
**THE INFLUENCE OF SALES PROMOTION AND CUSTOMER RELATIONSHIP
MANAGEMENT ON CUSTOMER PURCHASE DECISIONS FOR PRODUCTS OF
PT. AUTO STAR MANDIRI TEKNOTAMA MEDAN**



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Abstract

PT. Autostar Mandiri Teknotama (AMT), a car spare parts distributor established in 1999, has experienced a decline in purchases due to ineffective sales promotions and weak implementation of Customer Relationship Management (CRM), making it difficult to maintain customer loyalty amid increasing competition in similar products. The purpose of this study is to determine the effect of sales promotion and customer relationship management on purchasing decisions. The research uses a quantitative method to investigate the stated problems. The population in this study consists of all customers who made purchases from the company during the 2024 period, totaling 153 stores that have been subscribed for more than one year. Given that the population consists of 153 stores, the sampling technique used is a saturated sample, in which the entire population is taken as the sample. The results show that both partially and simultaneously, sales promotion and customer relationship management significantly influence purchasing decisions.

Keywords: Sales Promotion, Customer Relationship Management, Purchase Decision

INTRODUCTION

Marketing activities are a series of efforts designed to introduce, promote, and sell products or services to consumers. These include market analysis to understand customer needs and preferences, marketing strategy planning, product development, pricing, and selecting appropriate distribution channels. In addition, marketing efforts also involve promotions through various media such as advertising, social media, and marketing events to attract target market attention and build brand awareness. The main goal of marketing is to meet consumer needs, increase sales, and create long-term, mutually beneficial relationships between companies and customers. By executing marketing strategies effectively, companies can boost product visibility, attract more consumers, and ultimately achieve sustainable growth.

The growth of auto parts companies in Indonesia parallels the development of the automotive sector and the increasing need for automotive maintenance and repairs. In recent years, many local auto parts businesses have emerged, offering quality products to meet growing market demands. This trend is driven by the rise in the number of vehicles on the roads, leading to a higher demand for both original and aftermarket spare parts. Furthermore, technological innovation and rising quality standards have pushed companies to compete not only domestically but also internationally. Government support in the form of incentives and infrastructure development also contributes to the industry's growth. Despite challenges such as intense competition and raw material price fluctuations, the auto parts sector in Indonesia continues to adapt and innovate, becoming a vital part of the national automotive industry.

PT. Autostar Mandiri Teknotama (AMT) is a trading company established in 1999, engaged in the distribution of automotive spare parts, and serves as a Dealer Parts for PT. Astra International. Every company aims to continuously improve customer purchase decisions. A purchase decision is a process in which a consumer manages knowledge or information to select the most preferred product to meet their needs (Wangsa, et al., 2022). However, AMT currently faces several issues related to purchase decisions, as the increasing number of alternative products makes customers more selective and inclined to choose the best company that meets their expectations and needs.

This reflects an instability in the company's sales performance, which could indicate difficulties in maintaining growth momentum amidst various challenges. This instability may also be linked to consumer purchase decisions being influenced by doubts about the quality of the spare parts offered. Consumer habits in purchasing certain parts may be disrupted due to poor experiences, such as discrepancies between product specifications and what was promised or substandard durability. Additionally, frequent purchases may decline due to customer dissatisfaction, prompting them to switch to brands they consider more reliable and consistent.

Initial observations indicate that the decline in customer purchases at AMT may be due to ineffective sales promotions or lack of proper customer relationship management. Sales promotion involves short-term incentives or activities that stimulate customers to make purchases. Techniques include cashback offers, discounts, rebates, premiums, samples, contests, and other benefits (Suryana, 2024). These promotions aim to increase product appeal and influence consumer purchase decisions in both short and long terms. The importance of sales promotion lies in its ability to boost product appeal, influence consumer behavior, and strengthen a company's market position.

