

The Influence Of Promotion Intensity And Location On Sunlight Product Purchase Decisions In Lion Bekasi

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ABSTRACT

Purpose: This study aims to analyze the influence of promotion intensity and location on purchasing decisions of Sunlight products at Lion Super Indo Jakasampurna, Bekasi. The study focuses on understanding factors that affect consumer decisions in the competitive modern retail sector.

Research Methodology: This study employed a quantitative associative approach. Data were collected through questionnaires distributed to 91 Sunlight consumers. The data were analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination (R^2) to examine the partial and simultaneous effects of promotion intensity and location on purchasing decisions.

Results: The findings indicate that promotion intensity has a positive and significant effect on purchasing decisions, while location does not have a significant influence. Simultaneously, promotion intensity and location significantly affect purchasing decisions. The coefficient of determination reveals that both variables explain 25.9% of purchasing decision variance, while 74.1% is influenced by other factors.

Conclusions: Promotion intensity is the dominant factor influencing consumers' purchasing decisions for Sunlight products. Strengthening promotional strategies is essential to increase consumer purchase interest.

Limitations: This study is limited to one retail location and a specific consumer group, which may restrict the generalizability of the findings.

Contributions: This study provides practical insights for retail managers in developing effective promotional strategies and contributes to marketing literature by examining promotional and location factors in consumer purchasing behavior.

Keywords: *Location, Promotion Intensity, Purchasing Decision, Sunlight Product*

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1. Introduction

In the era of globalization, the retail industry has undergone significant transformation, driven by the widespread adoption of digital technology and shifting consumer behavior. Global trends

indicate that today's consumers increasingly prioritize convenience while shopping, prompting retailers to adopt more competitive marketing strategies and to select more strategic store locations. The Fast-Moving Consumer Goods (FMCG) industry, particularly household cleaning products such as dishwashing liquid, faces intense competition, with companies competing to capture consumer attention through diverse marketing strategies.

In Indonesia, the retail industry continues to expand at a considerable pace. According to the Indonesian Retail Entrepreneurs Association, or Asosiasi Pengusaha Ritel Indonesia, the retail sector grows by approximately 10 percent annually, reflecting a steady increase in consumers shopping at supermarkets and minimarkets, including Lion Super Indo. Within this context, promotion functions as one of the key elements influencing purchasing decisions. Promotion is among the most influential factors shaping consumer purchasing decisions in the retail and FMCG industries, and various promotional forms, including discounts, advertisements, and point-of-sale promotions, have a significant impact on consumer behavior. Research by [Ali and Muhammad \(2021\)](#) shows that attractive promotion delivered through social media, television advertising, or point-of-sale display can increase product awareness and create a positive perception that ultimately encourages consumers to make a purchase. Well-planned promotion not only influences immediate purchasing decisions but also strengthens long-term brand loyalty ([Suryawan et al., 2025](#)).

Furthermore, consistent and repeated promotion can reinforce consumer recall of a particular product. [Kotler et al. \(2018\)](#) argue that continuous promotional reminders about a product's existence can accelerate purchasing decisions, particularly when consumers already perceive the product as familiar and easily accessible. In the context of the Sunlight product at Lion Super Indo Jakasampurna, intensive promotion across multiple channels can increase consumer store visits and raise the likelihood of purchase. However, promotion effectiveness does not depend solely on the media used, but also on appropriate product placement. [Widianingsih et al. \(2022\)](#) reveal that strategic in-store product positioning can increase visibility and attract consumer attention. For example, if the Sunlight product is placed in a less strategic or less visible position, even large-scale promotion may lose effectiveness. Therefore, selecting the right location within the store becomes essential to ensure that promoted products have sufficient opportunity to be seen and chosen by consumers.

Consumer purchasing decisions are influenced by multiple factors, one of which is promotion. [Setiawan and Ferdinand \(2022\)](#) found in their study that promotion carried out at the point of sale can increase consumers' impulse purchases. Consumers who typically do not plan to purchase a particular product tend to change their minds when exposed to attractive promotions relevant to their needs. Shopping convenience also plays an important role, as consumers increasingly prefer shopping locations that offer easy access and a pleasant atmosphere ([Nguyen et al., 2021](#); [Suryawan & Assagaf, 2025](#)). In this regard, the convenient location and comfortable shopping atmosphere at Lion Super Indo Jakasampurna strongly support consumers' decisions to choose promoted products. In addition, purchasing decisions are heavily influenced by consumers' perceived value. [Kurniawati and Yulianto \(2023\)](#) emphasize that consumers tend to make a purchase when they feel they are receiving greater value relative to the price paid, such as when attractive promotional offers or product bundling are available. In this case, promotions offering discounts or additional gifts increase the likelihood that consumers will purchase the product.

