

Research Article

The Influence of Promotional Strategies and Discount Programs on Consumer Purchase Decisions for Mobile Phones at Gadgetmart Pontianak

Tri Oktavica Nariswanti*, Muhammad Ebuzyiyya Alif Ramadhan

Faculty Economics and Business, Universitas Muhammadiyah Pontianak, Pontianak, Indonesia, 78124

*Corresponding Author: ebuzyiyya.alif@unmuhpnk.ac.id | Phone: +6289529917742

ABSTRACT

This study aims to analyze the influence of promotional strategies and discount programs on consumer purchase decisions in the smartphone retail sector at Gadgetmart Pontianak. This study employs a quantitative approach using an associative method to examine the relationships and effects among variables. Data were collected through questionnaires distributed to 100 respondents selected using purposive sampling techniques. The collected data were analyzed using validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis. The results indicate that promotional strategies and discount programs simultaneously have a significant effect on consumer purchase decisions. Partially, both variables have a positive and significant effect; however, discount programs exert a more dominant influence than promotional strategies. These findings provide empirical evidence that purchase decisions in smartphone retail are not only influenced by promotional communication but are more strongly driven by price incentives perceived by consumers. This study has practical implications for retail managers in designing more effective and selective marketing strategies and opens opportunities for future research to incorporate additional variables such as product quality, brand image, and after-sales service to obtain a more comprehensive understanding.

Keywords: Promotional Strategies; Discount Programs; Consumers' Decision

1. INTRODUCTION

The development of digital technology and the internet has transformed the way people communicate, work, study, and conduct transactions. In this context, smartphones have evolved into multifunctional devices with increasingly advanced camera capabilities, processing power, and multitasking features, shifting their role from mere communication tools to essential instruments in daily activities. This condition reinforces the position of smartphones as necessities embedded in modern lifestyles (Syahputra et al., 2025).

The growing dependence of society on digital technology has driven the increase in smartphone demand and created a broad yet highly competitive market. Competition occurs not only among manufacturers but also among retailers that must compete in product offerings, services, and increasingly aggressive marketing strategies (Maky et al., 2024). Amid such competition, companies strive to expand market share through various marketing approaches designed to influence consumer behavior (Fera & Pramuditha, 2021).

In Pontianak City, interest in smartphones with the latest features remains relatively high; however, purchase decisions are increasingly influenced by promotional activities and price incentives. Well-designed promotions can generate consumer interest and guide purchase decisions, while poorly managed promotions may weaken purchase intention (Munif et al., 2024). Competitive pressure in the mobile phone industry also requires business actors to be more adaptive, as consumers have numerous alternatives and can easily compare offers across sellers (Alnando & Hutapea, 2021).

Gadgetmart Pontianak is one of the mobile phone retailers that has been operating since 2018 and is located on Tanjung Pura Street. Based on sales reports, Gadgetmart's revenue increased by 13.25% in 2023 and rose again by 5.04% in 2024. Although these figures indicate growth, they also raise critical questions: whether the increase is driven by the effectiveness of promotions and discount programs or by other factors such as device replacement trends, new product launch cycles, or changes in local economic conditions. In addition, offline retailers such as Gadgetmart face challenges that are not immediately visible from growth figures alone, including price competition with e-commerce platforms, margin pressure caused by repeated discounting, and shifts in consumer preferences toward online purchases that offer ease of price comparison and fast delivery. Under these conditions, promotions and discounts may act as a double-edged sword—stimulating short-term transactions while potentially reducing profitability and fostering greater price sensitivity among

consumers.

Conceptually, marketing is a system of business activities aimed at planning, pricing, promoting, and distributing products to meet consumer needs while achieving organizational objectives (Yulianti et al., 2019). Marketing also emphasizes fulfilling consumer needs and desires through exchange processes that include product design, pricing decisions, and value delivery to target markets (Paramansyah et al., 2020). In the context of Gadgetmart, these marketing activities are reflected in bundled sales offerings, in-store consultation services, and installment programs designed to lower purchase barriers.

In practice, Gadgetmart implements sales promotions through discounts, product bundling, and installment programs during specific periods such as new product launches and year-end sales. Sales promotion is understood as a set of tactical tools controlled by companies to generate the desired response from target markets (Ramadani, 2019). Gadgetmart also utilizes customer communication through after-sales services and direct promotional information delivered via customer databases, aligning with the role of promotion in the marketing mix to inform, persuade, and remind consumers about products (Diyatma & Rahayu, 2017). In this context, consumer attitudes toward promotional elements become important, as they shape consumers' propensity to purchase (Azam & Sukandani, 2020).

