

The Effect of Sales Promotion and Customer Satisfaction on Interest to Buy Gadgets

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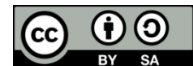
Purchase Intention

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ABSTRACT

This study aims to examine the effect of sales promotion and customer satisfaction on the intention to buy gadgets in Gorontalo. Gadgets have become an important part of everyday life, and sales promotions and customer satisfaction have a significant role in influencing consumer buying interest in gadgets. The research method used is a survey using a questionnaire distributed to respondents who are gadget users. The sample of this study consisted of 127 respondents who were randomly selected from various regions in Gorontalo. The data collected was then analyzed using the linear regression method. The results of the study show that sales promotion has a positive and significant influence on the intention to buy gadgets. The more intensive the sales promotion carried out by the gadget company, the higher the consumer's buying interest in the gadget. In addition, customer satisfaction also has a positive and significant influence on the intention to buy gadgets. When customers are satisfied with the gadget products and services they use, they tend to have a higher purchase intention to acquire the gadget.

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1. INTRODUCTION

In the digital era and technology that continues to grow, gadgets have become an important part of many people's daily lives. Gadgets not only function as communication tools, but also as tools to access information, entertainment, and perform various other activities. The high demand for gadgets has pushed gadget companies to increase their efforts in marketing their products.

Promotion of sales is a tactic that businesses do in order to boost their revenue.

Sales promotion involves various activities such as discounts, free gifts, loyalty programs, etc. that aim to encourage customer buying interest. In the context of gadgets, sales promotions can include special discounts, bundling with free accessories, or trade-in programs to get new gadgets at more affordable prices.

In addition to sales promotion, customer satisfaction is also a key factor in influencing their purchase intention. Customers that have a positive experience with the product, the company's customer

service, and their own use of the product are more likely to make a subsequent purchase. Customer satisfaction can create loyalty, positive recommendations, and repeat purchases in the future.

Previous research has shown that sales promotion and customer satisfaction are important factors in increasing interest in buying gadgets among the public. Effect of sales promotion, customer satisfaction, and pricing on the intention to buy a device, with the findings of the study indicating that sales promotion and customer satisfaction had a positive and significant influence on the desire to buy a gadget [1]. Effect of sales promotion and customer satisfaction on the intention to buy gadgets in the digital era, with the findings of the research indicating that sales promotion and customer satisfaction have a positive and significant influence on the intention to buy gadgets in the digital era, with the results of the research demonstrating that sales promotion and customer satisfaction have a considerable influence on the intention to buy gadgets in the digital era [2].

Effect of sales promotions and customer satisfaction on the intention to buy gadgets with the findings of the study indicating that sales promotions and customer satisfaction had a positive and substantial influence on the intention to buy gadgets, the results of the study indicating that sales promotions and customer satisfaction had a positive and significant influence on the intention to buy gadgets [3]. Influence of sales promotion and customer satisfaction on the intention to buy gadgets [4]. The findings revealed that sales promotions and customer satisfaction have a positive and significant effect on the consumers' intentions about the purchase of electronic devices.

As a result, the purpose of this study is to evaluate the impact that different types of sales promotions and levels of customer satisfaction have on individuals' intentions to purchase electronic devices. By understanding the factors that influence customer buying interest, gadget companies

can design more effective marketing strategies to increase their sales.

2. LITERATURE REVIEW

2.1 *Purchase Interest*

Purchase intention is an individual's tendency or interest in a product or service that encourages him to make a purchase. The definition of buying interest involves feelings of interest, enthusiasm, and desire to obtain or use the product or service. Purchase intention can be influenced by various factors, such as individual needs and desires, product or service characteristics, previous experience, perceived value, promotions, and other environmental factors. When someone has an interest in buying a product or service, they tend to take further actions, such as searching for more information, comparing options, and finally deciding to make a purchase.

Purchase intention is a strong desire or interest shown by individuals towards a product or service, which can encourage them to take action to buy [5]. Purchase intention is an individual's tendency or interest in a particular product or service that encourages him to divert attention and make a purchase action [6]. Buying interest is a strong desire and concrete action shown by consumers in searching for, obtaining, and using certain products or services [7].

Buying interest as an individual's tendency and interest in a product or service resulting from perceptions of the benefits, quality, and advantages offered [8]. Buying interest is a strong desire and interest that encourages someone to acquire and use a particular product or service [9]. Buying interest is the level of individual interest in a product or service which is influenced by needs, preferences, and an understanding of the benefits derived from the product or service [10].

2.2 *Sales promotion*

Sales promotion is a series of activities carried out by companies or individuals to increase sales of their products or services.

Sales promotion is "a marketing communication activity involving efforts designed to induce purchase or desire for a particular purchase through the use of additional incentives or incentives." [11]. Sales promotion is "all short-term support tools used to stimulate the purchase or sale of goods or services." [12].