In the Bekasi region, particularly in the Jakasampurna area, Lion Super Indo has become one of the primary shopping destinations for consumers fulfilling their daily needs. The store is strategically located at a road intersection in the center of a busy area, making it easily accessible to consumers, particularly when located near other supporting facilities. In addition, today's consumers require shopping environments with a comfortable atmosphere and neatly organized product displays, covering dishwashing liquid, laundry detergent, bathroom cleaners, and other complete household items. However, another locational factor at Lion Super Indo Jakasampurna is that the Sunlight product display is positioned toward the rear of the store, which reduces the potential for unplanned purchases and lowers the effectiveness of promotional activities.

Research by [Chen and Wang \(2020\)](#) shows that the combination of traditional and digital marketing is essential for reaching a wider audience. Promotion through social media platforms such as Instagram, Facebook, and YouTube not only increases brand awareness but also strengthens consumer relationships through direct interaction and brand image reinforcement. Marketing strategies involving digital platforms provide greater advantages in terms of broader audience reach and create opportunities for consumers to interact more personally with the offered product. Advertising, whether through television or social media, has a significant impact on consumer purchasing decisions. [Akram et al. \(2021\)](#) found in their study that advertisements frequently displayed on social media can increase consumers' desire to purchase products, particularly when accompanied by special offers or discounts. In the context of Sunlight, the product frequently appears across various digital platforms used by consumers, strengthening brand image and improving brand recall. Research by [Ahuja and Tabeck \(2024\)](#) states that product presence on social media contributes significantly to influencing purchasing decisions, as consumers feel closer to the brand through direct engagement.

Beyond advertising and social media, promotion at points of sale, such as supermarkets and minimarkets, is an equally important element. [Akram et al. \(2021\)](#) found that point-of-sale promotion has a direct impact on consumer purchasing decisions, particularly when products are positioned using attractive and easily accessible visual strategies. Products placed on easily visible shelves near frequently browsed areas increase the likelihood of being selected by consumers. Proper product placement in these stores optimizes the impact of promotion and facilitates consumers in making purchasing decisions. More specifically, research by [Han et al. \(2022\)](#) reveals that more frequent promotion intensity can increase consumers' likelihood of making impulsive purchases. Continuous promotion that informs consumers about product benefits, more affordable prices, or special discounts influences consumers' inclination to purchase products without prior planning. This is evident in the Sunlight product, which frequently appears in various attractive promotions both on social media and at points of sale. The study also notes that the higher the promotion intensity, the greater the likelihood that a product will be chosen by consumers within a short period.

However, effective marketing strategy is not limited to frequent promotion and competitive pricing alone. [Dang et al. \(2021\)](#) found in their study that consumer shopping experience plays a highly important role in shaping purchasing decisions. A pleasant shopping experience, encompassing shopping convenience, service quality, and brand trust, can encourage consumers to make repeat purchases. Products that are not only visually promoted but also offer a satisfying experience tend to gain greater consumer trust and encourage continued product selection in the future. Research by [Gabriel et al. \(2022\)](#) discusses how effective marketing strategy influences long-term consumer loyalty. Consumers who feel satisfied with promotional experience, product quality, and perceived value tend to become loyal customers and continue selecting the product. In this regard, Sunlight relies not only on promotion but also strives to maintain product quality so that consumers remain satisfied and continue selecting it. Loyalty programs or rewards for loyal customers can also serve as an effective strategy for retaining customers in this highly competitive market.

Several prior studies indicate that promotion intensity and location have a considerable influence on purchasing decisions. Promotion is a form of marketing communication or marketing activity that disseminates information to influence, persuade, and remind the target market about a company and its products, encouraging them to accept, purchase, and remain loyal to the products offered by the company ([Mulida et al., 2022](#)). Besides promotion, location is also a key consideration for consumers when selecting a shopping destination. Selecting a location requires careful consideration, including accessibility through public transportation, visibility, meaning that the location can be clearly seen, positioning along high traffic routes that create opportunities for impulse buying, and a supporting surrounding environment that is ideally distant from competitors' locations ([Noviyanti et al., 2022](#)). Therefore, to reach the purchasing stage, consumers proceed through several sequential steps in the decision-making process, encompassing need recognition, information search, evaluation of alternatives, purchase behavior, and post-purchase

behavior ([Septyadi et al., 2022](#)). Overall, promotion intensity and location significantly influence purchasing decisions, and these prior studies provide a relevant foundation for the present research, which focuses on the influence of promotion intensity and location on the purchasing decision for the Sunlight product at Lion Super Indo Jakasampurna, Bekasi.

