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THE INFLUENCE OF PROMOTION INTENSITY, BRAND IMAGE AND PRODUCT AVAILABILITY ON PURCHASE DECISIONS FOR KINGCOM ELECTRIC SHOPEE MARKETPLACE SALES

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Abstract

This study aims to determine and analyze the effect of Promotion Intensity, Brand Image, and Product Availability on Purchase Decisions at Kingcom Elektrik Store. This study uses a quantitative approach, with data collected through questionnaires distributed to 120 respondents who made purchases at Kingcom Elektrik Store. The data were analyzed using multiple linear regression analysis, partial test (t-test), simultaneous test (F-test), and coefficient of determination. The results show that partially, Promotion Intensity has a positive and significant effect on Purchase Decisions at Kingcom Elektrik Store. Brand Image also has a positive and significant effect on Purchase Decisions, while Product Availability has a positive and significant effect on Purchase Decisions. Simultaneously, Promotion Intensity, Brand Image, and Product Availability have a positive and significant effect on Purchase Decisions at Kingcom Elektrik Store. These findings indicate that increasing promotional intensity, strengthening brand image, and ensuring product availability are important factors in increasing consumers' purchase decisions at Kingcom Elektrik Store.

Keywords: Promotion Intensity, Brand Image, Product Availability, Purchase Decision

INTRODUCTION

Marketing has evolved rapidly alongside technological advancements and shifts in consumer consumption patterns. In this modern era—driven largely by the digital revolution—traditional marketing approaches are shifting toward methods rooted in technology and data. Marketing, which once relied solely on mass media such as television, radio, and print advertisements, has evolved into digital marketing forms that are more dynamic, interactive, and centered on user experience. The digital era has transformed how consumers access information, interact with brands, and make purchasing decisions (Kotler et al., 2022). The business landscape is undergoing rapid change, particularly due to the digital era's impact on various aspects of life, including marketing activities. Companies no longer rely exclusively on conventional marketing strategies; instead, they are adopting digital marketing methods that are faster, more interactive, and technology-driven. This shift influences consumer behavior regarding information seeking, product comparison, and purchasing decisions. Amidst these developments, business competition has intensified, particularly for companies selling electronic products such as LED modules, power supplies, floodlights, and videotron equipment.

A purchase decision is the process consumers undergo to choose a product or service after passing through several stages—such as recognizing a need, seeking information, and evaluating alternatives—before finally deciding to purchase the product deemed best suited to meet their needs and desires. This decision-making process is influenced by various factors—including cultural, social, personal, and psychological elements—that shape consumer preferences for a product. Consequently, a purchase decision is not merely an act of buying but the outcome of a process in which the consumer weighs the value, benefits, and expected satisfaction associated with the product (Kotler & Keller, 2022). Data on total sales revenue from the Kingcom Elektrik store on the Shopee marketplace shows fluctuations during the 2023–2025 period. Revenue stood at Rp1,310,290,090 in 2023 and then rose significantly to Rp3,580,133,790 in 2024. However, in 2025, revenue declined again to Rp2,086,335,837. This situation indicates that marketplace sales have not yet been able to sustain consistent year-over-year growth. These sales fluctuations may be influenced by the intensity of promotional activities, as the number of units sold for key products—such as power supplies, LED lights, floodlights, and other lighting items—has undergone significant changes. A decline in unit sales suggests either a drop in consumer purchase interest or a reduction in purchase

frequency across online sales channels. Furthermore, the growing number of stores selling similar products on the Shopee marketplace has intensified competition, thereby impacting the sales volume achieved by Kingcom Elektrik.

