
Price Discounts, Sales Promotions, and In-Store Displays as Drivers of Consumer Purchase Intention: Consumer Trust as a Mediator

Alvin Valerian¹, Edy Purwo Saputro²

Abstract:

This study investigates how price discounts, sales promotions, and in-store display strategies influence consumer purchase intention, with consumer trust examined as a mediating variable. A quantitative approach is applied using a structured questionnaire distributed to 135 customers of Toserba Luwes Wonogiri selected through purposive sampling. Five variables price discount, sales promotion, in-store display, consumer trust, and purchase intention are measured using operational indicators and assessed on a five-point Likert scale. Data are analyzed using SmartPLS after validity, reliability, and classical assumption testing to ensure model suitability. The results demonstrate that price discounts, sales promotions, and in-store displays significantly and positively influence purchase intention. Consumer trust also shows a significant direct effect while acting as a mediator that strengthens the influence of marketing strategies on purchasing interest. Although the research provides meaningful academic and managerial implications, it is limited by the scope of variables and reliance on self-reported online responses. Future studies are recommended to integrate additional behavioral factors and apply broader methodological approaches.

Keywords: *Consumer Trust, Discount, In-Store Display, Promotion, Purchase Intention*

Submitted: November 3, 2025, Accepted: December 11, 2025, Published: December 20, 2025

1. Introduction

Consumer purchase intention has become a prominent area of research due to inconsistent findings reported across prior empirical studies (Prabarini et al., 2019; Wahyuningsih, 2019; Kala et al., 2020; Salim & Fermayani, 2021; Anjelina et al., 2021; Tyra, 2022; Elian Tania et al., 2022; Iswati & Rustam, 2022; Kumala & Fageh, 2022; Hapsari & Astuti, 2022; Anbiya & Sofyan, 2022; Rahmawaty et al., 2023; Setiawan, 2024; Hidayat et al., 2024; Sari & Jelita, 2024; Annisa et al., 2024). While numerous studies affirm that price discounts significantly increase consumer purchasing interest (Prabarini et al., 2019; Hidayat et al., 2024; Hapsari & Astuti, 2022; Rahmawaty et al., 2023), contrasting evidence suggests that discounts may also reduce perceived product value, thereby diminishing their intended effect (Wahyuningsih, 2019).

¹ Management, Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Indonesia, b100220425@student.ums.ac.id

² Management, Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Indonesia, eps135@ums.ac.id

These varied conclusions indicate that price discounting is not universally effective, and its impact depends on contextual elements such as consumer perceptions, product quality cues, and market conditions. Numerous studies have investigated the impact of sales promotion on consumer purchasing intentions, consistently highlighting the significant influence of price promotion on buying behavior. For instance, Kala et al. (2020) demonstrated that sales promotion exerts a notable effect on consumer purchase interest. This conclusion is further corroborated by the findings of Anjelina et al. (2021), Sari and Jelita (2024), and Iswati and Rustam (2022), all of whom reported similar results. Conversely, research by Salim and Fermayani (2021) suggests a more nuanced perspective, indicating that sales promotions may inadvertently diminish purchase intentions if they coincide with negative shopping experiences, such as substandard service or an uncomfortable store environment. Thus, while price discounts and promotional campaigns can stimulate consumer interest, their effectiveness is contingent upon the overall quality of the shopping experience.

Numerous studies have endeavored to explore the relationship between in-store display elements and consumer purchase intentions. For instance, Salim and Fermayani (2021) concluded that store display variables exert a significant and positive impact on consumers' willingness to buy, a finding corroborated by subsequent research such as that of Iswati and Rustam (2022), Anjelina et al. (2021), and Tyra (2022), all reporting comparable outcomes. Nevertheless, this apparent consensus is not without exceptions; Kumala and Fageh (2022) highlighted circumstances in which insufficiently engaging visuals or an inadequately supportive store atmosphere mitigated the influence of display and other examined variables on purchase intention. Considering that at least sixteen scholarly articles have been referenced in the context of these varied findings, the present study seeks to extend this discourse by examining a different population, thereby contributing to the human resource management literature. Specifically, the research targets visitors and consumers who have previously engaged in transactions at Toserba Luwes, aiming to reassess the impact of store displays on their purchasing behavior.