Accordingly, when consumers are searching for information about a product to fulfill their needs, promotional activity allows them to easily obtain information about the required product, while for producers, their products become more easily recognized by consumers. In the context of Sunlight, promotion carried out through various media, such as television advertising, social media platforms, and point-of-sale promotion, can attract consumer interest and encourage them to make a purchase. The more frequently a product is promoted, the more likely it is to encourage consumers to try consuming it. In this regard, research examining the impact of promotion intensity on purchasing decisions becomes highly important.

This study aims to fill this gap by analyzing how these two factors contribute to consumers' purchasing decision-making process. Employing a quantitative approach, sampling was conducted among consumers shopping at Lion Super Indo Jakasampurna, Bekasi. A questionnaire instrument was used to assess indicators for each variable. Through multiple linear regression analysis, this study is expected to identify the extent to which the two independent variables influence the purchasing decision of Sunlight products as the dependent variable. The results of this study can provide recommendations for marketers and store managers to improve promotional strategies and appropriate location selection. In addition, this study also contributes academically to the development of marketing theory. By understanding the relationship between promotion intensity and company location, companies can face increasingly intense retail market competition with more targeted and efficient strategies.

2. Literature Review

2.1 Promotion

Several studies show that promotion intensity, encompassing frequency and the diversity of promotional types such as discounts, product displays, and point-of-sale promotion, significantly influences consumer purchasing decisions. For example, an experimental study grounded in Stimulus-Organism-Response theory conducted by [Han et al. \(2022\)](#) examined the impact of various display types, including shelf display, end-cap display, front display, and rear display, on category purchase behavior and brand choice. The results indicate that more strategic displays, such as those placed at front end-caps or in high-visibility areas, significantly increase purchase probability and brand selection, particularly when combined with discounted pricing.

In addition, recent research by [Tristanto and Iswati \(2025\)](#) shows that promotion designed with attention to consumer perception through perceived value can strengthen purchase intention, which subsequently increases purchasing decisions. Although in the context of that study promotion did not always have a direct effect on purchase intention, the researchers found that promotion produced a significant indirect effect through perceived value. [Similarly, Kurniawati and Yulianto \(2023\)](#) demonstrate that perceived promotional value mediates the relationship between promotional intensity and purchase decisions among urban retail consumers, reinforcing the notion that promotion functions through both direct and indirect psychological pathways ([Nugroho & Susanti, 2026](#)).

These findings support the argument that promotion intensity, rather than a single promotional type alone, is a crucial variable influencing purchasing decisions. The intensity and type of promotion must be strategically designed to influence consumer perception, maximize product visibility, and ultimately trigger purchasing decisions. Recent studies conducted in the Indonesian FMCG sector further confirm that promotion intensity remains one of the strongest predictors of purchase decisions when compared to other marketing mix elements such as price discounting alone ([Ramadhani & Kusumawati, 2023](#)).

2.2 Location

The location aspect, encompassing the physical store, store accessibility, and in-store product placement, has also been shown to significantly influence consumer purchasing decisions. Research by [Hastuti and Silitonga \(2025\)](#) found that location positively affects fast-food restaurant customers' purchasing decisions, alongside product quality and price perception. A strategic and easily accessible location increases the likelihood that consumers will choose to make a purchase. Furthermore, research in the retail sector by [Tlapana \(2021\)](#) shows that store layout, including shelf arrangement, product organization, and in-store movement flow, significantly influences consumer purchasing behavior. A well-organized layout not only enhances shopping comfort and experience but also increases purchase intensity and consumer loyalty toward the store.

More recent evidence from [Prasetya and Handayani \(2023\)](#) similarly indicates that store atmosphere and locational convenience jointly shape consumers' cognitive and affective responses during in-store decision-making, particularly in modern grocery retail formats. These findings suggest that beyond promotion, location and store design factors are important supporting elements for purchasing decisions. Strategic product placement, store accessibility, and comfortable layout can increase the probability of consumer purchases, even encouraging impulsive purchases, meaning that marketing strategy should not focus solely on promotion but must also account for the spatial and physical aspects of the store.

2.3 Purchasing Decision

Purchasing decision represents the culmination of a series of consumer processes in evaluating various alternatives before deciding to purchase a product or service. Research by [Harahap and Amanah \(2020\)](#) shows that product quality and service quality variables simultaneously have a positive and significant effect on purchasing decisions. Similarly, a study of Shopee marketplace consumers in Batam City found that both perceived product quality and consumer trust have a positive and significant effect on purchasing decisions ([Jusika, Afwa, & Puspita, 2024](#)). These findings indicate that consumer perceptions of product and service quality are important prerequisites for consumers to feel confident and ultimately complete a purchase.