Relationship marketing is a process of identifying, building, maintaining, enhancing, and when necessary, terminating relationships with consumers and stakeholders to achieve profitability and organizational goals (Rizal, 2020). Customer Relationship Management (CRM) is a strategy that focuses on building, managing, and maintaining strong customer relationships. CRM leverages technology, processes, and data to better understand customer needs, enhance interactions, and provide more personalized and effective service. Its main objective is to increase customer satisfaction and loyalty, ultimately contributing to business growth.

CRM systems also help companies manage customer information, track sales activities, and optimize marketing campaigns for better results. The decline in customer purchases at AMT is strongly suspected to be due to ineffective sales promotion efforts. Sales promotion is crucial for capturing consumer attention, generating interest, and driving short- and long-term purchasing behavior. However, when promotional activities are rarely carried out or neglected, the company's ability to attract new customers or retain existing ones

diminishes. At AMT, promotions such as discounts and sample giveaways come with conditions—such as minimum purchase thresholds—making them less accessible. In a competitive industry, customers are inclined to switch to competitors who offer more attractive, creative promotions like bundling or loyalty programs.

As a result, AMT loses its competitive edge in retaining and boosting sales. The lack of appealing promotions also leads to reduced motivation to purchase, especially when customers feel they receive no added value or incentive to shop with the company. Thus, the company's low promotional activity contributes to reduced customer purchases, as consumers feel less compelled to continue doing business with AMT.

CRM-related issues are also evident. While the company has attempted some CRM activities, the lack of a structured CRM system hampers its ability to build strong relationships with customers. Without effective CRM, the company cannot adequately track customer preferences and needs, resulting in impersonal and unsatisfactory customer experiences. Poorly managed communication leaves customers feeling undervalued, decreasing satisfaction. Additionally, disorganized customer interaction data makes it hard for the company to identify sales opportunities or provide appropriate services. All these factors contribute to declining customer purchases, as consumers gravitate toward competitors that offer better and more responsive service.

REVIEW OF LITERATURE

Purchase Decision

A purchase decision is an integration process that combines knowledge to evaluate two or more behavioral alternatives and choose one of them (Arif and Yani, 2023). Thus, it can be concluded that a purchase decision is an essential step taken by consumers before choosing to buy a product or use a service offered by a company. This decision-making process is not only influenced by the information about the product or service provided but also heavily depends on consumer behavior, which includes various factors such as needs, preferences, previous experiences, and external influences such as reviews or advertisements.

A purchase decision is the mental process and action taken by a consumer in choosing to buy a product or service after considering several factors. This decision involves steps

such as need recognition, information search, evaluation of alternatives, and finally, making a purchase. Purchase decisions are influenced by various rational and emotional elements that shape consumers' choices in selecting a particular product or service. According to Lotte et al. (2023), there are three indicators to determine a purchase decision:

1. Confidence in a product

When making a purchase, consumers choose from several alternatives. The choices are based on quality and other factors that give consumers the confidence to buy the needed product. Good product quality motivates consumers and contributes to their satisfaction.

2. Habitual purchasing

Habit refers to the continuous repetition of buying the same product. When consumers have made a purchase decision and feel attached to the product, especially if they benefit from it, they may feel uncomfortable buying another product.

3. Speed of purchase

Consumers often make decisions using simple choice rules (heuristics).

Sales Promotion

Sales promotion is a short-term promotion aimed at encouraging consumer purchases of a good or service (Prasetyo et al., 2018). Sales promotion involves activities that offer purchase incentives or added value for buyers, targeted at consumers, distribution intermediaries, or sales personnel (Hapsari et al., 2020). Sales promotion is a media and non-media marketing effort to stimulate consumer trials, increase demand, or improve product quality (Setiadi, 2019).

Therefore, it can be concluded that sales promotion is a series of activities conducted by companies to introduce, disseminate, or offer products or services to the public. The primary goal of sales promotion is to attract potential customers' attention, generate interest, and encourage them to make a purchase. Through various methods and strategies such as discounts, vouchers, or giveaways, companies aim to create additional appeal that influences consumer decisions and boosts sales.

