

The Effect of Promotion on Mobile Phone Purchase Decisions at CV Tricomsel Gunungsitoli-Nias

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ABSTRACT

This study examines the influence of promotion on consumer purchasing decisions of mobile phone products at CV. Tricomsel Gunungsitoli-Nias. Promotion is considered a crucial element in the marketing mix that shapes consumer behavior and purchasing patterns. A quantitative research approach was employed, using primary data collected through questionnaires distributed to 62 respondents selected via simple random sampling from a population of 160 consumers. The research instruments were tested for validity and reliability, and the data were analyzed using simple linear regression, t-test, and coefficient of determination (R^2). The findings reveal that promotion has a positive and significant effect on purchasing decisions. The regression coefficient ($B = 0.588$) indicates a positive relationship, with a calculated t-value of 7.764, which exceeds the t-table value. Furthermore, the significance level (0.000) is below 0.05, confirming the strong effect of promotion on purchasing behavior. The R^2 value of 0.501 demonstrates that 50.1% of purchasing decisions are explained by promotional activities, while the remaining 49.9% are influenced by other factors not addressed in this study. These results highlight the importance of developing innovative promotional strategies to strengthen competitiveness in the mobile phone retail industry, particularly within the local market context of Gunungsitoli-Nias.

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1. INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed marketing activities in modern business. Companies are now required to adapt to dynamic consumer preferences, shifting behaviors, and the widespread adoption of digital platforms. Marketing is no longer restricted to traditional channels such as print media and television; instead, it now encompasses digital media, social networks, and online platforms that provide faster and broader reach. This evolution compels businesses to design promotional strategies that not only inform but also engage and persuade consumers in highly competitive markets (Narvaez Rojas et al., 2021).

Promotion plays a central role in the marketing mix, which consists of product, price, place, and promotion (Narvaez Rojas et al., 2021). Among these elements, promotion acts as the key driver that bridges the gap between product availability and consumer awareness. It enables businesses to communicate value propositions, shape consumer perceptions, and encourage purchasing behavior. As businesses compete for consumer attention, innovative promotional strategies become indispensable tools to strengthen brand presence and customer loyalty.

In the context of the mobile phone industry, promotional strategies are particularly vital. The increasing variety of smartphone brands and models has intensified competition among retailers. Consumers are constantly exposed to a wide range of promotional messages, from discounts and sales events to digital advertising and influencer endorsements. Consequently, businesses that fail to optimize their promotional efforts risk losing market share to competitors that are more proactive in engaging customers (Akkaya & Mert, 2022).

Research has shown that consumer purchasing decisions are not merely influenced by product features and price, but also by how effectively promotions are executed. According to (Buganová & Šimíčková, 2019), promotion is a persuasive activity designed to highlight product advantages and motivate consumers to purchase. Similarly, (Abdurachman et al., 2023) emphasize that online promotional activities through social media and mobile applications have created innovative ways to attract audiences and enhance consumer engagement. These perspectives reinforce the idea that effective promotion can directly influence consumer decision-making.

Consumer behavior itself has undergone significant changes. With the proliferation of social media platforms such as Facebook, Instagram, and WhatsApp, consumers now rely heavily on digital content when considering a purchase (Margherita et al., 2021). They seek convenience, accessibility, and transparency, often comparing products online before visiting a physical store. This behavior demonstrates the growing interdependence between promotion and consumer purchasing decisions, particularly in industries where product differentiation is minimal.

Previous studies have highlighted the significant role of promotion in driving consumer decisions. For instance, (Stachowiak & Pawłyszyn, 2021) found that promotional sales and public relations activities significantly influenced Generation Z purchasing decisions in the publishing industry. Likewise, (Roblek et al., 2021) confirmed that promotion has a substantial effect on purchasing decisions across different sectors, including services and retail. These findings provide strong empirical support for examining the relationship between promotion and purchasing behavior in the mobile phone retail sector.