In addition to promotions, Gadgetmart offers price discounts ranging from 5% to 30% on smartphones, accessories, and supporting devices such as power banks and earphones. These discounts are also applied to certain brands or older stock as a strategy to accelerate inventory turnover. Price discounts are essentially reductions granted by sellers to buyers under specific conditions or activities (Tjiptono, 2015). However, in competition with online platforms, frequent discounting may encourage consumers to delay purchases until promotional periods and increase expectations of lower prices, thereby risking margin erosion.

Previous studies indicate that promotions and discounts play an important role in influencing smartphone purchase decisions. Azam and Sukandani (2020) demonstrated that price discounts and promotions positively affect purchase decisions for Oppo smartphones in Surabaya within an offline retail context. Similar findings were reported by Sari, Chaniago, and Indira (2025), who found that digital discounts and promotions significantly increase consumer purchase decisions on e-commerce platforms. In the telecommunications industry, Maidarti et al. (2022) reported that pricing policies and sales promotions positively influence smartphone purchase decisions at PT Smartfren Telecom Tbk in Jakarta, while Capriati and Waluyo (2021) confirmed that price and promotion simultaneously affect Oppo smartphone purchase decisions in Surakarta. International research conducted by Park et al. (2018) also shows that promotional incentives such as mobile coupons and price discounts increase purchase probabilities through mobile channels. Overall, prior studies are predominantly concentrated in major cities on Java Island and in digital or modern retail contexts. Therefore, this study contributes empirical evidence from a smartphone retail setting outside Java, specifically at Gadgetmart Pontianak.

Considering competitive conditions, increasing consumer price sensitivity, and the intensive use of promotions and discounts at Gadgetmart, the main research problem is whether promotional strategies and discount programs truly influence smartphone purchase decisions at Gadgetmart Pontianak. Accordingly, this study aims to analyze the influence of promotional strategies and discount programs on consumer purchase decisions at Gadgetmart Pontianak.

2. RESEARCH METHOD

Type of Research

This study employs an associative method, which aims to examine the relationship or influence between two or more variables (Siregar, 2017). Specifically, the research investigates the effect of promotional strategies and discount programs on consumers' purchase decisions for mobile phones at Gadgetmart Pontianak.

Data Collection Techniques

The study utilizes both primary and secondary data. Primary data were obtained through interviews and questionnaires. According to (Riyanto & Hatmawan, 2020), interviews are data collection techniques conducted face-to-face or through direct questioning between the researcher and the source. The researcher conducted interviews with the owner of Gadgetmart Pontianak to gather information on product sales figures and store development over the last three years (2022–2024). According to (Riyanto & Hatmawan, 2020), a questionnaire is a technique of collecting data by providing respondents with a set of questions or statements to be answered. In this study, questionnaires were distributed to Gadgetmart consumers to capture their perceptions of promotional strategies, discount programs, and purchase decisions. Secondary data, as defined by (Riyanto & Hatmawan, 2020), are data obtained indirectly from parties who have already collected them. In this study, secondary data include the number of mobile phone stores in South Pontianak District, sales figures, and revenue data from Gadgetmart Pontianak.

Population and Sample

The population of this study includes all consumers who make purchases at Gadgetmart Pontianak. The sampling technique applied is purposive sampling, which is a method of sample selection based on specific criteria aligned with the research

objectives. The criteria for respondents are consumers who have previously purchased smartphones at Gadgetmart Pontianak, consumers who make purchases directly (offline) at the Gadgetmart store, and consumers who have experienced the promotional strategies and/or discount programs offered by Gadgetmart at the time of purchase. The sample size was determined using the Rao Purba formula as described by Sujarweni (2015), which is commonly applied when the population size is unknown. The calculation used a 95% confidence level ($Z = 1.96$) and a margin of error of 10%, reflecting an acceptable level of sampling error in social research. Based on the calculation, the minimum required sample size was 96 respondents. To enhance analytical robustness and anticipate unusable data, the sample size was rounded up to 100 respondents.

Research Variables and Measurement Scale

This study consists of independent and dependent variables. Independent variables (X) include Promotional Strategies (X1) and Discount Programs (X2) (Siregar, 2017). The dependent variable (Y) is Purchase Decision. The Likert scale was employed to measure respondents' attitudes, opinions, and perceptions using five categories, ranging from "strongly disagree" (score 1) to "strongly agree" (score 5) (Siregar, 2017).

