



RESEARCH ARTICLE

# The Influence Of Price And Promotion On Consumer Buying Interest At Indomaret Bandar Lampung

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**Abstract**

This study aims to examine the effect of price and promotion on consumer buying interest at Indomaret Bandar Lampung. Price is a critical factor in determining whether consumers will accept or reject a product. The right pricing strategy can increase consumer appeal and influence purchasing decisions. Meanwhile, promotion serves as a tool to introduce products to the public and persuade consumers to choose a particular product. This research employs a quantitative approach with a sample size of 100 consumers. Data analysis is conducted using multiple linear regression to assess the impact of price and promotion on buying interest. The findings show that: 1) Price has a positive and significant impact on consumer buying interest at Indomaret Bandar Lampung, 2) Promotion also has a positive and significant effect on buying interest, 3) Together, price and promotion have a positive and significant influence on consumer buying interest. These results are expected to assist Indomaret managers in formulating more effective pricing and promotional strategies to boost consumer buying interest.

**Keywords**

Price; Promotion; Buying Interest.

## 1 | INTRODUCTION

The retail and wholesale sector in Indonesia has experienced rapid growth in recent years, as evidenced by the increasing number of retail stores emerging across the country. This growth has been driven by the expansion of manufacturing companies and the improvement of economic conditions, which have enhanced consumers' purchasing power. A key factor in retail success is identifying and targeting the right market. The market is where buyers and sellers interact to conduct transactions, playing a significant role in shaping consumer behavior and determining the success of a retail business. For the general public, retail markets are crucial for fulfilling daily needs, as they offer competitive prices compared to modern stores. A hallmark of modern retail is the proliferation of small-scale stores, which have spread across various regions, including rural areas. Indomaret, originating from Bandar Lampung, is one such minimarket that has successfully catered to local needs, providing an attractive shopping experience, competitive pricing, and quality products. As competition in the retail sector intensifies, businesses like Indomaret must continually innovate their marketing strategies to maintain and attract consumer interest. Price and promotion are two crucial factors that significantly influence consumer purchasing decisions. By effectively managing these factors, Indomaret can continue to thrive in a highly competitive retail market while meeting the evolving needs of its customers. This study aims to examine how price and promotion influence consumer buying interest, with a focus on Indomaret in Bandar Lampung. Understanding the relationship between these variables is vital for making more informed strategic decisions and supporting sustainable business growth.

The retail industry, particularly minimarket chains like Indomaret, is significantly shaped by factors that influence consumer behavior. Research by Yunita & Puspitaloka Mahadewi (2025) shows that promotions, service quality, and brand image are crucial for customer satisfaction and loyalty. When customers perceive high-quality service and appealing promotions, their overall satisfaction increases, which has a direct impact on their loyalty to the brand. This demonstrates how important it is for businesses to understand the role of pricing, promotional strategies, and brand perception in retaining customers in a competitive environment. Putra *et al.* (2024) also examined the importance of price and promotion in developing customer loyalty in minimarkets. They discovered that effective pricing strategies and attractive promotions play a vital role in fostering customer loyalty, especially in retail settings where consumers often base their purchasing decisions on price. Offering discounts or special deals regularly helps create a sense of value, encouraging repeat purchases and ultimately building a loyal customer base. By focusing on these factors, minimarkets can ensure long-term customer engagement. Further, Yulianto (2024) focused on how price discounts and promotional offers, such as bonus packs, affect impulse buying behavior. The study, which observed consumers of Indomaret Point Coffee in Mojokerto, found that discounts and promotions strongly influenced impulsive buying decisions. This suggests that strategic promotional offers can prompt spontaneous purchases, especially when customers feel they are getting good deals. The findings across these studies underline the pivotal role of price and promotion in influencing consumer behavior, especially in retail environments. For Indomaret, adjusting these factors is critical for staying competitive and meeting customer expectations. By strategically pricing products and offering attractive promotions, the company can increase customer loyalty while boosting purchasing interest. Understanding the relationship between these factors is key for refining business strategies and fostering stronger customer relationships in Bandar Lampung.

