

THE INFLUENCE OF PROMOTION AND DISCOUNT ON PURCHASING DECISIONS THROUGH CONSUMER LOYALTY ON PRODUCTS AT INFORMA SOUTH KALIMANTAN

**Ernawati Ernawati¹, Achmad Efendy², Elya Rahmi^{3*}, Imam Maliki⁴,
Syamyati Syamyati⁵, & Nasrul Nasrul⁶**

¹⁻⁵ Sekolah Tinggi Ilmu Ekonomi Pancasetia, Banjarmasin, Indonesia

¹Email: ernawatiprawiro2004@gmail.com, ²Email: achmadefendy3743@gmail.com, ³Email: elyagmp45@gmail.com, ⁴Email: imammalikha@gmail.com, ⁵Email: Ariefsyamyati@gmail.com, ⁶Email: iyan.nasrul76@gmail.com

*Corresponding author's email: elyagmp45@gmail.com

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Abstract

This study aims to analyze the influence of promotions and discounts on purchase decisions for Informa products in South Kalimantan through consumer loyalty. A quantitative approach was used with data collection via questionnaires distributed to Informa product consumers. The data were analyzed using SmartPLS 3.0 to test the direct and indirect effects between promotions, discounts, consumer loyalty, and purchase decisions. The results show that promotions do not have a significant effect on consumer loyalty, which is likely due to a lack of appeal or innovation in the promotional strategies offered. In contrast, discounts were found to have a positive and significant effect on consumer loyalty, which in turn drives repeat purchase decisions. Consumer loyalty plays an important role in purchasing decisions, with loyal consumers being more likely to continue purchasing Informa products, even when alternatives from other brands are available. Overall, the findings indicate that while promotions play a role in marketing strategies, discounts are more effective in enhancing consumer loyalty and influencing purchase decisions for Informa products. Therefore, companies are advised to optimize relevant and sustainable discount strategies to enhance loyalty and maintain competitiveness in the market.

Keywords: *Promotions, Discounts, Consumer Loyalty, Purchase Decisions, Informa*

INTRODUCTION

Promotions and discounts in the marketing world have become key elements in efforts to increase consumer purchasing decisions, especially in the retail sector. This practice is not only used as a strategy to introduce new products, but also serves to attract consumer attention, build emotional connections, and encourage product selection in a tight competitive situation. In South Kalimantan, the retail market shows unique dynamics, where companies such as Informa act as one of the main players that provide a variety of products at competitive prices. The existence of Informa provides an opportunity for consumers to get quality products while feeling the benefits of the promotional and discount trends offered.

Informa, as one of the leading retailers in South Kalimantan, has a marketing approach that focuses on promotions to increase product appeal among consumers. Through discount schemes and special offers, Informa has succeeded in providing incentives for consumers to make purchases, while also developing loyalty among existing customers. However, the challenge faced is understanding how much influence these promotional and discount strategies have on consumer behavior and purchasing decisions, especially in the local context. The use of promotions and discounts in retail product marketing has become a common strategy that not only aims to increase sales, but also serves to create consumer awareness and trust in the brand. In the ever-evolving market environment in South Kalimantan, where consumer preferences are constantly changing, a deeper understanding of the effectiveness of this

marketing strategy is essential. Thus, research on promotions and discounts at Informa is expected to provide significant insights and contributions to a more effective marketing strategy in the local market, helping the company to further optimize consumer purchasing decisions.

Promotion is one of the main components of marketing that is designed to attract consumer attention, encourage purchasing decisions, and strengthen customer relationships. In the context of marketing, promotion includes a variety of communication strategies that aim to increase the visibility of products and brands in the eyes of consumers, so that they can encourage them to make purchases. Promotion does not only rely on consumers' prior knowledge of the product, but also utilizes a variety of attention-grabbing techniques, including advertising, special offers, discounts, and interactive marketing events.

Promotion

In the retail sector, promotions play an important role in attracting diverse consumer interests and giving them reasons to choose a particular product among many available options. For example, Wang et al. showed that promotional strategies such as free shipping are efficient in increasing product sales, especially in competitive market situations Wang et al. (2023). By providing incentives such as free shipping, retailers are able to create positive perceptions of service, which in turn can strengthen the brand and increase customer satisfaction.

