

Repercussion of Price and Promotion on Consumer Interest at CV. XYZ Business in Surabaya

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Abstract

This study aims to examine the influence of price and promotion on consumer interest at CV. XYZ in its embroidery business activities. The current problem faced is that CV. XYZ, as a provider of embroidery art services, is not well known among individual or corporate customers. Meanwhile, competitors in the same industry aggressively carry out promotions and advertisements through print media such as newspaper inserts, tabloids, and electronic media. This has greatly impacted the lack of consumer interest in using embroidery services, leading to a decline in CV. XYZ sales volume and its inability to compete with competitors. A quantitative approach was used in this study. Primary data was obtained from 35 respondents. The research shows that there is a significant partial influence of the price and promotion variables on consumer interest at CV. XYZ in the embroidery business. This is demonstrated by the t-test results using SPSS software, where the t-value for Price is 31.988, which is greater than the t-table value of 2.03011, and the t-value for Promotion is 38.815. Simultaneously, it was found that Price and Promotion variables together influence Consumer Interest at CV. XYZ in the embroidery business, with an F-value of 3252.406, which is greater than the F-table value of 2.5. The R value is 0.998 and the simultaneous determination coefficient (R square) is 0.995, meaning that 99.5% of the variation in consumer interest is influenced by Price and Promotion, while the remaining 0.5% is influenced by other variables not studied. Furthermore, this test shows that Price is the most dominant variable influencing consumer interest, as evidenced by the standardized regression coefficient (β) of 0.515, which is higher than the coefficient values for other variables.

Keywords: Price, Promotion, Consumer Interest, Marketing Strategy, Embroidery Service Industry.



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INTRODUCTION

The post-recovery economic climate has reshaped consumption patterns, marked by a rising demand for specialized products and services that reflect both functional value and symbolic meaning. This shift has intensified market rivalry, compelling firms to compete not only on output capacity but also on strategic clarity and market responsiveness. In such an environment, marketing decisions become decisive instruments for sustaining relevance and consumer preference, particularly within service-oriented small and medium enterprises. Empirical studies consistently show that pricing and promotional strategies remain central determinants of consumer interest and loyalty across diverse sectors (Juhaeri, 2020; Supriadi et al., 2023; Hariadi et al., 2024).

Global economic expansion, reinforced by rapid technological advancement, has generated both opportunities and pressures for companies operating in industrial, commercial, and service domains. Technological diffusion enables firms to offer comparable products, raising the threshold for differentiation and innovation. Within the embroidery industry, this transformation is evident in the shift from manual craftsmanship toward CNC-based automation, which enhances efficiency, precision, and scalability. Such technological convergence narrows competitive gaps and elevates the strategic

importance of non-technical factors, particularly price positioning and promotional visibility (Mela et al., 1997; Walean & Pratama, 2024).

Price occupies a unique position in the marketing mix as the sole element that directly produces revenue while simultaneously signaling value to consumers. Beyond its monetary dimension, price reflects perceived quality, competitive posture, and fairness within the marketplace. Its inherent flexibility allows firms to respond swiftly to market dynamics, yet imprudent pricing decisions may undermine brand credibility and stakeholder trust. Prior research highlights that price sensitivity significantly shapes buying interest and long-term choice behavior, especially in markets characterized by product similarity (Aydinli et al., 2014; Arafat & Warganegara, 2025).

Promotion functions as the communicative bridge between firms and their external audiences, translating value propositions into recognizable market narratives. Effective promotional efforts cultivate awareness, shape perception, and reinforce brand associations in the consumer's cognitive framework. When strategically aligned with pricing, promotion can amplify emotional engagement and strengthen purchase intention. Numerous studies confirm that consistent and targeted promotional activities contribute substantially to consumer interest and loyalty formation (Mela et al., 1997; Laoli et al., 2024).

CV. XYZ, an embroidery art service provider based in Surabaya, operates within this highly competitive landscape yet faces persistent challenges in market visibility. Despite possessing technical capability comparable to its competitors, the firm remains relatively unknown among individual and corporate clients due to limited promotional outreach. Competing firms aggressively leverage print and electronic media, creating a disparity in public exposure that directly influences consumer awareness. This imbalance has contributed to declining sales volume and weakened competitive positioning for CV. XYZ (Juhaeri, 2020; Supriadi et al., 2023).

