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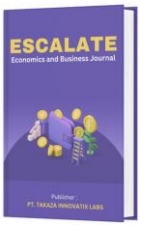

The Influence of Online Promotion Strategy and Consumer Behavior on Purchase Interest at the Bandung City Employees Cooperative (KPKB Mart) in Bandung City

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Abstract: *Amid intense retail competition near Bandung City Hall, KPKB Mart faces challenges in digital promotion effectiveness despite high purchase intention among consumers. This study aims to analyze the influence of online promotional strategies and consumer behavior on purchase intention at KPKB Mart. A quantitative associative approach was employed with primary data from online questionnaires distributed to 95 consumers (convenience sampling from a 2000 population, September-November 2025). Data analysis included classical assumption tests, multiple linear regression, correlation, coefficient of determination (R^2), and hypothesis testing (t-test, F-test) using SPSS. Results reveal a regression equation MB = 40.356 + 0.613SPO + 0.286PK, with strong correlations (r_SPO-MB = 0.820, r_PK-MB = 0.410), simultaneous effect (F = 78.738, p < 0.001, R^2 = 0.631), and partial effects (t_SPO = -12.181, t_PK = 4.634, both p < 0.001). Online promotions and consumer behavior significantly influence purchase intention, explaining 63.1% of variance. In conclusion, enhancing targeted digital promotions and understanding consumer patterns can optimize KPKB Mart's market position.*

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Introduction

Cooperatives are an important pillar of Indonesia's economic development. Based on Law Number 25 of 1992 concerning Cooperatives, cooperatives play a strategic role in improving the welfare of members and the wider community through the principles of mutual cooperation, justice, and economic independence(Hari Sulistiyo et al., 2025).Within local government institutions, employee cooperatives function as a platform for State Civil

Apparatus (ASN) to develop productive economic activities while strengthening solidarity among employees (Nasrudin, 2025; Effendi, 2025). One prominent example is the Bandung City Employees Cooperative (KPKB), which originated from the merger of seven savings and loan cooperatives in 1962, officially adopted its current name in 1966, and obtained a renewed legal foundation in 2005. Currently, KPKB manages a retail business unit, KPKB Mart, located at Jl. Wastukancana No. 5, Bandung, providing basic necessities, MSME products, and household goods for ASN as well as the general public (Chintana & Barusman, 2025)

In 2024, Bandung City recorded 716 active cooperatives with 136,438 members, predominantly consumer cooperatives. At the same time, KPKB Mart operates in a highly competitive retail environment, as modern retailers such as Circle K and Hyfresh Supermarket are located within a 2.5 km radius of the Bandung City Hall area. As the center of government and economic activity, this area has experienced intensified retail competition, reflected in the close proximity of competitors such as K3Mart Purnawarman (230 meters) and Panogi Mart (350 meters) from City Hall. Despite these challenges, KPKB Mart has unique potential to strengthen the local economy through its "take now, pay later" system for civil servants, which supports inclusive economic circulation within the community (Sulistyowati, n.d.)

In the digital era, online promotion through social media and electronic communication has been widely recognized as a critical factor influencing purchasing behavior. Previous studies confirm that digital promotional strategies significantly affect consumer purchase intention, while perceptions of product value, perceived risk, and service quality shape consumer attitudes and beliefs that ultimately drive purchasing decisions (Nguyen et al., 2023; Effendi, 2025). However, the effectiveness of such strategies depends not only on promotional intensity but also on how consumers perceive and respond to them. A preliminary survey of 30 respondents revealed that KPKB Mart's online promotional activities were perceived as less effective, with only a small proportion of respondents finding the promotional content attractive. Consumer behavior also reflected hesitation, particularly regarding product completeness and transparency. Interestingly, despite these weaknesses, purchase intention remained relatively high, as many respondents expressed willingness to make repeat purchases (Chintana & Barusman, 2025)

This condition reveals a critical inconsistency between consumer intention and actual supporting factors. On one hand, there is strong potential for purchase intention, as a significant proportion of respondents prefer KPKB Mart over other retailers. On the other hand, weak online promotional effectiveness and hesitant consumer behavior prevent this intention from being optimally realized. The perception that KPKB Mart is exclusive to ASN further reinforces this gap, limiting its appeal to the broader public despite competitive pricing and open access. From the perspective of the Theory of Planned Behavior, this situation indicates that positive attitudes toward benefits are not sufficiently supported by subjective norms and perceived behavioral control, resulting in a gap between intention and actual purchasing behavior.