Sales promotion is "an activity centered on the communication of a persuasive approach with the aim of obtaining an immediate response from the target market, with the aim of increasing sales or obtaining some other advantage." [13]. Sales promotion is "direct sales-oriented, short-term, efforts to increase sales volume, alone or in combination with advertising, through incentives directed at consumers, business customers, or distribution channels." [14].

Sales promotion is a series of activities carried out by companies to influence direct consumer purchases through offering incentives or additional encouragement [15]. Sales promotion involves marketing communication efforts that aim to stimulate consumers to make purchases through various incentives or additional benefits offered [16]. Sales promotion is an activity carried out by companies to increase sales of products or services by using persuasive communication tools and attractive incentives for consumers [17]. Sales promotion is a series of actions taken by companies to introduce, inform and persuade consumers to buy products or services by providing special incentives [18].

2.3 Consumer Satisfaction

Consumer satisfaction is a concept that describes the level of satisfaction, happiness, or satisfaction felt by consumers after they use, buy, or experience a product or service. The opinions of experts regarding the notion of consumer satisfaction may vary, but generally cover several important aspects. Consumer satisfaction is the result of a comparison between consumer expectations and their perception of the actual performance of the product or service they

use [19]. Consumer satisfaction occurs when consumer expectations are met or even exceeded by the quality of the product or service they receive [20].

Consumer satisfaction is the level of satisfaction or happiness that consumers feel after they use a product or service that meets their expectations [21]. Consumer satisfaction is a positive evaluation made by consumers of products or services based on their experiences and expectations [22]. Consumer satisfaction is a positive emotional reaction and attitude that arises after consumers compare the actual performance of a product or service with their expectations [8].

Consumer satisfaction is a positive response and feeling of satisfaction that arises after consumers use a product or service, as well as the match between expectations and the experience gained [23]. Consumer satisfaction is the result of a comparison between consumer expectations and their perception of the quality of the product or service received [24].

2.4 Influence Between Variables

Effect of sales promotion on consumer behavior, especially among luxury fashion brands in Taiwan [25]. The findings of the study indicate that a consumer's level of interest in making a purchase is significantly influenced in a positive way by sales promotions. The impact of different sales promotion methods on the consumers' intentions to make a purchase, with a particular focus on quick service restaurants in Taiwan. The findings of the study indicate that a consumer's level of interest in making a purchase is significantly influenced in a positive way by sales promotions.

Impact of sales promotion on customer purchase intentions, taking into account the mediator role of customer value perceptions [26]. According to the findings of the research, customer perceptions of value have a direct bearing on customer intent to make a purchase, and this influence can be characterised as both positive and significant. Effect of sales promotion on customer purchase intentions, considering the

moderating role of promotion propensity [27]. The findings of the study indicate that sales promotions have a favourable and significant impact on the intention of customers to make a purchase, with an inclination towards sales promotions serving as a guiding factor that moderates the relationship between the two.

Investigates the influence of sales promotions on the purchase intention of smartphone consumers in Indonesia [28]. According to the findings of the study, sales promotion has a favourable and significant impact on the amount of interest that consumers have in making purchases of smartphones. The influence of special offers and discounts on the consumers' desire to make purchases in Jakarta [29]. The findings of the study indicate that sales promotion has a favourable and significant impact on the level of interest that customers have in making purchases of electronic goods.

Effect of sales promotions and customer satisfaction on the intention to buy Xiaomi smartphones in Indonesia [30]. According to the findings of the study, sales promotions and overall customer satisfaction have a favourable and considerable impact on the likelihood of an individual deciding to purchase a Xiaomi smartphone. The influence of special offers on customers' desire to make purchases of electronic devices in Surabaya [31]. The findings of the study indicate that sales promotion has a favourable and significant impact on the level of interest that customers have in making purchases of electronic goods.

H1 = There is a positive and significant effect of Sales Promotion on Interest in Buying Gadgets

The influence of satisfied customers on the likelihood of future purchases of Oppo smartphones in Indonesia [32]. According to the findings of the survey, a consumer's level of satisfaction has a positive and important role in determining whether or not they intend to purchase an Oppo smartphone. The impact of satisfied customers on the likelihood of future purchases of Xiaomi smartphones in Indonesia [33]. According to

the findings of the study, a consumer's level of satisfaction has a positive and significant influence on their likelihood of purchasing a Xiaomi smartphone in the future. The influence of satisfied customers on future smartphone purchases of Samsung brand products in Indonesia [34]. According to the findings of the study, a consumer's level of satisfaction with a company's products has a large and favourable impact on their likelihood of purchasing a Samsung smartphone.

