

The Role of Sales Promotion, Experiential Marketing, and Store Atmosphere in Driving Purchase Decisions at Alfamart

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Abstract. This study aims to examine the influence of sales promotion, experiential marketing, and store atmosphere on purchasing decisions at Alfamart modern retail stores. The study used a quantitative approach involving a sample of 60 Alfamart consumer respondents living in Semarang Regency, Central Java Province, and sampling using a non-random sampling technique with a purposive sampling method. The research data comes from primary data collected using a questionnaire with an assessment basis using a Likert scale. The data analysis technique used multiple linear regression and was processed using SmartPLS software version 4.1.1.2. The results of statistical tests prove that experiential marketing and store atmosphere have a positive and significant influence in partial tests and simultaneous tests on purchasing decisions at Alfamart modern retail stores. The sales promotion variable does not have a significant impact on purchasing decisions at Alfamart modern retail stores. The results of the study have implications for policy suggestions for Alfamart in improving service quality to increase attractiveness and influence purchasing decisions for customers.

Keywords: Alfamart; Experiential Marketing; Purchase Decision; Sales Promotion; Store Atmosphere.

1. INTRODUCTION

In an era of increasingly fierce modern retail competition, companies are required to develop marketing strategies that not only attract consumers but also encourage them to make purchases. Alfamart, one of Indonesia's largest minimarket chains, faces the challenge of maintaining customer loyalty while increasing purchasing decisions amidst a plethora of similar store options.

Buying decisions are a complex process in consumer behavior driven by a number of elements. This research is intended to analyze the effect of sales promotions, experiential marketing, and store atmosphere on purchasing decisions at Alfamart. This phenomena is quite relevant given the more competitive retail industry in Indonesia, especially in the minimarket industry. With the growth of technology and changing consumer behavior, it is important to know what influences their purchase decision (Ariyanto et al., 2020; Rizky et al., 2026).

Sales promotion is an important feature of retailing, a marketing activity aimed to drive short-term purchases. Sales promotions might be in the form of discounts, coupons, or loyalty programs that are expected to draw consumer attention and improve sales volume (Supriyani & Faroh, 2023; Rahmawaty & Solihin, 2023). The effectiveness of sales promotions can have

a major influence on customer buying decisions, especially for the younger generation who are more price conscious (Sitepu & Seno, 2021; Samudera et al., 2026).

In addition, experiential marketing is another significant feature of this research. This notion revolves upon providing memorable experiences for consumers during the purchase process, hence enhancing their engagement and loyalty to the company. This encompasses things like service, interaction, and the vibe of the store. Studies have demonstrated that positive in-store experiences contribute to increased consumer satisfaction and brand loyalty, resulting in higher purchasing decisions (Setiagraha et al., 2023; Pantow et al., 2023). This means that experience-based marketing approach might give an advantage for the businesses like Alfamart to face strong competition.

Also a very important influence in the purchasing decision is the atmosphere of the store. The atmosphere of the store, comprising aspects such as layout, lighting, music and scent, can influence the mood and behaviour of consumers. Research suggests that a comfortable and attractive retail atmosphere tends to improve the dwell duration of consumers in the store and increase their likelihood of making a purchase (Gultom & Widodo, 2021; Gunawan et al., 2026). The atmosphere provided by Alfamart might be a crucial differentiating feature for consumers to do shopping at Alfamart rather than to competitors.

Based on data from the United States Department of Agriculture (USDA), Alfamart holds the top spot in the Modern Retail Store market in Indonesia in 2022, with total sales amounting to US\$7.6 billion. There were 17,816 outlets throughout Indonesia, up 7.4% from 16,492 outlets in the prior year. The greatest sales of modern retail outlets in Indonesia in 2022 are shown in the following Figure 1:

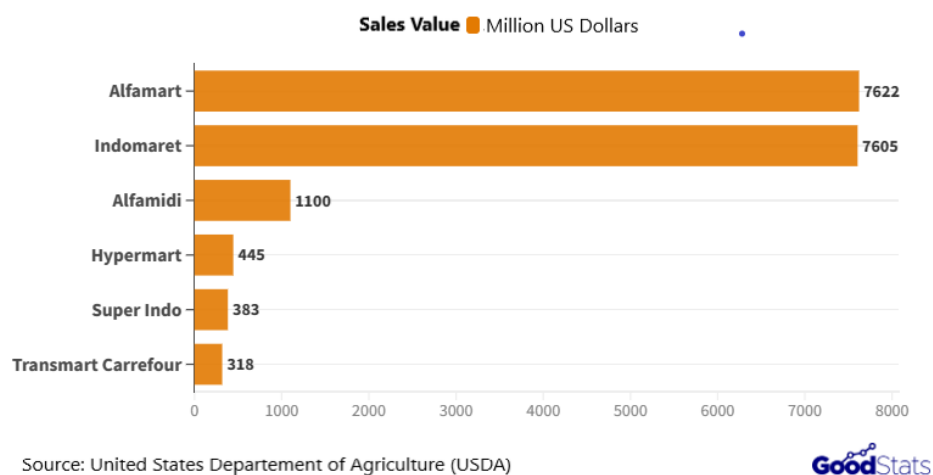


Figure 1. Data on Retail Companies with the Largest Sales in Indonesia in 2022

Source: Naurah (2022)

The reason why this research is very important to do is because of the importance of knowing how sales promotion, experience marketing, and shop atmosphere interact with consumer purchase decisions in Alfamart. As reported in several studies, with the increasing competition and technological improvements, the retailers need to be flexible in devising suitable marketing tactics to attract customers. This research will provide vital insights to the Alfamart management on how to optimize their marketing strategies to increase the purchasing decision and customer loyalty (Lim, 2023; Ginting et al., 2023).

It is intended that by looking at these three aspects in detail, optimal practices may be determined that not only enhance sales but also build long-term relationships with consumers. This research is expected to contribute to the literature of consumer behavior and marketing techniques in the Indonesian retail sector, especially in the context of the growth of minimarkets (Izzaty & Imsar, 2022; Simatupang & Suyuthie, 2021).

From the initial conclusion, the impact of Sales Promotion, Experiential Marketing and Store Atmosphere on purchasing decisions at Alfamart shows the need of a holistic approach to marketing strategy. This research is not only focused on the individual aspects of the three variables, but also the interaction between them that can provide practical applications and strategies for store management and marketing activities at Alfamart (Adilla & Hendratmoko, 2023); (Hendayana & Wijayanti, 2023). This research is expected to provide fresh insights that may be implemented to boost competitiveness in the retail sector that is increasingly dynamic and competitive.

The author is interested in conducting research to find out various factors that affect purchasing decisions at Alfamart modern retail stores in responding to the challenges and needs of modern retail store customers in the current era. such as the existence of sales promotions that affect the purchasing decisions of modern retail store consumers.

2. LITERATURE REVIEW

Sales Promotion

Sales promotion is all activities aimed at communicating a product or service to the target market, prompting them to take immediate action (Indriawan & Santoso, 2023; Rasidi et al., 2026). Meanwhile, according to Hernita et al. (2022), sales promotion is a variation of short-term incentives that serve to encourage sales of a product or service. According to Tujiono and Karneli (2017), several indicators of sales promotion variables include: 1) Frequency of sales promotions, the number of sales promotions carried out in a certain time through sales promotion media. 2) Quality of sales promotion, a measure of how well sales promotions are

carried out by a company. 3) Quantity of sales promotion, the value or amount of sales promotion given to consumers. 4) Sales promotion time, the duration or length of the promotion carried out by the company. 5) Accuracy or suitability, the right and appropriate sales promotion targets to achieve the company's desired targets.

Experiential Marketing

Experiential Marketing is a marketing concept with the purpose to increase customer loyalty by appealing to customers' emotions, and generating the favorable sentiments about the products and services (Prasetya et al., 2023; Gunawan et al., 2026). Meanwhile, Trianovita et al. (2024), defines Experiential Marketing as a marketing approach that focuses on producing emotions and direct experiences for clients, to drive sales, instead of giving information about items or services.

The research results are generated and adapted from Schmitt's research in Nafiah and Trihudiatmanto (2021), the indications of Experiential Marketing are as follows: 1) Sense: experiences involving the senses such as sight, hearing, smell, touch, and taste. 2) Feel: the emotional aspirations that customers feel during their interaction with a product or service. 3) Think: stimuli that influence how customers perceive or think about a brand or product. 4) Act: customer actions and behaviors that emerge as a result of their experiences, such as trying, purchasing, or participating more actively with the brand. 5) Relate: the interpersonal relationships and emotional attachments built between customers and a brand or company, create a deep sense of connection and long-term loyalty.