Although numerous studies have examined digital promotion and consumer behavior

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in retail and cooperative contexts, existing research largely focuses on general retail businesses, online marketplaces, or cooperatives in a broad sense. Limited attention has been given to employee cooperatives operating in government-centered retail environments, particularly those facing direct competition from modern retailers. Moreover, previous studies rarely address the empirical gap between high purchase intention and low promotional effectiveness within such cooperatives, nor do they integrate online promotional strategies and consumer behavior as simultaneous determinants of purchase intention. This lack of context-specific empirical evidence constitutes a clear research gap (Nasrudin et al., 2025)

Therefore, this study seeks to fill this gap by analyzing the integrated influence of online promotional strategies and consumer behavior on purchase intention at KPKB Mart, Bandung's oldest employee cooperative. By incorporating recent pre-survey data and local competitor analysis, this research offers a more contextual and empirically grounded model based on the Theory of Planned Behavior. The findings are expected to contribute both theoretically to consumer behavior literature in cooperative retail settings and practically to the development of effective digital promotion strategies for employee cooperatives serving civil servants and the wider community (Nguyen et al., 2023)

Based on this background, the research questions are formulated as follows: (1) How does the online promotion strategy influence purchase intention at KPKB Mart in Bandung City? (2) How does consumer behavior affect purchase intention at KPKB Mart in Bandung City? and (3) To what extent do online promotion strategies and consumer behavior simultaneously influence consumer purchase intention at KPKB Mart in Bandung City? (Chintana & Barusman, 2025).

Research Methods

This research employs a quantitative approach with an associative strategy to examine the relationships among online promotional strategies, consumer behavior, and purchase intention at KPKB Mart, aligning with the study's focus on testing causal influences as outlined in the introduction. This method facilitates the measurement of variables through numerical data and statistical analysis to determine how promotional efforts and behavioral factors simultaneously impact consumer decisions in a competitive cooperative retail setting (Charli et al., 2022). The design emphasizes hypothesis testing via multiple linear regression, ensuring empirical rigor in addressing the identified research gap on employee cooperatives like KPKB Mart.

Instruments for data collection include a structured online questionnaire distributed to capture primary data on perceptions of online promotions, consumer behaviors, and purchase intentions, validated for reliability and validity prior to deployment (Yusnidar et al., 2025). Secondary data were sourced from scientific journals, prior studies on digital marketing in retail cooperatives, KPKB Mart's official reports, the Bandung City Cooperative and MSME

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Office website, and credible online references to bolster theoretical foundations and contextualize findings (Emzir, 2023; Putri et al., 2025). Data analysis techniques encompass classical assumption tests (normality, multicollinearity, heteroscedasticity), multiple linear regression to model variable relationships, and hypothesis testing via t-tests and F-tests, processed using SPSS software for comprehensive statistical inference (Nguyen et al., 2023).

The population comprises all consumers, including civil servants (ASN) and the general public, who shopped at KPKB Mart in Bandung City from September to November 2025, totaling approximately 2000 individuals based on store records during this period. Given constraints in time, resources, and access, a non-probability convenience sampling technique was applied, selecting 95 respondents based on their availability and willingness to participate via online surveys, which is suitable for accessible populations in retail behavior studies(Yusnidar et al., 2025).

The research procedure follows a systematic sequence: initial literature review and instrument development informed by the Theory of Planned Behavior and prior references; online questionnaire distribution to targeted consumers post-September 2025 purchases; data cleaning and classical assumption verification; regression modeling and hypothesis evaluation; and interpretation of results to derive implications for KPKB Mart's digital strategies (Charli et al., 2022). This phased approach ensures logical progression from data gathering to validated conclusions, integrating primary survey insights with secondary sources for robust analysis (Yusnidar et al., 2025).