Toserba Luwes, widely recognized as a retail chain serving daily household needs, primarily operates across several regions in Central Java such as Wonogiri, Surakarta, Sragen, and Pacitan while continuing its expansion into East Java. Rather than merely positioning itself as a general merchandise store, the brand emphasizes accessibility through a pricing strategy considered affordable by its target market. Over time, this approach has enabled the Luwes Group to grow into a network comprising approximately 21 outlets supported by nearly 5,000 employees, offering customers the convenience of fulfilling diverse needs in a single shopping location. The availability of varied product categories within one store environment naturally generates diverse purchasing interests among consumers, making the retail setting relevant for academic exploration. Consequently, examining how price discounts, sales promotions, and in-store visual presentation might influence consumer purchase intention at Toserba Luwes becomes both timely and theoretically important. This study is further developed by adapting the research framework proposed by Salim and Fermayani (2021).

2. Theoretical Background

Price discount: Price discounts are widely recognized as a dominant promotional approach for capturing consumer interest and stimulating sales growth, yet the mechanism operates far beyond a simple reduction in monetary value. Within pricing theory, a discount functions as a psychological trigger that reshapes how buyers interpret the original value of a product, often accelerating purchase decisions by creating a sense of urgency or perceived opportunity. Although a discount technically represents a temporary reduction from the standard price offered only under specific marketing conditions to attract greater consumer engagement it simultaneously implies a potential reduction in profit margins, which prevents firms from implementing such strategies continuously. Interestingly, many retail businesses strategically inflate initial prices prior to applying a discount, thereby constructing the illusion of substantial savings regardless of the actual price change, a practice documented in contemporary retail research. More broadly, pricing itself is considered a pivotal marketing element capable of influencing the direction of consumer decision-making; therefore, the study of pricing and discount strategies focuses on how monetary cues shape perceptions, intentions, and behavioral responses. In discount-oriented marketing contexts, pricing decisions are typically crafted through intentional strategic planning with the objective of enhancing product appeal while boosting market demand and overall sales performance.

Sales promotion: Sales promotion can be broadly understood as a tactical marketing mechanism designed to trigger immediate purchasing behavior by offering consumers additional rewards or incentives. Rather than merely describing tools, sales promotion theory emphasizes the strategic role of promotional activities in elevating sales volume through compelling incentives capable of capturing consumer attention. This theoretical perspective outlines multiple strategic approaches intended to achieve such outcomes and examines the psychological influence of promotional efforts on consumer decision-making. Within this framework, tools such as coupons, gifts, or bonus offerings are interpreted as motivational stimuli that prompt consumers to engage in purchase behavior. These incentives not only function as short-term behavioral triggers capable of altering purchasing patterns, but also reinforce consumer decisions, encouraging continued or repeat buying behavior as part of a broader marketing strategy (Kumala & Fageh, 2022).

In-store display: A store's interior presentation plays a crucial role in shaping consumers' perceptions of the brand and can substantially influence purchasing decisions. Rather than merely offering visual appeal, the design, atmosphere, and product organization within a retail environment function collectively to facilitate an enjoyable shopping experience, guide customers efficiently to desired items, and subtly persuade them to make purchases. When the space is arranged to feel inviting, comfortable, and aesthetically engaging, visitors tend to remain longer, develop positive associations with the environment, and exhibit a stronger likelihood of returning in the future. The effectiveness of store layout therefore lies in its ability to merge aesthetic qualities with functional clarity, creating an environment that not only reflects brand identity but simultaneously enhances convenience and buying motivation. Well-structured interior design ultimately increases store attractiveness, strengthens brand positioning, and

encourages repeat patronage (Salim & Fermayani, 2021).