Promotional intensity is a key factor influencing consumer purchasing decisions; today's consumers tend to be more responsive to various forms of promotion, whether through social media, digital advertising, or discount and reward programs. This is highly relevant for Kingcom Elektrik, which must continuously strive to enhance its market appeal, particularly in major cities like Medan and elsewhere. Promotional intensity refers to the strength or frequency of a company's marketing communication activities aimed at informing, persuading, and reminding consumers about the products or services offered. It reflects the frequency and scope with which a company employs various promotional tools—such as advertising, sales promotions, digital marketing, public relations, and personal selling—to capture consumer attention and stimulate purchase interest. The higher the promotional intensity, the greater the company's opportunity to build brand awareness, influence purchasing decisions, and boost product sales in the market (Kotler & Keller, 2022).

Issues have been identified regarding the intensity of sales promotions on Shopee Marketplace, which is currently suboptimal and unevenly distributed across the various types of promotions available. Of the ten promotion indicators analyzed, the majority—including cashback, purchase bonuses (free gifts), bundling packages, flash sales, discount vouchers, and promotional advertisements—fell into the "rarely used" category. This indicates that companies or sellers have not fully leveraged the diverse range of promotional strategies available to enhance consumer appeal. Such limited promotional activity risks resulting in low product exposure and insufficient stimulus for consumers to make either impulsive or repeat purchases (Prabowo et al., 2025). Pre-survey results indicate that although the variety of promotional media and discount offers is quite high, the frequency of advertisements, the appeal of promotional content, and the duration of promotional campaigns are still rated as low by the majority of respondents.

Brand image is the perception or mental picture of a brand formed in the minds of consumers as a result of experiences, information, and various marketing activities undertaken by a company. It reflects a set of beliefs, ideas, and impressions held by consumers regarding a brand, which subsequently influence how they evaluate, trust, and select that product over others. The more positive the brand image formed in consumers' minds, the greater the likelihood that they will trust and be inclined to purchase products or services from that brand (Kotler & Keller, 2022; Prabowo et al, 2025). There have been negative responses regarding the products received by consumers. Some negative reviews stem from the product failing to meet customer expectations; for instance, user Anwarsyawallubis noted that while the item arrived, the cable was only about 30 cm long, making it unsuitable for their needs. Additionally, user Uk351o1ufp complained that the received product did not match the order—specifically, they received a dimmer instead of the expected RGB controller. A similar issue was raised by Belly_itink, who felt the product did not align with the listed description. Another negative review came from Edylalacell, who expressed deep disappointment due to the light arriving bent or broken, as well as the lengthy delivery time.

Another equally important factor is product availability. Product availability refers to a company's ability to ensure that its offerings can be easily located and acquired by consumers—at the right time, place, and quantity—through various distribution channels. It hinges on the effectiveness of distribution systems and inventory management, enabling consumers to obtain products without difficulty or encountering stockouts. High product availability allows companies to enhance customer satisfaction, strengthen a product's market position, and drive purchasing decisions, as consumers can quickly and easily acquire the products they need (Kotler & Keller, 2022). In practice, several challenges regarding product availability persist, such as limited stock for certain items, discrepancies between marketplace stock information and actual inventory levels, and inconsistent delivery times. These issues can undermine consumer trust and impact the store's overall image. Overall, the results of this pre-survey indicate that the primary issues regarding product availability lie in stock consistency and the completeness of the product assortment. Therefore, improvements in inventory management and product planning are necessary to enhance consumer satisfaction and support sustained sales.

Based on the background outlined above, the problem identification for this study can be summarized as follows:

1. Sales fluctuations. Sales rose from IDR 1.31 billion in 2023 to IDR 3.58 billion in 2024, but subsequently declined to IDR 2.08 billion in 2025. These fluctuations indicate unstable consumer purchasing behavior, necessitating an analysis of influencing factors such as promotional intensity, brand image, and product availability.

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2. The intensity of promotional activities conducted by the Kingcom Elektrik Shopee store remains low. This is evident from the limited implementation of promotional programs—such as cashback, flash sales, discount vouchers, free shipping, and customer loyalty programs—resulting in reduced consumer appeal and fewer purchases.
3. Kingcom Elektrik's brand image is currently weak, as reflected in negative consumer reviews regarding product discrepancies, poor product quality, and delivery delays. These issues foster a negative perception of the store's professionalism and credibility, thereby undermining customer trust and loyalty.
4. Product availability at Kingcom Elektrik is suboptimal, characterized by frequent stockouts of high-demand items such as electrical cables, LED lights, and controllers. Furthermore, the product range is incomplete and stock distribution is uneven, making it difficult for consumers to obtain the products they need.