With discounts and price promotions, retailers not only succeed in attracting new customers but also retaining old customers. Research by Kurniawan and Arvitrida explains that an effective promotional strategy can influence consumer purchasing decisions and strengthen their loyalty to the brand (Kurniawan & Arvitrida, 2021). Therefore, a well-designed promotional strategy can increase the number of repeat customers, create an emotional bond with the brand, and help build a strong brand identity in the market.

Furthermore, promotions also serve to build closer relationships between retailers and consumers. Promotions such as loyalty programs and special discounts for loyal customers can create a sense of appreciation and increase customer retention. Kurniawan and Arvitrida emphasize the importance of understanding how appropriate promotional strategies can significantly influence consumer purchasing decisions and strengthen their loyalty to the brand (Kurniawan & Arvitrida, 2021).

In the context of an increasingly digital market, promotions are now also being leveraged through online channels, where retailers can reach a wider range of consumers with personalized offers. Research by Hecht et al. suggests that consumers may be more likely to utilize promotions in online retail due to the convenience and ease of shopping (Hecht et al., 2020). Therefore, implementing an effective promotional strategy in digital media can expand market reach and create opportunities for direct interaction with consumers, strengthening brand presence in an increasingly competitive market.

Overall, promotion is a very important tool in the marketing context that can optimize consumer purchasing decisions, increase loyalty, and build sustainable relationships between retailers and customers. The effectiveness of promotion depends on a deep understanding of consumer behavior and the application of appropriate strategies according to the specific market context.

Discount

Discount is one of the important strategies in marketing that provides price cuts or benefits for consumers to increase purchasing interest. By providing discounts, companies not only lower the price of products but also create a higher perception of value in the eyes of consumers. Therefore, discount strategies are often used to attract consumer attention, encourage purchasing decisions, and influence consumer behavior in a positive way.

When consumers are faced with discount offers, they often perceive an increase in the value of the product. Research by Anggraeni et al. shows that positive price perceptions are directly related to consumer loyalty, where prices that are considered fair can increase consumer satisfaction and encourage them to shop again Anggraeni et al. (2019). Consumers tend to be more confident in making purchasing decisions when they feel they are getting a better price, which effectively increases their purchase intention. In other words, discounts are not just price reductions, but also serve to strengthen positive value perceptions among consumers.

In addition, the effect of discounts on product value perceptions can also lead to increased consumer loyalty. Ahmed et al. showed that when consumers feel they are benefiting from discounts, they tend to develop a stronger relationship with the brand, which contributes to loyalty (Ahmed et al., 2022). When consumers repeatedly receive beneficial offers, they are more likely to choose that brand over others, even when prices return to normal. Therefore, discounts can serve as a tool to build long-term loyalty that is mutually beneficial between companies and consumers. However, it is important to manage discount strategies carefully. While offering discounts can attract new customers and increase sales in the short term, offering discounts too often can damage the perception of product value and

cause customers to simply wait for the next discount opportunity to make a purchase. Research by Milman and Tasci shows that dynamic pricing and excessive discounting can reduce consumer trust in products and brands, which in turn can negatively affect loyalty (Milman & Tasci, 2022). Therefore, companies need to consider how discounts are communicated and implemented to maintain the right balance between attracting customers and maintaining brand value.

Buying decision

Purchasing decisions are the process by which consumers select products and services based on various external factors, including promotions and discounts. This process often begins with the recognition of a need or desire that prompts an individual to seek a solution, then involves evaluating various alternatives before finally making a purchase. This series of steps is known as a purchasing decision, which is not only limited to considering the price, but also how external factors affect the consumer's perception of the product's value. Discounts and promotions serve as strategic tools that can influence these purchasing decisions by providing direct incentives to consumers. For example, Tahara and Lelawati discuss how effective promotional strategies increase purchasing decisions by attracting consumers' attention through discounts and special offers Tahara & Lelawati (2022). In this way, consumers can experience direct financial benefits, thereby increasing their interest in making a purchase.