Data Analysis Techniques

Data analysis was conducted quantitatively using SPSS software. Validity testing was applied to assess the accuracy of questionnaire items, with the criterion that the calculated r-value must be greater than the r-table value. Reliability testing was used to evaluate instrument consistency, with the criterion that Cronbach's Alpha must exceed 0.70. Normality testing was performed to determine whether residuals were normally distributed using the Kolmogorov–Smirnov method, with a significance value greater than 0.05 indicating normal distribution. Linearity testing was conducted to assess the linear relationship between independent and dependent variables using the test for linearity, with a Deviation from Linearity significance value greater than 0.05 indicating a linear relationship. Multicollinearity testing aimed to detect correlations among independent variables, with criteria of tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values less than 10 (Ismanto & Pebruary, 2021). Hypothesis testing was conducted using multiple linear regression analysis. Partial tests (t-tests) and simultaneous tests (F-tests) were used to assess the influence of independent variables on the dependent variable, with significance values less than 0.05 indicating statistical significance. The coefficient of determination (R^2) was used to measure the model's ability to explain variations in the dependent variable.

Table 1. Variable Indicators

Variable	Indicators	Source
Promotional Strategy	Advertising	Kotler et al. (2014)
	Personal selling	
	Sales promotion	
	Public relation and publicity	
	Direct marketing	
Discount Program	Amount of Price Discount	Sutisna (2012)
	Duration of Price Discount	
	Types of Products Receiving Price Discounts	
Consumers' Decision	Problem Recognition	Firmansyah (2019)
	Information Search	
	Evaluation of Alternatives	
	Purchase Decision	
	Post-Purchase Behavior	

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The study involved 100 respondents with a 5% significance level, resulting in an r table of 0.196. An item is considered valid when the calculated r exceeded the r table. The validity test results for each variable are presented in **Table 2**.

Table 2. Validity Test Results

Variable	Indicators	r calculated	r table	Description
Promotional Strategy (X1)	X1.1	0.582	0.196	Valid
	X1.2	0.541		
	X1.3	0.768		
	X1.4	0.679		
	X1.5	0.533		
	X1.6	0.551		
	X1.7	0.722		

	X1.8	0.582	0.196			
	X1.9	0.541				
	X1.10	0.768				
	X1.11	0.534				
	X1.12	0.527				
	X1.13	0.762				
	X1.14	0.768				
	X1.15	0.572				
	X2.1	0.687				
	X2.2	0.567				
	X2.3	0.357				
	X2.4	0.687				
Discount Program (X2)	X2.5	0.529			0.196	Valid
	X2.6	0.549				
	X2.7	0.693				
	X2.8	0.511				
	X2.9	0.660				
	Y.1	0.634				
	Y.2	0.413				
	Y.3	0.576				
	Y.4	0.516				
	Y.5	0.342				
	Y.6	0.477				
	Y.7	0.431				
Consumers' Decision (Y)	Y.8	0.634	0.196	Valid		
	Y.9	0.413				
	Y.10	0.576				
	Y.11	0.411				
	Y.12	0.378				
	Y.13	0.449				
	Y.14	0.510				
	Y.15	0.489				

Source: Processed Data, 2025

Based on **Table 2**, which shows that the r calculated value for each statement submitted to respondents is greater than the r table value, it can be concluded that all statement items in each variable can be declared valid.

3.1.2 Reliability Test

The reliability test is a test to show the extent to which a measurement result is relatively consistent when the measurement is repeated two or more times and is said to be reliable if Cronbach's alpha > 0.70. The results of the reliability test on the statements in each variable of promotional strategy, discount program, and consumers' decision can be seen in **Table 3**.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Promotional Strategy (X1)	0.930	Reliable
Discount Program (X2)	0.766	
Consumers' Decision (Y)	0.845	

Source: Processed Data, 2025

Based on **Table 3**, shows that the Cronbach's alpha value of each variable is > 0.70. Thus, it can be concluded that the items of the variables of promotional strategy, discount program, and consumers' decision are reliable.

3.2 Classic Assumption Test

3.2.1 Normality Test

The results of the normality test in this study can be seen **Table 4**.

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic (Kolmogorov-Smirnov Z)	.086
Asymp.Sig.(2-tailed)	.200 ^{c,d}

Source: Processed Data, 2025

Based on **Table 4**, shows a Kolmogorov-Smirnov test significance value of $0.200 > 0.05$. Thus, it can be concluded that the data is normally distributed.

