

ANALYSIS OF THE EFFECT OF SALES PROMOTIONS ON CONSUMER PURCHASE INTENTION AT ALFAMART BENGKALIS

Student Name : ADE IRMAYANI
Student ID Number : 5604221067
Supervisor : Bustami, S.ST., M.Si

ABSTRACT

This study aims to analyze the effect of sales promotions on consumer purchase intent at Alfamart Bengkalis. Increasingly intense competition in the retail sector has prompted Alfamart to implement various sales promotion programs, such as discounts, special offers, and other forms of promotion, to attract consumers' attention and increase purchase intent. However, the effectiveness of sales promotions in increasing consumer purchase intent in the Bengkalis region still requires further study.

The research method used was a quantitative study with an associative approach. Data were collected through a questionnaire distributed to 100 respondents who were Alfamart Bengkalis customers, specifically in Bengkalis and Bantan subdistricts, Bengkalis Regency. The sampling technique used was accidental sampling, with the criteria that respondents must be at least 17 years old and have made a purchase at Alfamart Bengkalis. Data analysis was performed using simple linear regression with the aid of IBM SPSS Statistics 26 software.

The results of the study indicate that sales promotions have a positive and significant effect on consumer purchase intent at Alfamart Bengkalis. This is evidenced by a calculated t-value of 8.455, which is greater than the critical t-value of 1.984, and a significance level of $0.000 < 0.05$. Furthermore, the coefficient of determination (R-squared) of 0.422 indicates that sales promotions account for 42.2% of the variation in consumer purchase intent, while the remaining 57.8% is influenced by other factors outside the scope of this study. These findings suggest that sales promotions are a key factor in increasing consumer purchase intent at Alfamart Bengkalis.

Keywords: Sales Promotions, Consumer Purchase Intention, Alfamart Bengkalis.