LITERATURE REVIEW

Purchase Decision

According to Ali & Dwikoco (2022), a purchase decision is the process by which a consumer chooses whether or not to buy a product after considering various factors. According to Kotler (2022), a purchase decision is a process-consumers undergo when selecting a product or service; this process begins with need recognition, information search, and alternative evaluation, proceeds to the final decision to purchase, and concludes with post-purchase behavior. Anggraini & Ahmadi (2025) explain that the purchasing decision does not focus solely on the act of buying; rather, it encompasses stages ranging from the emergence of a need, information search, and comparison of alternatives to post-purchase evaluation.

Promotion Intensity

According to Maliki et al. (2025), promotional intensity describes the level of consumer exposure to marketing messages designed to capture attention and stimulate interest in a product. According to Kotler (2022), promotional intensity refers to the frequency, consistency, and strength of marketing communication activities undertaken by a company to inform, persuade, and remind consumers about a product or service. According to Turčínková & Steinbrenner (2024), integrated promotion across various digital platforms yields a greater impact by reaching a wider audience, creating a sense of urgency, and facilitating easy access to products.

Brand Image

Shaikh (2024) states that brand image is a mental representation formed through consumer interactions with a brand, whether direct or indirect. According to Kotler (2022), brand image consists of the perceptions, beliefs, and impressions consumers hold regarding a brand, shaped by experiences, information, and interactions with that brand. Barrueta-Pinto et al. (2024) note that brand image plays a crucial role in influencing consumer behavior, as it can shape expectations and preferences regarding a product. Solomon (2024) demonstrates that brand image plays a significant role in shaping consumer preferences. Consumers tend to prefer brands they trust or associate with high quality, safety, and status.

Product Availability

According to Kotler (2022), product availability refers to a company's ability to provide the right product, in the appropriate quantity, at the right time, and in a manner that is easily accessible to consumers. Tjiptono (2021) defines product availability as the capacity of a company or store to supply products needed by consumers in sufficient quantities and at the right time. Conlin (2021) describes product availability as a factor relating to the presence of a product or the ease of obtaining it, as well as everything required by the customer to consume that product.