In addition, Prastowo and Rahmadi noted that promotions can be a powerful driver in increasing brand awareness, which serves as a mediator between promotions and purchasing decisions (Prastowo & Rahmadi, 2023). When consumers feel triggered to buy due to promotions, their perception of the product's value can increase, and this contributes to the decision to continue the transaction. In a broader perspective, the influence of discounts on purchasing decisions can also be seen in how consumers balance between price and product quality. However, a study by Wardhani et al. showed that promotions and prices may not always have a significant effect on purchasing decisions in certain contexts (Wardhani et al., 2016). This suggests that consumers often consider promotions not only as a way to get a better deal, but also as an illustration of product quality, with the expectation that discounted products must meet or even exceed certain quality standards.

Furthermore, purchasing decisions are also closely related to consumer loyalty. Discounts received by consumers on previous purchases can increase their likelihood of returning and purchasing the product in the future, creating a repeat consumer cycle. Luo and Lee showed that different discount formats can affect consumers' perceptions and their comfort level in purchasing the same product in the future (Luo & Lee, 2018). This shows that discount strategies not only serve to attract consumers but also to build long-term brand loyalty.

Consumer Loyalty

Consumer loyalty is defined as the tendency of consumers to continue to purchase products from the same brand or store repeatedly. This loyalty is a reflection of the positive relationship between consumers and brands, which is formed through consumption experiences, satisfaction, and trust in the product. The process of forming consumer loyalty is usually influenced by various factors, including product quality, customer service, and promotions and discounts offered by retailers.

Promotions and discounts play a significant role in building and maintaining consumer loyalty. When a brand offers attractive discounts or lucrative promotions, consumers may feel more valued and tend to make more frequent purchases, which ultimately increases their loyalty to the brand. According to a study by Singh and Singh, the right promotion can strengthen consumers' emotional attachment to the brand, which in turn supports long-term loyalty to the product Singh & Singh (2025). This study shows that brand loyalty is positively related to consumer purchasing patterns, where emotional attachment can play an important role in making purchase decisions.

Discounts also often provide a higher perceived value in the eyes of consumers. When consumers feel they are getting a good deal, they are more likely to not only purchase the product but also share their positive experience with others, which can attract more new customers. Research by Itani supports this by showing that brand loyalty positively contributes to consumer purchasing behavior (Itani, 2024). When consumers are accustomed to getting good deals from a brand, their repurchase intention becomes stronger. However, it is important to understand that promotions and discounts must be managed carefully. If discounts are held too often, consumers may start to judge the brand with a lower price standard, which can negatively affect their loyalty. As part of this analysis, research by Fatimah et al. highlighted the importance of the quality of retail behavior in the context of promotions to influence consumer loyalty (Fatimah et al., 2024). Despite the positive influence, discounts must be accompanied by a positive shopping experience in order to develop long-term loyalty.

Research purposes

The main objective of this study is to examine the influence of promotions and discounts on purchasing decisions of Informa products in South Kalimantan through consumer loyalty. This study aims to dig deeper into how promotions and discounts offered by Informa can build consumer loyalty, and how this loyalty then influences consumer decisions in purchasing products. By understanding these dynamics, this study hopes to provide deeper insights into effective marketing strategies to improve purchasing decisions and strengthen long-term relationships between Informa and consumers in the South Kalimantan region.

Although many previous studies have examined the influence of promotions and discounts on purchasing decisions, most of these studies have focused more on larger or more general markets, without paying special attention to the retail market in South Kalimantan, especially in Informa. In addition, although many studies have examined the impact of promotions and discounts on consumer loyalty and purchasing decisions, many studies have not explored in depth how consumer loyalty can function as a mediating variable linking promotions and discounts to purchasing decisions in the context of the local market.

This study offers a contribution by incorporating consumer loyalty variables as a mediator, a perspective that has not been widely discussed in previous studies related to promotions and discounts in the retail market of South Kalimantan, especially in Informa. This study is expected to fill the gap in the literature related to the dynamics of consumer loyalty and its impact on purchasing decisions, as well as provide relevant insights for the development of more effective marketing strategies in the local market.

METHOD

This study uses a quantitative approach to analyze the influence of promotions and discounts on purchasing decisions for Informa products in South Kalimantan through consumer loyalty. The quantitative approach was chosen because it allows for structured data collection and statistical analysis that can test the relationship between variables more objectively and can be generalized.

