

The Influence of Promotion and Event Marketing on Customer Purchase Interest at Puri Indah Mall, West Jakarta

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Abstract: *This study examines the association of promotion and event marketing with customer purchase intention at Puri Indah Mall, West Jakarta. A quantitative associative approach was employed, involving 97 respondents selected through non-probability purposive sampling. Data were collected using Likert-scale questionnaires and analyzed using multiple linear regression, correlation analysis, t-tests, F-tests, and the coefficient of determination with IBM SPSS. The results show that promotion is positively and significantly associated with purchase intention ($\beta = 0.445$, $t = 7.167$, $p < 0.001$), while event marketing also shows a positive and significant association ($\beta = 0.192$, $t = 3.180$, $p = 0.002$). Simultaneously, both variables are significantly associated with purchase intention ($F = 30.868$, $p < 0.001$). The coefficient of determination ($R^2 = 0.396$) indicates that promotion and event marketing jointly explain 39.6% of the variation in purchase intention, while the remaining 60.4% is explained by other factors outside the model. These findings suggest that promotion and event marketing are relevant factors associated with customer purchase intention at Puri Indah Mall, with promotion showing the larger regression coefficient.*

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Introduction

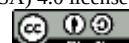
Amidst the accelerating digital transformation, developments in the business and marketing world have changed the way companies interact with consumers. Consumers are no longer merely passive recipients of information, but are increasingly active, selective, and critical in choosing products and brands that align with their personal needs, preferences, and values. This situation means that marketing success is no longer solely determined by product quality, but also by a company's ability to create relevant, engaging, and emotionally valuable experiences for consumers. The PwC Global Consumer Insights Pulse Survey report shows

that consumers tend to choose brands that deliver meaningful and personally relevant experiences (PwC, 2023). Therefore, companies need to implement consumer-centric marketing strategies by combining promotional and experiential approaches to create stronger engagement. Experiential marketing and personalization approaches are even seen as crucial for building competitive advantage as consumers increasingly expect fast, relevant, interactive, and memorable services (Forbes, 2022).

Puri Indah Mall, a shopping center in West Jakarta, positions itself as a lifestyle mall and targets the middle to upper-class consumer segment. Facing competition from shopping centers and changing consumer characteristics, Puri Indah Mall implements various marketing strategies through promotions and marketing events. One program that has been running since 2016 is the "Shop & Win" program, which awards points to consumers based on shopping transactions that can then be exchanged for various prizes. From February 10 to November 16, 2025, the program offers various attractive prizes, such as vehicles, electric motorcycles, precious metals, smartphones, and shopping vouchers. The growth in the number of members indicates that this program has a sizable customer base, although growth in the number of members tends to slow after experiencing a high increase in the initial period. Internal data from Puri Indah Mall also shows that the value of member transactions increased from approximately IDR 62.56 billion in 2023 to IDR 86.42 billion in 2025. This condition indicates a development in customer transaction activity and indicates that promotions and loyalty programs still play an important role in mall marketing activities.

However, the development of these transactions does not fully demonstrate that the promotional strategy has been able to meet the needs and preferences of all consumers. The results of a pre-survey of 30 visitors to Puri Indah Mall showed that the attractiveness of promotional incentives received an approval rate of 74% and the intensity of the promotion received 70% approval, but the relevance of the promotion only received 37% approval. This finding indicates a problem with the aspect of the promotion's suitability to consumer needs and interests. Thus, even though the incentives and frequency of promotions are relatively attractive, irrelevant promotions have the potential to reduce the effectiveness of marketing strategies in driving consumer purchasing interest. This condition is an important phenomenon because the effectiveness of promotions is determined not only by the number of offers or the size of the incentives, but also by the promotion's ability to meet consumer needs and preferences.

In addition to promotions, Puri Indah Mall also utilizes event marketing as a strategy to create in-person experiences and build consumer engagement. Various events such as bazaars, exhibitions, and thematic activities are held to create a more engaging shopping atmosphere. However, the results of a pre-survey of 30 respondents indicated a lack of consistency. Seventy-five percent of respondents expressed interest in returning for the next event, and 72% considered the event a pleasant experience. However, the interaction and participation indicators only received approval from 34%, indicating that the event's ability to encourage consumer interaction and participation remains relatively low. These findings suggest that holding an event does not automatically result in optimal consumer engagement. Events need to have an appropriate theme, be able to create interaction, provide an engaging experience, and be relevant to visitor characteristics to have an impact on purchasing



intention.