However, the literature also emphasizes that purchasing decisions are not always determined directly by quality or service alone. A study of Generation Z consumers found that although product quality and brand image both contribute to purchasing decisions, product quality has a more dominant influence than brand image, indicating that among critical and brand-conscious young consumers, product quality rather than mere brand reputation often becomes the final determining factor in purchasing decisions ([Wulandari & Ramadhan, 2022](#)).

Beyond product quality and brand image, customer satisfaction and trust are important variables that can mediate purchasing decisions. Research by [Suhaily, Ramadhan, and Kurniasari \(2020\)](#) shows that customer satisfaction functions as a mediator between product quality and purchasing decisions, with trust serving as a connecting factor that strengthens the relationship between the two. In other words, even when a product has good quality, if it is not accompanied by a high level of customer satisfaction and sufficient trust, consumers tend to be reluctant to make repeat purchases. This research confirms that creating a satisfying consumer experience and building strong trust are key to optimizing purchasing decisions in the long term. For example, in the e-commerce industry, platforms such as Tokopedia and Bukalapak have successfully built consumer trust through clear return policies and responsive customer service, which significantly increase their customers' purchasing decisions ([Solichin, Succession, & Tyas, 2026](#); [Supriyanto, & Pinaraswati, 2026](#)).

2.4 Hypotheses

A conceptual framework is a structure that connects theory and variables within a study, helping researchers explain the relationships among the variables under investigation ([Creswell & Creswell, 2022](#)). Based on this conceptual framework, the present study proposes the following hypotheses.

H₁: Promotion intensity has a positive and significant effect on purchasing decisions

H₂: Location has a positive and significant effect on purchasing decisions

H₃: Promotion intensity and location simultaneously have a significant effect on purchasing decisions

3. Research Methodology

3.1 Research Design and Population

This study employed a quantitative associative approach, which is appropriate for examining causal or influential relationships between two or more variables through statistical hypothesis testing ([Sugiyono, 2021](#)). The population of this study consisted of all consumers who purchased Sunlight products at Lion Super Indo Jakasampurna, Bekasi. The sample size was determined using the Slovin formula, a widely applied technique for calculating a representative sample size from a population of known but relatively large or fluctuating size, particularly common in Indonesian consumer behavior research ([Fitrianto & Herlambang, 2022](#); [Nugraha et al., 2023](#)). Applying the Slovin formula with a five percent margin of error yielded a final sample of 91 respondents, consistent with sample sizes commonly reported in similar single-outlet retail consumer studies ([Ramadhani & Kusumawati, 2023](#)).

3.2 Data Collection Technique

Data collection was carried out through a structured questionnaire measured using a five-point Likert scale, a method widely validated in consumer behavior and marketing research for capturing the intensity of respondents' attitudes and perceptions toward promotion, location, and purchasing decision indicators ([Widodo & Prasetyo, 2021](#); [Kurniawati & Yulianto, 2023](#)). The questionnaire was distributed directly to consumers encountered while shopping at the research location, ensuring that respondents had direct and recent exposure to the promotional activities and store environment being evaluated.

3.3 Instrument Testing

The research instrument was tested for validity and reliability following established survey research guidelines ([Sugiyono, 2021](#); [Widodo & Prasetyo, 2021](#)). Validity testing was conducted using Pearson product-moment correlation, comparing the calculated r-value of each item with the corresponding r-table value at a 0.05 significance level, an approach consistently applied in recent Indonesian marketing research to ensure that questionnaire items accurately measure their intended construct ([Fitrianto & Herlambang, 2022](#)). Reliability testing was conducted using Cronbach Alpha, with a threshold value above 0.70 considered indicative of adequate internal consistency, consistent with the criteria applied in recent survey-based retail and marketing studies ([Nugraha et al., 2023](#); [Prasetya & Handayani, 2023](#)).

3.4 Data Analysis Technique

Data were analyzed using multiple linear regression, accompanied by classical assumption testing encompassing normality, heteroscedasticity, and multicollinearity assessment, an analytical sequence widely adopted in quantitative marketing research examining the simultaneous and partial effects of multiple independent variables on a single dependent variable ([Ghozali, 2021](#); [Ramadhani & Kusumawati, 2023](#)). Normality was assessed using the one-sample Kolmogorov-Smirnov test, heteroscedasticity was assessed through a scatterplot of standardized residuals, and hypothesis testing was conducted using the t-test for partial effects, the F-test for simultaneous effects, and the coefficient of determination (R^2) to measure the proportion of variance in purchasing decisions explained by the independent variables ([Ghozali, 2021](#)). All statistical analyses were performed using IBM SPSS Statistics version 25.

