

THE INFLUENCE OF PRICES AND PROMOTIONS ON PURCHASING INTEREST

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Abstrak

Keywords:

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Digital Marketing.

The development of digital technology has increased the intensity of business competition and changed consumer behavior in making purchasing decisions. Consumers now have the convenience of comparing prices and obtaining various forms of promotions before making a purchase, so purchasing interest is an important factor that business actors need to pay attention to. This research aims to analyze the influence of price and promotion on consumer purchasing interest based on a literature review. The research method used is a literature review by examining relevant scientific articles published in the period 2021–2025 via the Google Scholar database. The study results show that price and promotion have a significant effect on consumer buying interest. Affordable prices commensurate with product quality can increase consumer interest, while attractively designed promotions, especially through digital media, are effective in attracting attention, building trust and encouraging purchasing decisions. This research provides theoretical contributions in the development of marketing studies as well as practical implications for business actors in formulating more effective pricing and promotion strategies in the digital era.

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INTRODUCTION

Significant changes in lifestyles, including consumer habits and expectations, have been brought about by advances in digital technology. Increased business competition, exacerbated by consumers' ease of comparing prices and promotions online, requires companies to adopt a smarter strategic approach that focuses on value rather than just price. Consumers can easily switch to other service providers offering better digital experiences, as loyalty is no longer permanent.

Pricing and promotional strategies are crucial elements in marketing that influence consumer purchasing decisions. Price reflects a product's value and affordability, while promotion serves as a marketing communication tool to attract attention and drive purchasing decisions. Understanding consumer purchasing decisions is crucial for marketers in designing targeted pricing and promotional strategies, particularly in the competitive digital era.

In the digital age, consumers have extensive access to compare prices and various promotions before making a purchase. However, businesses' implementation of pricing and promotional strategies has not always been able to optimally increase purchase intention. Differences in consumer perceptions of price and varying promotional effectiveness create uncertainty about the extent to which these two factors truly influence purchase intention.

Previous studies have shown mixed results regarding the influence of price and promotion on purchase intention, both partially and simultaneously. Furthermore, limited research examining the influence of these two variables in the context of consumer behavior in the digital age using a descriptive-analytical approach. This situation indicates a research gap that requires further investigation.

This research is expected to provide academic contributions by enriching marketing studies related to the influence of price and promotion on purchase intention. Practically, the research results can serve as a reference for businesses in formulating more effective pricing and promotion strategies tailored to the characteristics of digital consumers.

RESEARCH METHODOLOGY

This study uses a *literature review method* to examine the influence of price and promotion on product purchase intention in Indonesia. A literature search was conducted in the main academic database, *Google Scholar*, using references from 2021-2025. The keywords "price" and "promotion" were used. Articles were selected based on the relevance of the variables price, promotion, and purchase intention, as well as their suitability to the digital marketing context.

RESULTS AND DISCUSSION

Table 1. Relevant previous research

| NO | AUTHOR (YEAR) | RESEARCH RESULTS | EQUALITY | DIFFERENCE |
|----|------------------------------|---------------------------------------------------------------------|----------------------------------------------|-------------------------------------------------------|
| 1 | Tsaniya & Telagawathi (2022) | Product Quality (X1) and Price (X2) have a positive and significant | Price (X2) influences Purchase Intention (Y) | Product Quality (X1) influences Purchase Interest (Y) |

| | | | | |
|---|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|----------------------------------------------------------------------------------------|
| | | effect on Purchase Interest (Y) | | |
| 2 | Raga, Agung, & Anggraini (2021) | <i>Digital Marketing</i> (X1), Product Quality (X2) and Price (X3) have a positive and significant effect on Purchase Interest (Y) | Price (X3) influences Purchase Intention (Y) | <i>Digital Marketing</i> (X1) and Product Quality (X2) influence Purchase Interest (Y) |
| 3 | Rokhmawati, Kuncorowati, & Supardin (2022) | Price (X1), Advertising (X2) and Brand Image (X3) have a positive and significant influence on Purchase Interest (Y) | Price (X1) influences Purchase Intention (Y) | Advertising (X2) and Brand Image (X3) influence Purchase Interest (Y) |
| 4 | Shalsabillah & Sugiyanto (2022) | Promotion (X1), Location (X2), and Building Quality (X3) have a positive and significant effect on Purchase Interest (Y) | Promotion (X1) influences Purchase Interest (Y) | Location (X2) and Building Quality (X3) influence Purchase Interest (Y) |
| 5 | Pratama, Ley-Ley, & Sanjaya (2022) | <i>Big Sale</i> Promotion (X1) and Free Shipping (X2) have a positive and significant effect on Purchase Interest (Y) | <i>Big Sale</i> Promotion (X1) influences Purchase Interest (Y) | Free Shipping (X2) influences Purchase Interest (Y) |

| | | | | |
|---|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|----------------------------------------------------------------------------------|
| 6 | Italy & Islamuddin (2021) | Promotion (X1), Product Quality (X2) and <i>Brand Image</i> (X3) have a positive and significant influence on Purchase Interest (Y) | Promotion (X1) influences Purchase Interest (Y) | Product Quality (X2) and <i>Brand Image</i> (X3) influence Purchase Interest (Y) |
|---|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|----------------------------------------------------------------------------------|

Source: Research 2025

The Influence of Price on Purchase Intention

The analysis revealed that price is a factor that can influence the desire to purchase a product; affordable prices and high quality are more attractive to customers, and customers often consider price before purchasing a product. They also frequently compare price with the benefits they can expect (Trianita & Damayanti, 2024).