Research Design

This study uses a survey research design with a data collection method through a questionnaire. The questionnaire used in this study consists of a series of closed questions designed to measure the variables involved in the study, namely promotions, discounts, consumer loyalty, and purchasing decisions.

Research Instruments

The instrument used in this study was a questionnaire consisting of four main parts:

Promotion (X1): Measures consumer perceptions of various types of promotions offered by Informa, such as discounts, special offers, and advertising campaigns.

Discount (X2): Measures the effect of discounts on consumer purchasing interest, including consumer perceptions of the discounts given by Informa.

Consumer Loyalty (Z): Measures the level of consumer loyalty towards Informa products, which includes factors such as satisfaction, intention to repurchase, and tendency to recommend Informa products to others.

Purchase Decision (Y): Measures consumer decisions to purchase Informa products, including purchase frequency, reasons for choosing the product, and the level of influence of promotions and discounts on the decision.

Data Analysis Techniques

The collected data were analyzed using SmartPLS 3.0, a software for Structural Equation Modeling (SEM) analysis. SEM was chosen because of its ability to test the relationship between several variables simultaneously, and can model mediating variables, such as those in this study. The model used will test the direct effect between promotions and discounts on consumer loyalty, as well as the direct effect between consumer loyalty and purchasing decisions.

RESULTS AND DISCUSSION

Research result

The feasibility analysis of research instruments aims to ensure that all instruments used in the study can collect accurate and reliable data. The main focus of this study is the influence of promotions and discounts on purchasing decisions for Informa products through consumer loyalty. The method used in this study is to utilize the Smart-PLS application to analyze the collected data.

Notes: Promotion (Promosi), Discount (Diskon), Consumer loyalty (Loyalitas Konsumen), Buying decision (Keputusan Pembelian)