Publicity represents a strategic promotional instrument designed to cultivate favorable public opinion while safeguarding corporate and product image. Its role extends beyond short-term sales stimulation, supporting reputation building and long-term relational value. Scholarly perspectives emphasize that publicity and promotion together shape consumer trust and perceived legitimacy in service markets. When these elements are underutilized, firms risk being marginalized regardless of product quality or operational competence (Istanti et al., 2024; Laoli et al., 2024).

Consumer interest holds strategic importance due to its strong association with loyalty and sustainable revenue streams. Loyal customers tend to engage in repeat purchasing behavior, reduce marketing and transaction costs, and serve as informal brand advocates through positive word of mouth. Their presence facilitates cross-selling opportunities and gradual market expansion while stabilizing demand fluctuations. Research across retail and service contexts demonstrates that price fairness and promotional consistency are key antecedents of sustained consumer interest (Walean & Pratama, 2024; Hariadi et al., 2024).

Given these dynamics, examining the repercussions of price and promotion on consumer interest at CV. XYZ becomes both theoretically relevant and practically urgent. Existing literature affirms the significant influence of these variables across industries, yet contextual insights from creative service enterprises remain limited (Aydinli et al., 2014; Arafat & Warganegara, 2025). By situating the analysis within the embroidery service sector in Surabaya, this study seeks to enrich empirical understanding while offering strategic guidance for small enterprises facing intensified competition. The findings are expected to contribute to marketing strategy development grounded in evidence and aligned with contemporary market realities (Istanti et al., 2024; Mela et al., 1997).

RESEARCH METHOD

This study adopts a quantitative research approach to examine the effect of price and promotion on consumer interest at CV. XYZ in the embroidery service sector, positioning price (X1) and promotion (X2) as independent variables and consumer interest (Y) as the dependent variable. Consumer interest is operationalized through indicators of repeat purchase behavior, cross-buying, recommendations, and resistance to competitors, while price and promotion are measured through satisfaction-based and relationship pricing, as well as communicative, incentive, and invitational promotional activities. The research population comprises customers of CV. XYZ, with a purposive sampling technique applied to select 35 respondents representing the average monthly customer base. Data analysis employs multiple linear regression supported by F-tests and t-tests to assess both simultaneous and partial effects of the

independent variables, while a dominance test using standardized beta coefficients identifies the most influential variable on consumer interest.

RESULTS AND DISCUSSION

Validity Test

This research uses a questionnaire to collect research data. To determine the validity index of the questionnaire, the researcher used the Corrected Item-Total Correlation formula from Pearson. The testing criteria are: if the correlation for each factor is positive and greater than or equal to 0.3, then the factor is considered a strong construct. Conversely, if the correlation is below 0.30, the item is deemed invalid and should be revised or removed. Testing can also be done by comparing the calculated r-value with the critical r-value from the table. A questionnaire item is considered valid if its correlation value is greater than the r-table value. The table shows that the validity values or Corrected Item-Total Correlation for each item under the Price variable have r-values greater than 0.3. Thus, each statement item under the variables tested in the study is considered valid and can be used in further analysis

Table 1. Validity Test Results of the Price Variable

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|------|-----------------------------------|---------------------------------------|---|-------------------------------------|---|
| X1.1 | 7.0000 | 3.647 | .371 | .159 | .498 |
| X1.2 | 6.6857 | 3.281 | .458 | .213 | .364 |
| X1.3 | 6.8286 | 3.558 | .334 | .120 | .557 |

Source: Appendix 3, Data processed from SPSS calculations

The table shows that the validity values or Corrected Item-Total Correlation for each item under the Promotion variable have calculated R values greater than 0.3. Therefore, each statement item of the Promotion variable in the questionnaire is considered valid and can be used in the research.