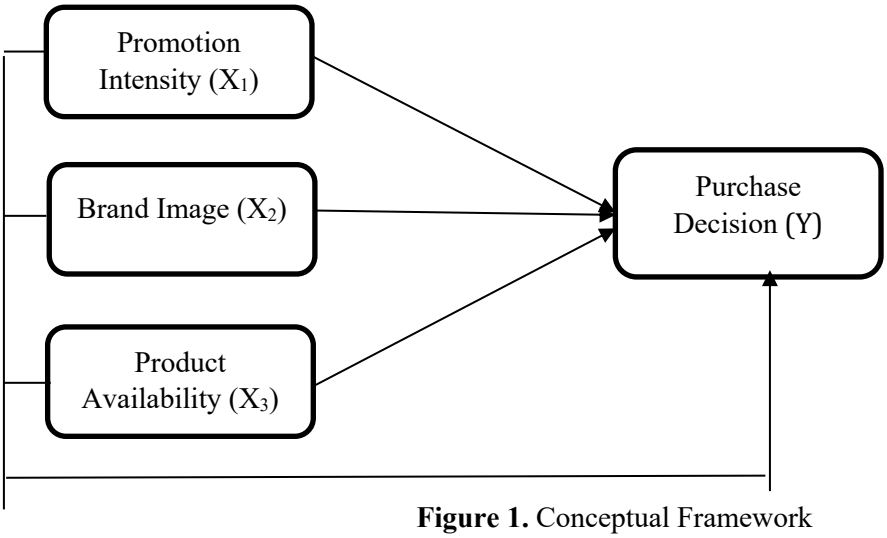


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Promotion intensity has a significant influence on purchasing decisions at the Kingcom Elektrik shop on the Shopee marketplace.
2. H2: Brand image has a significant influence on purchasing decisions at the Kingcom Elektrik shop on the Shopee marketplace.
3. H3: Product availability has a significant influence on purchasing decisions at the Kingcom Elektrik shop on the Shopee marketplace.
4. H4: Promotion intensity, brand image, and product availability have a significant influence on purchasing decisions at the Kingcom Elektrik shop on the Shopee marketplace.

METHOD

The research approach used an associative approach, with a quantitative method. This study was conducted involving customers of the Kingcom Elektrik store on the Shopee marketplace. The research took place from February 2026 to July 2026. The study population consisted of all customers who purchased from the Kingcom Elektrik store on Shopee; the total size of this population was unknown. A non-probability sampling technique was employed, and the number of respondents was determined using purposive sampling. The sample was selected based on the following criteria:

1. Customers of the Kingcom Elektrik store on Shopee.
2. Customers who had made at least one purchase from the Kingcom Elektrik store on Shopee.

As the population size was unknown, the researcher utilized the Lemeshow formula. Data analysis was performed using SPSS version 25.

$$n = \frac{1{,}96^2 \times 0{,}5\ (1-0{,}5)}{0{,}1^2}$$

$$n = \frac{3{,}8416 \times 0{,}25}{0{,}1^2}$$

$$n = \frac{0{,}9604}{0{,}1^2}$$

$$n = 96{,}04$$

Based on the calculations, the minimum sample size was determined to be 96.04, or at least 97 respondents. To ensure sufficient research data, the researcher set the sample size at 120 respondents.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Promotion Intensity, Brand Image, Product Availability, Purchase Decision

Statement Items	r-count	r-table	Description
PI1	0,918	0,361	Valid
PI2	0.938	0,361	Valid
PI3	0.930	0,361	Valid
PI4	0.933	0,361	Valid
PI5	0.933	0,361	Valid
PI6	0.925	0,361	Valid
PI7	0.939	0,361	Valid
PI8	0.912	0,361	Valid
PI9	0.931	0,361	Valid
PI10	0.919	0,361	Valid
BI1	0.959	0,361	Valid
BI2	0.930	0,361	Valid
BI3	0.911	0,361	Valid
BI4	0.949	0,361	Valid
BI5	0.968	0,361	Valid
BI6	0.903	0,361	Valid
BI7	0.941	0,361	Valid
BI8	0.911	0,361	Valid
MA1	0.939	0,361	Valid
MA2	0.965	0,361	Valid
MA3	0.939	0,361	Valid
MA4	0.929	0,361	Valid
MA5	0.941	0,361	Valid
MA6	0.953	0,361	Valid
MA7	0.936	0,361	Valid
MA8	0.942	0,361	Valid
PD1	0.959	0,361	Valid
PD2	0.965	0,361	Valid
PD3	0.958	0,361	Valid
PD4	0.958	0,361	Valid
PD5	0.967	0,361	Valid
PD6	0.981	0,361	Valid
PD7	0.921	0,361	Valid
PD8	0.932	0,361	Valid
PD9	0.953	0,361	Valid
PD10	0.926	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Promotion Intensity, Brand Image, Product Availability, Purchase Decision

Variable	Cronbach Alpha	Provision	Description
Promotion Intensity	0,981	0,60	Reliable
Brand Image	0,978	0,60	Reliable
Product Availability	0,981	0,60	Reliable
Purchase Decision	0,989	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of promotion intensity, brand image, product availability, purchase decision > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Unstandardized Residual
N	120
Mean	0.0000000
Std. Deviation	2.03909757
Absolute	0.051
Positive	0.051
Negative	-0.031
Test Statistic	0.051
Asymp. Sig. (2-tailed)	0.200

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.182 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Gletsjer Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.204	.789		5.325	.000
	Promotion Intensity	-.048	.030	.212	-1.593	.114
	Brand Image	.045	.035	.193	1.308	.193
	Product Availability	-.069	.042	-.284	-1.649	.102

a. Dependent Variable: ABS_RES

Sources: SPSS versi 25 (2026)

Based on the table above regarding the heteroscedasticity test results using the Glejser method, it is evident that all independent variables have significance (Sig.) values greater than 0.05. These results indicate that the data is free from heteroscedasticity issues.