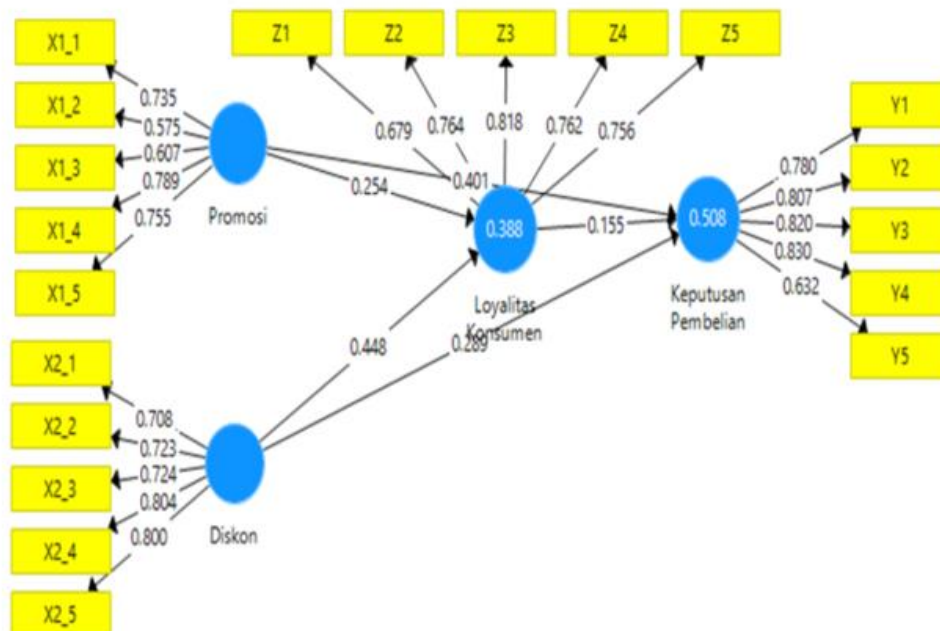


Figure 1. Outer Model

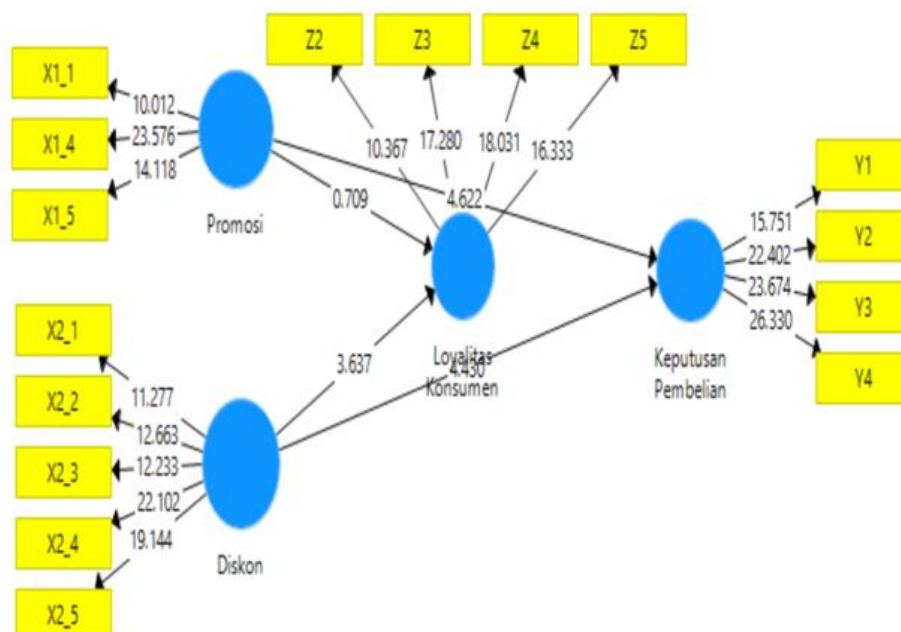


Figure 2. Inner Model

Direct Effect (Direct Effect)

The Influence of Promotion and Discount on Purchasing Decisions through Consumer Loyalty on Products at Informa South Kalimantan

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Direct Effect is used to test whether an independent variable (X) has a significant direct influence on the dependent variable (Y). In this test, if the p-values < 0.05 , then it can be said to be directly significant.

Table 1. Direct Effect

	Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values
Promotion -> consumer loyalty	H1	0,254	2,631	0,0009
Discount -> consumer loyalty	H2	0,448	4,802	0,000
Consumer loyalty -> buying decision	H3	0,155	1,649	0,100
Promotion -> buying decision	H4	0,401	4,702	0,000
Discount -> buying decision	H5	0,289	3,084	0,002

It is known that H1, H2, H4, and H5 show p-values < 0.05 and t-statistic values > 1.96 .

Indirect Effect (Indirect Effect)

The indirect effect value helps determine whether there is a mechanism that explains the relationship between the independent and dependent variables.

Table 2. Indirect Effect

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Discount -> consumer loyalty -> buying decision	0,069	1,568	0,117
Promotion -> consumer loyalty -> buying decision	0,039	1,364	0,173

This shows that the consumer loyalty variable cannot mediate the relationship between promotion and purchasing decisions and the discount variable on purchasing decisions.

Discussion

The Influence of Promotion on Consumer Loyalty of Informa Products

The influence of promotion on consumer loyalty of Informa products is one of the important aspects in the company's marketing strategy. Promotion, in this context, includes various forms of communication that aim to inform, persuade, and remind consumers about the products offered. Previous studies have shown that effective promotion has a positive and significant impact on consumer loyalty (Farisi & Siregar, 2020; Prihatma et al., 2020). Based on the analysis conducted, the influence of promotion on consumer loyalty of Informa products showed insignificant results. Although there is a hypothesis that promotion has a positive effect on consumer loyalty, the results of the study show that the t-statistic value for this influence is less than 1.96 and the p-values are greater than 0.05. This means that there is insufficient evidence to support the claim that promotion significantly affects consumer loyalty to Informa products. Thus, from the results of this study, it can be concluded that promotion, although theoretically important in attracting consumer attention, may not be strong enough to build consumer loyalty for Informa products.