4. Results and Discussion

The results of the data analysis obtained are presented below and related to relevant theory and previous research. The findings are presented systematically to answer the research questions and test the hypotheses, while the discussion is intended to interpret the meaning of the findings, relate them to the research context, and explain the implications of the results obtained.

4.1 Descriptive Statistics

Table 1. Descriptive statistics of research variables

Variables	N	Mean	Std. Deviation
Purchasing Decision	91	25.02	3.537
Promotion	91	33.96	3.618
Location	91	34.53	3.247

Table 1 presents the descriptive profile of the three variables under study based on 91 respondents. The Promotion variable recorded a mean score of 33.96 with a standard deviation of 3.618, indicating that the level of perceived promotion intensity falls within a relatively high and stable category among respondents. The Location variable likewise involved 91 respondents, with a mean score of 34.53 and a standard deviation of 3.247, indicating that respondents perceived the store location favorably overall. The Purchasing Decision variable recorded a mean of 25.02 and a standard deviation of 3.537, reflecting a moderately high and reasonably consistent tendency among respondents toward making purchasing decisions.

4.2 Validity Test

Table 2. Validity test results for the promotion intensity variable (X_I)

Item	r-Calculated	r-Table	Sig. (2-tailed)	Remark
X_1	0.522	0.206	0.000	Valid
X_2	0.571	0.206	0.000	Valid
X_3	0.573	0.206	0.000	Valid
X_4	0.614	0.206	0.000	Valid
X_5	0.490	0.206	0.000	Valid
X_6	0.342	0.206	0.001	Valid
X_7	0.334	0.206	0.001	Valid
X_8	0.445	0.206	0.000	Valid
Promotion (total)	0.736-0.807	0.206	0.000	Valid

Table 2 presents the validity test results for the promotion intensity variable, intended to ensure that every item used to measure the construct possesses adequate validity. Each item was tested by calculating the r-value and comparing it against the r-table value obtained at a 0.05 significance level. An item is considered valid when its calculated r-value exceeds the r-table value. All eight items (X_1 through X_8) produced r-values greater than the r-table value of 0.206, with significance values below 0.05, indicating that every item within the promotion intensity variable possesses good validity. The overall validity value for the total promotion score ranged between 0.736 and 0.807, further confirming excellent validity, since this value considerably exceeds the r-table threshold of 0.206.

Table 3. Validity test results for the location variable (X_2)

Item	r-Calculated (Pearson)	Sig. (2-tailed)	r-Table	Remark
X_9	0.301	0.004	0.205	Valid
X_{10}	0.332	0.001	0.205	Valid
X_{11}	0.378	0.000	0.205	Valid
X_{12}	0.273	0.009	0.205	Valid

Item	r-Calculated (Pearson)	Sig. (2-tailed)	r-Table	Remark
X_{13}	0.515	0.000	0.205	Valid
X_{14}	0.486	0.000	0.205	Valid
X_{15}	0.477	0.000	0.205	Valid
X_{16}	0.572	0.000	0.205	Valid
Location (total)	0.658	0.000	0.205	Valid

Table 3 presents the validity test results for the location variable, intended to ensure that every item used to measure this construct is valid. All eight items (X_9 through X_{16}) produced r-values greater than the r-table value of 0.205, with significance values below 0.05, confirming that every item is valid. The total location score likewise produced an r-value of 0.658 with a significance value of 0.000, indicating excellent overall validity for the instrument measuring the location variable.

Table 4. Validity test results for the purchasing decision variable (Y)

Item	r-Calculated (Pearson)	r-Table (df = 89)	Sig. (2-tailed)	Remark
Y_1	0.627	0.205	0.000	Valid
Y_2	0.774	0.205	0.000	Valid
Y_3	0.686	0.205	0.000	Valid
Y_4	0.795	0.205	0.000	Valid
Y_5	0.731	0.205	0.000	Valid
Y_6	0.826	0.205	0.000	Valid

Table 4 presents the validity test results for the purchasing decision variable. All six items (Y_1 through Y_6) produced r-values well above the r-table value of 0.205, with significance values well below 0.05, providing strong evidence that every item used to measure purchasing decision possesses very good validity and that the instrument can be relied upon to accurately represent the purchasing decision construct.

4.3 Reliability Test

Table 5. Reliability test results for the three research variables

Variables	Cronbach Alpha	Number of Items	Category
Promotion Intensity	0.771	8	Reliable
Location	0.736	8	Reliable
Purchasing Decision	0.836	6	Very Reliable

Table 5 summarizes the reliability test results for all three variables. The promotion intensity variable produced a Cronbach Alpha of 0.771, indicating good reliability, since a Cronbach Alpha value above 0.70 is generally considered acceptable. The location variable produced a Cronbach Alpha of 0.736, likewise indicating good internal consistency. The purchasing decision variable produced the highest Cronbach Alpha value of 0.836, drawn from six items, indicating a very strong level of internal consistency. Overall, these results confirm that the instruments used to measure all three variables in this study are reliable and suitable for further analysis.

