



The Effect of Sales Promotion on Purchase Intention and Purchase Decision of Telkomsel Data Packages in Morowali Regency

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ABSTRACT

This study is motivated by inconsistent empirical findings related to the influence of sales promotion on purchase decision, especially in utilitarian products that are basic needs, such as data packages. In needs-based products, consumers generally make purchases due to functional impulses, so the effectiveness of sales promotions in influencing purchase decision directly or through purchase intention still needs to be studied, especially in the context of regional markets. The study examines the influence of sales promotion on purchase decision through purchase intention in Telkomsel data package users in Morowali Regency. This study uses purposive sampling as a sampling technique, where the researcher determines the sample based on the research objectives and criteria that have been set by the researcher. The quantitative approach was used with SmartPLS-based Structural Equation Modeling (SEM) analysis techniques on 140 respondents. The results of the analysis show that sales promotions are proven to have a direct effect on purchase intention, but do not show an effect on purchase decision. On the other hand, purchase intention has a direct effect on purchase decision and has been proven to mediate the relationship between sales promotion and purchase decision indirectly. The novelty of this study lies in proving that in utilitarian products in the Morowali Regency market, sales promotion plays a role as a psychological trigger for the formation of purchase intention rather than as a driver of direct purchase decision. These findings strengthen the role of purchase intention as a mediation mechanism for needs-based products.

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Sales Promotion; Purchase Intention; Purchase Decision

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Introduction

Along with the increasing public need for communication services and internet access, Indonesia's telecommunications industry is growing very rapidly. A report by the

Indonesian Internet Service Providers Association states that around 221 million people in Indonesia use the internet, or 79.5% of the national population. (APJII, 2024). These figures show that the internet is now a vital necessity for various people's activities, such as work, school, and digital entertainment. Likewise, in Morowali Regency, the increase in internet usage has led to demand for mobile data services, especially Telkomsel's data packages. By 2024, there will be 263,000 Telkomsel data package users in Morowali Regency (Telkomsel internal data, 2024).

Table 1: Telkomsel Data Package User Data

Districts	2023	2024
Bahodopi	166.000	167.000
Bumi Raya	7.300	8.000
Bungku Barat	16.900	18.000
Bungku Pesisir	14.900	15.000
Bungku Selatan	5.700	6.000
Bungku Tengah	20.100	23.000
Bungku Timur	8.800	9.000
Menui Kepulauan	3.600	5.000
Witaponda	10.200	12.000
TOTAL	253.500	263.000

(Source: Telkomsel Internal Data)

Based on the table above, it can be seen that some of the sub-districts with the highest number of Telkomsel data package users are in Bahodopi, Bungku Tengah, Bungku Barat, Bungku Pesisir, and Witaponda sub-districts (Telkomsel Internal Data, 2024). This indicates a relatively large number of customers and is likely to increase from 2023 to 2024. The high number of users raises the question of whether the purchase decision is triggered by sales promotions or solely by the functional need for internet access. Telkomsel, as one of the largest telecommunication service providers in Indonesia, provides various types of data packages that can be adjusted to customer needs. The types of data packages offered include data packages, application quota packages, night packages, and bundling packages. Each of these types of packages has different characteristics of use and sales promotion.

In the application quota package, Telkomsel generally provides sales promotions in the form of special quota bonuses. Meanwhile, on the night package, sales promotions are usually offered in the form of lower prices with a larger amount of quota, but with a certain time limit for use. Unlike these two types of packages, bundling packages are often

accompanied by more diverse sales promotions, such as a combination of main quota and application quota. Unlike these packages, sales promotions on data packages are generally in the form of discounts. Although discounts are given, data plans are still a basic need for customers to access the internet without any specific time or application restrictions. If a package other than regular requires a variety of sales promotions to increase purchase intention, then the data package needs to be researched to determine whether simple promotions, such as discounts, still have an effect in the context of the product that is a necessity. In other words, even if customers continue to purchase data plans, it is not yet certain whether sales promotions in the form of discounts actually have an effect on their purchase intention and purchase decision.

One of the factors that can encourage consumers to make a purchase is to provide sales promotions that are attractive, informative, and meet market needs. Effective sales promotion is able to attract consumer attention, increase awareness of products, and provide added value directly to users. (Schiffman & Wisenblit, 2020). When sales promotion is done appropriately, consumers will be more interested in paying attention to and evaluating the available offers.