Consumer purchasing interest and purchasing decisions: Consumer purchase intention represents the motivational tendency that drives individuals toward acquiring a product or service, shaped by multiple determinants that influence decision-making processes. In marketing, this intention serves as a critical metric because it reflects potential market demand and supports the development of strategic promotional approaches. The act of purchasing emerges as the culmination of interconnected cognitive steps, where internal considerations such as needs, perceptions, and preferences interact with external stimuli. Among these external triggers, promotional activities and price discounts can accelerate evaluative judgments and shorten the decision timeline. Thus, purchase intention can be conceptualized as the preliminary phase within the broader consumer decision framework, indicating the degree to which individuals feel compelled or persuaded to proceed with a purchase (Iswati & Rustam, 2022).

Hypothesis Development

The influence of price discounts on consumer purchasing interest

Price discounts are demonstrated to exert a positive and significant influence on consumer purchase intention. When the level of discount increases, consumers tend to show a stronger willingness to buy the product, particularly when the promotional offer is perceived as financially advantageous or beneficial (Sari & Jelita, 2024; Rahmawaty et al., 2023). Based on this conceptual explanation and empirical evidence, a hypothesis can be logically formulated. Accordingly, the proposed hypothesis is presented as follows: H1: It is suspected that the price discount variable has a significant effect on consumer purchase intention.

The relationship between sales promotions and consumer purchase intention

Promotional activities play a crucial role in shaping consumers' purchasing decisions, and various forms of sales promotion particularly price discounts and product bundling have been shown to exert a positive influence on purchase behavior, especially among individuals who demonstrate high price sensitivity. In the context of online shopping, such strategies become increasingly effective as they offer compelling financial incentives and enhance perceived value (Hidayat et al., 2024; Hapsari & Astuti, 2022). Based on this reasoning, a research hypothesis can be formulated, stating that promotional strategies are expected to exert a significant impact on consumers' purchase interests, which can be expressed as follows: H2: Sales promotion is presumed to significantly influence consumer purchase intention.

The relationship between in-store displays and consumer purchasing interest

In-store display functions as a strategic tool for showcasing merchandise, capturing customer attention, and stimulating purchasing intentions, and within the retail context, it is commonly referred to as retail display. A well-designed visual presentation

characterized by structured product arrangement, appropriate lighting, and aesthetically appealing composition has been demonstrated to exert a strong and significant influence on consumers' buying interest, as such elements enhance the attractiveness of products and elevate the desire to purchase them (Salim & Fermayani, 2021). Based on this reasoning, the following hypothesis is proposed: H3 the in-store display variable is presumed to have a significant effect on consumer purchase intention.

3. Methodology

The study employs a quantitative methodological approach in which numerical data guide both collection and analytical procedures to evaluate how price discounts, sales promotions, and in-store display strategies influence consumer purchase intention. Primary data are gathered using a structured questionnaire designed with predetermined items requiring honest responses from participants selected through purposive sampling from a population of 135 customers at Toserba Luwes, Wonogiri. The variables are operationalized through a structured framework defining concepts and indicators: Price Discount (X1) reflects intentional price reductions measured by timing, value, relevance, and perceived benefit; Sales Promotion (X2) encompasses time-limited marketing activities evaluated by implementation method, appeal, clarity, and compatibility with consumer needs; In-Store Display (X3) represents the visual and structural presentation of products assessed through layout organization, aesthetics, lighting, cleanliness, and accessibility. Consumer Purchase Intention (Y) denotes the degree of willingness to buy and is measured through desire, planning, perceived satisfaction, and commitment, while Consumer Trust acts as a mediating construct based on perceived transparency, integrity, consistent performance, and professionalism. All responses use a five-point Likert scale from "Strongly Disagree" to "Strongly Agree," and collected data are analyzed using SmartPLS.

To ensure data accuracy and analytical rigor, the research instrument undergoes validity testing to confirm that each item accurately measures its corresponding construct and reliability testing to assess measurement consistency. A probability sampling approach is applied to ensure equal selection opportunity and representativeness. Prior to hypothesis testing, classical assumption diagnostics including normality, multicollinearity, and heteroscedasticity tests are performed to verify the suitability of the regression model. Model evaluation proceeds with analysis of the coefficient of determination (R^2) to determine explanatory strength, followed by an F-test to assess whether the independent variables collectively exert a significant effect on purchase intention. A t-test is subsequently conducted to evaluate the individual statistical contribution of price discounts, promotional activities, and visual merchandising at a 5% confidence level; results exceeding the critical threshold validate the corresponding alternative hypotheses, whereas insignificant values reinforce the null hypothesis.