4.4 Normality Test

Table 6. One-Sample Kolmogorov-Smirnov normality test results

Indicator	Value
N	91
Mean of Residual	0.0000000
Std. Deviation of Residual	3.04391097
Absolute Difference	0.073
Positive Difference	0.046
Negative Difference	-0.073
Test Statistic	0.073
Asymp. Sig. (2-tailed)	0.200

Based on the normality test results presented in Table 6, the significance value obtained is 0.200. The decision criterion applied is that data are considered normally distributed when the significance value exceeds 0.05. Since 0.200 is greater than 0.05, it can be concluded that the data in this study are normally distributed and therefore satisfy the classical assumption requirement for proceeding with multiple linear regression analysis.

4.5 Heteroscedasticity Test

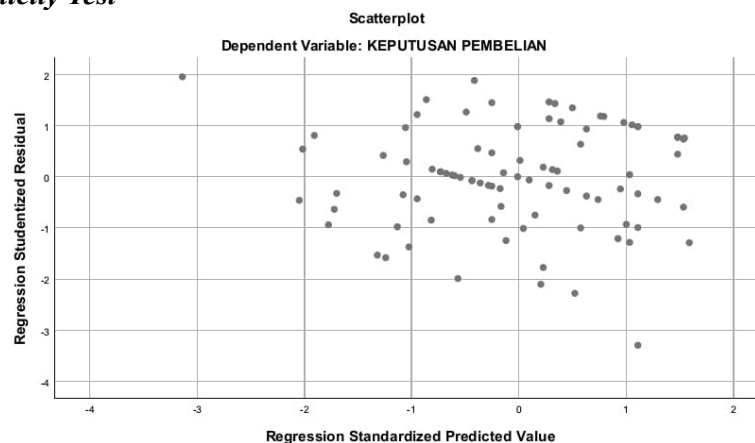


Figure 1. Scatterplot of regression standardized residuals

Figure 1 presents the scatterplot of the regression standardized residuals against the regression standardized predicted values, generated using SPSS 25 to test for heteroscedasticity in the regression model. Based on the scatterplot, the residual points are randomly scattered both above and below the zero point on the horizontal axis, without forming any systematic pattern, such as a funnel or wave shape. It can therefore be concluded that heteroscedasticity does not occur in the regression model, indicating that the regression model is appropriate for use in this study.

4.6 Multiple Linear Regression Analysis

Table 7. Multiple linear regression coefficients

Model	B	Std. Error	Beta	t	Sig.
(Constant)	10.410	3.869		2.691	0.009
Promotion	0.530	0.100	0.542	5.322	0.000
Location	-0.098	0.111	-0.090	-0.881	0.381

Based on Table 7 the multiple linear regression results presented in the coefficients table above, the Promotion variable produced a regression coefficient of 0.530 with a calculated t-value of 5.322

and a significance value of 0.000, which is below 0.05, indicating that promotion has a positive and significant effect on purchasing decisions. Conversely, the Location variable produced a regression coefficient of -0.098 with a calculated t-value of -0.881 and a significance value of 0.381, which exceeds 0.05, indicating that location does not have a significant effect on purchasing decisions.

4.7 Partial Test (t-Test)

Table 8. Results of the partial t-Test

Variables	t Calculated	Sig.	Conclusion
Promotion	5.322	0.000	Significant effect on purchasing decision
Location	-0.881	0.381	No significant effect on purchasing decision

Table 8 show the t-test was conducted to determine the partial effect of each independent variable on the dependent variable, namely purchasing decision. The Promotion variable produced a calculated t-value of 5.322 with a significance value of 0.000. Since 0.000 is less than 0.05, it can be concluded that Promotion has a significant effect on Purchasing Decision. The Location variable produced a calculated t-value of -0.881 with a significance value of 0.381. Since 0.381 is greater than 0.05, Location does not have a significant effect on Purchasing Decision.

4.8 Simultaneous Test (F-Test)

Table 9. Results of the simultaneous F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	292.071	2	146.035	15.411	0.000
Residual	833.885	88	9.476		
Total	1125.956	90			

Based on the Table 9, the calculated F-value is 15.411 with a significance value of 0.000. Since this significance value is smaller than the 0.05 significance threshold, it can be concluded that H_0 is rejected and H_1 is accepted, meaning that the Promotion and Location variables simultaneously have a significant effect on Purchasing Decision. Accordingly, the regression model used in this study is simultaneously valid for explaining the effect of Promotion and Location on Purchasing Decision at the research site.