Table 2. Validity Test Results of the Promotion Variable

| Item-Total Statistics | | | | | |
|------------------------------|-----------------------------------|---------------------------------------|---|-------------------------------------|---|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| X2.1 | 5.5429 | 4.491 | .795 | .634 | .682 |
| X2.2 | 5.3714 | 4.711 | .658 | .477 | .823 |
| X2.3 | 5.9429 | 5.232 | .661 | .492 | .815 |

Source: Appendix 3, Data processed from SPSS calculations.

The table shows that the validity values or Corrected Item-Total Correlation for each item under the Consumer Interest variable have calculated R values greater than 0.3. Therefore, each statement item of the Consumer Interest variable in the questionnaire is considered valid and can be used in the research.

Table 2. Validity Test Results of the Consumer Interest Variable

| Item-Total Statistics | | | | | |
|------------------------------|-----------------------------------|---------------------------------------|---|-------------------------------------|---|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Y1 | 8.9143 | 6.963 | .579 | .355 | .760 |
| Y2 | 9.4571 | 7.197 | .657 | .446 | .718 |
| Y3 | 9.3714 | 6.829 | .648 | .445 | .721 |

| | | | | | |
|----|--------|-------|------|------|------|
| Y4 | 9.4571 | 8.314 | .554 | .327 | .770 |
|----|--------|-------|------|------|------|

Source: Appendix 3, Data processed from SPSS calculations.

Data Reliability Testing

In this study, the researcher used the alpha coefficient or Cronbach's Alpha to measure the reliability or internal consistency among the questionnaire items. A measurement item is considered reliable if it has an alpha coefficient value greater than 0.6. The table below shows that the internal consistency reliability values for each variable have an alpha coefficient greater than 0.6, indicating that each variable is reliable. Therefore, the measurement items for each variable are considered reliable and can be used in this study.

Table 3. Reliability Test Results

| Variabel | Alpha | Keterangan |
|-------------------|--------------|-------------------|
| Price | 0,768 | Reliabel |
| Promotion | 0,839 | Reliabel |
| Consumer Interest | 0,794 | Reliabel |

Source: Appendix 3, Data processed from SPSS calculations

Multiple Linear Regression Analysis Model

The results of the multiple linear regression analysis to test the effect of Price and Promotion on Consumer Interest at CV. XYZ in the embroidery business are presented in the following table:

Table 4. Multiple Linear Regression and Correlation Results

| Model | Unstandardized Coefficients | | R | R Square |
|--------------|------------------------------------|------------------|----------|-----------------|
| | B | Std.Error | | |
| Constant | -.074 | .045 | 0.998 | 0.995 |
| Price | .515 | .016 | | |
| Promotion | .503 | .013 | | |

Source: Appendix 3, Primary data processed

The resulting multiple linear regression equation after calculations is: $Y = -0.074 + 0.515 X_1 + 0.503 X_2 + e$, The constant value (a) of -0.074 is a fixed value, which means that if the independent variables (Price and Promotion) are equal to zero, then the dependent variable (Consumer Interest) will have a value of -0.074. The above equation implies that if Price (X_1) increases by one unit, Consumer Interest (Y) will increase by 0.515 units, assuming the other variable remains constant. If Promotion (X_2) increases by one unit, Consumer Interest (Y) will increase by 0.503 units, assuming the other variable remains constant. The R value of 0.998 indicates a very strong relationship between the independent variables (Price and Promotion) and the dependent variable (Consumer Interest), as it exceeds 50%, or 99.8%. The coefficient of determination (R square) is 0.995, which means that 99.5% of the variation in Consumer Interest can be explained by changes in Price and Promotion, while the remaining **0.5%** is influenced by other variables not examined in this study.

First Hypothesis Testing

The first hypothesis assumes that there is a partial effect of the independent variables Price and Promotion on Consumer Interest. This first hypothesis is tested using the t-test.