Store Atmosphere

Store Atmosphere is the process of attracting customers and building impressions through physical characteristics (Lubis & Indira, 2023). Shaliha et al. (2026), defines Store Atmosphere as a combination of emotions experienced by consumers while shopping and can influence purchasing decisions, as well as the uniqueness of the store that provides attraction, differentiating it from competitors. Store Atmosphere variable indicators according to Arkam's research (2020), sebagai berikut: 1) Store Front: it is part of the physical requirements that play a role in providing a place for future consumers. 2) Interior Display: covering the entire interior design, aesthetics, space planning, and store layout. 3) Store Layout: it is a physical arrangement regarding the placement of merchandise, fixed equipment, and departments in the store.

Purchase Decision

Consumers employ purchasing decisions to determine transaction decisions for all price offers and different brands offered on the market (Kusumawati et al., 2025). On the other hand, Shaliha et al. (2026), explains the definition of a Purchasing Decision as a series of cognitive stages experienced by an individual in making considerations in determining choices before confirming their choice in acquiring an item. There are several indicators in purchasing decision making according to Kotler in Sholihat and Rummyeni (2018), consisting of: 1) Stability of a product, the stability of customer confidence in choosing a product that they will buy. 2) Habits in purchasing products. Consumer habits to buy the same product, because the product has met their expectations. 3) Giving recommendations to others. Consumers' willingness to recommend products they have experienced to friends or family, both in terms of satisfactory service or the benefits they get from purchasing the product. 5) Make repeat purchases, the willingness of consumers to come and repurchase the products they have purchased and feel the quality.

Research Hypothesis

H1: Sales promotions have a positive and significant effect on purchasing decisions at Alfamart.

H2: Experiential marketing has a positive and significant effect on purchasing decisions at Alfamart.

H3: Store atmosphere has a positive and significant effect on purchasing decisions at Alfamart.

H4: Sales promotions, experiential marketing, and store atmosphere simultaneously influence purchasing decisions at Alfamart.

Conceptual Model

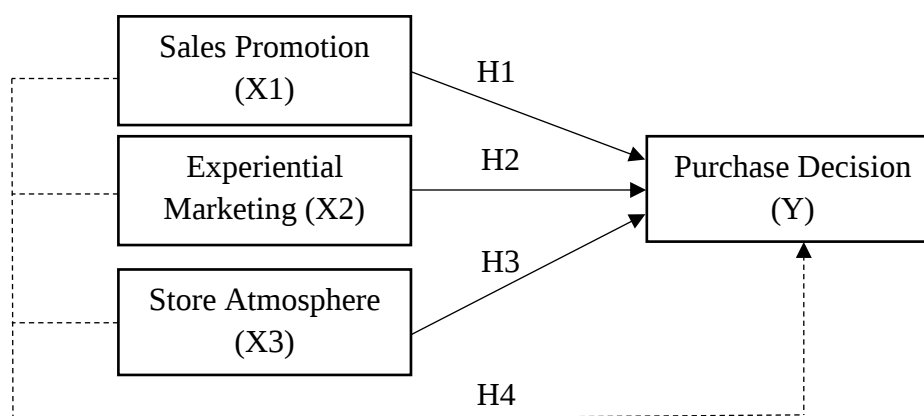


Figure 2. Conceptual Model

3. RESEARCH METHOD

The study used a quantitative approach to examine the influence of Sales Promotion, Experiential Marketing, and Store Atmosphere variables on Purchasing Decisions. The population in this study were all Alfamart consumers. The sampling technique used non-random sampling with a purposive sampling method. The determination of respondent criteria was based on all consumers who had made a purchase transaction at Alfamart who were domiciled in Semarang Regency, Central Java Province. The minimum requirement in determining respondents was based on the sample adequacy requirement of at least ten times the number of research variables, so the researcher involved 60 respondents. Data collection used an online questionnaire using Google Form and was assessed using a 1-5 point Likert scale. The data analysis technique used multiple linear regression and was processed with the SmartPLS application version 4.1.1.2.

4. FINDINGS AND DUSCUSSION

Respondent Description

Figure 3 visualizes the results of distributing questionnaires to 60 Alfamart consumer respondents in Semarang Regency. Respondent characteristics based on gender category, obtained results with the number of female respondents as many as 41 people or 68.3% and the number of male respondents as many as 19 people or 31.7%. Furthermore, for the age category of respondents, it consists of respondents aged 18-28 years with a total of 45 respondents, and 75%, then respondents aged 29-39 years with a total of 15 people or 25%. In the next category related to the length of time being a customer of the modern retail store Alfamart, it is divided into two categories, where customers over three years are 67% with a total of 40 respondents, and as many as 20 respondents or 33% with a length of time being a customer for one to three years.