4.9 Coefficient of Determination

Table 10. Results of the coefficient of determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.509	0.259	0.243	3.078	2.210

Based on the Table 10, the R Square (R^2) value obtained is 0.259, meaning that 25.9% of the variance in the purchasing decision variable can be explained by the two independent variables examined, namely promotion and location. The remaining 74.1% is explained by other factors outside this research model, such as product quality, price, service, and brand image, which were not included in this regression analysis. The Adjusted R Square value of 0.243 reflects an adjustment for the number of independent variables used. In this case, the Adjusted R^2 value remains reasonably close to the R^2 value, indicating that the regression model used is fairly stable and does not suffer from overfitting.

4.10 Discussion

The finding that promotion intensity exerts a positive and significant effect on the purchasing decision for Sunlight products, evidenced by a regression coefficient of 0.530 and a significance value of 0.000, is consistent with a substantial body of prior research confirming promotion as one of the most influential determinants of consumer purchasing behavior in the FMCG sector ([Ali, & Muhammad, 2021](#); [Akram, Fülöp, Tiron-Tudor, & Topor, 2021](#); [Ahuja, & Tabeck, 2024](#)). This result reinforces the theoretical proposition that promotion functions not merely as an informational tool

but as a psychological trigger that shapes consumer perception of value, familiarity, and urgency, thereby accelerating the movement from product awareness to purchase action ([Kotler, Keller, Ang, Tan, & Leong, 2018](#)). The magnitude of the standardized beta coefficient for promotion, at 0.542, further indicates that among the two independent variables examined, promotion intensity is the stronger predictor of purchasing decisions, a pattern consistent with recent Indonesian retail studies which similarly report promotion as the dominant driver of purchase decisions relative to locational or environmental factors ([Ramadhani, & Kusumawati, 2023](#); [Setiawan, & Ferdinand, 2022](#)). This dominance may be explained by the specific nature of the product category under study, since household cleaning products such as Sunlight are relatively low-involvement, frequently purchased goods for which consumers are particularly responsive to discount-based and repetition-based promotional cues rather than extensive locational deliberation, consistent with the impulse-purchase mechanisms documented by [Han, Chandukala, and Li \(2022\)](#).

By contrast, the finding that location does not exert a statistically significant effect on purchasing decisions, reflected in a regression coefficient of -0.098 and a significance value of 0.381, diverges from several prior studies that identify location as a significant determinant of purchasing decisions in retail and food service settings ([Hastuti, & Silitonga, 2025](#); [Tlapana, 2021](#)). This divergence can plausibly be attributed to the specific characteristics of the research context, in which Lion Super Indo Jakasampurna itself, as the overall retail outlet, already occupies a highly strategic and easily accessible location within the surrounding neighborhood, meaning that consumers have effectively already resolved the store-choice decision prior to encountering the Sunlight product on the shelf. Under such conditions, the location variable measured in this study, which captures perceptions of store accessibility, visibility, and surrounding environment, may have limited additional explanatory power specifically for product-level purchasing decisions, since the more consequential locational decision, namely the choice of which store to visit, has already been made. This interpretation is further supported by the qualitative observation reported in the introduction that the Sunlight product display is positioned toward the rear of the store, a placement noted in prior research as a factor that can suppress unplanned purchase behavior regardless of the store's overall locational attractiveness ([Widianingsih, Ramadhan, & Putri, 2022](#)). This finding suggests that store-level location and in-store product placement may operate as conceptually distinct constructs with differing effects on consumer behavior, a distinction that deserves more explicit separation in future measurement models, consistent with recommendations raised in recent store-atmosphere research ([Prasetya & Handayani, 2023](#)).

The simultaneous test results, indicating that promotion and location jointly exert a significant effect on purchasing decisions with a calculated F-value of 15.411 and a significance value of 0.000, demonstrate that despite the non-significant partial contribution of location, the overall regression model retains explanatory value when both variables are considered together. This pattern is consistent with the broader marketing mix literature, which emphasizes that individual marketing elements often interact synergistically even when their isolated partial effects appear weak, such that a combination of promotional stimuli and locational context jointly shapes the overall retail environment experienced by the consumer ([Dang, Nguyen, & Wang, 2021](#); [Kurniawati, & Yulianto, 2023](#)). The coefficient of determination of 0.259 indicates that promotion and location together account for approximately one quarter of the variance in purchasing decisions, a proportion broadly comparable to similar two-predictor regression studies in the Indonesian retail literature, which typically report R^2 values ranging between 0.20 and 0.35 when only promotional and locational variables are considered ([Harahap, & Amanah, 2020](#); [Jusika, Afa, & Puspita, 2024](#)). The substantial remaining unexplained variance of 74.1 percent strongly suggests that other variables not included in the present model, such as product quality, price perception, brand trust, and customer satisfaction, play an important complementary role in shaping purchasing decisions, a conclusion consistent with prior research demonstrating that quality and trust variables often mediate or moderate the relationship between marketing stimuli and purchase outcomes ([Suhaily, Ramadhan, & Kurniasari, 2020](#); [Wulandari, & Ramadhan, 2022](#)).