Purchase intention is the psychological tendency of consumers to choose products or services based on the attractiveness of the promotion and the perceived value of the benefits. (Kotler & Keller, 2022). Self-interest is understood as a psychological predisposition that precedes decision-making. (Sodik et al., 2022). Furthermore, (Aunika et al., 2024) explains that marketing factors contribute to decisions, thus reinforcing the argument that interest can act as a mechanism between marketing stimuli and behavioral decisions.

A purchase decision is a consumer's action in making a choice of the product or service to be purchased. (Sangadji & Sopiah, 2021). A consumer's purchase decision in response to a sales promotion and purchase intention will determine whether the purchase action actually occurs. (Sianturi & Purnama, 2025). When a sales promotion is able to exceed the consumer's initial expectations, it increases purchase intention and provides tangible benefits that meet or exceed consumer expectations.

From the perspective of consumer behavior, purchase intention is understood as a psychological stage that bridges marketing stimuli and purchase actions. (Ajzen, 2021) Explains that the purchase decision does not arise spontaneously, but is preceded by the formation of interest or intention as a result of cognitive and affective evaluation of external stimuli, including sales promotion. Thus, in the context of a product that is a necessity, sales promotion is more likely to influence purchase decision indirectly through the formation of

purchase intention, rather than providing a direct impetus to the purchase action.

This research was raised because several previous studies had inconsistent results. Research by (Solihin, 2020) does show the relationship between Sales Promotion and purchase intention and purchase decision. However, Research by (Aqidah et al., 2022) shows that Sales Promotion does have a significant effect on purchase intention, but does not have a significant effect on the purchase decision. The results of this inconsistent study indicate differences in product characteristics and market contexts that have not been fully explained in previous studies. In particular, there is still limited research examining the role of Sales Promotion in utilitarian or basic needs products, such as Telkomsel Data Packages, where purchase decision tend to be triggered by functional needs, not solely by sales promotions.

Based on the issues described above, there are still unanswered questions in the context of the Morowali Regency market regarding whether sales promotion in the form of discounts remains effective in encouraging the purchase of necessity-based data packages, or whether its influence operates primarily through the formation of purchase intention. Therefore, this study aims to examine the direct effect of sales promotion on purchase decision, the effect of sales promotion on purchase intention, the effect of purchase intention on purchase decision, and the mediating role of purchase intention in the relationship between sales promotion and purchase decision among prepaid Telkomsel data package users in Morowali Regency. By explicitly testing these relationships, this study seeks to provide both theoretical contributions to consumer behavior literature and practical implications for telecommunications marketing strategies.

Literature Review

Sales Promotion

Sales promotion is a form of marketing communication that provides direct stimulus to consumers to encourage immediate purchases (Kotler & Keller, 2022). This form of promotion not only serves as a communication tool, but also the Company's strategy in introducing products and increasing consumer appeal. The concept put forward is strengthened by empirical research (Harahap & Lutfi, 2020), which emphasizes that sales promotion is a communication strategy and a company's effort to introduce and sell products to consumers. (Salim and Fermayani, 2021) Identify the four main indicators in the variable sales promotion Includes: Promotion frequency, promotion quality, promotion time, and accuracy or suitability of promotional targets.

Purchase Intention

Purchase intention is the consumer's plan or tendency to buy a product after

forming a positive attitude towards the product. (Schiffman & Wisenblit, 2020). In line with this concept, this view is reinforced by (Ferdinand, 2014) which explains that purchase intention is a consumer's desire to buy a product that arises as a result of the evaluation process after consumers compare various alternatives. He also stated that there are four indicators of purchase intention, namely: transactional interest, referential interest, preferential interest, and exploratory interest.

Purchase Decision

Purchase decision are a process in which consumers recognize needs, seek information, evaluate various alternatives, and then choose and buy a specific product or service. (Tjiptono, 2015). In empirical studies, the concept was further developed by (Maulana & Supriyono, 2021) which states that a purchase decision is a decision taken by a person regarding the purchase or non-purchase of a product. (Darado et al., 2023) Identify four main indicators of purchase decision, namely: product stability, buying habits, recommendations from others, and repurchases.