The retail sector in Indonesia continues to experience rapid growth, with minimarket chains like Indomaret playing a central role in shaping consumer behavior. Yusnidar *et al.* (2024) found that location plays a crucial role in determining where consumers choose to shop, particularly in areas with high foot traffic. Stores that are strategically located, such as those near residential areas or commercial hubs, attract more customers due to their convenience. Indomaret's success can be partly attributed to its widespread presence in easily accessible locations, making it a popular choice for shoppers looking for both convenience and competitive pricing. Along with location, factors such as price and product quality are key in influencing consumer decisions. According to Dzulhijatussarah & Defrizal (2024), price and perceived product quality significantly affect buying interest, especially for private label products. Consumers often assess products based on their affordability and quality, and any concerns about product risk, such as the possibility of substandard goods, can affect their purchase behavior. Indomaret must balance offering cost-effective products with ensuring high quality to maintain its customer base and attract new buyers. Customer satisfaction is another crucial factor in maintaining a loyal clientele. Widiya Avianti (2023) found that service quality, variety, and the overall shopping experience contribute significantly to customer satisfaction in retail businesses like Indomaret. A positive shopping experience often leads to customer retention, making it essential for stores to deliver consistent service and a pleasant environment. Sriyanto *et al.* (2024) further emphasized how promotional strategies, including price discounts, can drive impulse buying behavior. When combined with an enjoyable shopping atmosphere, discounts can trigger spontaneous purchases, boosting overall sales. For Indomaret, offering the right mix of promotions and maintaining a positive shopping experience could enhance customer interest and purchasing frequency. This study focuses on how price and promotion influence consumer buying interest at Indomaret in Bandar Lampung. By looking into these factors, businesses can refine their strategies to better meet consumer demands and foster customer loyalty in a competitive retail market.

As competition in the retail industry continues to grow, especially among minimarkets like Indomaret, it becomes

crucial to understand how price and promotion influence consumer behavior. The success of any retail business depends not only on the products offered but also on the effectiveness of pricing strategies and promotional activities. Research has shown that offering competitive prices and attractive promotions can drive customer loyalty and encourage more frequent purchases. Indomaret, with its focus on strategic pricing and appealing promotional campaigns, can attract and retain a loyal customer base. By closely examining how price and promotion affect buying decisions, Indomaret can better adapt to customer needs and refine its strategies to remain competitive in the retail market of Bandar Lampung. This study aims to provide a clearer understanding of how these factors influence consumer interest and purchasing behavior, helping businesses improve their marketing approaches and foster sustainable growth.

## 2 | BACKGROUND THEORY

### Price

Price is a vital part of the marketing mix, being the key factor that generates revenue for a company, while the other components like product, place, and promotion incur costs (Fandy Tjiptono in Dwi Safitri, 2020). Determining the right price is essential for any business because it directly impacts profitability and long-term success. The process of setting prices involves evaluating several factors, including production costs, competitor prices, consumer demand, and how the product is perceived by the target market. Businesses must carefully analyze these elements to strike a balance between attracting customers and ensuring the company remains profitable. Pricing strategies aim to achieve a variety of goals. First, they are designed to increase sales volume. By offering competitive prices, businesses can draw in more customers, boosting sales and expanding their market share. Another key goal is to stabilize or enhance the company's market value. A strong pricing strategy can improve a brand's reputation and consumer trust. Consistent pricing, without abrupt fluctuations, helps build consumer confidence and loyalty. Furthermore, pricing strategies aim to recover investments and maximize profits. Companies must account for production, storage, and distribution costs when determining the price, as well as ensuring a profit margin that allows for reinvestment into the business. The final price reflects not only the costs associated with bringing a product to market but also the company's financial goals. In commercial settings, the price typically includes the unit selling price plus additional costs such as storage and distribution, with the desired profit margin added. By considering all these factors, businesses can develop a pricing strategy that supports both growth and sustainability. Pricing, when done right, plays a crucial role in securing a company's competitive advantage and ensuring long-term profitability.

### Promotion

Promotion plays a crucial role in marketing, acting as a tool to communicate, persuade, and influence consumer decisions. According to Satriadi *et al.* (2021), promotion is a process that involves providing information and encouraging consumers to purchase or use a product or service. This process involves various techniques designed to capture attention and motivate action. As stated by Melati (2021), promotion is a one-way flow of information or persuasion aimed at directing individuals or organizations toward an action that results in an exchange. In marketing, this exchange often leads to a transaction, where the consumer gains a product or service and the company receives compensation. Satriadi *et al.* (2021) and Rambat Lupiyoadi (2021) emphasize that promotion is an integral part of the marketing mix. It plays a vital role in conveying messages, building awareness, and driving customer interest. Promotional activities are designed not only to inform but also to persuade potential customers. Whether through advertising, discounts, or special offers, promotions aim to create a sense of urgency or highlight a product's benefits to encourage a purchase. Promotions are more than just tools for communication they also influence consumer behavior by addressing their needs and desires. By offering promotions that align with consumer preferences, businesses can motivate purchases and foster long-term relationships with customers. For example, time-sensitive offers or exclusive deals can prompt immediate action, while loyalty rewards can encourage repeat business. In essence, promotion is one of the most effective ways for companies to differentiate themselves in a competitive market. It helps businesses connect with their target audience, generate sales, and build brand loyalty. As companies continue to face intense competition, promotional strategies must be continuously adapted to meet the changing demands of consumers, ensuring that products and services reach their intended audience in the most impactful way.