The Influence of Discounts on Consumer Loyalty of Informa Products

The effect of discounts on consumer loyalty of Informa products can be seen as an effective marketing strategy in attracting attention and purchasing interest. Discounts can increase consumer interest in purchasing products, while creating loyalty among them. Consumers who receive discount offers often tend to buy the same product repeatedly, because they feel they get more value from the transaction. Based on previous research, there is strong evidence to support that discounts have a positive and significant effect on consumer loyalty. For example, research by Aryatinigrum & Insyirah (2020) shows that the application of discounts not only attracts consumers' attention but

also increases their tendency to make repeat purchases. Based on the available hypothesis testing data, several hypotheses tested regarding the effect of discounts on consumer loyalty show a p-value of 0.000, which means p-value <0.05. This shows that the effect of discounts on consumer loyalty is significant.

The Influence of Consumer Loyalty on Purchasing Decisions

Research shows that consumer loyalty can not only be measured through repeat sales figures, but also from the commitment and positive feelings that arise towards the brand and store where they shop (Aryatinigrum & Insyirah, 2020). Based on the hypothesis tested in this study, there is a significant correlation between consumer loyalty and purchasing decisions, which indicates that if the company is able to maintain the level of consumer satisfaction, the level of loyalty will also increase and will ultimately encourage consumer decisions to purchase Informa products repeatedly. Thus, consumer loyalty plays an important role in driving purchasing decisions for Informa products, and therefore, maintaining and increasing consumer loyalty should be a primary focus for companies to ensure the continuity and growth of their business.

The Influence of Promotion on Purchasing Decisions through Consumer Loyalty

Effective promotion can increase consumer interest in a product and build a positive image in the eyes of consumers. Loyal consumers tend to make repeat purchases and recommend products to others. This is stated in research showing that consumer loyalty has a positive and significant influence on purchasing decisions. For example, research by Anastasia et al. (2023) and Veronika (2022) shows that consumer loyalty has a positive effect on purchasing decisions. Effective promotion not only increases consumer loyalty but also serves as a driver of purchasing decisions. The results of this study also state that promotion has a significant influence on purchasing decisions mediated by consumer loyalty, indicating a positive relationship between the three variables. The influence of promotion on purchasing decisions through consumer loyalty of Informa products is very significant. Promotion, which includes various communication methods to attract consumer attention, aims to increase sales and build loyalty. Research shows that attractive promotions can create a positive product image, increase consumer satisfaction, and encourage loyalty. Loyal consumers tend to make repeat purchases and recommend products, which in turn have a positive impact on their purchasing decisions.

The Influence of Discounts on Purchasing Decisions through Consumer Loyalty

Discounts not only increase direct sales but also build long-term relationships between consumers and brands, in this case Informa products. This loyalty creates a strong commitment to the product, which in turn influences their purchasing decisions. The discounts offered not only reduce the price of the product but also increase consumers' perception of value towards the product. When consumers feel they are getting more benefits from their purchases through discounts, they become more interested in shopping. This has been shown to strengthen consumers' purchasing decisions, where they tend to participate in transactions more often. The hypothesis proposed in this study states that discounts are thought to have a significant influence on purchasing decisions mediated by consumer loyalty. Previous research also supports this argument, that the success of discounts in driving purchasing decisions is greatly influenced by the level of loyalty formed (Aldiesi & Wahyudin, 2024). The hypothesis shows that the better the discount given, the more likely consumers are to become loyal and ultimately make purchasing decisions.

CONCLUSION

The results of the study show that promotion does not have a significant influence on consumer loyalty of Informa products. This is likely due to the lack of innovation or appeal in the form of promotions offered, so that it is unable to create emotional attachment or strong interest from consumers. Less attractive promotions tend to be ineffective in building sustainable loyalty. On the contrary, discounts have been shown to have a positive and significant effect on consumer loyalty. A consistent discount strategy can increase consumer perception of product value, thus encouraging their involvement in the purchasing process. Consumers feel they are getting more benefits through price reductions, which ultimately triggers repeat purchases and strengthens loyalty.

Consumer loyalty has been shown to play a significant role in purchasing decisions. Loyal consumers are more likely to continue purchasing Informa products, even when alternatives from other brands are available. Discounts that are perceived as satisfying also strengthen this loyalty and have a direct impact on purchasing decisions. Overall, the findings of this study indicate that although promotions still have a role in marketing strategies, discounts are more effective in building consumer loyalty and driving purchasing decisions for Informa products. Therefore, the company is advised to optimize relevant and sustainable discount strategies to increase loyalty and maintain competitiveness in the market.

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