Hypothesis Development

The Relationship of Sales Promotion to Purchase Intention

Sales promotion plays an important role in increasing consumer purchase intention. The more attractive the sales promotion carried out, the more likely it is that consumers will be interested in the products offered. According to (Ayasy, 2025) Sales promotion has a positive and significant effect on purchase intention. This means that a well-done sales promotion can encourage consumer interest in buying the products offered because consumers feel that they benefit more from the sales promotion.

In the context of a data package that is a basic need, sales promotion serves as an initial trigger that attracts consumer attention through the economic benefits offered. When consumers perceive the existence of additional benefits from promotions, such as discounts, the tendency to consider a purchase increases. Therefore, sales promotion is seen as relevant in shaping consumer purchase intention before they make a purchase decision.

H1: It is suspected that sales promotion has a significant effect on purchase intention. The path coefficient value showed a positive relationship with the t-statistic > 1.65 and the p-value < 0.05.

The Relationship of Sales Promotion to Purchase Decision

Sales promotion is one of the strategies that companies carry out to attract the attention of consumers and encourage them to make purchases. In some conditions, the form of sales promotion is actually able to provide a strong boost in the consumer decision-making process. Based on research by (Santoso & Rosyidi, 2024) Sales promotions have

proven to have a significant effect on purchase decision, where consumers respond to discounts or special offers as the main consideration in making choices. This shows that sales promotions can have a direct impact on purchase decision.

Sales pitching can conceptually provide an immediate boost in the decision-making process, especially when consumers respond to the short-term incentives offered. However, in products that are a necessity, purchase decision are often influenced by functional factors, such as the urgency of use and the availability of quotas, so the role of sales promotion as a trigger for purchase decision needs to be empirically tested in this context.

H2: It is suspected that sales promotion has a significant effect on the purchase decision. The path coefficient value showed a positive relationship with the t -statistic > 1.65 and the p -value < 0.05 .

The Relationship of Purchase Intention to Purchase Decision

Purchase intention is one of the important factors that can influence consumer purchase decision. According to (Sundari & Lailla, 2025) Purchase intention has a significant effect on purchase decision. Consumers who have a high purchase intention will be encouraged to realize their desires in the form of purchase decision. The higher the purchase intention that arises, the more likely consumers are to make a purchase of the products offered.

In the context of a data package that is a basic need, sales promotion serves as an initial trigger that attracts consumer attention through the economic benefits offered. When consumers perceive additional benefits from promotions, such as discounts or quota bonuses, the tendency to consider a purchase increases. Therefore, sales promotion is seen as relevant in shaping consumer purchase intention before they make a purchase decision.

H3: It is suspected that purchase intention has a significant effect on the purchase decision. The path coefficient value showed a positive relationship with the t -statistic > 1.65 and the p -value < 0.05 .

The Relationship of Sales Promotion to Purchase Decision Through Purchase Intention

Sales promotions can influence purchase decision through increased consumer purchase intention. Research conducted by (Ayumi & Budiarmo, 2021) shows that sales promotion has a positive and significant effect on purchase decision through purchase intention as a mediating variable. This means that attractive sales promotions can foster purchase intention, which further encourages consumers to make purchases.

In the flow of consumer decision-making, the influence of sales promotions is not always direct. Sales promotion can first form purchase intention by highlighting the

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economic and functional benefits of the product, which in turn drives purchase decision. Therefore, purchase intention is positioned as a variable that bridges the influence of sales promotions on purchase decision.

H4: It is suspected that sales promotion has a significant effect on purchase decision through indirect purchase intention.