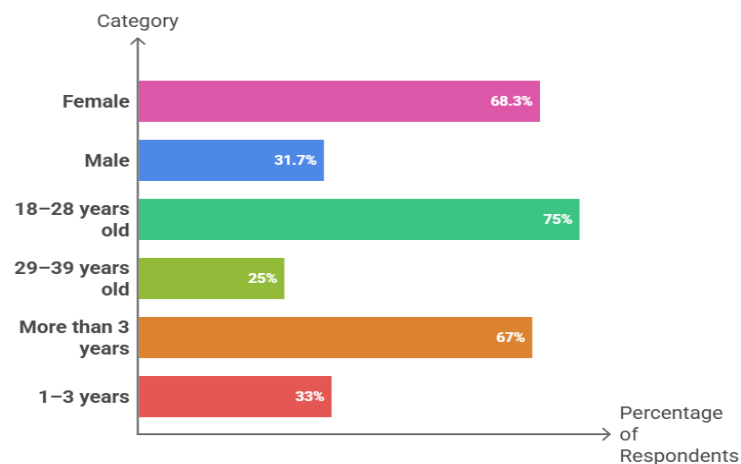


Figure 3. Characteristics of Alfamart Consumer Respondents in Semarang Regency

Outer Model

Convergent validity

Convergent validity can be evaluated by correlating all indicators with their constructs. Individual reflexive parameter values for outer loadings of 0.50 to 0.60 are considered adequate, while a value of 0.70 is considered high (Ghozali & Latan, 2015). The test results indicate that the loading factors meet the criteria, as shown in Figure 4. All indicators have satisfactory results.

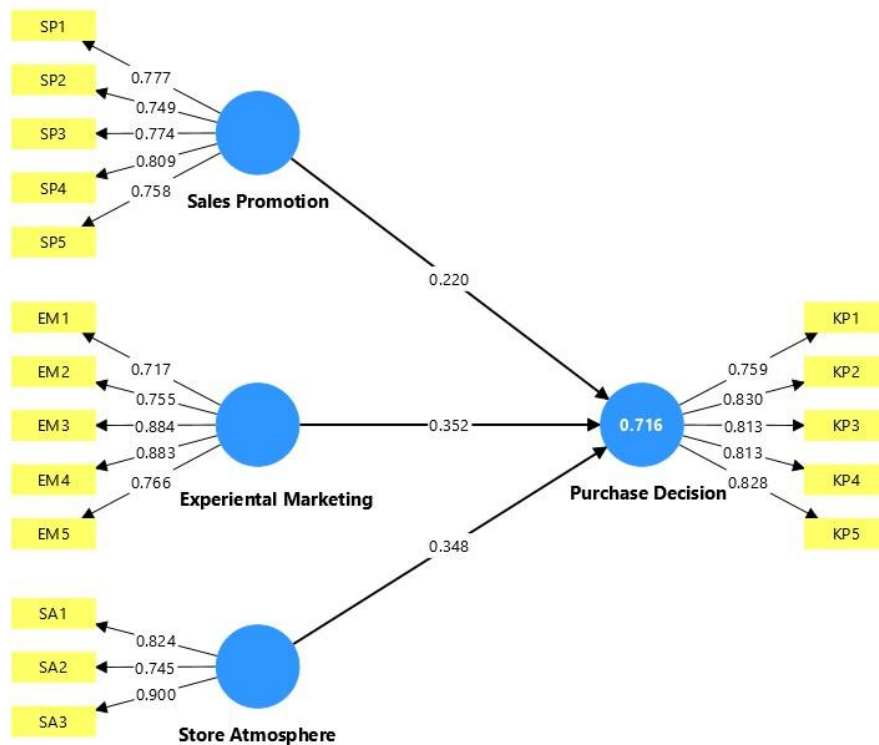


Figure 4. Convergent Validity Test

Discriminant Validity

Table 1 shows adequate discriminant validity values, which are obtained by comparing the AVE (Square Root of Average) values for each construct. The research results indicate that the AVE value is higher than 0.5, indicating that all constructs in the estimated model meet the criteria.