4. Empirical Findings/Result

The hypothesis testing process in this study employed the Partial Least Square (PLS) analytical method, with computational support from SmartPLS 3.0 software. This chapter provides a comprehensive explanation of the overall findings, presented

systematically according to established research methodology procedures. The core objective of this investigation was to examine how price discounts, sales promotion activities, and in-store visual presentation influence consumer purchase intention at Toserba Luwes, with consumer trust functioning as a mediating variable. To achieve this aim, primary data were collected directly from participants through a structured questionnaire distributed via Google Forms.

Respondent Description

Table 1. Respondent Characteristics Based on Gender and Age Group

Category	Subcategory	Frequency	Percentage
Gender	Male	82	61%
	Female	53	39%
Age Group	16–25 years	79	58.4%
	26–35 years	47	32.6%
	36–45 years	7	7%
	>46 years	2	2%
Total Respondents		135	100%

The demographic profile of the 135 respondents demonstrates a higher participation rate from male individuals, accounting for 61%, while female respondents represented 39% of the sample. In terms of age distribution, the majority of participants were within the 16–25 age range, comprising 58.4% of the total responses, followed by those aged 26–35 years at 32.6%. Meanwhile, respondents aged 36–45 years and above 46 years were significantly fewer, representing 7% and 2% respectively. These findings indicate that the sample is predominantly composed of younger, active consumers, particularly those in the 16–25 age group.

Data Analysis Results

Outer Model Analysis

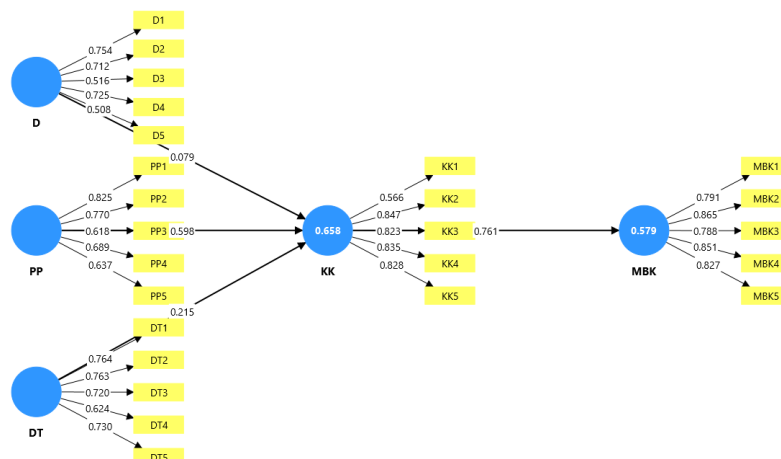


Figure 1. Outer Model

Convergen Validity & Reliability**Table 2. Validity & Reliability Test Results**

Variable	Validity		Reliability		
	Indicator	Outer loadings	CR	CA	AVE
Price Discount (X1)	X1.1	0.754	0.700	0,669	0,425
	X1.2	0.712			
	X1.3	0.516			
	X1.4	0.725			
	X1.5	0.508			
Sales Promotion (X2)	X2.1	0.825	0.783	0,755	0,507
	X2.2	0.770			
	X2.3	0.618			
	X2.4	0.689			
	X2.5	0.637			
In-Store Display (X3)	X3.1	0.764	0.791	0,775	0,521
	X3.2	0.763			
	X3.3	0.720			
	X3.4	0.624			
	X4.5	0.730			
Consumer Trust (M)	M1.1	0.566	0.853	0,840	0,620
	M1.2	0.847			
	M1.3	0.823			
	M1.4	0.835			
	M1.5	0.828			
Consumer Purchase Interest (Y)	Y1.1	0.791	0.885	0,883	0,681
	Y1.2	0.865			
	Y1.3	0.788			
	Y1.4	0.851			
	Y1.5	0.827			