### Buying Interest

Buying interest refers to a consumer's tendency or inclination to make a purchase, influenced by factors such as the appeal of a product, its relevance to the consumer's needs, and the effectiveness of marketing strategies. According to Sinaga and Sulistiono (2020), purchase interest is measured by how likely a consumer is to make a purchase, based on their desire and awareness of a product. This interest is sparked when a consumer encounters a product that stands out, creating a desire to own it. Ardhiyansyah and Marlana (2021) define buying interest as a consumer's conscious plan to make a purchase. This suggests that when a consumer is interested in a product, they have already decided to act on their desire

and are aware of their intention to purchase. The decision often stems from positive emotions or perceptions formed after considering the product's benefits, price, and features. Marlita and Rahmawati (2022) further explain that buying interest is directly tied to the consumer's action in the purchasing process. This means that once the consumer's interest is sparked, it moves beyond just a desire, prompting them to take the necessary steps to complete the transaction. When interest reaches a certain level, the consumer is more likely to commit to the purchase. The process of buying interest typically starts with simple recognition of a product, followed by evaluation and comparison of different options. As the consumer's interest grows stronger, it leads to a decision-making stage where they actively plan the purchase. This initial stage, often referred to as fully planned buying, involves the consumer dedicating time and effort to find the best option before making a final choice.

### 3 | METHOD

This research applies a quantitative approach, which focuses on collecting and analyzing numerical data to address the research problem. Quantitative data helps to objectively assess the relationship between variables by using statistical analysis. Sugiyono (2018) defines this as associative research, which seeks to understand the connections or influences between different variables. This type of research is particularly useful when aiming to determine how one factor affects another or when analyzing the degree of association between two or more elements. In line with this, the study targets the population of Indomaret consumers in Bandar Lampung. Sugiyono (2018) describes a population as a general group made up of subjects or objects with specific characteristics defined by the researcher. For this research, the population includes all customers who frequently shop at Indomaret outlets within the region. Since the total number of potential respondents is vast, a representative sample of 100 consumers will be selected. This sample size is sufficient to ensure the results are statistically reliable while providing a broad perspective of consumer behavior. Data will be gathered using surveys or questionnaires designed to assess how price and promotional activities influence consumer buying interest. The responses will then be analyzed using statistical methods such as regression analysis. This approach will help determine how strongly price and promotion affect consumer decisions when choosing to make a purchase at Indomaret.

The validity test plays a crucial role in determining whether the research instruments effectively measure what they are intended to. This process helps to verify that the questions or items included in a survey or questionnaire accurately reflect the variables being studied. To assess validity, each individual item is compared with the total score to see if it correlates properly with the intended concept. If an item does not meet the required criteria, it is removed from further analysis to ensure that the data collected is relevant and reliable. Ensuring that all items in the research instrument are valid is key to producing trustworthy results. By conducting a validity test, researchers can be confident that their measurement tools are capturing the correct information, reducing errors or inconsistencies in the findings. This step enhances the quality and credibility of the research outcomes.

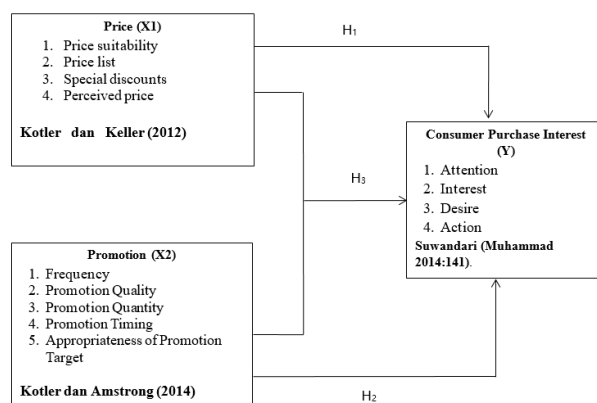


Figure 1. Framework of Thought

Descriptive quantitative analysis is a powerful tool for summarizing and interpreting numerical data, providing a clear and structured overview of the research subject. It involves various statistical measures, including the mean, standard deviation, variance, maximum, minimum, sum, range, kurtosis, and skewness (Ghozali, 2019). The mean represents the average value of the data, offering a simple measure of central tendency. Standard deviation and variance help assess the spread or dispersion of the data, indicating how much individual data points deviate from the mean. The maximum and minimum values highlight the extremes within the data, providing a range of observed values. Kurtosis and skewness give an understanding of the distribution shape, such as whether the data is