METHOD

This study uses a quantitative approach with the aim of analyzing the relationships between the variables studied through model testing. The population in this study is all users of Telkomsel data packages in Morowali Regency. The number of samples in this study uses guidelines from (Joseph F. Hair et al., 2019), which suggests that the number of respondents in the multivariate analysis is at least five times the number of indicators used in the model. The ideal number of respondents ranged from fifteen to twenty per indicator. This study used 28 indicators, so the minimum recommended sample size was 140 respondents (28×5), and this number has been met. This study uses purposive sampling as a sampling technique, where the researcher determines the sample based on the research objectives and criteria that have been set by the researcher. This research was conducted in the Morowali Regency area. In this study, a data collection technique was used using a questionnaire technique. The research instrument uses a structured questionnaire that is compiled based on the indicators of each variable, namely Sales Promotion, purchase intention, and purchase decision. All statements in the questionnaire were measured using a five-point Likert scale, with a range of answers from 1 (strongly disagree) to 5 (strongly agree). Data were collected offline through the distribution of questionnaires to respondents in Morowali Regency. The data collection process was conducted over a two-month period, from October to November 2025. Data analysis techniques using Structural Equation Modeling-based Partial Least Squares (SEM-PLS) with the help of software SmartPLS. The analysis is carried out through two main stages, namely the evaluation of the measurement model and structural model evaluation. Evaluation of measurement models includes testing convergent validity through values Outer Loadings and Average Variance Extracted (AVE), reliability testing through Cronbach's alpha and Composite reliability, as well as discriminant validity testing using the Heterotrait-Monotrait Ratio (HTMT) criteria. Furthermore, structural model evaluation was carried out to test the relationship between variables through path coefficient values, t-statistic, and p-value to determine the acceptance or rejection of the research hypothesis.

Results

Respondent Characteristics

This study involved 140 Telkomsel data package users, and data were collected by distributing questionnaires directly to Telkomsel data package users in the Morowali district. Meanwhile, the characteristics analyzed are: gender, age, last education, income, type of work, and Telkomsel products used. Table 2 shows the characteristics of the research respondents based on the results of data collection.

Table 2 Characteristics of Respondents

Characteristics	Categories	Number (People)	Percentage (%)
Gender	Male	58	41,43%
	Women	82	58,57%
Age (Years)	17 - 25	60	42,86%
	26 - 34	41	29,29%
	35 - 42	28	20,00%
	>42	11	7,86%
Education	SD	2	1,49%
	Junior High School	15	11,19%
	High School	77	57,46%
	S1	40	28,6%
	S2	5	3,57%
Revenue	S3	1	0,71%
	< IDR 1,000,000	57	45,24%
	IDR 1,000,000 - IDR 2,000,000	32	25,40%
	IDR 2,100,000 - IDR 3,000,000	24	19,05%
	IDR 3,100,000 - IDR 5,000,000	14	
	> IDR 5,000,000	13	10,32%
Job Type	Student/Student	50	36,50%
	Private Employees	22	16,06%
	Civil Servant	24	17,52%
	Entrepreneurship	15	10,95%
	Others (IRT, Labor, etc.)	29	20,71%
Telkomsel Products Used	Sympathy	78	55,71%

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ByU	25	17,86%
US	37	26,43%

(Source: Primary data processed, 2025)

Based on the table of respondent characteristics above, it is known that the majority of respondents are women, as many as 82 people (58.57%), with the largest age range in the 17-25 years group of 60 people (42.86%). The level of education is dominated by 77 high school graduates (57.46%), and the largest income comes from the group with an income of < Rp 1,000,000, as many as 57 people (45.24%). The most common type of work is students (36.50%), and the most widely used Telkomsel product is Simpati, with 78 people (55.71%). So it can be concluded that the respondents in this study are mostly young women with secondary education, with lower middle incomes, and are dominated by students/students who use Simpati products.

Convergent Validity

Before this questionnaire was distributed to 140 main respondents, an initial validity test was carried out on 30 users of the IM3 Regular data package with the aim of ensuring the accuracy of the indicators used. The validity of the questionnaire is ensured by matching the score of each question item to the total score of all items in the same variable. An item is considered valid if it can express what is measured according to the concept of the variable in question. (Ghozali, 2021). The value of convergent validity is determined through the loading factor, where an indicator is considered valid if it has a loading factor value of more than 0.50 (Sarsdest et al., 2021). In the process of analysis with SmartPLS, ensuring the validity of the convergent is an important step for the model to be built to have a solid foundation and trustworthy results. In this study, the variable Sales Promotion is measured through four indicators, namely the frequency of promotions, the quality of promotions, the timing of promotions, and the accuracy of promotional targets. The purchase interest variable is measured through four indicators, namely transactional interest, referential interest, preferential interest, and exploratory interest. Meanwhile, the Purchase Decision variable is measured through four indicators, namely product stability, buying habits, recommendations from others, and repurchases. Each indicator in these variables has a loading factor value above 0.50, which indicates that all indicators are valid and reliable to measure the same construct, according to the opinion. (Sarsdest et al., 2021).