Table 5. of t-test Calculation Results

| Model | T_{count} | Sign | Description |
|-----------------|--------------------------|-------------|--------------------|
| 1 Constant | -1.643 | 0.110 | |
| Price (X_1) | 31.988 | 0.000 | Ho Reject |

| | | | |
|-----------------------------|--------|-------|-----------|
| Promotion (X ₂) | 38.815 | 0.000 | Ho Reject |
|-----------------------------|--------|-------|-----------|

Source: Appendix 3, Primary data processed

Degrees of Freedom and t-test Interpretation

The degrees of freedom (df) = (n - k - 1) = 35 - 2 - 1 = 32, and at a 5% significance level or 0.05, the t-table value is 2.03011. The explanation for each variable is as follows. Price Variable (X1) The t-count value in this study is 31.988 with a significance level of 0.000, which is greater than the t-table value of 2.03011. This indicates a rejection of Ho and acceptance of Ha, meaning that there is a significant influence of the Price variable on Consumer Interest. Promotion Variable (X2) The t-count value for this variable is 38.815 with a significance level of 0.000, which is greater than the t-table value of 2.03011. This also indicates a rejection of Ho and acceptance of Ha, meaning that there is a significant influence of the Promotion variable on Consumer Interest.

Second Hypothesis Testing

The second hypothesis proposes that there is a significant simultaneous effect of the Price and Promotion variables on the Consumer Interest variable. This hypothesis is tested using the F-test based on the following decision rules: H₀: If F-count > F-table, then H₀ is rejected and H_a is accepted. This means there is a significant effect of variables X1 and X2 on variable Y. H_a: If F-count < F-table, then H₀ is accepted and H_a is rejected. This means there is no significant effect of variables X1 and X2 on variable Y.

Table 6. of F-Test (Simultaneous Test) Results

| Model | df | Change Statistics | | |
|------------|----|-------------------|----------|-------|
| | | Mean Square | F | Sign. |
| Regression | 2 | 12.887 | 3252.406 | 0.000 |
| Residual | 32 | .004 | | |
| Total | 34 | | | |

F tabel : 2,5

Source: Appendix 3, Primary data processed

The calculation of multiple linear regression resulted in an F-count value of 3252.406 and an F-table value of 2.5, with degrees of freedom (df) for the numerator = 2 and for the denominator = 32. Thus, it is proven that F-count is greater than F-table, which means H₀ is rejected and H_a is accepted at a significance level of 0.000. This indicates that there is a significant simultaneous influence of the Price and Promotion variables on Consumer Interest.

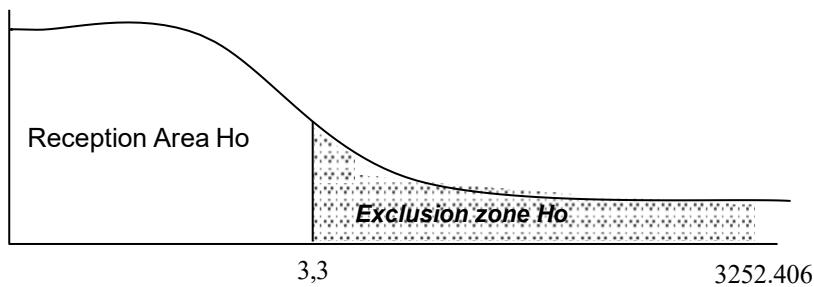


Figure 1. of the Rejection Region of H₀ in the F-Test

Third Hypothesis Testing

Next, the third hypothesis testing aims to determine which of the independent variables has the most dominant influence on the dependent variable. Based on Table 5.3 above, it can be seen that all independent variables partially influence the dependent variable (Consumer Interest). Therefore, among all influencing independent variables, Price (X1), with a standardized regression coefficient (β) of

0.515, has a greater value compared to the standardized coefficient of the other variable. Thus, the third hypothesis, which states: *It is suspected that Price has a more dominant influence on Consumer Interest*, is proven to be true, as the Price variable shows a greater influence compared to Promotion as an independent variable on Consumer Interest

The Partial Effect of Price on Consumer Interest

The empirical findings demonstrate that price exerts a statistically significant partial influence on consumer interest at CV. XYZ, confirming the first hypothesis proposed in this study. The exceptionally high t-value for the price variable reflects the central role of price perception in shaping consumer attitudes and behavioral intentions within service-based creative industries. This result aligns with earlier evidence that price functions not only as a monetary exchange mechanism but also as a cognitive signal of value and reliability for consumers (Juhaeri, 2020; Arafat & Warganegara, 2025). In competitive markets where service offerings tend to converge technologically, price becomes a decisive reference point in consumer evaluation (Kalwani & Yim, 1992).