The urgency of this research is further strengthened by the fact that previous research has shown inconsistent results regarding the influence of promotions and event marketing on purchase intention. Several studies have found that experiential marketing and event marketing strategies can increase consumer purchase or repeat purchase intention. (Hendarsono & Sugiharto, 2023) found that experiential marketing has a positive and significant effect on repeat purchase intention, while (Andari & Awaludin, 2020) demonstrated a simultaneous influence of experiential marketing on MSME consumers. (Sani & Muhyi, 2023) also found a significant positive effect of experiential marketing on repeat purchase intention. Regarding promotions, (Rahayu, 2019), (E. Setiawan, 2024), and (Moniz & Nurkariani, 2024) demonstrated that discounts and certain forms of promotions can increase consumer purchase intention. These findings demonstrate that promotions and experiential marketing have the potential to be important instruments in shaping consumer purchase intention.

However, other studies have shown different results. (Zed et al., 2025) found that event marketing had no significant effect on purchase intention at the CRSL Store in Yogyakarta. (Ningrum, 2019) also found that event marketing partially had no significant effect on purchase intention for Sampoerna A Mild. Meanwhile, research by (Pangestu, 2024) showed that discounts do not always have a significant effect on purchase intention, especially when other factors such as product shortages or an unfavorable store atmosphere are present. These differences in research results indicate that the effectiveness of promotions and event marketing can depend on consumer characteristics, business type, quality of activity implementation, and marketing environment conditions. Thus, there is still an empirical gap that needs further study, especially in the context of shopping centers.

This gap is further exacerbated by the limited research on simultaneous promotion and event marketing on purchasing intention in middle-to-upper-class shopping centers, particularly Puri Indah Mall. Previous research has focused more on cafes, MSMEs, retail stores, minimarkets, fashion stores, and digital platforms, thus differing in consumer characteristics from lifestyle mall visitors. Puri Indah Mall, on the other hand, possesses unique marketing characteristics, combining loyalty programs, promotions, incentives, and event marketing to create a compelling consumer experience. Therefore, this study is crucial to obtain empirical evidence on the extent to which promotions and event marketing influence Puri Indah Mall customers' purchasing intention. The findings are expected to contribute academically to enrich retail marketing research and provide practical input for Puri Indah Mall management in designing more relevant, interactive, and effective promotional and event marketing strategies to increase consumer purchasing intention.

Research Methods

This study uses a quantitative method with an associative approach that aims to determine the effect of promotions and marketing events on consumer purchasing interest at

Puri Indah Mall. The study was conducted at Puri Indah Mall, Jl. Puri Agung No. 1, Kembangan, West Jakarta, from October 2025 to June 2026. The study population was 3,144 members of the Shop & Win program at Puri Indah Mall during January–December 2025. Sampling used a non-probability sampling technique with a purposive sampling method, based on the criteria of having visited Puri Indah Mall in the last six months, being a Shop & Win member, having participated in an event organized by Puri Indah Mall, and being at least 17 years old. Determination of the number of samples used the Slovin formula with a 10% error rate, resulting in 97 respondents. Data collection was carried out through a Google Form-based questionnaire distributed online through social media such as Instagram and WhatsApp using a five-level Likert Scale, ranging from strongly disagree to strongly agree.

The collected data were then analyzed quantitatively to examine the relationships and influences between the research variables. Data analysis included simple linear regression to determine the influence of each independent variable on purchase intention, as well as multiple linear regression to determine the influence of promotions and marketing events simultaneously on purchase intention. In addition, Pearson correlation coefficient analysis was used to determine the level of closeness of the relationship between variables and the coefficient of determination (R^2) to determine the ability of independent variables to explain variations in purchase intention. Hypothesis testing was carried out using a t-test to determine the influence of each variable partially and an F-test to determine the influence of promotions and marketing events simultaneously, with the criterion for accepting the hypothesis if the significance value is less than 0.05.