Results and Discussion

Classical Assumption Test

1. Normality Test

The results of the data normality test can be seen in the following table.

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			95
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.98229614
Most Extreme Differences	Absolute		.057
	Positive		.045
	Negative		-.057
Test Statistic			.057
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.630
	99% Confidence Interval	Lower Bound	.618
		Upper Bound	.643

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744.

Picture1Kolmogorov Smirnov Test Results

The results in Table 1 show that the Kolmogorov–Smirnov test was performed on 95 data sets (N), and yielded a significance value of 0.200. This value exceeds the critical limit

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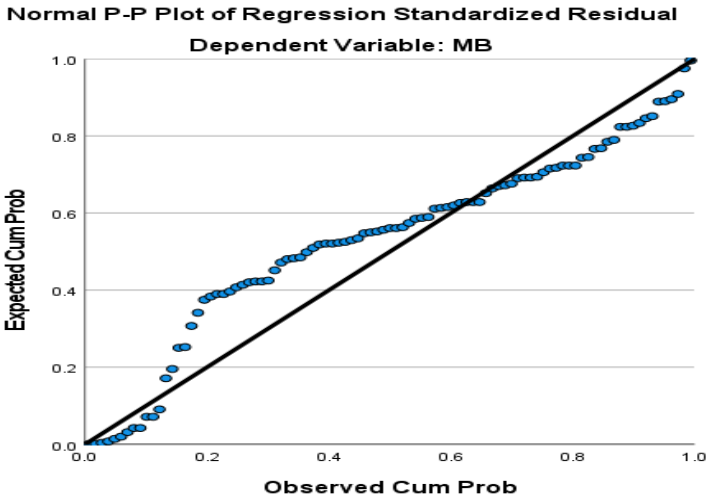
of 0.05, thus indicating that the residual distribution is normal.



Picture2P-Plot Normality Test Results

In addition to using the Kolmogorov–Smirnov test, data normality was also analyzed using residual graphs. A normal P–P plot was used to observe the distribution pattern of residual points. Figure 2 shows that the residual points are spread around the diagonal line and follow the direction of the line, thus concluding that the residual data is normally distributed.

2. Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics: Tolerance	VIF
1	SPO	.982	1.019
	PK	.982	1.019

a. Dependent Variable: MB

Picture3Multicollinearity Test Results

Based on the results of the multicollinearity test presented in Figure 3, it is known that this regression model does not experience symptoms of multicollinearity. This can be seen from the Tolerance value for the Online Promotion Strategy (SPO) and Consumer Behavior (PK) variables, each of which is 0.982, where this value is greater than the minimum limit of 0.10. In addition, the calculation of the Variance Inflation Factor (VIF) value for both variables shows a figure of 1.019, which is significantly smaller than the threshold of 10.00. Thus, it can be concluded that there is no indication between the independent variables that can interfere with the research model, so this data is valid for use in analyzing its influence on Purchase Intention (MB).

3. Heteroscedasticity Test

The results of the heteroscedasticity test in this study are presented as follows.

Coefficients[a]

Model		Unstandardized Coefficients: B	Std. Error	Standardized Coefficients: Beta	t	Sig.
1	(Constant)	3.014	.620		4.859	<,001
	LNX1	-.173	.127	-.141	-1.362	.177
	LNX2	.281	.140	.208	2.014	.047