From a behavioral perspective, the positive coefficient of the price variable indicates that pricing strategies adopted by CV. XYZ are perceived as acceptable and capable of stimulating purchase interest. Consumers interpret price fairness as an indicator of professionalism and service credibility, particularly in customized services such as embroidery art. Prior studies emphasize that satisfaction-based and

relationship-oriented pricing enhance perceived fairness and trust, which subsequently reinforce consumer interest and repurchase intention (Xia et al., 2010; Suwarno et al., 2022). This pattern suggests that price sensitivity in this sector is closely linked to perceived equity rather than absolute price levels.

The strength of the price effect observed in this study also resonates with research emphasizing the emotional and psychological dimensions of pricing. Price-related cues can generate affective responses that influence consumer motivation, especially when customers associate price consistency with long-term relational benefits (Aydinli et al., 2014; Huang et al., 2014). In service contexts, stable and transparent pricing structures reduce uncertainty and encourage repeat engagement. Such dynamics are particularly relevant for small and medium enterprises seeking to retain customers amid intense competition (Hariadi et al., 2024).

Moreover, the dominance of the price variable over promotion in this partial analysis underscores the importance of rational evaluation in consumer decision-making. While promotional activities attract attention, price remains the anchor for assessing overall value. Empirical findings from diverse sectors confirm that price frequently emerges as a stronger predictor of purchase interest compared to other marketing stimuli when consumers face repeated purchasing decisions (Supriadi et al., 2023; Laoli et al., 2024). This reinforces the argument that sustainable consumer interest depends heavily on perceived price appropriateness.

The findings further corroborate long-standing marketing theories asserting that consumer expectations regarding price stability significantly influence future buying behavior. When actual prices align with consumer expectations, trust is reinforced and resistance to competitors increases. Experimental studies illustrate that deviations from expected price structures may weaken loyalty and reduce interest, even in the presence of attractive promotions (Kalwani & Yim, 1992; Mela et al., 1997). In the case of CV. XYZ, the positive price coefficient indicates alignment between company pricing practices and customer expectations.

Comparative evidence from both retail and service environments highlights that price-driven interest is often amplified when consumers perceive consistency across transactions. Research in traditional retail, online commerce, and service-based industries confirms that fair pricing enhances repurchasing behavior and word-of-mouth advocacy (Yusuf, Hendrayati, et al., 2021; Azizah & Prasetya, 2023; Syah et al., 2022). This consistency effect becomes particularly salient in markets where consumers rely on experiential learning rather than one-time purchases. Such insights further validate the robustness of the price–interest relationship identified in this study.

The partial effect of price observed at CV. XYZ must be interpreted within the broader evolution of consumer marketing in the digital and service economy. As information accessibility increases, consumers become more capable of comparing prices and assessing value propositions across providers. This structural shift amplifies the strategic role of pricing as a tool for sustaining consumer interest over time (Peterson et al., 1997; Hanaysha, 2021). The present findings, therefore, reinforce contemporary and classical marketing scholarship, confirming that price remains a dominant and

enduring determinant of consumer interest even amid promotional expansion and technological advancement (Istanti et al., 2024; Niu et al., 2024; Yusuf & Sunarsi, 2020).

The Partial Effect of Promotion on Consumer Interest

The results of the partial hypothesis testing confirm that promotion has a statistically significant influence on consumer interest at CV. XYZ, as indicated by a very high t-value and a significance level well below the accepted threshold. This finding demonstrates that promotional activities play a decisive role in shaping consumer awareness, perception, and willingness to engage with embroidery services. In service-oriented creative industries, promotion operates as the primary mechanism through which firms translate technical capability into perceived market value. Empirical marketing literature consistently affirms that promotion directly affects purchase intention by reducing information asymmetry and strengthening brand recall (Juhaeri, 2020; Yusuf & Sunarsi, 2020).