symmetrical or has skewed tails. These statistical measures combine to provide a comprehensive picture of the data's structure, allowing for a deeper understanding of patterns and variations that may exist within the research findings.

The hypothesis test is designed to examine whether price and promotion significantly impact buying interest. Specifically, the study looks at both the individual effects of price and promotion, as well as their combined influence on consumer behavior. A partial hypothesis test evaluates the contribution of each independent variable separately, determining how each one influences buying interest. Meanwhile, the simultaneous hypothesis test analyzes the combined effects of both variables, offering insight into how price and promotion together shape purchasing decisions. This approach helps establish whether these factors have a statistically significant effect on consumer buying interest and provides a clearer understanding of their role in shaping consumer behavior. By testing these relationships, the research aims to validate the assumptions and provide valuable evidence about the impact of price and promotional strategies on consumer decision-making.

Multiple linear regression is a statistical method used when there is one dependent variable and two or more independent variables. This technique helps assess the relationship between the dependent variable and several predictors, providing insight into how each independent variable contributes to changes in the dependent variable. By using multiple linear regression, researchers can examine the combined effect of several factors on an outcome, while controlling for the influence of other variables. This method is especially useful for understanding complex relationships and determining the strength and direction of associations between variables.

## 4 | RESULTS AND DISCUSSION

### 4.1 Results

Indomaret was founded in 1988 with the goal of meeting the everyday needs of the community, especially workers. Over time, the company expanded its operations to better understand customer behavior and the diverse needs of various consumer groups. Initially, Indomaret focused on positioning its stores in residential areas to serve a wide range of people. As the business grew, it further expanded into office buildings, commercial centers, tourism spots, and apartment complexes, ensuring that its services reached even more customers across different sectors. Indomaret also introduced the franchise model to the Indonesian retail market, marking a significant milestone in the industry. This innovative approach allowed the company to quickly scale its operations across the country, establishing a broad network of stores. The success of this model can be seen in the rapid growth of Indomaret's franchises, which helped the company maintain its competitive edge and continue its expansion. The franchise model was well-received by the community, as evidenced by the rapid establishment of new outlets. Indomaret's commitment to offering accessible and affordable products played a key role in gaining the trust and loyalty of consumers. The company's achievements were recognized when it was awarded "Best Franchise Company 2003" by the government, becoming the first recipient of such an award. This recognition validated the effectiveness of Indomaret's business model and its ability to adapt to the ever-changing demands of the retail sector. Moving forward, the company remains committed to providing convenience and quality to its customers while continuing its expansion efforts across the nation.

#### 4.1.1 Validity Test Results

The validity test is conducted to determine whether the items in the questionnaire are suitable for use in the research. This test was performed using the SPSS version 26 application. The decision to accept or reject each item is based on comparing the calculated correlation coefficient ( $r_{count}$ ) with the critical value ( $r_{table}$ ). If  $r_{count}$  is greater than  $r_{table}$ , the item is considered valid. For this test, the significance level was set at 5%, and the critical value ( $r_{table}$ ) for degrees of freedom ( $df = 100 - 2 = 98$ ) is 0.198. Therefore, an item is considered valid if its  $r_{count}$  is greater than 0.194. The results of the test are presented as follows.

Table 1. Price Variable Validity Test (X1)

Statement	r-count	r-table	Conclusion
X1.1	0.786	0.194	VALID
X1.2	0.843	0.194	VALID
X1.3	0.793	0.194	VALID
X1.4	0.793	0.194	VALID

Source: Data Processed in 2023

It is clear that for all questions in the price variable (X1), the r-count values exceed the r-table value. This confirms that all items in the Price instrument (X1) used in the research are valid. Since the r-count values are higher than the

threshold of 0.194, we can conclude that these items accurately reflect the concept being measured. This validation ensures that the questions used in the study are appropriate for gathering reliable data. By meeting the required validity criteria, the Price instrument can be considered a credible tool for analyzing consumer behavior in the research.