Construct Reliability

In reliability testing in PLS, there are two commonly used methods, namely Cronbach's Alpha and Composite Reliability. Cronbach's Alpha is used to determine the

lower limit value of the reliability of a construct, while Composite Reliability is used to determine the actual reliability value of the construct. (Ghozali & Latan, 2015) Declares that the Value Composite Reliability is more than 0.70, as well as the value of Cronbach's Alpha It should also be more than 0.70.

Table 3. Composite Reliability & Cronbach's Alpha Value

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
PURCHASE DECISION	0.956	0.957	0.961
PURCHASE INTENTION	0.940	0.941	0.950
SALES PROMOTION	0.940	0.942	0.950

(Source: Primary data processed, 2025)

The table above shows that each variable has a Composite Reliability value above 0.70 and a Cronbach's alpha value of more than 0.70. Thus, it can be concluded that all variables or constructs in this study have strong realities and can be relied on.

Coefficient of Determination R-Square

To see how strongly the model matches the data, we can look at the R-Square value. This value indicates how much influence independent variables have on dependent variables, as well as whether they have statistical significance. The results of the R-Square value can be seen in Table 4.

Table 4. R-Square

	R-square	R-square adjusted
PURCHASE DECISION	0.879	0.877
PURCHASE INTENTION	0.952	0.952

(Source: Primary data processed, 2025)

The table above shows the R-Square values for the Purchase Intention and Purchase Decision variables. The R-Square value on the Purchase Intention variable of 0.952 indicates that 95.2% of the purchase intention variance can be explained by independent variables in the model. This indicates that the model's predictive ability on Buy Interest is very strong. Meanwhile, the R-Square value on the Purchase Decision variable of 0.879 indicates that 87.9% of the variance of the Purchase Decision can be explained by the Sales Promotion and Purchase Intention variables. Thus, the model also has a strong explanatory ability for the Purchase Decision variable.

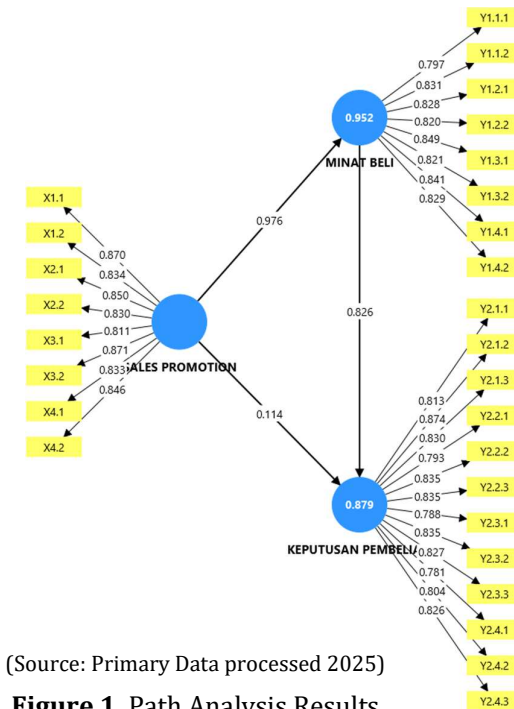
Path Coefficient Estimation

After testing the structural model, the next step is bootstrapping testing. According to (Hair et al., 2022), those values are then used to assess the statistical significance of the relationship being tested. At a significance level of 5% and with P-values less than 0.05, the relationship between variables in the SmartPLS is said to be significant when the value of T-statistic is greater than the T-table value, which is 1.65 for a one-way test. To know the indirect influence of Sales Promotion on the Purchase Decision through Purchase Intention, the formula of indirect effects is used according to (Hayes, 2022), by multiplying the path coefficient of Sales Promotion to Purchase Intention and the path coefficient from Purchase Intention to Purchase Decision.