a. Dependent Variable: LNY

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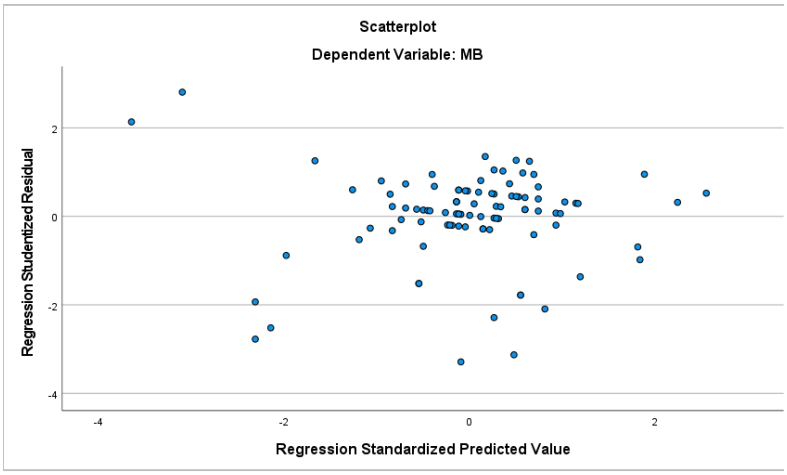
Figure 4 Heteroscedasticity Test Results

Based on the results of the heteroscedasticity test using the Glejser test listed in the Coefficients table, it can be concluded that this regression model is free from heteroscedasticity problems. This is evidenced by the significance value of the Online Promotion Strategy variable (LNX1) of 0.177 and the Consumer Behavior variable (LNX2) of 0.047, both of which have significance values above 0.05. Because the significance value of all independent variables on the absolute value of the residual is greater than 0.05, it can be stated that there are no symptoms of heteroscedasticity in the research model, so this model meets the requirements of the classical assumptions for predicting Purchase Intention (LNY).



Picture4Scatterplot Heteroscedasticity Test

Based on the scatterplot graph between the Studentized Residual Regression and the Standardized Predicted Value Regression, it can be seen that the residual points are randomly distributed above and below the zero line, and do not form a specific pattern such as a tapered, widened, or wavy pattern. The distribution of points is also relatively even along the predicted value. This indicates that there is no heteroscedasticity symptom in the regression model used. Thus, it can be concluded that the residual variance is constant (homoscedastic), so the regression model has met one of the prerequisites for linear regression testing and is suitable for use in further analysis.

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Multiple Linear Regression Analysis

Based on the SPSS output results in the Coefficient table, the multiple linear regression equation is obtained as follows:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	40.366	2.880		14.017	<,001
	SPO	-.613	.050	-.778	-12.181	<,001
	PK	.286	.062	.296	4.634	<,001

a. Dependent Variable: MB

Picture 5Multiple Regression Linear Equation Test Results

Based on the SPSS output in the Coefficients table, the multiple linear regression equation is obtained as follows:

MB = 40.356 + 0.613 SPO + 0.286 PK

The equation can be interpreted that the constant value of 40.356 indicates that if the variables of Online Promotion Strategy and Consumer Behavior are considered constant (zero), then Purchase Interest has a value of 40.356. The regression coefficient of Online Promotion Strategy (SPO) of 0.613 indicates that every one unit increase in online promotion strategy will increase purchase interest by 0.613 units, assuming other variables are constant. Furthermore, the regression coefficient of Consumer Behavior (PK) of 0.286 indicates that every one unit increase in consumer behavior will increase purchase interest by 0.286 units, assuming other variables are constant. Based on the significance value, both independent variables have a Sig value <0.05, so it can be concluded that Online Promotion Strategy and Consumer Behavior have a significant effect on Purchase Interest.

Correlation Coefficient Test

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Correlations

Correlations

		SPO	PK	MB
SPO	Pearson Correlation	1	.680	.820**
	Sig. (2-tailed)		.009	<,001
	N	95	95	95
PK	Pearson Correlation	.680	1	.410
	Sig. (2-tailed)	.009		.023
	N	95	95	95
MB	Pearson Correlation	.820**	.410	1
	Sig. (2-tailed)	<,001	.023	
	N	95	95	95