3.2.2 Linearity Test

The results of the linearity test for each variable can be seen in **Table 5**.

Table 5. Linearity Test Results

Variable	Deviation from Linearity	Description
Consumers' Decision * Promotional Strategy	0.087	Linear
Consumers' Decision * Discount Program	0.070	

Source: Processed Data, 2025

Based on **Table 5**, shows that the Deviation from Linearity Sig. value is > 0.05 , so it can be concluded that there is a significantly linear relationship between each variable.

3.2.3 Multicollinearity Test

The results of the multicollinearity test of promotional strategy and discount program variables on consumers' decision can be seen in **Table 6**.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Promotional Strategy (X1)	.286	3.493
Discount Program (X2)	.286	3.493

Dependent Variable: Consumers' Decision

Source: Processed Data, 2025

Based on **Table 6**, the tolerance values for both independent variables are $0.286 (> 0.10)$ and the VIF values are $3.493 (< 10.00)$. Therefore, it can be concluded that the regression model does not indicate multicollinearity between the promotional strategy and discount program variables.

3.3 Multiple Linear Regression Analysis

The results of the multiple regression analysis can be seen in **Table 7**.

Table 7. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	3.336	1.034	.306
Promotional Strategy (X1)	.281	4.145	.000
Discount Program (X2)	.740	5.124	.000

Dependent Variable: Consumers' Decision

Source: Processed Data, 2025

Based on **Table 7**, the multiple linear regression equation can be determined as follows:

$$Y = 3.336 + 0.281X_1 + 0.740X_2$$

- The interpretation of the results of the multiple linear regression equation above is as follows: a. The regression equation model constant $\alpha = 3.336$ means that if the promotional strategy and discount program are valued at 0, then the consumers' decision to purchase a cell phone at Gadgetmart Kota Pontianak will be valued at 3.336.
- The regression coefficient value $b_1 = 0.281$ means that if the promotional strategy increases by 1 (one) unit while the discount program remains the same, the consumers' decision to purchase a mobile phone at Gadgetmart in Pontianak City will increase by 0.281.
- The regression coefficient value $b_2 = 0.740$ means that if the discount program increases by 1 (one) unit while the promotional strategy remains the same, the consumers' decision to buy a mobile phone at Gadgetmart Kota Pontianak will increase by 0.740.

3.4 Correlation Coefficient Analysis (R)

The results of the multiple correlation coefficients in this study can be seen in **Table 8**.

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912 ^a	.832	.826	3.444
Predictors: (Constant), Discount Program, Promotional Strategy				
Dependent Variable: Consumers' Decision				

Source: Processed Data, 2025

The multiple correlation coefficient results in **Table 8** shows an R value of 0.912, meaning that there is a very strong relationship between promotional strategy and discount program and consumers' decision to purchase mobile phones at Gadgetmart in Pontianak City.

3.5 Analysis of the Coefficient of Determination R^2

The results of the coefficient of determination in this study can be seen in **Table 8**, where the coefficient of determination (R^2) obtained is 0.832. This means that consumers' decision to purchase mobile phones at Gadgetmart in Pontianak City are influenced by promotional strategy and discount program by 83.2%, while the remaining 16.8% is influenced by other variables not examined in this study.

3.6 Simultaneous Test (F Test)

The results of simultaneous test of promotional strategy variables and discount program on consumers' decision to purchase mobile phones at Gadgetmart in Pontianak City can be seen in **Table 9**.

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	3286.569	1643.284	138.553	.000 ^b
Residual	664.177	11.860		

Dependent Variable: Consumer Decision

Predictors: (Constant), Discount Program, Promotional Strategy

Source: Processed Data, 2025

Based on **Table 9**, shows a Sig. value of $0.000 < 0.05$, so it can be concluded that the variables of promotional strategy and discount program simultaneously have a significant influence on the variable of consumers' decision.

3.7 Partial Test (t Test)

The results of the partial test of the promotional strategy and discount program variables on consumers' decision to purchase mobile phones at Gadgetmart in Pontianak City can be seen in **Table 10**.