Despite these insights, research focusing on local retail contexts remains limited. Many studies have examined promotion at a national or multinational scale, yet small and medium enterprises (SMEs) and local businesses often face unique challenges in implementing effective promotional strategies. Limited resources, lack of digital infrastructure, and intense competition from larger firms constrain their ability to compete (Joiner, 2019). This creates an urgent need to investigate how promotions specifically impact purchasing decisions within local retail environments.

CV. Tricomsel Gunungsitoli-Nias represents one such case. As a mobile phone retailer serving consumers in Nias, the company faces intense competition from other retailers, such as Raja HP and Center Ponsel. Despite offering a wide range of products, including brands such as Samsung, Oppo, and Vivo, CV. Tricomsel has yet to maximize its promotional efforts, particularly in digital marketing (Akkaya & Mert, 2022). For instance, its Facebook promotional content has not generated strong consumer interaction, indicating a gap between promotional activities and consumer engagement.

This gap highlights the central problem: how effective is promotion in influencing consumer purchasing decisions in CV. Tricomsel? Addressing this question is essential to understand whether promotional activities directly contribute to sales outcomes and how they can be improved to enhance competitiveness in the local market. By focusing on this issue, the study provides both academic and practical contributions to the field of marketing.

From an academic perspective, the study extends the literature on marketing and consumer behavior by contextualizing promotional influences in local retail environments. It demonstrates the applicability of established theories, such as the marketing mix, within specific cultural and regional contexts. This contextualization enriches the body of knowledge on how promotions operate in diverse markets beyond metropolitan or global settings (Schuh et al., 2019).

From a practical perspective, the study offers valuable insights for managers and practitioners at CV. Tricomsel and similar businesses. By identifying the extent to which promotion affects purchasing decisions, the findings can inform the design of more effective strategies (Rabal-Conesa et al., 2022). These strategies may include optimizing digital platforms, adopting interactive marketing approaches, and leveraging seasonal events to increase consumer engagement.

In addition, the findings have implications for policymakers and educators. As local economies increasingly rely on SMEs for growth and employment, understanding the drivers of consumer purchasing decisions becomes vital. Promotional strategies that enhance consumer confidence and stimulate local demand can strengthen the overall economic landscape (Melián-Alzola et al., 2020).

The study also addresses an important research gap by focusing on Generation Z consumers. This demographic cohort, born between 1997 and 2012, represents the largest share of emerging consumers who are digitally literate and responsive to online promotions. Their purchasing behavior provides key insights into the future of retail marketing, particularly in regions undergoing digital transformation (Islam et al., 2022).

Therefore, this study seeks to answer two main research questions: (1) Does promotion significantly influence purchasing decisions at CV. Tricomsel Gunungsitoli-Nias? (2) To what extent does promotion contribute to purchasing decisions compared to other factors? Answering these questions will provide clarity on the strategic role of promotion in local mobile phone retailing.

Based on the above discussion, the objective of this research is twofold. First, to determine whether promotion has a statistically significant effect on consumer purchasing decisions. Second, to measure the magnitude of this effect in order to identify how promotional efforts contribute to consumer behavior. By achieving these objectives, the study aims to provide actionable recommendations for improving promotional strategies at CV. Tricomsel Gunungsitoli-Nias.

2. RESEARCH METHOD

This study employed a quantitative research approach to examine the effect of promotion on purchasing decisions at CV. Tricomsel Gunungsitoli-Nias. Quantitative methods are appropriate for studies that aim to measure relationships between variables using numerical data and statistical analysis (Chatterjee et al., 2021). The independent variable in this study is promotion, while the dependent variable is purchasing decision. Both variables were operationalized into measurable indicators based on relevant literature, including advertising, direct marketing, sales promotion, and consumer choice attributes.

The population of this research consisted of 160 consumers, specifically Generation Z individuals (born 1997–2012) who are students or recent graduates and have purchased or interacted with mobile phone products at CV. Tricomsel. The sample was determined using Slovin's formula with a 10% margin of error, resulting in 62 respondents. A simple random sampling technique was applied to ensure that each member of the population had an equal chance of being selected. This approach enhanced the representativeness of the sample and minimized bias.