Source: Data Processing Results, 2025

PLS analysis results indicate that all indicators exceed the outer loading threshold of >0.50 (ranging from 0.508 to 0.865), demonstrating acceptable convergent validity and suitability for further model testing. Discriminant validity assessment using the Fornell-Larcker criterion and cross-loading values confirms that each indicator loads higher on its intended construct than on others, meaning the measurement items successfully differentiate between variables. Reliability evaluation using Composite Reliability, Cronbach's Alpha, and AVE shows that all constructs achieve CR values above 0.70, reflecting strong internal consistency. Although some Cronbach's Alpha values fall slightly below 0.70, they remain acceptable for most variables. AVE values above 0.50 for Sales Promotion, In-Store Display, Consumer Trust, and Consumer Purchase Interest further confirm adequate convergent validity, while the Price Discount construct (AVE 0.425) remains an exception, indicating insufficient variance

explanation. Overall, the measurement model demonstrates satisfactory validity and reliability, with only the Price Discount variable requiring refinement before structural analysis proceeds.

Multicollinearity Test

Table 3. Variance Inflation Factor (VIF)

Variable	VIF
Price Discount - > Consumer Trust	2.180
Sales Promotion - > Consumer Trust	2.718
In-Store Display - > Consumer Trust	1.654
Consumer Trust - > Consumer Purchase Interest	1.000

Derived from Primary Data Processing, 2025

The Variance Inflation Factor (VIF) assessment demonstrates that all variables fall below the conventional threshold value of 5, indicating the absence of problematic multicollinearity within the model. Among these variables, Consumer Trust presents the lowest VIF value (1.000), followed sequentially by In-Store Display (1.654), Price Discount (2.180), and Sales Promotion (2.718). These numerical outcomes suggest that the independent variables do not share excessively strong correlations with one another, allowing the model's findings to be interpreted with greater precision and without distortion arising from multicollinearity.

Inner Model Analysis

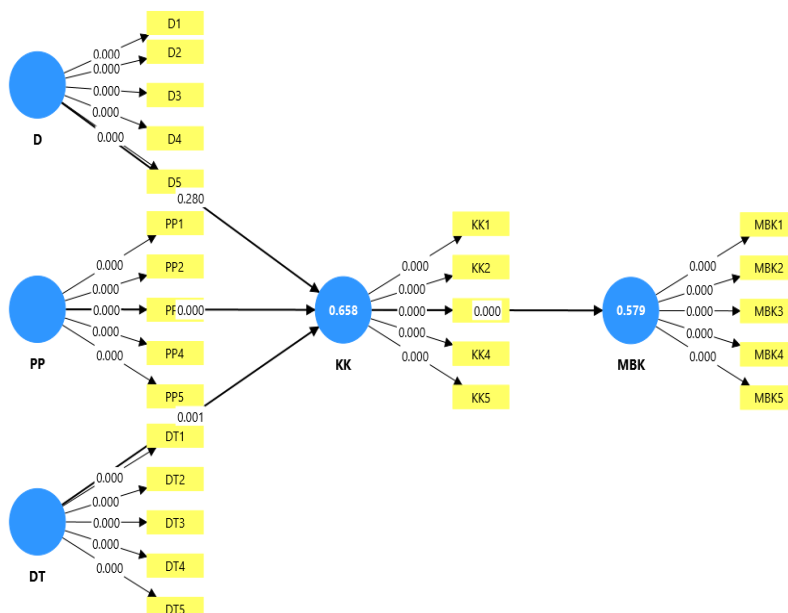


Figure 2. Inner Model

Goodness of Fit Test

Table 4. R Square Test Results Table

	R Square	R Square Adjusted
Consumer Trust	0,658	0,650
Consumer Purchase Interest	0,579	0,576

