

The Pearson correlation analysis showed an R value of 0.822, indicating a strong positive relationship between sales promotion and consumer purchase decisions. The R-squared value was 0.675, indicating that sales promotion accounted for 67.5% of the variation in consumer purchase decisions, while the remaining 32.5% was explained by other variables not examined in this study.

Table 6. Correlation Analysis and Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,822	0,675	0,672	7,135

Source: Processed Data, 2026 (SPSS 25 Output)

3.1.7. Simple Linear Regression Analysis

The results produced the following regression equation: $Y = 8.230 + 0.853X$. The constant value of 8.230 indicates that, in the absence of sales promotion, the consumer purchase decision score is 8.230. The regression coefficient of 0.853 indicates that a one-unit increase in sales promotion increases the consumer purchase decision score by 0.853 units.

Table 7. Simple Linear Regression Analysis Results

Model	B (Coefficient)	Std. Error	Beta	T	Sig.
Constant	8,230	3,129	-	2,630	0,010
Sales Promotion (X)	0,853	0,060	0,822	14,265	0,000

Source: Processed Data, 2026 (SPSS 25 Output)

3.1.8. Hypothesis Testing (t-Test)

The results showed that the calculated t-value (14.265) was higher than the critical t-value (1.661) with a significance value of $0.000 < \alpha = 0.05$. H_0 was rejected, while H_a was accepted indicating that sales promotion has a positive and significant effect on consumer purchase decisions.

3.2. Discussion

The results of this study demonstrate a positive and significant effect of sales promotion on consumer purchase decisions at Alfamart in Bengkalis District, with an R value of 0.822 and an R-squared value of 0.675 which is consistent with Rahman et al. (2022) that found that sales promotion significantly affected purchase decisions at Alfamart. Similarly, Ernawati et al. (2021) that showed sales promotion had a positive effect on consumer purchase decisions.

The magnitude of the effect of sales promotion (67.5%) on consumer purchase decisions at Alfamart in Bengkalis Subdistrict indicates that consumers in the study area are highly responsive to the promotional programs offered by Alfamart, ranging from price discounts and “buy one, get one free” promotions to customer loyalty programs. This is supported by descriptive findings showing that the indicator of promotional target suitability received the highest mean score (3.65–3.67), meaning that consumers perceive Alfamart’s promotions as relevant to their needs and interests.

The remaining 32.5%, which was not explained by sales promotion, indicates that other factors also influence consumer purchase decisions, such as service quality and product quality followed by price, location, and brand image (Awaluddin, 2024; Suparman, 2022). This finding implies that although sales promotions are a dominant factor, Alfamart’s management needs to consider other aspects in its integrated marketing strategy to maximize consumer purchase decisions. These external factors are consistent with recent findings by Alamsyah and Fikri (2024) and Fayunizar et al. (2025), who emphasize that digital marketing and social media exposure increasingly shape consumer purchase behavior alongside conventional promotional tools. Future studies are therefore encouraged to incorporate these variables into an integrated model to more fully explain consumer purchase decisions.

4. CONCLUSION

The conclusions of this study are as follows: First, respondents' responses to the sales promotion variable at Alfamart in Bengkalis Subdistrict were generally in the moderate category with an average mean score of 3.39. The promotion target appropriateness indicator received the highest mean score (mean 3.65–3.67), indicating that consumers perceive Alfamart’s promotions as relevant to their needs.

Second, respondents' responses regarding the consumer purchase decision variable at Alfamart in Bengkalis Subdistrict were in the high category, with an average mean score of 3.44. The purchase decision and post-purchase behavior indicators received the highest mean scores, indicating that consumers were satisfied with shopping at Alfamart.

Third, sales promotion had a positive and significant effect on consumer purchase decisions at Alfamart in Bengkalis Subdistrict with the calculated t-value 14.265 was greater than the t-table value 1.661 (sig = 0.000), an R value of 0.822, and an R-squared value of 0.675. Sales promotion accounted for 67.5% of the variation in consumer purchase decisions.

The recommendations of this study are as follows Alfamart's management should continue to maintain and improve sales promotion programs that are targeted, attractive, and provide tangible benefits to consumers. Future researchers are recommended to include additional variables to provide a more comprehensive understanding in consumer purchase decisions. It is also recommended that future studies use a larger and

more diverse sample beyond Bengkalis Subdistrict to improve the generalizability of the findings and incorporate qualitative methods to gain deeper insights into consumer motivations while examining the role of digital and social media-based promotion, which is increasingly relevant in shaping consumer purchase decisions.

ACKNOWLEDGEMENTS

The author would like to thank Bengkalis State Polytechnic for providing academic support throughout the completion of this research. The author also extends sincere gratitude to Mr. Muhammad Arif, S.Tr., M.Si., the research supervisor, for his valuable guidance, support, and motivation throughout this research. The author extends sincere appreciation to all respondents who participated in this research.

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