Table 5. Multicollinearity Test Results

Variable	**Tolerance**	**VIF**
(Constant)	-	-
Promotion Intensity	.431	2.322
Brand Image	.350	2.858
Product Availability	.259	3.869

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the promotion intensity, brand image, product availability variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.768	1.432		.310	.757		
Promotion Intensity	.338	.054	.276	5.616	.000	.431	2.322
Brand Image	.327	.083	.454	7.883	.000	.350	2.858
Product Availability	.288	.073	.320	5.093	.000	.259	3.869

Sources: SPSS versi 25 (2026)

Constant Based on the obtained regression equation, the following explanations can be made:

1. The constant value of 0.768 indicates that if the variables Promotion Intensity (X1), Brand Image (X2), and Product Availability (X3) are held constant or remain unchanged, the value of Purchase Decision (Y) is 0.768.
2. The regression coefficient for Promotion Intensity (X1) is 0.338, which is positive. This indicates that for every one-unit increase in Promotion Intensity—assuming the variables Brand Image and Product Availability remain constant—the Purchase Decision is estimated to increase by 0.338 units.
3. The regression coefficient for Brand Image (X2) is 0.527, which is positive. This means that for every one-unit increase in Brand Image—assuming Promotion Intensity and Product Availability remain constant—the Purchase Decision is estimated to increase by 0.527 units
4. Meanwhile, the regression coefficient for Product Availability (X3) is 0.288, which is positive. This means that for every one-unit increase in Product Availability—assuming Promotion Intensity and Brand Image remain constant—the Purchase Decision is estimated to increase by 0.288 units.

Table 7. Partial Test Results (t-Test)

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.768	1.432		.310	.757		
Promotion Intensity	.338	.054	.276	5.616	.000	.431	2.322
Brand Image	.327	.083	.454	7.883	.000	.350	2.858
Product Availability	.288	.073	.320	5.093	.000	.259	3.869

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The Promotion Intensity variable (X1) has a regression coefficient (B) of 0.338, a calculated t-value of 6.496, and a t-table value of 1.980. Since the calculated t-value (6.496) exceeds the t-table value (1.980) and the significance value (0.000) is less than 0.05, H0 is rejected and H1 is accepted. Thus, it can be concluded that Promotion Intensity (X1) has a positive and significant partial effect on the dependent variable. The positive B coefficient indicates that higher promotion intensity tends to lead to an increase in the dependent variable.
2. The Brand Image variable (X2) has a regression coefficient (B) of 0.527, a calculated t-value of 8.897, and a t-table value of 1.980. Since the calculated t-value (8.897) exceeds the t-table value (1.980) and the significance value (0.000) is less than 0.05, H0 is rejected and H2 is accepted. Thus, it can be concluded that Brand Image (X2) has a positive and significant partial effect on the dependent variable. The positive B coefficient indicates that a better brand image tends to lead to an increase in the dependent variable.
3. The Product Availability variable (X3) has a regression coefficient (B) of 0.288, a calculated t-value of 4.006, and a t-table value of 1.980. Since the calculated t-value (4.006) exceeds the t-table value (1.980) and the significance value (0.000) is less than 0.05, H0 is rejected and H3 is accepted. Thus, it can be concluded that Product Availability (X3) has a positive and significant partial effect on the dependent variable. A positive B coefficient indicates that as product availability improves, the dependent variable also tends to increase.