**. Correlation is significant at the 0.01 level (2-tailed).

Picture 6Correlation Test Results for Each Variable

1. Correlation between Online Promotion Strategy (SPO) and Purchase Interest (MB)
   Based on the test results, a Pearson Correlation value of 0.820 was obtained with a significance value of 0.000 (<0.05). This indicates that there is a significant relationship between Online Promotion Strategy and Purchase Intention. The correlation coefficient value of 0.820 is in the range of 0.80–1.00, so the relationship between Online Promotion Strategy and Purchase Intention is included in the very strong and unidirectional category. This means that the better the online promotion strategy implemented, the more consumer purchase interest tends to increase. This very strong relationship indicates that online promotion strategy has a very important role in influencing consumer purchase interest.
2. Correlation between Consumer Behavior (PK) and Purchase Interest (MB)
   The analysis results show a Pearson Correlation value of 0.410 with a significance value of 0.023 (<0.05). Thus, it can be concluded that there is a significant relationship between Consumer Behavior and Purchase Intention.
   The correlation coefficient value of 0.410 is in the range of 0.40–0.599, indicating a moderate and unidirectional relationship between consumer behavior and purchase intention. This indicates that changes in consumer behavior, such as attitudes, perceptions, and shopping habits, have an impact on purchase intention, but this influence is not as strong as online promotional strategies.
3. The Relationship between Online Promotion Strategy (OPS) and Consumer Behavior (PK)
   Based on the correlation table, the Pearson Correlation value was 0.680 with a significance value of 0.009 (<0.05). This indicates a significant relationship between Online Promotion Strategy and Consumer Behavior.
   The correlation coefficient of 0.680 is within the range of 0.60–0.799, indicating a strong and unidirectional relationship between online promotion strategies and consumer

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behavior. This means that a good online promotion strategy can shape and influence consumer behavior in recognizing, evaluating, and deciding to purchase a product.

Coefficient of Determination Test (R2)

The magnitude of the influence of Online Promotion Strategy and Consumer Behavior in explaining changes in Purchase Interest can be seen through the results of the determination coefficient test shown in the following figure.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794[a]	.631	.623	2.31253

a. Predictors: (Constant), PK, SPO
Dependent : MB

Picture 7Results of the Determination Coefficient Test

Based on the results of data processing using SPSS shown in Figure 8, the results of the Determination Coefficient Test, obtained a correlation coefficient (R) value of 0.794. This value indicates that there is a strong relationship between the variables of Online Promotion Strategy (SPO) and Consumer Behavior (PK) on Purchase Interest (MB). The R Square (R^2) value obtained in this study is 0.631. Mathematically, the coefficient of determination can be formulated as follows:

KD = R2 X 100\%

KD = 0.631 X 100\% = 63.1%

These results indicate that 63.1% of the variation in Purchase Intention (MB) can be explained by the Online Promotion Strategy (SPO) and Consumer Behavior (PK) variables simultaneously. In other words, online promotional strategies and consumer behavior have a significant contribution in influencing consumer purchase intention, although in practice, the effectiveness of promotions and consumer responses are still felt to be less than optimal as identified in the pre-survey stage. Meanwhile, the magnitude of the influence of other variables outside this research model can be calculated using the error formula (e) as follows:

e = 1 - R2

e = 1 - 0.631 = 0.369

If expressed as a percentage, then:

0.369 X 100% = 36.9%

This value indicates that 36.9%. Variations in Purchase Intention are influenced by factors other than Online Promotion Strategy and Consumer Behavior. These external factors include product price, product quality, service, consumer trust, brand image, reviews or testimonials, social influence, and market competition conditions. The existence of these factors strengthens the pre-survey findings which indicate that consumer purchase interest is not yet completely stable and is still influenced by various aspects outside the implemented promotional strategy. Thus, although the test results show a significant influence of the

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Online Promotion Strategy and Consumer Behavior variables, there is still room for improvement that needs to be considered by management in increasing consumer purchase interest.