Table 2. Promotion Variable Validity Test (X2)

Statement	r-count	r-table	Conclusion
X2.1	0.613	0.194	VALID
X2.2	0.601	0.194	VALID
X2.3	0.501	0.194	VALID

Source: Data Processed in 2023

It is clear that for all the questions in the Promotion variable (X2), the r-hitung values are greater than the r-table value. This confirms that all items in the Promotion instrument (X2) used in the research are valid. Since the r-hitung values surpass the r-table threshold of 0.194, we can conclude that the items are measuring the intended promotional factors accurately. This step of validation helps ensure that the research tool is reliable and that the data collected will lead to meaningful results. By meeting the validity criteria, the Promotion instrument proves to be an effective measurement tool for the study.

#### 4.1.2 Reliability Test Results

The reliability test results for all variables show consistent data across the board, demonstrating the stability of the measurement instruments used. This test helps confirm that the tools employed in the research produce dependable and repeatable results. When reliability scores are high, it indicates that the measurements are consistent and can be trusted over time. The test was carried out using well-established statistical methods, and the results confirm that the variables being studied are stable, allowing researchers to draw meaningful conclusions. These findings validate the reliability of the research process, ensuring that the collected data is trustworthy and accurate.

Table 3. Data Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
Price	0.814	Reliable
Promotion	0.926	Reliable
Buying Interest	0.908	Reliable

Source: Data processed by SPSS 26, 2023

The Cronbach's Alpha values for the variables in the study are 0.814 for the Price variable (X1), 0.926 for the Promotion variable (X2), and 0.908 for Consumer Buying Interest (Y). These values indicate a strong level of reliability, as all are well above the accepted threshold of 0.60. Cronbach's Alpha is commonly used to assess the internal consistency of the measurement instruments, and the results confirm that the questions in the survey are reliable. High Cronbach's Alpha values suggest that the items are measuring the intended concepts consistently, ensuring that the data collected is dependable for further analysis.

#### 4.1.3 T-Test Results

The t-test in this study uses a significance level of 0.05 with a two-tailed test. To determine the critical value from the t-distribution table, the significance level is divided by two, resulting in 0.025. The degree of freedom is calculated by subtracting the number of independent variables (k) from the total number of observations (n), giving  $df = 100 - 3 = 97$ . Based on these values, the t-table reference is 1.984. This figure is used to assess whether each independent variable has a statistically significant effect on the dependent variable. If the t-count from the regression output is greater than 1.984, then the variable being tested can be considered to have a meaningful influence within the model.

Table 3. T-Test Results

Variable	t-count	t-table	Sig.	alpha	Conclusion
Harga (X <sub>1</sub> )	10,362	1,984	0,000	0,05	H <sub>1</sub> di dukung
promosi (X <sub>2</sub> )	6,937	1,984	0,000	0,05	H <sub>2</sub> di dukung

Source: Data processed by SPSS 26, 2023

- 1) In Table 20, the coefficient above obtained the t-value in variable X1 is 10, 362 Sig.<0.05 which means significance. In this study, the t-count of 10.362 is greater than the t-table (10.362> 1.984), so the first hypothesis is supported by the research data. So it can be concluded that price (X1) has a significant effect on the buying interest of Indomaret

consumers in Bandar Lampung.

- 2) In Table 20, the coefficient above obtained the t-count value in the X2 variable is 6.937 Sig.<0.05 which means significance. In this study, the t-count of 6.937 is greater than the t-table (10.362> 1.984), so the first hypothesis is supported by the research data. So it can be concluded that Promotion (X2) has a significant effect on the buying interest of Indomaret consumers in Bandar Lampung.

#### 4.1.4 F-Test Results

The F-test is conducted to evaluate whether the independent variables together have a significant effect on the dependent variable. This simultaneous test helps determine if the combined influence of the independent variables is statistically relevant. By performing the F-test, we can assess the second hypothesis and see if the group of independent variables, as a whole, can explain a meaningful portion of the changes in the dependent variable. A significant result from the F-test indicates that the independent variables, when considered together, play a crucial role in influencing the dependent variable. On the other hand, a non-significant result suggests that the variables, in combination, do not have a strong impact on the dependent variable.