From a practical standpoint, these findings carry direct implications for the management of Lion Super Indo Jakasampurna and for Sunlight brand management team. Given the dominant and significant role of promotion, management should consider intensifying and diversifying promotional activity specifically at the point of sale, including more prominent shelf placement, bundling offers, and repeated in-store signage, rather than relying primarily on the store's general locational advantage to drive product-level sales. At the same time, the non-significant effect of the broader location variable should not be interpreted as an indication that in-store spatial factors are irrelevant; rather, it suggests that future interventions should specifically target the visibility and positioning of the Sunlight display itself, moving it away from the rear of the store toward higher-traffic areas identified in prior display-effectiveness research as more conducive to impulse purchasing ([Han et al., 2022](#); [Tlapana, 2021](#)). These findings collectively reinforce the view that promotion intensity and physical product placement, rather than store location in the broader geographic sense, represent the more actionable levers available to retail managers seeking to increase purchasing decisions for FMCG products such as Sunlight in a highly competitive modern retail environment ([Suprpto, Sukesu, & Agustia, 2026](#); [Munthe, Siregar, & Ritonga, 2026](#)).

5. Conclusions

5.1 Conclusion

The results of this study show that the promotion variable has a positive and significant effect and serves as the dominant factor influencing the purchasing decision for Sunlight products at Lion Super Indo Jakasampurna. Meanwhile, the location variable does not have a significant effect on purchasing decisions. Simultaneously, promotion and location have a significant effect, contributing 25.9%, while the remaining 74.1% is influenced by other variables outside this study.

Based on the analysis conducted, it was found that promotion has a significant effect on purchasing decisions, with a positive regression coefficient of 0.530 and a significance value of 0.000. This indicates that an effective promotional strategy can encourage consumer purchasing decisions. Conversely, the location variable does not show a significant effect on purchasing decisions, with a regression coefficient of -0.098 and a significance value of 0.381, indicating that the location factor does not play a strong role in influencing consumer decisions in this particular research context. In addition, the multiple linear regression analysis results show that the combination of promotion and location can explain 25.9% of the variance in purchasing decisions, with an R^2 value of 0.259. Although these factors play a role, many other variables, such as product quality and price, also influence purchasing decisions. Therefore, to sustainably increase customer loyalty, the company should pay attention to other factors beyond promotion and location, including product quality and after-sales service experience, which have a greater impact on building consumer satisfaction and loyalty.

5.2 Research Limitations

This study is subject to several limitations that should be acknowledged. The research was conducted at a single retail outlet, namely Lion Super Indo Jakasampurna, Bekasi, which restricts the generalizability of the findings to other outlets, regions, or retail formats. The sample of 91 respondents, while statistically adequate for regression analysis, represents a relatively narrow consumer segment and may not fully capture the diversity of Sunlight consumers across different demographic and geographic contexts. Furthermore, the study examined only two independent variables, promotion intensity and location, leaving a substantial proportion of variance in purchasing decisions, amounting to 74.1 percent, unexplained and potentially attributable to other unmeasured factors such as product quality, price perception, brand trust, and customer satisfaction.

5.3 Suggestions and Directions for Future Research

Future research would benefit from expanding the sample to multiple retail outlets and geographic areas to enhance the generalizability of the findings regarding promotion intensity and location. Future studies might also usefully incorporate additional variables such as product quality, price perception, brand image, and customer satisfaction into the regression model, given the substantial unexplained variance identified in the present study. Furthermore, future research could examine location and in-store product placement as conceptually distinct constructs, given the divergence

observed in this study between the overall strategic location of the retail outlet and the specific positioning of the Sunlight product display, in order to clarify which locational dimension more strongly influences product-level purchasing decisions. Finally, future studies could adopt longitudinal or experimental designs to examine how changes in promotional intensity or product placement over time causally affect purchasing decisions, thereby extending the cross-sectional, single-outlet design employed in the present study.

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Author Contributions

SG contributed to conceptualization, methodology, data collection, formal analysis, writing original draft. BJT contributed to literature review, data analysis, writing review and editing. CARP contributed to questionnaire design, data validation, writing review and editing.

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