

THE EFFECT OF DISCOUNT PROMOTIONS AND SHOPPING CONVENIENCE ON REPEAT PURCHASE INTENTION AT HIMAKEUP STORES IN PALANGKA RAYA

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Abstract. This study aims to analyze the effect of discount promotions and shopping comfort on repurchase interest at Himakeup stores in Palangka Raya. The background of this study stems from the fact that the store space is quite narrow, especially when the store is offering discount promotions, which affects shopping comfort. This study uses a quantitative approach with partial least square (PLS) analysis technique. The population in this study consists of 97 Himakeup store customers in Palangka Raya. The sampling technique used is purposive sampling. The results show that discount promotions and shopping comfort have a positive and significant effect on repurchase intention.

Keywords: Convenient Shopping; Discount Promotions; Interest in Repurchasing.

1. INTRODUCTION

In this era of globalization, the cosmetics industry is experiencing rapid growth, marked by an increase in the number of local and international brands competing to attract consumers (Fadlilah et al. 2025) This growth is driven by increased public awareness of the importance of self-care, the influence of social media, and the growing number of high-quality and affordable local cosmetic products. As the cosmetics industry grows, competition in the cosmetics retail business is becoming increasingly fierce. The emergence of various modern cosmetics stores, both offline and online, requires businesses to implement effective marketing strategies to attract and retain customers.

In the context of retail business, retaining existing customers is far more profitable than seeking new ones. According to Kotler and Keller (2016), the cost of acquiring new customers is five times greater than retaining existing ones. Therefore, repurchase intent is a crucial aspect that every retail business owner needs to pay attention to. HiMakeup is a cosmetics store located in Palangka Raya, Central Kalimantan. This store offers a wide range of beauty products, from skin care and makeup to body care, with various local and international brands. In an effort to increase competitiveness and attract consumers, HiMakeup regularly holds discount promotions for certain products. This discount promotion strategy has become one of the main attractions for consumers, especially in the midst of economic conditions that require consumers to be more selective in their shopping.

Discount promotions are one of the most popular and effective sales promotion strategies for attracting consumers' attention. Discount promotions offer a number of advantages, including the ability to attract many buyers to purchase in large quantities and encourage unplanned purchases (Mahmudah et al. 2024). However, promotional strategies alone are not enough to maintain customer loyalty. Shopping convenience also plays an important role in shaping a positive shopping experience. Shopping convenience covers various aspects, one of which is the store atmosphere. According to (Jahroni et al. 2021) , the atmosphere of a store is

a condition or mood that can influence a consumer's interest in purchasing. In other words, the atmosphere of a store affects the feelings or mood of consumers who visit the store, thereby influencing their interest in making a purchase. (Moh. Zumri and Bambang Raditya 2023).

Based on initial observations, HiMakeup Store has limited space and a relatively small store area. This often causes crowding when many customers shop at the same time, especially during discount promotions. The limited store space can make it difficult for customers to move around, resulting in suboptimal product display, which reduces the shopping experience. This situation has the potential to create an unpleasant shopping experience, which could ultimately affect customers' interest in returning to the store. Additionally, according to (Hidayat and Resticha 2019) in (Lestari and Novitaningtyas 2021) states that repurchase interest is purchasing interest based on consumers' past purchasing experiences. This action is a response after purchase that arises from consumer satisfaction with the products and services that have been used and experienced previously. (Ardinia et al. 2025).

This phenomenon is interesting to study because based on the researcher's observations, there is a contradictory situation where, on the one hand, discount promotions are a strong attraction for customers to come and shop. On the other hand, limited shopping comfort due to narrow store space can reduce customer satisfaction. This is felt by several makeup customers in the city of Palangka Raya. In addition, there have been no studies that specifically explore these two variables in the context of cosmetics stores with limited physical space, especially in the Central Kalimantan region. Based on the above description, the researcher is interested in conducting a study entitled "The Effect of Discount Promotions and Shopping Comfort on Repeat Purchase Intentions at HiMakeup Stores in Palangka Raya." This research is expected to provide an overview of the extent to which discount promotions and shopping convenience influence consumers' repurchase intentions, as well as provide strategic recommendations for HiMakeup Store management in improving business performance and customer satisfaction.

2. LITERATURE REVIEW

The observation is based on the S-O-R theory (Harsya et al. 2025). The S-O-R theory is a psychological model developed by Mehrabian and Russell (1974) to explain how environmental stimuli influence individual behavior through internal processes (organism). The Stimulus-Organism-Response Theory (S-O-R) explains the causal relationship between variables X and Y in the context of retail or cosmetics store research. The S-O-R theory states that human behavior is not only the result of environmental stimuli, but is also influenced by internal processes within the individual, referred to as the organism. This model consists of three main components: Stimulus (S), which is any form of stimulus originating from outside the individual; Organism (O), which is the internal cognitive and affective conditions that form the initial response to the stimulus; and Response (R), which is the actual behavior exhibited by the individual as the end result of the stimulus's influence through internal processes. According to Mehrabian and Russell (1974), the organism component plays an important role as an intermediary between stimulus and response. This theory is widely used in the context of marketing and consumer behavior to understand how the retail environment can shape customer experiences and behavior.

2.1 Discount Promotion

One promotional technique is price reductions, often referred to as discounts. Discounts are often a selling point when applied to goods, products, or services. Discounts are direct price reductions on specific items, as well as discounts offered by marketers to consumers (Mahmudah and Ferdiansyah 2024).