The influence that satisfied customers have on a potential buyer's decision to acquire a Realme smartphone in Indonesia [35]. According to the findings of the research, a customer's level of happiness has a favourable and significant impact on their likelihood of deciding to purchase a smartphone from Realme. The influence of satisfied customers on prospective buyers' interest in purchasing locally-made electronic devices in Indonesia [36]. According to the findings, a consumer's propensity to make future purchases of products marketed under a domestic brand is affected favourably and significantly by the level of satisfaction experienced by that consumer. Analysis of post-purchase characteristics as mediators to determine the effect of customer satisfaction on the likelihood of repeat smartphone purchases [37]. The findings of the study indicate that a satisfied client is more likely to consider making a subsequent purchase of a smartphone. This effect is both positive and significant.

The influence on customer loyalty in the Chinese smartphone market of factors such as customer satisfaction and the difficulty of switching brands [38]. According to the findings, customer satisfaction has a favourable and considerable influence on both the intention to repurchase and the loyalty of existing customers. When taking into consideration the mediating role that trust and commitment play, the effect of satisfied customers on the intention to buy smartphones [39]. According to the findings of the study, a satisfied consumer is more likely to commit to and trust a smartphone brand, which increases the likelihood that the

satisfied customer would make a subsequent purchase of the brand. The influence of satisfied customers and positive brand images on the likelihood of repurchasing different smartphone brands in Indonesia [40]. The findings of the study indicate that a customer's level of satisfaction has a positive and significant influence on their intention to repurchase a smartphone through their perception of the brand.

The impact of satisfied customers on the likelihood of future purchases of Xiaomi smartphone devices in Indonesia [41]. According to the findings of the study, the satisfaction of customers has a positive and significant influence on their likelihood of intending to purchase smartphone devices manufactured by Xiaomi. The influence that satisfied customers have on a potential buyer's decision to purchase an Oppo smartphone product in Indonesia [42]. According to the findings of the study, a customer's level of satisfaction has a positive and significant influence on their likelihood of intending to purchase an Oppo smartphone product. The influence of satisfied customers on future smartphone purchases of Samsung brand products in Indonesia [43]. According to the findings of the survey, a consumer's level of satisfaction has a positive and important role in determining whether or not they plan to purchase a Samsung smartphone. The influence that satisfied customers have on a potential buyer's decision to acquire a Realme smartphone in Indonesia [44]. According to the findings of the research, a customer's level of happiness has a favourable and significant impact on their likelihood of deciding to purchase a smartphone from Realme.

The impact of satisfied customers on the likelihood of future purchases of Huawei smartphones in Indonesia [45]. According to the findings of the study, a consumer's likelihood of making a future purchase of a Huawei smartphone is significantly affected favourably when that consumer's level of satisfaction is high. The impact of satisfied customers on the likelihood of future purchases of Vivo smartphones in Indonesia [46]. The findings of the study indicate that a

customer's level of satisfaction has a positive and significant influence on their likelihood of deciding to purchase a smartphone manufactured by Vivo. The influence of satisfied customers on the likelihood of future purchases of Apple devices in Indonesia [47]. According to the findings of the study, a consumer's level of happiness with a product has a considerable and favourable impact on their likelihood of purchasing an Apple smartphone. This study focuses on the impact that satisfied customers have on prospective buyers' decisions to purchase Xiaomi smartphones in Indonesia [48]. According to the findings of the study, the satisfaction of customers has a favourable and significant influence on the likelihood of purchasing Xiaomi devices in the future.

H2 = There is a positive and significant effect of Consumer Satisfaction on Interest in Buying Gadgets

3. METHODS

This study uses a survey research design with a quantitative approach. A quantitative approach is used to collect data through questionnaires in the form of numbers and analyze them statistically. The data obtained from this survey research can be analyzed using statistical regression techniques. The quantitative approach in survey research is very useful in collecting data from a large number of respondents, so that it can provide a representative picture of the population being studied. This method also allows researchers to perform more detailed statistical analyzes to test research hypotheses and answer research questions posed. The sample of this study was the people of Gorontalo who responded to questionnaires/questions sent via Google form as many as 127 people. Data analysis using multiple linear regression.

4. RESULTS AND DISCUSSION

4.1 Assumption Test Results

The Normal PP Plot graph of standardised regression residuals is a useful tool for determining whether or not the data are normally distributed. This may be determined by examining the graph. If the data points are evenly distributed around the diagonal line and they follow the pattern of the diagonal line, then it can be argued that the regression model satisfies the normality condition. This is because the diagonal line acts as a pattern. On the other hand, one can draw the conclusion that the regression model does not fulfil the normality assumption if the data points are scattered a significant distance away from the diagonal line or if they do not follow the pattern of the diagonal line. The outcomes of the normality check are presented in Figure 1.