Table 8. Simultaneous Test Results (F Test)

Variable	df	F-Count	F-Table	Sig.	Standar Sig.	Decision
Promotion intensity, brand image, product availability	3	295,100	2,68	0.000	< 0,05	H4 Accepted

Sources: SPSS versi 25 (2026)

Based on the above, a calculated F-count of 295.100 was obtained, while the F-table value was 2.68, with 3 degrees of freedom (df). These results indicate that the calculated F-value of 295.100 exceeds the F-table value of 2.68. Furthermore, the obtained significance value was 0.000, which is lower than the significance level of 0.05 (0.000 < 0.05).

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	0,940	0,884	0,881	2,06530

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown an Adjusted R-Square value of 0.881 indicates that, after adjusting for the number of independent variables and the sample size, the variables of Promotion Intensity, Brand Image, and Product Availability collectively explain 88.1% of the variation in Purchase Decisions. Thus, it can be concluded that the research model possesses a very strong ability to explain Purchase Decisions.

Discussion

The Influence Promotion Intensity on Purchase Decision

Based on the research findings, it is evident that promotion intensity has a positive and significant effect on purchasing decisions. This is demonstrated by the t-test results, which show a calculated t-value of 6.496—exceeding the t-table value of 1.980—with a significance level of 0.000 ($p < 0.05$). Furthermore, the regression coefficient (B) of 0.338 indicates a positive direction of influence. Consequently, the first hypothesis (H1), stating that promotion intensity affects purchasing decisions, is accepted. These results indicate that the higher the intensity of promotional activities, the greater the likelihood of consumers making a purchase decision. Intensive promotion can capture consumer attention, provide product information, and generate consumer interest in making a purchase. Consistent and engaging promotions make it easier for consumers to recognize the product's advantages, benefits, and offers, thereby encouraging them to make purchasing choices. These findings align with research by Kotler and Keller (2022), which states that promotion is a marketing mix element effective in influencing consumer purchasing decisions through information delivery, persuasion, and reminders regarding the offered products. Additionally, the results are consistent with the study by Putri and Hidayat (2022), which concluded that promotion intensity has a positive and significant impact on purchasing decisions; the more intensively a company promotes, the greater the consumer tendency to decide to purchase the offered products.

The Influence Brand Image on Purchase Decision

Based on the research findings, it is evident that brand image has a positive and significant influence on purchasing decisions. This is demonstrated by the t-test results, which show a calculated t-value of 8.897—exceeding the t-table value of 1.980—with a significance level of 0.000 ($p < 0.05$). Furthermore, the regression coefficient (B) of 0.527 indicates that brand image exerts a positive influence on purchasing decisions. Consequently, the second hypothesis (H2), stating that brand image influences purchasing decisions, is accepted. These results indicate that a more favorable brand image in the eyes of consumers leads to a higher likelihood of them making a purchase. A positive brand image instills confidence in consumers regarding the product they intend to buy; consumers are generally more inclined to trust and choose products associated with a good reputation and image. Additionally, brand image serves as a factor consumers consider when comparing a product with those from other brands. These findings align with

the research of Sari and Pratama (2023), which concluded that brand image has a positive and significant impact on purchasing decisions, as consumers are more confident in purchasing products from brands with a strong reputation.

The Influence Menu Availability on Purchase Decision

Based on the research findings, it is evident that product availability has a positive and significant impact on purchasing decisions. This is demonstrated by the t-test results, which show a calculated t-value of 4.006—exceeding the t-table value of 1.980—with a significance level of 0.000 (less than 0.05). Furthermore, the regression coefficient (B) of 0.288 indicates that product availability exerts a positive influence on purchasing decisions. Consequently, the third hypothesis (H3), stating that product availability affects purchasing decisions, is accepted. These results indicate that superior product availability increases the likelihood of consumers making a purchase. When products are readily available, it is easier for consumers to acquire the items they need or desire. Conversely, if a sought-after product is unavailable, consumers may postpone their purchase or opt for an alternative product from a different brand or retailer. Therefore, product availability serves as a key factor in consumers' purchasing decisions. These findings also align with the research conducted by Rahman and Putri (2023), which concluded that product availability has a positive and significant impact on purchasing decisions; the more comprehensive the product selection and the easier it is for consumers to obtain products, the greater the likelihood that they will decide to make a purchase at that store.