Results and Discussion

Classical Assumption Test

1. Normality Test

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		97
Normal	Mean	,0000000
Parametersa,b	Standard Deviation	3.79131750
Most Extreme	Absolute	,045
Differences	Positive	,044
	Negative	-,045
Kolmogorov-Smirnov Z		,444
Asymp. Sig. (2-tailed)		,989

Source: SPSS test results

Based on the results of the normality test in Table 1, it is known that the Asymp. Sig. (2-tailed) value is 0.989. This value is greater than 0.05, so it can be concluded that the research data is distributed normal. Thus, the regression model in this study has met the

assumption of normality and is suitable for further testing.

2. Multicollinearity Test

Table 2. Multicollinearity Test Results

Coefficients ^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	X1	1,000	1,000
	X2	1,000	1,000

Source: SPSS processing results

Based on the results of the multicollinearity test in Table 2, it is known that the Promotion (X1) and Event Marketing (X2) variables have a Tolerance value of 1.000 which means greater than 0.10, and a VIF value of 1.000 which means less than 10. These results indicate that there is no high correlation relationship between the independent variables in the regression model. Thus, it can be concluded that the regression model in this study does not experience multicollinearity problems so it is suitable for use in multiple linear regression analysis.

3. Heteroscedasticity Test

Table 3. Heteroscedasticity Test Results

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	5,278	1,981		2,664
	X1	-,018	,037	-,049	-,483
	X2	-,041	,036	-,118	-1,152

Source: SPSS Processing Results

Based on the heteroscedasticity test results in Table 3, it is known that the Promotion variable (X1) has a significance value of 0.630 and the Event Marketing variable (X2) has a significance value of 0.252. Both values are greater than 0.05, so it can be concluded that the regression model in this study does not experience heteroscedasticity. Thus, the regression model used has met the heteroscedasticity assumption and is suitable for use in multiple linear regression analysis.

Results of Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	15,222	3,317		4,589	,000
X1	,445	,062	,574	7,167	,000
X2	,192	,060	,255	3,180	,002

a. Dependent Variable: Y

Based on the results of the multiple linear regression analysis in Table 4, the following regression equation was obtained: $Y=15.222+0.445X1+0.192X2$. Based on this regression equation, it can be interpreted as follows:

1. The constant value of 15.222 shows that if the Promotion (X1) and Event Marketing (X2) variables are considered constant or have a value of zero, then the Purchase Interest (Y) value is 15.222.
2. The regression coefficient of the Promotion variable (X1) of 0.445 shows that every one unit increase in the Promotion variable will increase Purchase Interest by 0.445 assuming other variables remain constant.
3. The regression coefficient of the Event Marketing variable (X2) of 0.192 shows that every one unit increase in the Event Marketing variable will increase Purchase Interest by 0.192 assuming other variables remain constant.

These results indicate that the Promotion and Event Marketing variables have a positive influence on customer purchase intention at Puri Indah Mall. This means that the better the promotion and event marketing, the higher the customer purchase intention.

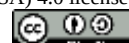
Correlation Coefficient Test Results

Table 5. Correlation Coefficient Test Results

Variable Relationship	Pearson Correlation	Sig. (2-tailed)	Relationship Level
Promotion (X1) to Purchase Interest (Y)	0.576	0,000	Currently
Event Marketing (X2) on Purchase Interest (Y)	0.258	0.011	Low

Source: Data processed using SPSS

Based on the results of the correlation coefficient test in Table 5, it is known that the relationship between the Promotion variable (X1) and Purchase Interest (Y) has a Pearson Correlation value of 0.576 with a significance value of 0.000. This value indicates that Promotion has a positive relationship with a moderate level of relationship with Purchase Interest. This means that the better the promotion carried out by Puri Indah Mall, the greater



the increase in customer purchase interest.