Derived from Primary Data Processing, 2025

Based on the R-Square evaluation, the Consumer Trust variable demonstrates an R-Square value of 0.658 and an adjusted R-Square of 0.650, indicating that independent variables within the model account for approximately 65.8% of the variance in Consumer Trust, while the remaining 34.2% is influenced by external factors not included in this analysis. These values collectively suggest that the model possesses a sufficiently strong predictive capability in explaining the determinants of Consumer Trust and can therefore be considered reliable in illustrating the variables shaping this construct within the study context. The subsequent assessment involves the Q-Square test, which is utilized to measure predictive relevance in the structural model; a Q-Square value greater than zero signifies that the model holds predictive relevance, and the results of this measure are presented below:

Q-square Predictive Relevance (Q²)

$$\begin{aligned}
 \text{Q-square} &= 1 - [(1 - R_{21}) \times (1 - R_{22})] \\
 &= 1 - [(1 - 0,658) \times (1 - 0,579)] \\
 &= 1 - (0,342 \times 0,421) \\
 &= 1 - 0,143982 = 0,856018
 \end{aligned}$$

The Q² computation reveals a predictive relevance value of 0.856018, signifying that the proposed research model demonstrates exceptionally strong predictive capability, with interrelationships among variables accounting for approximately 85.0% of the observable variance in the studied phenomenon. The remaining portion, estimated at around 3.0%, is likely influenced by external determinants not included within the current model framework. Furthermore, the effect size analysis (F²) serves to evaluate the magnitude of influence exerted by predictor variables (X) on the dependent variable (Y). The interpretation of F² adheres to established thresholds in which values ranging from $0.02 \leq F^2 < 0.15$ indicate a relatively minor effect, values between $0.15 \leq F^2 < 0.35$ represent a moderate level of influence, and values exceeding 0.35 denote a substantial or highly significant impact within the context of the variable relationships assessed in the model.

Table 5. F-Square Analysis

	Consumer Purchase Interest
Price Discount	0.008
Sales Promotion	0.385
In-Store Display	0.082
Consumer Trust	1.374
Consumer Purchase Interest	

Derived from Primary Data Processing, 2025

Based on the F Square (f^2) results, the magnitude of influence exerted by each independent variable on the dependent construct demonstrates considerable variation. Among these predictors, Consumer Trust presents the highest f^2 value at 1.374, reflecting a moderate yet dominant effect and indicating its substantial contribution in explaining Consumer Purchase Interest. Sales Promotion follows with an f^2 of 0.385, categorized as a small effect size, though it still plays a meaningful role in strengthening the explanatory power of the overall model. In-Store Display yields an f^2 of 0.082, which is also classified as a small effect, yet remains relevant in shaping the model's predictive accuracy. By contrast, Price Discount records the smallest value at 0.008, signifying a negligible influence and suggesting that its role in predicting Consumer Purchase Interest is nearly insignificant. Collectively, these findings affirm that Consumer Trust represents the most influential determinant of Consumer Purchase Interest, while Price Discount contributes the least to the model's explanatory capability.

Hypothesis Testing

Table 6. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price Discount-> Consumer Trust	0.079	0.089	0.066	1.187	0.238
Sales Promotion -> Consumer Trust	0.598	0.591	0.070	8.604	0.000
In-Store Display -> Consumer Trust	0.215	0.219	0.069	3.134	0.002
Consumer Trust -> Consumer Purchase Interest	0.761	0.765	0.044	17.128	0.000

Derived from Primary Data Processing, 2025

Based on the path coefficient output, the relationships among the independent variables and the dependent variable demonstrate varying levels of statistical significance and influence. The linkage between price discounts and consumer trust shows a coefficient of 0.079 with a t-statistic of 1.187 and a p-value of 0.238, implying a positive yet statistically insignificant effect, where improvements in price discounting correspond to increases in consumer trust. A stronger relationship emerges from sales promotion, which records a coefficient of 0.598, a t-statistic of 8.604, and a p-value of 0.000, signifying a substantial and statistically significant positive effect, suggesting that more intensive promotional activities are associated with higher trust from consumers. Likewise, in-store display demonstrates meaningful influence, reflected in a coefficient of 0.215, a t-value of 3.134, and a p-value of 0.002, indicating that improvements in product display strategies significantly enhance consumer trust. Finally, consumer trust exerts the most dominant role in shaping consumer purchase interest, as evidenced by a coefficient of 0.761, a t-statistic of 17.128, and a p-value of 0.000, confirming that stronger trust reliably fosters greater intention to purchase.