Table 5. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
PURCHASE INTENTION - > PURCHASE DECISION	0.826	0.819	0.201	4.111	0.000
SALES PROMOTION -> PURCHASE DECISION	0.114	0.122	0.223	0.510	0.610
SALES PROMOTION - > PURCHASE INTENTION	0.976	0.976	0.004	246.110	0.000

(Source: Primary data processed, 2025)



(Source: Primary Data processed 2025)

Figure 1. Path Analysis Results

After the structural model is analyzed, the next process is to evaluate the research hypothesis using the results of bootstrapping on each relationship path between variables. Refer to the guidance from (Hair et al., 2022). The relationship between variables is said to be significant if the T-Statistic value is greater than 1.65 and the P-value is less than 0.05. Indirect influence of Sales Promotion on the Purchase Decision through Purchase Intention, using the indirect effect formula according to (Hayes, 2022). The results of the analysis in Table 5 show that the relationship between Sales Promotion and purchase intention has a significant influence directly. Therefore, Sales Promotion Effect on Purchase Intention, Stated Hypothesis 1 **(H1) accepted**. Furthermore, Sales Promotion on the purchase decision shows no significant influence directly. This is in accordance with the theory and results of previous research that Sales Promotion does not have a significant effect directly on the purchase decision, so hypothesis 2 **(H2) is rejected**. Then, the test results also show that purchase intention has a significant effect directly on the purchase decision, so hypothesis 3 **(H3) is accepted**. Finally, the test against the indirect influence of Sales Promotion on purchase decision through purchase intention shows significant results, which means that there is a mediating effect in this model. Therefore, Hypothesis 4 **(H4)**, which states that purchase intention is able to mediate the influence of Sales Promotion on the purchase decision, was **accepted**.

Discussion

The Effect of Sales Promotion on Purchase Intention

The results of the study show that sales promotion has a direct effect on customers' purchase intention in Telkomsel data packages. These findings indicate that sales promotion plays an important role in the early stages of the consumer decision-making process, particularly in generating interest and desire to buy, even though data packets are classified as a necessity product.

Empirically, the most dominant form of sales promotion in this study is discounts. Discounts serve as a stimulus that directly attracts consumers' attention because they provide economic benefits that are easy to understand. The clear information on the discount makes consumers quickly recognize the profits obtained, thus generating an initial interest in the product. This interest then develops into purchase intention when consumers judge that the offer is relevant to their daily internet usage needs.

In addition to clarity of information, the frequency of promotions also contributes to increasing purchase intention. Telkomsel routinely presents discount promotions for data packages, so consumers are used to seeing and remembering these offers. Repeated

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exposure to promotions not only increases awareness but also strengthens consumer perception that Telkomsel consistently provides profitable offers. In the context of consumer behavior, this condition explains why the frequency of promotions is able to strengthen purchase intention.

In terms of the quality of promotional delivery, attractive visual design and easy-to-understand information also support increased purchase intention. The presentation of information about the size of the discount, the benefits of the data package, and a modern and informative promotional display builds a positive perception of the product. This positive perception increases consumer confidence in the offer provided and encourages curiosity to try or buy the data plan.

Furthermore, the timing of the promotion also affects the purchase intention of customers. Giving discounts during certain periods, such as weekends, holidays, or when internet needs are increasing, makes promotions feel more relevant to consumer conditions. This timeliness increases the likelihood of consumers paying attention and considering the offers provided. Thus, promotional timing plays a role in strengthening the linkage between the promotional offer and the actual needs of customers.

In addition, the accuracy of promotional targets is an important factor in increasing purchase intention. When promotions appear according to consumer usage habits, promotional messages become more acceptable and considered relevant. This relevance is what makes consumers more interested and shows an increase in purchase intention in Telkomsel data packages.

Overall, the findings of this study show that Sales Promotion plays an effective role in shaping purchase intention. In the context of a data package that is a necessity, sales promotion functions as a trigger for consumer interest and initial evaluation of products. These findings are in line with marketing theories that state that sales promotion is more effective in influencing consumers' affective responses, such as interest and interest in products. (Belch & Belch, 2020).

The results of this study are also consistent with the research. (Ayasy, 2025), (Gandur & Institute, 2022) and (Hulalata et al., 2025) who found that Sales Promotion has a significant influence on purchase intention. The similarity of these results shows that sales promotions that are carried out intensively, clearly, on time, and on target are effective strategies in increasing consumer purchase intention, including in products that are necessary, such as regular data packages.

Thus, it can be concluded that sales promotions, especially in the form of discounts, have an important meaning in shaping the purchase intention of Telkomsel's data package

customers, because they can create initial interest, strengthen value perception, and adjust offers to consumer needs.