Primary data were collected through structured questionnaires using a five-point Likert scale ranging from "strongly disagree" to "strongly agree." Additional data were obtained from observations and company documentation. The research instrument was tested for validity and reliability using Pearson correlation and Cronbach's Alpha, respectively (Wicaksana & Isfania, 2022). Data were analyzed using simple linear regression to determine the effect of promotion on purchasing decisions. Hypothesis testing was conducted using the t-test, while the coefficient of determination (R^2) was used to measure the extent to which promotion explains variations in purchasing decisions. The data analysis was performed with the assistance of SPSS version 22.

3. RESULTS AND DISCUSSIONS

The results of the data analysis provide strong evidence that promotion significantly influences consumer purchasing decisions at CV. Tricomsel Gunungsitoli-Nias. Based on the validity and reliability tests, all questionnaire items were found to be valid with correlation values exceeding the minimum threshold, and the reliability test showed Cronbach's Alpha above 0.70, indicating high consistency of the measurement instruments.

The simple linear regression analysis yielded a regression coefficient (B) of 0.588, demonstrating that promotion has a positive relationship with purchasing decisions. This suggests that an increase in promotional activities is likely to enhance consumer decisions to purchase mobile phone products.

The t-test results further confirmed this relationship, with a calculated t-value of 7.764 exceeding the critical t-table value, and a significance value of 0.000, which is below the 0.05 threshold. This indicates that promotion exerts a statistically significant effect on purchasing decisions.

Moreover, the coefficient of determination (R^2) was found to be 0.501. This means that 50.1% of the variance in purchasing decisions is explained by promotional activities, while the remaining 49.9% is influenced by other factors such as product quality, pricing strategies, brand reputation, or customer service. These results validate the research hypothesis (H_a) that promotion positively and significantly affects consumer purchasing decisions at CV. Tricomsel.

Discussion

The findings of this study emphasize the strategic role of promotion in shaping consumer purchasing decisions, consistent with previous literature in marketing and consumer behavior. Promotion serves not only as a communication tool but also as a persuasive mechanism that guides consumer perceptions, preferences, and purchase actions (Roblek et al., 2021). The significant regression results highlight that effective promotion can substantially increase the likelihood of consumers purchasing mobile phone products, especially in competitive retail environments such as Gunungsitoli.

First, the positive coefficient value ($B = 0.588$) supports the theoretical framework of the marketing mix, where promotion acts as a critical element influencing consumer choice. This finding aligns with (Margherita et al., 2021) assertion that promotion bridges the gap between consumer needs and product offerings, ensuring that businesses remain competitive in attracting and retaining customers.

Second, the significance of promotion is consistent with empirical findings from previous studies. For instance, (Katz et al., 2022) showed that promotional activities, particularly sales promotions and public relations, are highly effective in influencing Generation Z consumers. Similarly, Widyanti Hastuti (2020) confirmed that promotion significantly shapes purchasing decisions across various sectors. The present study extends these insights by demonstrating similar effects within the mobile phone retail sector in Nias.

Third, the R^2 value of 0.501 indicates that while promotion plays a substantial role, nearly half of the variance in purchasing decisions remains unexplained by promotional activities alone. This suggests that consumers consider other critical factors, such as product features, price competitiveness, and after-sales service, when deciding to purchase. Retailers like CV. Tricomsel must therefore integrate promotion with other elements of the marketing mix to achieve sustainable consumer engagement (Troise et al., 2022).

Fourth, the findings highlight the importance of digital promotion in the era of social media. The relatively low engagement on CV. Tricomsel's Facebook promotional activities reflects a missed opportunity to maximize the potential of online marketing. Interactive and innovative digital strategies, such as influencer collaborations, targeted ads, and interactive campaigns, could significantly enhance consumer responsiveness and loyalty (El Nsour, 2021).

Fifth, the study demonstrates that Generation Z, as the main target market, responds positively to well-structured promotional activities. Given their digital literacy and active presence on social media, promotional efforts tailored to this demographic are more likely to yield substantial results. This aligns with the findings of Rahman, Lestari, and Asyiah (2024), who emphasize the need for businesses to employ creative approaches in digital promotion to capture consumer interest (Cahyadi et al., 2023).