Meanwhile, the relationship between the Event Marketing variable (X2) and Purchase Intention (Y) has a Pearson Correlation value of 0.258 with a significance value of 0.011. This value indicates that Event Marketing has a positive relationship with a low level of relationship to Purchase Intention. This shows that event marketing still has a relationship with customer purchase interest, although the level of relationship is not as strong as the promotion variable. In general, the results of the correlation coefficient indicate that the Promotion and Event Marketing variables have a positive relationship to customer Purchase Intention at Puri Indah Mall.

Hypothesis Test Results

1. t-Test (Partial)

Table 6. t-Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	15,222	3,317			4,589	,000
X1	,445	,062	,574		7,167	,000
X2	,192	,060	,255		3,180	,002

Source: Data processed by SPSS

Based on the partial test results in Table 7, it can be seen that the Promotion variable (X1) has a calculated t value of 7.167 which is greater than the t table of 1.985 with a significance value of 0.000 which is less than 0.05. These results indicate that the Promotion variable has a positive and significant effect on customer Purchase Interest at Puri Indah Mall. Thus, the first hypothesis (Ha1) which states that Promotion has an effect on Purchase Interest is accepted.

Furthermore, the Event Marketing variable (X2) has a calculated t value of 3.180, which is greater than the t table of 1.985, with a significance value of 0.002, which is smaller than 0.05. These results indicate that the Event Marketing variable has a positive and significant effect on customer Purchase Interest at Puri Indah Mall. Thus, the second hypothesis (Ha2) which states that Event Marketing has an effect on Purchase Interest is accepted.

Partially, the Promotion variable has a more dominant influence on Purchase Intention than the Event Marketing variable. This can be seen from the t-value and regression coefficient for the Promotion variable, which are greater than those for the Event Marketing variable.

2. F Test (Simultaneous)

Table 8. F Test Results

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	906,273	2	453,137	30,868	,000b
Residual	1379,912	94	14,680		
Total	2286,186	96			

Source: Data processed by SPSS

Based on the results of the simultaneous test in Table 8, it is known that the calculated F value of 30.868 is greater than the F table of 3.09 with a significance value of 0.000 less than 0.05. These results indicate that the Promotion (X1) and Event Marketing (X2) variables simultaneously have a positive and significant effect on customer Purchase Interest at Puri Indah Mall. Thus, the third hypothesis (Ha3) which states that Promotion and Event Marketing jointly influence customer Purchase Interest at Puri Indah Mall is accepted.

Results of the Coefficient of Determination (R^2)**Table 9. Results of the Determination Coefficient Test**

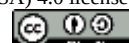
Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,630a	,396	,384	3.83144

Source: Data processed by SPSS

Based on the results of the determination coefficient test in Table 9, it is known that the R Square value is 0.396 or 39.6%. This indicates that the Promotion (X1) and Event Marketing (X2) variables are able to explain the Purchase Intention variable (Y) by 39.6%, while the remaining 60.4% is explained by other variables outside this study that were not examined. Meanwhile, the Adjusted R Square value of 0.384 indicates that after adjusting for the number of independent variables in the model, the ability of the Promotion and Event Marketing variables to explain Purchase Intention is 38.4%. The correlation coefficient (R) value of 0.630 indicates that the relationship between the independent variables and the dependent variable is in the strong category. Thus, it can be concluded that Promotion and Event Marketing have a significant contribution in influencing customer Purchase Intention at Puri Indah Mall.

Discussion**The Influence of Promotions on Puri Indah Mall Customers' Purchasing Interest**

Based on the results of the research that has been conducted, it is known that the Promotion variable (X1) has a positive and significant influence on customer Purchase



Interest at Puri Indah Mall. This is proven through the results of the partial test (t test) which shows a calculated t value of 7.167 which is greater than the t table of 1.985 with a significance value of 0.000 which is less than 0.05. In addition, the results of multiple linear regression analysis show that the Promotion variable has a regression coefficient of 0.445 which means that each increase in promotion will increase customer purchase interest by 0.445 units. This value is also the largest coefficient compared to the Event Marketing variable, so it can be said that Promotion is the most dominant variable in influencing customer Purchase Interest at Puri Indah Mall.