Good pricing will encourage buyers to purchase goods, which in turn will lead to increased sales. Objective pricing, subjective pricing, and selling price are some pricing strategies to consider. Companies must use appropriate and careful pricing methods to attract potential customers and encourage them to purchase. This maximizes profits and increases sales (Izza & Darmawan, 2025).

The conclusion from this explanation is that price plays an important role in influencing consumer purchasing interest. Affordable and appropriate prices Product quality and benefits are primary considerations for consumers before making a purchase. Therefore, appropriate pricing through an appropriate strategy can increase product appeal, encourage purchasing decisions, and ultimately positively impact sales and company profits. Price is not just a number, but a signal of quality and value. Strategic pricing, which takes into account quality, cost, and consumer expectations, is crucial for growing and sustaining purchasing interest.

The influence of price on purchasing interest has also been widely researched by Zagoto (2025), Rizqullah & Darmawan (2025), and Sundari & Laila (2025).

The Effect of Promotion on Purchase Intention

Research by Nunumete & Andriany (2023) found that if a promotion is well-planned, for example, designed in an engaging manner, it can be said to be successful in attracting consumers' attention. Attractive promotions can also be implemented through advertisements designed to reach a wider customer base. Promotions that produce positive results will certainly increase customer desire to purchase the product.

Promotion is a marketing activity that spreads the word about a business through internet networks, associations, communities, and friendships. In the online marketplace, many customers use social media applications such as Facebook, Twitter, email, Yahoo, Instagram, and TikTok, among others. Product marketing in the industry

can be disseminated more quickly through social media. With the rapid spread of information about a product's user experience, the product becomes a hot topic on social media, increasing consumer trust and their desire to purchase (Hidayat, Tarihoran, Asmattea, & Asnita, 2025).

Based on this explanation, it can be concluded that well-planned and attractively packaged promotions, particularly through digital and social media, have proven effective in attracting consumer attention and reaching a wider market. The use of social media allows for the rapid and widespread dissemination of product information through consumer experiences, thereby building trust and encouraging increased purchasing interest in a product. Promotions serve as a communication bridge between producers and consumers, guiding consumers from the stage of ignorance to the stage of interest and ultimately purchase.

The influence of promotions on purchasing interest has also been extensively researched by Solihin & Azka (2024), Yonathan & Angreni (2021), and Agustin & Santoso (2023).

Conceptual Framework

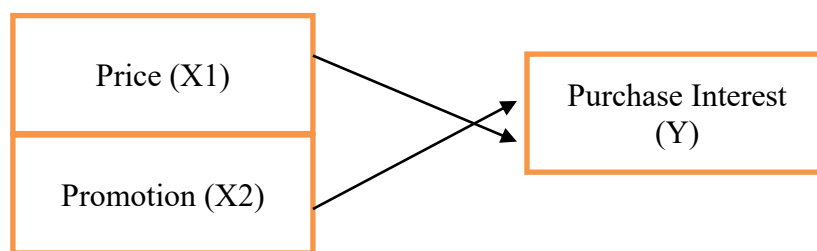


Figure 1. Conceptual Framework of the Research

Based on theoretical research and the results of related articles, as well as a review of the conceptual framework, the following applies : price and promotion influence purchase intention. In addition to the three variables mentioned above, many other variables influence purchase intention, including:

1. Brand image, namely: Saputra & Aprilia (2023) and Listiani & Wulandari (2022).
2. Product quality, namely: Priyanto (2024) and Arifa, Juma'I, & Noegroho (2024).
3. Trust, namely: Iskandar & Rahadhini (2025) and Fibrian & Rizal (2025).

CONCLUSION AND SUGGESTIONS

Conclusion

Overall, the results of this study confirm that the combination of appropriate pricing strategies and effective promotions is a key factor in increasing consumer purchasing interest. These findings also indicate that although price and promotion have a significant influence, consumer purchasing interest is influenced not only by these two variables but also by other factors such as brand image, product quality, and consumer trust. Therefore, businesses need to implement a comprehensive marketing strategy that is oriented towards consumer needs.

Suggestion

Based on the research conclusions, the suggestions that can be given are as follows:

1. For Business Actors

Businesses are advised to set competitive prices that reflect the quality and benefits of the products they offer. Furthermore, companies need to design creative, consistent, and relevant promotional strategies that address the characteristics of digital consumers, particularly through the use of social media and digital platforms, to optimally increase purchasing interest.

2. For Academics and Further Researchers

Further research is recommended to include other variables that could potentially influence purchase intention, such as brand image, product quality, trust, and consumer experience. Furthermore, using empirical research methods with primary data collection can provide more in-depth results and strengthen the research findings.

3. For the Development of Marketing Management Science

The results of this study are expected to serve as a reference and additional study material in the development of marketing science, particularly regarding pricing and promotion strategies in increasing consumer purchasing interest in the digital era.

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