Sixth, the findings carry important managerial implications. CV. Tricomsel must view promotion not as a one-time activity but as a continuous strategic process. By designing promotions that combine discounts, event sponsorships, and digital campaigns, the company can strengthen its competitive position against rival retailers such as Raja HP and Center Ponsel. Additionally, leveraging customer feedback and engagement metrics can help the company refine its promotional strategies over time (Narvaez Rojas et al., 2021).

Seventh, from a theoretical perspective, the results reinforce the notion that promotion is both a driver of immediate consumer action and a builder of long-term consumer relationships. By

influencing purchase intentions and actual buying behavior, promotion contributes directly to business sustainability in competitive markets.

Eighth, the unexplained variance in purchasing decisions suggests promising avenues for future research. Factors such as brand image, peer influence, and product innovation may play important roles in shaping consumer behavior. Investigating these dimensions would provide a more comprehensive understanding of purchasing decisions in the mobile phone industry (Mueller & Jungwirth, 2022).

Ninth, the findings are particularly relevant in the context of local economies like Nias, where SMEs and local retailers often lack the resources of larger competitors. By strategically leveraging promotion, businesses can enhance visibility, build trust, and compete effectively within their market. This underscores the role of marketing in supporting regional economic development.

Finally, the study contributes to both theory and practice by bridging academic concepts of promotion with real-world applications in local retail environments. It demonstrates that even within small markets, strategic promotional activities can significantly shape consumer purchasing decisions and drive business success.

4. CONCLUSION

This study investigated the influence of promotion on consumer purchasing decisions for mobile phone products at CV. Tricomsel Gunungsitoli-Nias. The findings revealed that promotion has a positive and significant effect on purchasing decisions, as demonstrated by the regression coefficient ($B = 0.588$), t-test results ($t = 7.764$; $p < 0.05$), and the coefficient of determination ($R^2 = 0.501$). This indicates that 50.1% of purchasing decisions are explained by promotional activities, while 49.9% are influenced by other factors not included in this study. These results validate the hypothesis that effective promotional strategies significantly shape consumer behavior. The study underscores the importance of promotion as a core element of the marketing mix, particularly in highly competitive retail environments. It confirms that well-structured promotional activities both online and offline can directly influence consumer decisions, especially among Generation Z consumers who are digitally literate and responsive to social media engagement. Based on the findings of this study, several recommendations can be made for both practical and academic purposes. For CV. Tricomsel Gunungsitoli-Nias, it is essential to strengthen promotional activities, particularly through digital platforms that are increasingly influential in shaping consumer behavior. Social media channels such as Facebook, Instagram, and WhatsApp should not merely be used for product display, but optimized with interactive and creative campaigns that encourage consumer engagement, such as digital contests, influencer collaborations, or targeted advertisements. At the same time, promotional strategies should not be limited to online efforts alone. Offline activities such as seasonal discounts, event sponsorships, and loyalty programs remain valuable in attracting and retaining customers, especially within a competitive local retail environment. Moreover, promotion should be integrated with other elements of the marketing mix. Since this study revealed that promotion accounts for only half of the variance in purchasing decisions, it is evident that factors such as product quality, pricing, and after-sales service also play crucial roles in consumer choices. Therefore, CV. Tricomsel should design a holistic marketing strategy that combines effective promotion with competitive pricing, innovative product offerings, and excellent customer service to create a sustainable competitive advantage. This study also highlights the importance of targeting Generation Z consumers more effectively, as they represent the largest emerging consumer segment with high digital literacy and responsiveness to online content. Tailoring promotions to their preferences through technology-driven and interactive approaches will likely yield stronger consumer loyalty. Finally, for future researchers, it is recommended to expand the scope of inquiry by exploring other determinants of purchasing decisions such as brand image, peer influence, or consumer trust, thereby providing a more comprehensive understanding of marketing effectiveness in the mobile phone retail sector.

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