The results of this study are further supported by the correlation coefficient analysis, which shows a Pearson correlation of 0.576 between promotions and purchase intention, categorizing the relationship as moderate. This value indicates that promotions conducted by Puri Indah Mall have a strong correlation in driving customer interest in the products and services offered by the mall's tenants. The influence of promotions on purchasing intention in this study can be seen from the various promotional activities actively undertaken by Puri Indah Mall. Based on research observations, the mall utilizes various digital communication media such as Instagram, YouTube, and digital information boards located in the mall area as a means of conveying promotional information to customers. The use of these digital media makes it easier for customers to obtain information regarding discounts, cashback, loyalty programs, and specific events currently taking place at Puri Indah Mall.

The results of this study also align with previous research conducted by (M. R. Setiawan & Sunaryo, 2024), which stated that promotions have a positive and significant effect on consumer purchasing interest. Another study by (Ivantana et al., 2020) also showed that promotional strategies significantly influence customer purchasing interest. Therefore, these results reinforce previous research findings that promotions are a crucial factor in increasing consumer purchasing interest, particularly in modern shopping centers like Puri Indah Mall. Based on the overall research results, it can be concluded that the promotions conducted by Puri Indah Mall have been successful in generating customer interest in the products and services offered by the mall's tenants. Promotional strategies utilizing digital media, customer loyalty programs, and incentives such as discounts and cashback have been proven to significantly increase customer purchasing interest.

The Influence of Event Marketing on Puri Indah Mall Customer Purchase Interest

Based on the results of the research that has been conducted, it is known that the Event Marketing variable (X2) has a positive and significant influence on customer Purchase Interest at Puri Indah Mall. This is proven through the results of the partial test (t test) which shows a calculated t value of 3.180 which is greater than the t table of 1.985 with a significance value of 0.002 which is smaller than 0.05. In addition, the results of multiple linear regression analysis show that the Event Marketing variable has a regression coefficient of 0.192 which means that every increase in the quality of event marketing will increase customer Purchase Interest by 0.192 units.

The results of this study were further strengthened by a correlation coefficient test, which showed a Pearson Correlation of 0.258 between Event Marketing and Purchase Intention, indicating a low but still positive and significant correlation. This indicates that Puri Indah Mall's event marketing activities continue to contribute to increased customer purchase intention, although the effect is not as significant as the Promotion variable.

For the Promotion variable, the influence of Event Marketing on Purchase Intention was lower. This may be because most respondents in this study were Shop & Win program members, who were more frequently exposed to promotional programs such as discounts, cashback, and points collection than to specific events. Furthermore, the direct economic benefits of promotions tend to influence purchasing decisions more quickly than the experience gained through event marketing.

Theoretically, the results of this study align with the Experiential Marketing theory proposed by (Belch & Belch, 2018), which states that experience-based marketing activities can create an emotional connection between consumers and brands, thereby influencing consumer behavior, including purchase intention. This research also aligns with previous research conducted by (Ningrum, 2019), which showed that event marketing has a positive and significant effect on consumer purchase intention in modern shopping centers.

Based on the overall research results, it can be concluded that Puri Indah Mall's event marketing efforts have increased customer purchasing interest by creating enjoyable experiences, engaging with the brand directly, and encouraging visitors to return to future events. The better the quality of the events, the greater the potential for increased customer purchasing interest at Puri Indah Mall.

Conclusion and Recommendation

Based on the research results, it can be concluded that promotions and event marketing have a positive and significant effect on Puri Indah Mall customers' purchasing interest, both partially and simultaneously. Attractive promotions, especially exclusive offers and time-limited promotions, can encourage customers to make purchases, while creative and uniquely themed event marketing can increase visitor interest and purchasing interest. Together, these two strategies contribute to increasing purchasing interest, although there are still other factors outside the research that also influence it. Therefore, Puri Indah Mall is advised to continue developing exclusive and relevant promotions, improving the quality and interaction in the implementation of event marketing, and integrating promotions with event activities and the Shop & Win loyalty program. For future researchers, it is recommended to add other variables such as price, product quality, service quality, brand image, customer satisfaction, shopping experience, and store atmosphere, using a more diverse range of respondents and different research objects to obtain broader and more comprehensive results.



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