The positive regression coefficient associated with promotion indicates that consumers respond favorably to the communicative, incentive-based, and invitational aspects of CV. XYZ's promotional efforts. Promotion not only informs consumers about service availability but also frames the service experience in a way that enhances perceived relevance and attractiveness. Prior studies highlight that well-designed promotional messages can shape consumer expectations and increase interest even before direct service interaction occurs (Mela et al., 1997; Huang et al., 2014). This suggests that promotion functions as an anticipatory value-creation mechanism rather than merely a short-term sales trigger.

From a psychological standpoint, promotional activities influence consumer interest through both cognitive and emotional pathways. Emotional resonance created by promotional cues can elevate perceived benefits and foster a sense of engagement with the brand. Research on price and promotion interaction shows that promotional exposure often intensifies emotional responses, which in turn strengthen consumer interest and evaluation outcomes (Aydinli et al., 2014; Hanaysha, 2021). In the case of CV. XYZ, promotion appears to enhance consumer confidence in service quality and provider legitimacy.

The significant effect of promotion also reflects broader structural changes in consumer behavior within increasingly competitive markets. As product and service differentiation becomes narrower due to technological standardization, promotion emerges as a strategic instrument for signaling uniqueness and professionalism. Studies conducted in various Indonesian market settings reveal that promotion substantially affects consumer buying interest when competition is intense and offerings are relatively homogeneous (Supriadi et al., 2023; Arafat & Warganegara, 2025). This condition mirrors the embroidery service market in Surabaya, where visibility strongly determines consumer choice.

Promotion contributes to the development of long-term consumer relationships by reinforcing consistent brand narratives. Repeated promotional exposure helps embed the brand into consumers' consideration sets, increasing the likelihood of repeat purchasing and recommendation behavior. Research emphasizes that promotional continuity enhances trust and strengthens post-purchase satisfaction, which indirectly sustains consumer interest (Suwarno et al., 2022; Walean & Pratama, 2024). Such relational outcomes are particularly valuable for small and medium enterprises seeking stability in demand.

The findings of this study are also consistent with empirical evidence demonstrating that promotion significantly influences consumer decisions across both offline and digital environments. Promotional strategies that integrate traditional media with emerging communication channels tend to produce stronger consumer responses. Prior research confirms that promotion affects not only initial interest but also subsequent evaluation and repurchase decisions in service and retail contexts (Laoli et al., 2024; Niu et al., 2024; Yusuf, Hendrayati, et al., 2021). This reinforces the view that promotion remains an essential driver of consumer interest despite changes in media consumption patterns.

In theoretical terms, the partial effect of promotion on consumer interest supports classical and contemporary marketing frameworks that position promotion as a central component of the marketing mix. While price anchors value assessment, promotion shapes perception and meaning, enabling consumers to interpret and internalize that value. Marketing scholars have long argued that sustained promotional engagement strengthens consumer-brand relationships and enhances competitive resilience (Kalwani & Yim, 1992; Peterson et al., 1997). The present findings validate this perspective, confirming that promotion independently and significantly contributes to consumer interest at CV.

XYZ, in line with evidence from diverse industries and geographic contexts (Istanti et al., 2024; Hariadi et al., 2024).

CONCLUSION

This study reveals that there is a significant partial influence of the variables Price and Promotion on Consumer Interest. This is evidenced by the results of the *t*-test using SPSS software, which shows that the *t*-value for Price is 31.988, greater than the *t*-table value of 2.03011, and Promotion has a *t*-value of 38.815. To examine the simultaneous influence, the *F*-test was used and showed that the variables Price and Promotion jointly (simultaneously) influence Consumer Interest, resulting in an *F*-value of 3252.406, which is greater than the *F*-table value of 2.5. The *R* value of 0.998 indicates a strong and close relationship between the independent variables (Price and Promotion) and Consumer Interest. This is indicated by the *R* value being above 50%, specifically 99.8%. The simultaneous determination coefficient (*R square*) is 0.995, meaning that 99.5% of the variation in Consumer Interest can be explained by Price and Promotion, while the remaining 0.5% is influenced by other variables not examined in this study. The results of this test indicate that the Price variable has the most dominant influence on Consumer Interest. This is proven by the standardized regression coefficient (β) of 0.515, which is greater than the standardized coefficient for the other variable.

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