The indicators of discount promotions according to (Azlan Azhari 2025) are as follows:

1. The nominal appeal of the discount,

2. The frequency of discount offers,
3. The ease of claiming the promotion,
4. The relevance of the discount to the product needed by consumers
5. The clarity of the information on the terms and conditions of the discount

2.2. Shopping Comfort

Shopping comfort is defined as a condition in which consumers or visitors feel confident about making a purchase. Comfort is subjective, meaning it is a feeling of pleasure and well-being experienced by each individual personally. From a shopping perspective, comfort can be interpreted as a situation or condition in which consumers and visitors feel safe and confident to make a purchase (Khair, 2013) in (Bobby et al. 2020).

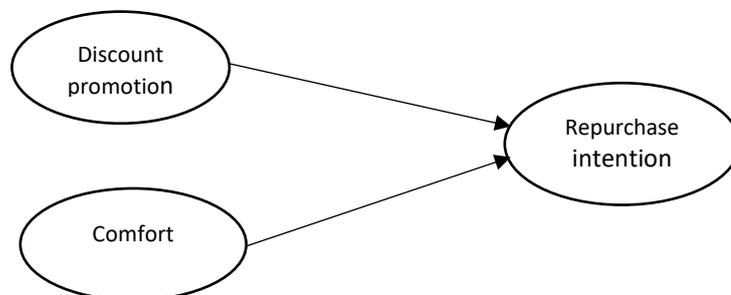
The indicators of shopping comfort according to (Jubaidah 2020) are as follows:

1. Store atmosphere
2. Store environment
3. Service quality

2.3. Interest in Repurchasing

According to (Putra et al. 2020) repurchase intention reflects customer loyalty and a high level of commitment to the products or services offered by a company. Fredinand 2020 in (Ardinia et al. 2025) states that there are four indicators of repurchase intention, namely:

1. Transactional interest
2. Preferential interest
3. Referential interest
4. Exploratory interest



Research Hypothesis

- H1: Discount promotions have a positive and significant effect on repeat purchase interest in Himakeup in the city of Palangka Raya.
- H2: Shopping convenience has a positive and significant effect on repeat purchase interest in Himakeup in the city of Palangka Raya.

3. RESEARCH METHODS

The type of research used in this study is associative quantitative research, which analyzes the cause-and-effect relationship of the research construct. Quantitative research methods were used in this study (Bancin et al. 2023). Quantitative research, on the other hand, uses data collected from research instruments and analyzed using statistics on a specific population or sample to test predetermined hypotheses (Sugiyono, 2017).

The population in this study was customers at Himakeup in Palangka Raya City, Central Kalimantan Province, Indonesia. The sampling technique used in this study was non-probability sampling with the purposive sampling method because the sample selection was based on

criteria predetermined by the researcher. The sample criteria predetermined by the researcher were as follows:

(a) Himakeup customers in Palangka Raya City who had shopped at least twice

Then, because the population size is still unknown, the Cochran formula was used to determine the sample size. After calculating the sample size, the result was 96.04, so the number of samples used in this study was 97 samples (rounded).

The following is the determination of the sample size using the Cochran formula (Sugiyono, 2019):

$$n = \frac{z^2 pq}{e_2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.10)^2} = 96,04 = 96$$

Explanation:

n : research sample

z : 95 percent confidence level, i.e., 1.96

p : 50 percent probability of being correct, i.e., 0.5

q : probability of error 50 percent, i.e., 0.5

e : sampling error 10 percent, i.e., 0.1

Research Instruments

A questionnaire is a set of written questions or statements given to respondents to answer (Sugiyono, 2017). In this study, the questionnaire was created using Google Forms and then distributed through WhatsApp groups, Instagram, and other social media.

To obtain data, the questions in the questionnaire were used as answer options, and the Likert scale model was used. The researcher used a neutral point in the middle to determine whether participants agreed or disagreed with the statements given, ranging from one (strongly disagree) to five (strongly agree).

The data collection process in this study went through several procedures, namely through the distribution of questionnaires using Google Forms, which were then shared via WhatsApp, Instagram, and Facebook to respondents who met the respondent criteria. The data was then processed according to statistical rules using the SmartPLS version 3 analysis tool for testing.

Descriptive analysis was designed to classify data based on respondent characteristics such as gender, age, occupation, and others. The data was also analyzed to classify each indicator and its latent variables. The method for analyzing indicators used category intervals with the following formula:

$$\text{Interval length} = \frac{\text{Maximum value} - \text{Minimum value}}{\text{Many interval}}$$

$$\text{Interval length} = \frac{5 - 1}{5} = 0,8$$

In this study, the interval consists of 5 categories. Based on the formula, the length of the interval is 0.8 and is categorized according to the following table:

Interval Value	Category
1,00 – 1,80	Very Low
1,81 – 2,60	Low
2,61 – 3,40	Currently
3,41 – 4,20	High
4,21 – 5,00	Very High

Then, in determining the category of latent variables, the following formula can be used:

$$\text{Interval Length} = \frac{\text{Total Respondent Score}}{\text{Total Ideal Answer Score}} \times 100$$

Based on these provisions, the variables in this study can be categorized as shown in the following table:

Percentage Interval	Category
20% ≥ % Score ≤ 36%	Very Low
36% ≥ % Score ≤ 52%	Low
52% ≥ % Score ≤ 68%	Currently
68% ≥ % Score ≤ 84%	High
84% ≥ % Score ≤ 100%	Very High

Partial Least Square (PLS)

In testing the research model, the data analysis in this study used Partial Least Square (PLS) with the smartPLS program. Partial Least Square (PLS) is a statistical procedure for simultaneously estimating a system of equations called structural equation modeling (SEM). PLS has two measurement models called the outer model and the structural model called the inner model. In applying the PLS procedure to estimate the model, both the inner model and outer model are estimated simultaneously (Hair & Alamer, 2022).

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