Table 1. Discriminant Validity Test

Construct reliability and validity - Overview	
	Average Variance Extracted (AVE)
Sales Promotion	0.599
Experiential Marketing	0.647
Store Atmosphere	0.681
Purchase Decision	0.654

Composite Reliability

The test results using SmartPLS 4.1.1.2 in Table 2 show that the Cronbach's Alpha and Composite Reliability values for each variable exceed 0.70. The higher the composite reliability, the higher the reliability level, and Composite Reliability values between 0.60 and 0.70 are acceptable (Ghozali & Kusumadewi, 2023).

Table 2. Composite Reliability Test

R-Square - Overview			
	Cronbach Alpha	Composite reliability (rho_a)	Composite reliability (rho_a)
Sales Promotion	0.835	0.848	0.882
Experiential Marketing	0.862	0.875	0.901
Store Atmosphere	0.764	0.782	0.864
Purchase Decision	0.868	0.871	0.904

Inner Model

Multiple Linear Regression Analysis

Multiple linear regression is a technique used to predict a dependent variable using several independent variables (Saputra et al., 2023). This technique analyzes the direction and extent of the impact of one or more independent variables on the dependent variable.

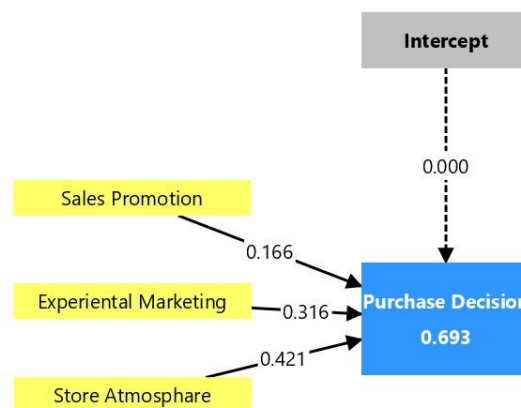


Figure 5. Multiple Linear Regression Results

Partial Test

The partial test or T-test aims to test whether the desired parameters can predict whether the multiple linear regression equation or model is the correct parameter (Cheung et al., 2024).

Table 3. Summary Coefficients

	Unstandardized coefficients	Standardized coefficients	T-value	P- value
Sales Promotion	0.136	0.102	1.331	0.188
Experiential Marketing	0.266	0.316	2.589	0.012
Store Atmosphere	0.582	0.421	3.176	0.002
Intercept	6.101	0.000	4.306	0.000

In Table 3, the test results show that the P-value of the Sales Promotion variable is $0.188 \geq 0.05$, which shows that the Sales Promotion variable not have a positive and significant effect on Purchasing Decisions, so the first hypothesis is rejected. In the second test, the P-value of the Experiential Marketing variable is $0.012 \leq 0.05$, which shows that the Experiential Marketing variable has a positive and significant effect on Purchasing Decisions, so the second hypothesis is accepted. The partial test results on the third hypothesis show that the P-value of the Store Atmosphere variable is $0.002 \leq 0.05$, which shows that the Store Atmosphere variable has a positive and significant effect on Purchasing Decisions, so the third hypothesis is accepted.

Simultaneous Test

The Simultaneous Test, or F-Test, is a combined test of all parameters in a regression model, which aims to verify that the relationship between the independent and dependent variables simultaneously influences the dependent variable (Alita et al., 2021). The test results show a significance value of $0.000 \leq 0.05$, indicating a significant impact. This can be seen in Table 4 below:

Table 4. Simultaneous Test

Summary ANOVA					
	Sum square	df	Mean square	F	P value
Total	393.250	59	0.000	0.000	0.000
Error	120.607	56	2.154	0.000	0.000
Regression	272.643	3	90.881	42.198	0.000

Analysis of Coefficient of Determination

The coefficient of determination (R^2) analysis is used to calculate the extent to which the model can explain variation in the dependent variable. The parameters in the R-square assessment are divided into three parts: 0.75 for a strong model, 0.50 for a moderate model, and 0.25 for a weak model (Hair et al., 2019). Table 5 shows the adjusted R-square value for the Purchase Decision variable of 0.677. This means that 67.7% of the Purchase Decision variable is influenced by Sales Promotion, Experiential Marketing, and Store Atmosphere. Therefore, the model is classified as moderate (Sarstedt et al., 2021).