5. Discussion

The Relationship Between Price Discounts and Consumer Trust

Based on the analytical output, the variable Price Discount demonstrates a coefficient value of 0.079 supported by a t-statistic of 1.187 and a p-value of 0.238, indicating that its influence on consumer trust is statistically significant. These findings affirm the proposed hypothesis asserting that Price Discount exerts a positive effect on Consumer Trust, implying that more favorable discount strategies tend to enhance consumers' confidence in a brand. This outcome aligns with established marketing theory, which emphasizes the role of consumer communication and shared positive experiences in shaping brand perception and fostering loyalty. Furthermore, the results corroborate previous research, including the study conducted by Salim and Fermayani (2021), which similarly concluded that Price Discount contributes positively and significantly to the development of Consumer Trust.

The Relationship Between Sales Promotion and Consumer Trust

The statistical analysis indicates a relationship between Sales Promotion and Consumer Trust with a coefficient of 0.598, accompanied by a t-value of 8.604 and a p-value of 0.000, demonstrating that the second hypothesis asserting a positive influence of Sales Promotion on Consumer Trust is empirically supported. As promotional activities become more diverse and appealing, consumers tend to exhibit stronger trust in the offered products. By expanding the range of promotional options available, companies enable consumers to align their choices with personal preferences, ultimately enhancing satisfaction and reinforcing confidence in the brand or product. These findings align with previous empirical evidence reported by Rahmawaty et al. (2023), further validating the positive association between promotional strategies and consumer trust.

In-Store Display with Consumer Trust

The statistical results demonstrate a coefficient of 0.215 between In-Store Display and Consumer Trust, supported by a t-statistic of 3.134 and a p-value of 0.002, indicating a confirmed positive relationship between the two variables. As the variety and quality of in-store visual arrangements increase, consumers tend to exhibit stronger levels of trust. This occurs because diverse product displays expand purchasing options, align better with individual preferences, and enhance overall satisfaction, ultimately reinforcing confidence in the retail environment. These findings are consistent with prior empirical evidence reported by Febri Annisa et al. (2024).

Consumer Trust with Consumer Purchase Interest

Based on the analytical results, the Consumer Trust variable demonstrates a coefficient value of 0.761 accompanied by a t-statistic of 17.128 and a p-value of 0.000, indicating a highly significant influence. These findings imply that when consumers perceive trust as aligned with product quality and competitiveness, their willingness and intention to purchase increases accordingly. In essence, consumers' buying interest strengthens when their trust aligns with their expectations and evaluations. The outcome of this study reinforces and is consistent with conclusions reported in previous research conducted by Nida Nur Anbiya and Aning Sofyan (2022) as well as Setiawan (2024).

6. Conclusions

The findings indicate that price discounts, sales promotions, and in-store displays each exert a positive and significant effect on consumer purchase intention, where appealing discounts, varied promotional strategies, and well-designed store environments collectively strengthen consumers' willingness to buy. Consumer trust also plays a critical role, both directly increasing purchase intention and mediating the influence of the three marketing variables, suggesting that trust formed through pricing strategies, promotional activities, and visual merchandising enhances purchasing motivation. Despite adhering to scientific procedures, the study is limited by its narrowed variable scope, reliance on quantitative self-report questionnaires, and potential bias from online responses, which may restrict deeper psychological insight and measurement accuracy. Theoretically, the study contributes to retail consumer behavior literature and encourages future research incorporating additional variables and alternative methods such as longitudinal or experimental approaches. Practically, the findings recommend consistent discount scheduling, more diverse promotional communication, and improvements in shelf layout and store navigation to create a more appealing shopping experience and strengthen consumer interest.