Table 4. F-Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	482.443	2	241.221	109.055	.000 <sup>b</sup>
	Residual	214.557	97	2.212		
	Total	697.000	99			

A. Dependent Variable: Consumer Purchase Intention  
 B. Predictors: (Constant), Promotion, Price

Source: Data processed by SPSS 26, 2023

In the ANOVA table above, the F-count value is 109.055. The F-table value with a significance level of 0.05 with df (N1) = k - 1 = 3 - 1 = 2 and df (N2) = n - k = 100 - 3 = 97, obtained at 3.09, and a Sig value of 0.000. Because the F-count is greater than the F-table (109.055 > 3.09) and the Sig. value is smaller than 0.05 (0.000 < 0.05), it can be concluded that, price and promotion have a joint (simultaneous) effect on consumer buying interest in Indomaret Bandar Lampung.

## 4.2 Discussion

Price has a significant and positive effect on Buyer Purchase Interest at Indomaret Bandar Lampung. This is evident from the results showing a t-count value of 10.362, which is greater than the t-table value of 1.984, and the price coefficient value of 0.666. This suggests that the Price variable (X1) has a strong influence on consumer purchasing intentions. A well-structured pricing strategy at Indomaret Bandar Lampung has a positive impact on how consumers perceive the value of the products, thus increasing their intention to buy. The relationship between price and consumer buying behavior is clear; a better pricing strategy motivates consumers to act on their buying intentions. By offering affordable prices or competitive discounts, Indomaret effectively drives consumer engagement and boosts purchasing behavior. Pricing strategies that align with consumer expectations are likely to encourage action, especially when value is perceived in the offerings.

This aligns with Fauziah Septiani's (2017) findings, which state that price significantly influences buying interest. Septiani's research on PT Recapital Life Insurance in Jakarta found similar results, reinforcing that price plays a key role in consumer decision-making. These findings underline the idea that price strategies are crucial in driving consumer behavior and influencing their purchasing decisions. Additionally, the promotion variable also showed a positive and significant impact on buying interest at Indomaret Bandar Lampung. The F-test results demonstrated an f-count of 109.055, higher than the f-table value of 3.09, with a p-value less than 0.000, confirming the combined effect of price and promotion on consumer buying interest. When price and promotion are considered together, they create a powerful influence on consumer purchasing decisions. Promotions, such as discounts, seasonal offers, or loyalty rewards, work effectively in combination with competitive pricing to increase consumer interest. Promotional activities add value and a sense of urgency, pushing customers to complete their purchases sooner. Indomaret's successful use of promotions alongside its pricing strategy enhances consumer engagement and ultimately drives higher sales.

These results are consistent with M. Maulana Dzikril Hakim's (2016) research, where he found that service quality, location, price, and promotion play an important role in consumer purchasing decisions. Hakim's study, focusing on cafes and restaurants, highlights the significant influence of these variables in driving customer behavior. It reinforces the idea that businesses must strategically manage multiple factors, such as price and promotion, to shape consumer decisions effectively. Both price and promotion are integral to influencing consumer buying interest. By offering competitive prices and well-targeted promotions, Indomaret Bandar Lampung can continue to attract more customers, drive sales, and build lasting customer loyalty. This combination of price and promotion helps create a compelling value proposition that

resonates with consumers, encouraging them to make purchases and return for future shopping needs.

## 5 | CONCLUSIONS AND FUTURE WORK

The research results clearly show that price and promotion significantly affect consumer buying interest at Indomaret Bandar Lampung. Price has a positive influence, indicating that when prices are adjusted, consumer satisfaction tends to increase. This suggests that consumers are responsive to pricing changes, and a well-planned pricing strategy can attract more buyers. Similarly, promotion also plays a significant role in boosting consumer buying interest. As promotional offers rise, so does the level of consumer interest in purchasing products. Furthermore, when price and promotion are increased simultaneously, their combined effect leads to an even greater increase in consumer buying interest. This underscores the importance of balancing both price adjustments and promotional strategies to maximize customer engagement and sales.

Based on the findings, there are several recommendations for improving consumer buying interest at Indomaret. First, although the price variable positively influences consumer satisfaction, the analysis suggests that consumers may feel that the prices at Indomaret are not as competitive compared to other retail stores. To address this, it is advisable for Indomaret to regularly monitor and compare its prices with competitors to ensure they remain appealing and competitive in the market. Second, the promotion variable shows a clear link to increased buying interest. Indomaret could improve promotional efforts by offering more engaging and attractive deals, such as personalized discounts, limited-time offers, or loyalty rewards, which could drive even higher levels of consumer interest. Finally, future studies could explore other factors that may affect consumer purchasing decisions, such as store ambiance, product variety, or customer service, to provide a more comprehensive understanding of what drives buying behavior in retail environments. This would help Indomaret and similar businesses develop more targeted and effective marketing strategies.

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