Hypothesis Testing

1. Stimulus Test (F)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	842.151	2	421.076	78.738	<,001[b]
	Residual	491.996	92	5.348		
	Total	1334.147	94			

a. Dependent Variable: MB

b. Predictors: (Constant), PK, SPO

Picture8Simultaneous test results (F)

The F test is used to determine whether the Online Promotion Strategy (SPO) and Consumer Behavior (PK) variables simultaneously or jointly influence Purchase Intention (MB). This test is carried out by comparing the significance value and the calculated F value with the F table. Based on the SPSS output results in the ANOVA table, the calculated F value is 78.738 with a significance level of 0.000. This significance value is smaller than 0.05 (Sig < 0.05), so based on the F test decision-making criteria, H_0 is rejected and H_a is accepted. This shows that the Online Promotion Strategy (SPO) and Consumer Behavior (PK) simultaneously have a significant effect on Purchase Intention (MB). In addition, decision-making can also be done by comparing the calculated F value and the F table. With degrees of freedom $df_1 = 2$ (number of independent variables) and $df_2 = 92$ (n − k − 1), the F table value is smaller than the calculated F value of 78.738. Because F count > F table, the decision taken is that H_0 is rejected and H_a is accepted.

Thus, it can be concluded that Online Promotion Strategy (OPS) and Consumer Behavior (CB) together have a significant influence on Purchase Intention (PIN). These results indicate that improving appropriate online promotion strategies and understanding consumer behavior can simultaneously drive increased consumer purchase intention.

2. Partial Test (t)

a. The Influence of Online Promotion Strategy (SPO) on Purchase Interest (MB)

Based on the SPSS output results in the Coefficients table, the calculated t value is -12.181 with a significance level of 0.000. The significance value is smaller than 0.05 (Sig <0.05), so based on the t-test decision-making criteria, H_0 is rejected and H_a is accepted. In addition, when viewed from the comparison of t values, the value of |t count| > t table, so the decision taken is still H_0 rejected. Thus, it can be concluded that the Online Promotion Strategy (SPO) partially has a significant effect on Purchase Interest (MB). The regression coefficient is negative, which indicates that the direction of the relationship between the Online Promotion Strategy (SPO) and Purchase Interest (MB) is in the opposite direction, meaning that an increase in inappropriate or inappropriate Online Promotion Strategy can reduce consumer Purchase Interest.

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b. The Influence of Consumer Behavior (PK) on Purchase Interest (MB)

The t-test results for the Consumer Behavior (PK) variable show a calculated t-value of 4.634 with a significance level of 0.000. This significance value is less than 0.05 (Sig < 0.05), so based on the t-test decision-making criteria, H_0 is rejected and H_a is accepted. In addition, based on the comparison of t-values, the calculated t is obtained > t-table, so the decision taken is that H_0 is rejected. This shows that Consumer Behavior (PK) has a partial significant effect on Purchase Intention (MB). The positive regression coefficient value indicates that the relationship between Consumer Behavior (PK) and Purchase Intention (MB) is unidirectional, meaning that the better consumer behavior, the purchase interest will also increase.

Conclusion and Recommendation

Overall, this study confirms that online promotional strategies and consumer behavior significantly influence purchase intention at KPKB Mart, with a combined effect explaining 63.1% of the variation ($R^2 = 0.631$), as evidenced by strong correlations ($r = 0.820$ for promotions, $r = 0.410$ for behavior) and robust hypothesis tests ($F = 78.738$, $p < 0.001$; t_SPO = -12.181, $p < 0.001$; t_PK = 4.634, $p < 0.001$). These findings validate the Theory of Planned Behavior framework in a cooperative retail context, highlighting online promotions' dominant role despite the preliminary survey's noted weaknesses in content attractiveness. However, limitations include reliance on self-reported data from a convenience sample of 95 respondents, potentially limiting generalizability beyond Bandung's ASN-focused consumers, and the cross-sectional design, which cannot capture long-term behavioral shifts amid evolving digital competition. Practically, KPKB Mart should enhance promotional content with targeted social media visuals emphasizing the "take now, pay later" benefit to broaden appeal beyond civil servants, while monitoring product transparency to boost consumer confidence. Future research could employ longitudinal designs or larger probability samples across Indonesian employee cooperatives, incorporating moderators like trust or price sensitivity to address the unexplained 36.9% variance and refine digital strategies for sustained growth (Nguyen et al., 2023).

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