Table 5. Adjusted R-square test

R-square	Purchase Decision
R-square	0.693
R-square adjusted	0.677
Durbin-Watson test	1.399

Discussion

The Influence of Sales Promotion on Purchasing Decisions

Based on the analysis test in this research, it was confirmed that the Sales Promotion variable does not have a significant impact on Purchasing Decisions at Alfamart. The test results found a P-value of $0.000 \geq 0.188$ with a significance level of 0.05. The test results can be concluded that Sales Promotion partially has no significant impact on Purchasing Decisions at Alfamart. This is supported by research by Widyarti et al. (2021), which shows that the Sales Promotion variable does not have a significant influence on purchasing decisions at Matahari Department Store. This is also relevant to research by Rini and Anasrulloh (2022), where Sales Promotion does not have a positive and significant effect on Purchasing Decisions for Pond's brand skincare products.

The Influence of Experiential Marketing on Purchasing Decisions

Based on the analysis test on this research hypothesis, it was confirmed that the Experiential Marketing variable has a significant impact on Purchasing Decisions at Alfamart. The test results found a P-value of $0.012 \leq$ a significance level of 0.05. The test results can be concluded that Experiential Marketing partially has a significant impact on Purchasing Decisions at Alfamart. This is supported by the findings of Tantowi and Pratomo (2020), showing that the Experiential Marketing variable has a positive and significant effect on Purchasing Decisions at Kopi Daong Pancawati. This is also in line with the research of Effriando et al. (2024), where the Experiential Marketing variable has a positive and significant influence on Purchasing Decisions at Selebar Cafe and Resto, Lebong Regency.

The Influence of Store Atmosphere on Purchasing Decisions

The analysis of the third hypothesis testing in this research shows that there is a significant impact between the Store Atmosphere variable on Purchasing Decisions at Alfamart. The test results found a P-value of $0.002 \leq$ a significance level of 0.05. The test results can be concluded that Store Atmosphere partially has a significant impact on Purchasing Decisions at Alfamart. These test results are supported by the findings of Tantowi and Pratomo (2020), which stated that Store Atmosphere has a positive and significant effect on Purchasing Decisions at Kopi Daong Pancawati. Meanwhile, other findings from research by Effriando et al. (2024), where the Store Atmosphere variable has a positive and significant influence on Purchasing Decisions at Selebar Cafe and Resto, Lebong Regency.

The Influence of Sales Promotion, Experiential Marketing, and Store Atmosphere on Purchasing Decisions

The findings of the fourth hypothesis analysis test in this research explain that there is a simultaneous impact of the variables Sales Promotion, Experiential Marketing and Store Atmosphere which have a significant positive impact on Purchasing Decisions at Alfamart. The results of the simultaneous test show the impact of Sales Promotion, Experiential Marketing and Store Atmosphere on Purchasing Decisions at Alfamart, as evidenced by a significance value of $0.000 \leq 0.05$, so that the fourth hypothesis can be accepted. This is relevant to the findings of research by Sianturi et al. (2025), showing the results of the variables Business Location, Promotion, Service Quality and Store Atmosphere have a positive and significant influence on Purchasing Decisions. This is also relevant to the findings of Shaiinnali et al. (2025), Experiential Marketing and Store Atmosphere have a simultaneous influence on Purchasing Decisions at Alfamart.

5. CONCLUSION AND RECOMMENDATION

The results of this research can be inferred that experience marketing and store atmosphere have favorable and significant effects on purchasing decisions at Alfamart either partially or concurrently. On the other hand, sales advertising is not proven to have a major effect on purchase decisions. This finding demonstrates that sales promotions are less powerful than the shopping experience and store environment in motivating customer buying decisions. Alfamart is encouraged to continue increasing the quality of the shopping experience (experiential marketing) with courteous and interactive service. It is also recommended to reinforce the store atmosphere by maintaining cleanliness, comfortable product layout, and supportive lighting. Sales promotions did not have a substantial effect, but promotions can be maintained as a complement to the marketing plan.

This study is hampered by the small sample size of 60 respondents and the use of selective sampling methods that limit the generalizability. Furthermore, the scope of the research region was only in the Semarang Regency, so it could not describe the characteristics of Alfamart buyers in general. For future research, the sample size and coverage region are encouraged to increase so as to obtain more representative results. It is also suggested to incorporate other elements like brand image, customer loyalty or digital marketing to have a better understanding of the forces driving buying decisions in modern retail.

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