References:

- Anbiya, N. N., & Sofyan, A. (2021). Hubungan antara sales promotion dengan consumer purchase interest. *Jurnal Riset Manajemen Komunikasi*, 130–137.
- Calvin, O., & Tyra, M. J. (2022). Pengaruh harga dan sales promotion ShopeeFood terhadap consumer purchase interest di Kota Palembang. *Forum Bisnis dan Kewirausahaan: Jurnal Ilmiah Universitas Multi Data Palembang*, 12(1), 47–58.
- Farrasi, R. A. (2024). *Pengaruh diskon dan e-WOM terhadap keputusan pembelian dengan minat beli sebagai variabel intervening (Studi pada mahasiswa FISIP angkatan 2020–2023 UPN “Veteran” Yogyakarta)* (Doctoral dissertation, UPN Veteran Yogyakarta).
- Iswati, N., & Rustam, T. A. (2022). Pengaruh potongan harga, sales promotion dan kualitas pelayanan terhadap kepuasan konsumen pada Guardian Grand. *Jurnal Ekuivalensi*, 8(1), 68–79.
- Kurniawan, D. (2025). *Pengaruh persepsi harga dan promosi terhadap consumer purchase interest PT Semen Indonesia* (Doctoral dissertation, UPN Veteran Jawa Timur).
- Oktavia, F., & Fageh, A. (2022). Pengaruh diskon terhadap keputusan pembelian kosmetik halal dengan minat beli sebagai variabel intervening. *Jurnal Ecodemica: Jurnal Ekonomi Manajemen dan Bisnis*, 6(1), 1–10.
- Rahmawaty, I., Sa'adah, L., & Musyafaah, L. (2023). Pengaruh live streaming selling, review product, dan discount terhadap consumer purchase interest pada e-commerce Shopee. *Jurnal Riset Entrepreneurship*, 6(2), 80–93.
- Ramadiansyah, S. A., Pradhana, I. P. D., & Haes, P. E. (2024). Pengaruh diskon dan promosi terhadap consumer purchase interest di Shopee 11.11. *JUREMI: Jurnal Riset Ekonomi*, 4(3), 851–858.
- Salim, A., & Fermayani, R. (2021). Pengaruh potongan harga, sales promotion, dan in-store display terhadap keputusan pembelian impulsif konsumen Matahari

-
- Department Store Padang. *Jurnal Menara Ekonomi: Penelitian dan Kajian Ilmiah Bidang Ekonomi*, 7(3).
- Satria, A. A. (2017). Pengaruh harga, promosi, dan kualitas produk terhadap consumer purchase interest pada perusahaan A-36. *Jurnal Performa: Jurnal Manajemen dan Start-Up Bisnis*, 2(1), 45–53.
- Setiawan, E. (2024). Analisis pengaruh diskon terhadap minat beli serta dampaknya pada keputusan pembelian. *Konsumen & Konsumsi: Jurnal Manajemen*, 3(2).
- Simanungkalit, R., Sinaga, N. A., & Hutagalung, J. (2023). Pengaruh diskon dan pelayanan terhadap kepuasan konsumen pada CV Mitra Cahaya Nauli Pandan. *Jurnal Mahasiswa: Jurnal Ilmiah Penalaran dan Penelitian Mahasiswa*, 5(1), 1–12.
- Valerian, A., & Dirgantara, I. (2019). *Analisis dampak potongan harga terhadap minat beli pada laman flash sale situs e-commerce* (Doctoral dissertation, Universitas Diponegoro – Fakultas Ekonomika dan Bisnis).
- Vania, I., & Simbolon, R. (2021). Pengaruh promo ShopeeFood terhadap minat beli pengguna Shopee di daerah Tangerang Selatan. *Jurnal Ekonomis*, 14(2B).
- Wahyudianto, M. Z. (2020). Pengaruh persepsi harga dan sales promotion terhadap minat beli Butuhbaju.com. *Performa*, 5(4), 311–319.
- Yoebrilanti, A. (2018). Pengaruh sales promotion terhadap minat beli produk fashion dengan gaya hidup sebagai variabel. *Jurnal Manajemen*, 8(1).