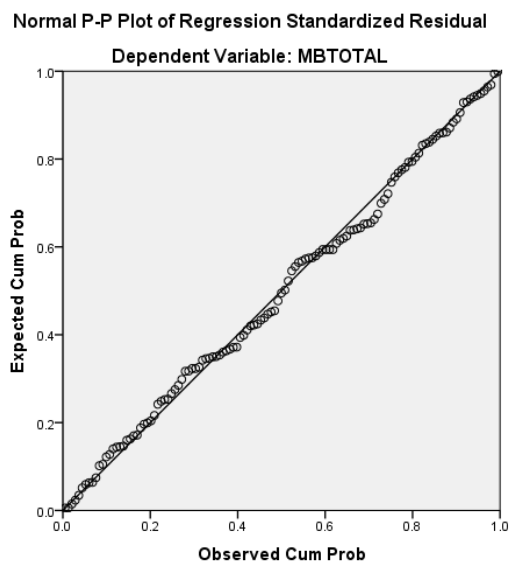


Figure 1 Data Normality Test

It is clear from looking at Figure 1 that the data points are distributed evenly all around the diagonal line and that they adhere to the pattern that is created by the diagonal line. As a result, one might get the conclusion that the data follow a normal distribution, and that the regression model satisfies the requirement that normality be met.

4.2 Model Feasibility Test

Based on the due diligence results, it was found that the R Square value in this study was 0.668, which is equivalent to 66.80%. This value indicates that Sales Promotion (X1) and Consumer Satisfaction (X2) contribute 66.80% to the dependent variable, namely Interest in Buying Gadgets (Y). Meanwhile, the remaining 33.20% indicates that other factors besides Sales Promotion and Consumer Satisfaction influence this research.

Table 1
Regression Test Results

Variable	Standardized Coefficient Beta	t	sig	Information
Constant	0.128	0.053	0.958	
Sales promotion	0.469	6,736	0.000	Significant
Consumer Satisfaction	0.426	6.119	0.000	Significant

4.3 The Effect of Sales Promotion on Interest in Buying Gadgets

The results of the analysis show that the coefficient value of the Sales Promotion variable indicates a positive and significant relationship between Sales Promotion (X1) and Interest in Buying Gadgets (Y). This finding confirms the correctness of H1 in this study. This result is in line with the results of research conducted by [25]–[31]. These findings indicate that Sales Promotion has a significant effect on Gadget Purchase Intention. Therefore, the implication of this finding is that gadget companies can utilize sales promotion as an effective marketing strategy to increase sales.

4.4 The Effect of Consumer Satisfaction on Interest in Buying Gadgets

The results of the analysis show that the coefficient value of the Consumer Satisfaction variable indicates a positive and significant relationship between Consumer Satisfaction (X2) and Interest in Buying

Gadgets (Y). This finding confirms the truth of H2 in this study. This result is in line with the results of research conducted by [32], [33], [42]–[48], [34]–[41].

These findings indicate that consumer satisfaction has a significant effect on gadget buying interest. Therefore, the implication of this finding is that gadget companies need to prioritize customer satisfaction as one of the main focuses in their marketing strategy.

5. CONCLUSION

From this study, it can be concluded that sales promotion has a positive and significant influence on the intention to buy gadgets. This shows that an effective sales promotion strategy can increase consumer interest in buying gadgets. In addition, customer satisfaction has a positive and significant influence on the intention to buy gadgets. This shows that a high level of customer satisfaction can increase their interest in buying gadgets.

However, this study also has some limitations that need to be considered, including; 1) Generalization, this research was only conducted in the Gorontalo area, so the results cannot be directly generalized to the population of gadget consumers in other regions. Variations in demographic factors, culture, and consumer preferences in different regions can affect the relationship between the

variables studied, 2) Limited sample: This study involved a limited sample in terms of the number of respondents or in terms of demographic coverage. This can affect the representativeness and diversity of respondents in the study. The results obtained from a limited sample may not reflect the variations that exist among the population of gadget consumers in Gorontalo, 3) Timing and changing trends: This research was conducted over a certain period of time and did not consider changes in gadget market trends and consumer preferences over time. The gadget industry is a dynamic industry and can experience rapid changes. Therefore, the results of this study may not reflect the current situation. 4) Measurement error: As in any research, measurement errors may occur in measuring the variables studied, such as sales promotion, consumer satisfaction, and purchase intention. This can affect the validity and reliability of research results. Efforts should be made to minimize measurement errors by using valid and reliable instruments. This can affect the validity and reliability of research results. Efforts should be made to minimize measurement errors by using valid and reliable instruments. measurement errors may occur in measuring the variables studied, such as sales promotion, consumer satisfaction, and purchase intention. This can affect the validity and reliability of research results. Efforts should be made to minimize measurement errors by using valid and reliable instruments.

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