The Influence of Sales Promotion on Purchase Decision

The results of the study show that sales promotion does not have a direct effect on the purchase decision of Telkomsel's regular data package. These findings indicate that even though rebate sales promotions are given directly to customers, they do not automatically encourage consumers to make a purchase decision.

In this study, the form of sales promotion analyzed is the discount offered through various Telkomsel promotional programs. However, the decision to purchase a data package is more determined by the actual needs of consumers for internet quota. When the quota runs out or internet activity increases, consumers continue to make purchases regardless of whether there is a discount or not. This condition explains why sales promotion does not have a direct effect on purchase decision for products that are necessary.

Judging from the frequency of promotions, Telkomsel quite often offers discounts through programs such as Surprise Deals or monthly promos. Although such promotions appear repeatedly, customers do not always take advantage of them to purchase data plans. Most consumers buy data plans based on usage needs, not based on the intensity of the promotion.

In terms of promotion quality, Telkomsel discounts are presented clearly and attractively, such as through the crossed-out price display, percentage discount, or the "Promo Price" label. While this information is easy to understand, the quality of promotional presentation is not the main basis for purchase decision. Consumers consider functional factors more. This explains how promotional quality only serves as supporting information, not as a determining factor in purchase decision.

Furthermore, in terms of the time of implementation of the promotion, discounts are given in certain periods, such as weekends or moments of high internet usage. However, the behavior of buying data packages is need-driven, where consumers buy when the quota runs out or the need increases, not because of a promo at a certain time. Therefore, the discount does not have a significant influence on the purchase decision.

In terms of the accuracy of promotional targets, Telkomsel's price discounts have targeted active customers who use the internet. Nonetheless, many customers have had relatively fixed purchasing patterns or used specific subscription plans. This condition makes consumers less responsive to new promos, so the accuracy of promotional targets does not directly encourage purchase decision.

The findings of this study show that sales promotion only plays a role in increasing consumer attention and initial interest, but does not have a direct effect on Telkomsel's regular data package purchase decision. These results are not in line with the research of (Sianturi & Purnama, 2025), which states that sales promotion has a significant effect on purchase decision. However, these findings are in line with the research of (Hermansyah et al., 2022) (Rini & Muhammad, 2022) who stated that sales promotion does not have a significant effect on purchase decision, especially on products that are needed.

Thus, it can be concluded that in the context of Telkomsel data packages, sales promotions in the form of discounts function more as a means of communication and initial interest formation, rather than as the main factor that determines consumers' purchase decision.

The Influence of Purchase Intention on Purchase Decision

The results of the study show that purchase intention has a direct effect on the purchase decision of Telkomsel data packages. These findings confirm that purchase intention is the main psychological factor that directly encourages consumers to realize their intentions in the form of purchase actions, especially in products that are necessary, such as data packages.

Purchase intention reflects the readiness of consumers to make decisions after going through a process of consideration and evaluation. Consumers who have a strong purchase intention generally have assessed the suitability of the product with the needs of internet use, compared it with other alternatives, and believe in the benefits that will be obtained. This condition explains why purchase intention can have a direct effect on the purchase decision, because the decision is made based on pre-formed beliefs.

In terms of transactional interest, customers have shown a strong intention to buy Telkomsel data packages in the near future and make it their top choice. This intention reflects the readiness of consumers to make transactions, so that transactional interest plays a role as a direct trigger for purchase decision. When consumers already have a strong purchase intention, they are less likely to delay the purchase and immediately make decisions according to their internet usage needs.

Furthermore, referential interest also makes an important contribution to strengthening purchase decision. Customers who are willing to recommend Telkomsel to others and share positive experiences show a high level of attachment to the brand. This attitude not only reinforces consumers' desire to continue using the product but also increases the belief that the purchase decision taken is the right one.

In preference, customers show that there is a clear choice of Telkomsel data

packages compared to other brands. This preference simplifies the decision-making process as consumers no longer consider many alternatives. When preferences have been formed, purchase decision tend to be made more quickly and consistently, especially in the condition of routine and repetitive internet needs.