The Influence Promotion Intensity, Brand Image and Menu Availability on Purchase Decision

Based on the simultaneous test results (F-test), the calculated F-value (F-count) was 295.100, while the F-table value was 2.68; thus, F-count > F-table (295.100 > 2.68). Furthermore, the significance value was 0.000, which is less than 0.05. Consequently, H_0 is rejected and H_4 is accepted, indicating that Promotion Intensity, Brand Image, and Product Availability simultaneously exert a positive and significant influence on purchasing decisions at Kingcom Elektrik. The results of this study demonstrate that consumer purchasing decisions are not influenced by a single factor alone but are the outcome of a combination of mutually reinforcing marketing factors. Consistent promotional efforts can enhance consumer attention and interest in the product. Meanwhile, a positive brand image fosters consumer trust and confidence in the quality of the products offered, and adequate product availability makes it easier for consumers to acquire the products they desire. Together, these three factors drive consumers to make purchasing decisions.

CONCLUSION

Research on the influence of promotion intensity, brand image and menu availability on purchase decision can yield the following conclusions:

1. Brand image has a positive and significant effect on purchasing decisions. This indicates that the better the brand image perceived by consumers—reflected through professional reputation, consumer trust, product information accuracy, service quality, and consistent consumer experience—the higher the likelihood of purchasing decisions at Kingcom Elektrik.
2. Product availability has a positive and significant effect on purchasing decisions. This indicates that stock stability (particularly for high-demand products), marketplace stock synchronization, and effective inventory management make it easier for consumers to obtain the products they need, thereby increasing purchasing decisions.
3. Promotion intensity has a positive and significant effect on purchasing decisions. This indicates that factors such as promotion frequency, diverse use of digital media, promotional content, discounts, and promotional reach can capture consumer attention and interest, thereby driving purchasing decisions.
4. Promotion intensity, brand image, and product availability simultaneously have a positive and significant effect on purchasing decisions. Thus, these three variables collectively play a role in increasing consumer purchasing decisions at Kingcom Elektrik.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. Kingcom Elektrik is advised to improve the availability and accessibility of product information so that consumers can obtain comprehensive details before making a purchase. This can be achieved by clearly presenting information—such as specifications, functions, prices, stock availability, and product advantages—via social media, product catalogs, and in-store displays. Additionally, staff members should provide explanations and product recommendations tailored to consumer needs, ensuring customers are well-informed when considering products prior to purchase.

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2. Kingcom Elektrik is advised to enhance the quality of its promotional designs to better capture consumer attention. This can be accomplished by employing designs that are creative, informative, and easy to understand—utilizing clear product images, organized layouts, and highly visible pricing and promotional details, while tailoring content presentation to the specific characteristics of each promotional medium. Furthermore, promotional designs should offer variety to avoid monotony and effectively attract the consumer's eye.
3. Kingcom Elektrik is advised to strengthen its image as a provider of quality electronic products by improving how information regarding product quality and advantages is conveyed to consumers. This can be achieved by clearly providing product specifications, listing brands and warranty details, highlighting product advantages and benefits in promotional materials, and ensuring that the products offered align with the information provided. Additionally, maintaining a positive purchasing experience and consistent service is essential to fostering a favorable impression of the store among consumers.
4. Kingcom Elektrik is advised to strengthen its image as a provider of quality electronic products by improving how information regarding product quality and advantages is conveyed to consumers. This can be achieved by clearly providing product specifications, listing brands and warranty details, highlighting product advantages and benefits in promotional materials, and ensuring that the products offered align with the information provided.

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