Table 10. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	3.336	1.034	.306
Promotional Strategy (X1)	.281	4.145	.000
Discount Program (X2)	.740	5.124	.000

Dependent Variable: Consumers' Decision

Source: Processed Data, 2025

Based on the partial test formula, the t-table value is obtained as follows:

- The promotional strategy variable (X1) shows a positive and significant influence on purchase decisions, as indicated by a t-statistic of 4.145 with a significance value of 0.000, which is lower than the 0.05 threshold. This result suggests that improvements in promotional strategies are associated with an increase in consumers' likelihood of purchasing mobile phones at Gadgetmart Pontianak.
- The discount program variable (X2) also demonstrates a positive and significant effect on consumers' purchase decisions, with a t-statistic of 5.124 and a significance value of 0.000. The higher t-statistic of the discount program compared to the promotional strategy indicates that price-related incentives exert a stronger influence on consumers' purchase decisions. Overall, the partial test confirms that both promotional strategies and discount programs independently contribute to shaping consumers' decisions to purchase mobile phones at Gadgetmart Pontianak.

3.8 DISCUSSION

The Influence of Promotional Strategies on Purchase Decisions

The test results indicate that promotional strategies have a positive and significant effect on consumer purchase decisions at Gadgetmart Pontianak. This suggests that promotional activities are capable of attracting consumer attention and assisting consumers in understanding products prior to making purchase decisions. In the smartphone retail context, promotions play an important role as a source of information, particularly because the products offered have relatively high prices and diverse specifications. Through promotional activities, consumers gain insights into features, prices, and available offers, thereby reducing uncertainty. However, the smaller influence of promotional strategies compared to discount programs indicates that promotions function more as supporting factors rather than primary determinants of transactions. This condition implies that initial interest generated by promotions must still be accompanied by perceived economic benefits for consumers to proceed with purchases. These findings align with Tolan et al. (2021) and Hariyono et al. (2024), who stated that promotions influence purchase decisions, but their effectiveness depends on message relevance and consumer needs.

The Influence of Discount Program on Purchase Decisions

Discount programs were found to exert a stronger influence on purchase decisions than promotional strategies. This finding indicates that consumers at Gadgetmart Pontianak respond more quickly to price-related incentives. Discounts provide consumers with tangible financial benefits, enabling faster purchase decisions. In highly competitive retail environments where consumers can easily compare prices across stores, discounts become a decisive factor in transaction occurrence. Nevertheless, the dominant influence of discounts also indicates potential risks, such as increasing consumer price sensitivity and the tendency to delay purchases until discounts are offered. Therefore, although discounts are effective in stimulating purchase decisions, they must be managed carefully to avoid diminishing perceived product value. These findings are consistent with Yosepha et al. (2021) and Parawansyah et al. (2024), who confirmed that discounts significantly influence purchase decisions, particularly for substitutable products with numerous market alternatives.

4. CONCLUSION

Based on multiple linear regression analysis, this study demonstrates that promotional strategies and discount programs significantly influence consumer purchase decisions at Gadgetmart Pontianak. Simultaneous testing shows that both independent variables jointly affect purchase decisions with a very strong relationship ($R = 0.912$) and a model explanatory power of 83.2% ($R^2 = 0.832$). Partially, the analysis indicates that promotional strategies have a positive and significant effect, while discount programs contribute a more dominant influence on consumer purchase decisions. These findings reinforce that consumer purchasing behavior in smartphone retail is strongly shaped by promotional effectiveness and perceived price incentives. From a practical perspective, the results suggest that Gadgetmart Pontianak's management should formulate more targeted marketing strategies by optimizing digital promotion channels and maintaining consistent marketing communication to attract consumers. Discount programs should also be structured in a measured and timely manner to stimulate purchases without fostering excessive dependence on price reductions. Additionally, in-store service quality remains an important supporting factor for maintaining the competitiveness of offline retail amid increasing pressure from e-commerce platforms. Nevertheless, this study has limitations, including its focus on a single smartphone retailer in Pontianak City, which limits generalizability, and its emphasis on only two independent variables. Therefore, future research is recommended to expand research objects, increase sample sizes, and incorporate additional variables such as product quality, brand image, and after-sales service to achieve a more comprehensive understanding of factors influencing consumer purchase decisions.

ACKNOWLEDGEMENTS

We thank the Faculty of Economics and Business, Universitas Muhammadiyah Pontianak, for the guidance and facilities that made this study possible. Our sincere appreciation goes to the owner and staff of Gadgetmart Pontianak for granting access to sales information and operational insights. We are also grateful to all respondents who took the time to complete our questionnaires. Finally, we thank our colleagues and families for their steady support during data collection and manuscript preparation. Any remaining errors are our own.

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