Meanwhile, exploratory interest reflects a deeper consumer engagement with the product. Customers are actively looking for information about Telkomsel's data package variations, learning about their benefits, and are interested in trying packages that have never been used before. This engagement strengthens consumers' understanding of the product and increases confidence in the benefits offered.

The findings of this study are in line with the theory of consumer behavior, which states that purchase intention is the main predictor of purchase decision. (Kotler & Keller, 2022). The results of this study are also consistent with the research. (Sundari & Laila, 2025), (Enrily et al., 2025), and (Komariah et al., 2024) which indicates that purchase intention has a significant influence on the purchase decision. This similarity in results reinforces empirical evidence that purchase intention plays a key role in encouraging consumers to make purchase decision.

Thus, it can be concluded that purchase intention is a determining factor in the purchase decision of Telkomsel's regular data packages, because it reflects psychological readiness, belief in product benefits, and product suitability with consumers' internet usage needs.

The Influence of Sales Promotion on Purchase Decision Through Purchase Intention

The results of the study show that sales promotion indirectly affects the purchase decision of Telkomsel data packages through purchase intention as a mediating variable. These findings indicate that sales promotion does not directly encourage consumers to make a purchase, but works through the psychological stages that shape purchase intention first.

This indirect influence can be seen from how the discount is able to attract customers' initial attention to the Telkomsel data package. Discount information that is conveyed clearly and easily understood makes consumers aware of the benefits offered. This initial attention then develops into interest, which is the initial stage of the formation of purchase intention.

Purchase intention is getting stronger when consumers feel that Telkomsel data packages provide benefits that are relevant to their internet usage habits. The strengthening of purchase intention is shown through the belief to continue using Telkomsel, the drive to buy in the near future, and stronger preferences over other brands. This condition shows

how sales promotion plays a role in building a positive consumer evaluation of the product, even though the product is classified as a necessity.

Once purchase intention is formed, consumers are in a psychological state that is better prepared to make a purchase decision. Consumers consider Telkomsel data packages as a product that suits their needs and is able to provide the expected benefits. In addition, previous positive experiences and purchase habits that have been formed have also strengthened consumers' decision to continue using Telkomsel's data package.

These findings show that the purchase decision process does not occur instantly due to sales promotions, but rather through the cognitive and affective stages that precede the purchase action. Theoretically, these results are in line with the Theory of Planned Behavior, (Ajzen, 2021) explains that consumer behavior, including purchase decision, is directly determined by purchase intention. Purchase intention is formed in response to various external stimuli, including sales promotion activities.

The results of this study are also consistent with the findings of the (Ayumi & Budiarmo, 2021), (Romadhoningrum & Santosa, 2022) and (Putri et al., 2024) which shows that Sales Promotion has a significant effect on purchase decision through purchase intention as a mediating variable. These similarities in results reinforce empirical evidence that purchase intention is an important mechanism that bridges the influence of sales promotion on purchase decision.

Thus, it can be concluded that in the context of Telkomsel's regular data package, which is a necessity, sales promotion does not directly encourage purchase decision, but functions as a trigger for the formation of purchase intention, which then mediates and strengthens consumer purchase decisions.

Conclusion

The results showed that sales promotion had a significant effect directly on purchase intention, but did not have a significant effect directly on purchase decision, and sales promotion had a significant effect indirectly on purchase decision through purchase intention as a mediating variable.

The results of the mediation effect test showed that purchase intention played a role as a full mediation variable in the relationship between sales promotion and purchase decision. This is in line with the theory (Hayes, 2022), which explains that the significant indirect effect of sales promotion on purchase decision through purchase intention, while the direct influence of sales promotion on purchase decision is insignificant. Thus, sales promotion on products that are basic needs functions more as a psychological trigger for the formation of purchase intention than as a direct driver of purchase decision.

Based on these findings, the practical implication for telecommunications companies is that they should not rely solely on increasing the frequency of discounts, but instead focus on strengthening purchase intention to ensure it leads to purchase decision. This can be implemented by clearly communicating the benefits of data packages, ensuring network reliability, simplifying the purchasing process through digital applications, and providing timely purchase prompts when consumers need internet quota.

This research has limitations that open up opportunities for further research. Future research can compare different types of data packages (app packages and night packages), add other variables such as perceived value, price fairness, or quality of service, expand the research area to other areas, and use longitudinal research designs to capture changes in consumer behavior over time.

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