Sales promotions are designed to be as attractive as possible across various media channels. The objective is to inform, influence, persuade, and remind both existing and potential customers. According to Rangkuti (2013), the indicators of sales promotion are:

1. Offering something for free

By offering free samples to everyone in the store, regardless of whether they make a purchase, this strategy introduces consumers to products they might not have previously considered, often in a friendly way.

2. Providing coupons or special discount offers

One effective way to get people excited about their next purchase is to offer coupons. It's interactive and makes customers feel like they are playing a game and getting more than just a regular discount.

3. Offering loyalty-related programs

Reward and loyalty programs—even those that don't yield immediate benefits—can be powerful motivators for customers.

4. Running sweepstake programs

Sweepstakes are promotional programs that allow consumers to win prizes by participating in certain activities. The prizes usually include products, shopping vouchers, or travel packages.

Customer Relationship Marketing

Relationship marketing is a marketing strategy based on building relationships or networks in the exchange of goods or services, with the primary goal of enhancing marketing productivity and increasing mutual value (Suwanto, 2023). Relationship marketing is the type of relationship established by companies with customers to retain certain customer segments (Kurniulah, 2021).

Thus, it can be concluded that relationship marketing includes a range of activities focused on building, maintaining, and developing mutually beneficial relationships between the company and its customers. This process aims to deliver added value and optimal satisfaction to customers, making them feel appreciated and motivated to remain loyal to the company. Through strong relationships, customers are expected to make repeat purchases and become loyal patrons who support the company's sustainability and growth.

Relationship marketing is an approach that emphasizes building and maintaining long-term, mutually beneficial relationships between companies and customers. To build a good relationship, a company must pay attention to three key aspects (Rizal, 2020):

1. Trust

Efforts to build consumer trust, consisting of harmonious attributes, mutual acceptance, and ease of interaction.

2. Familiarity

Creating a situation in which a customer feels comfortable in the relationship, consisting of personal understanding and awareness attributes.

3. Professional Awareness

Demonstrating extra attention, especially in responding to customer complaints directly and attentively.

RESEARCH METHOD

The research was conducted at PT. Auto Star Mandiri Teknotama, located at Jalan Gatot Subroto No.132 A-B, Silalasa, Medan. The research was carried out from March to April 2025. This study uses a quantitative research method, which is a method used to investigate the formulated problem statements by utilizing numerical data. Quantitative data refers to data expressed in numbers, such as income, population numbers, consumption levels, interest rates, and other numerical indicators (Rangkuti, 2019; Situmorang, 2022). The population in this research includes all individuals, objects, or entities that possess specific characteristics relevant to the research problem. A population is defined as the total number of subjects being studied to make generalizations or draw conclusions (Wahyudi, 2019; Arifin, 2019). In this study, the population consists of all customers who made purchases from the company during 2024, totaling 153 stores that have been subscribed for more than one year. The sample is a subset of the population selected through a specific technique for further analysis. Its purpose is to represent the population as accurately as possible so that the research findings can be generalized. Although research is conducted on a sample rather than the entire population, the results can still be applied to the population as a whole (Wahyudi, 2019; Jaya, 2019). Given that the total population in this study consists of only

153 stores, the sampling technique used is saturated sampling, where the entire population is taken as the sample.

RESULTS AND DISCUSSION

Normality Test

The normality test is for screening the normality of the data, which aims if there is normality, then the residuals will be distributed normally and independently. For testing the normality of the data, in this study the normality test will be detected through graphical analysis and statistics generated through regression calculations. A good regression model is to have a normal or close to normal data distribution. For the measurement of data normality, if the histogram graph follows a normal curve that forms mountains or bells, the data will be normally distributed. The normality test can be done in 2 ways, namely with a histogram graph and a normal probability plot of regression. If the data spreads around the diagonal line and follows the direction of the diagonal line, the histogram graph and the normal probability plot of regression show a normal distribution pattern, then the regression model fulfills the assumption of normality. If the data spreads far from the diagonal line and/or does not follow the direction of the diagonal line, the histogram graph of normal probability plot of regression does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

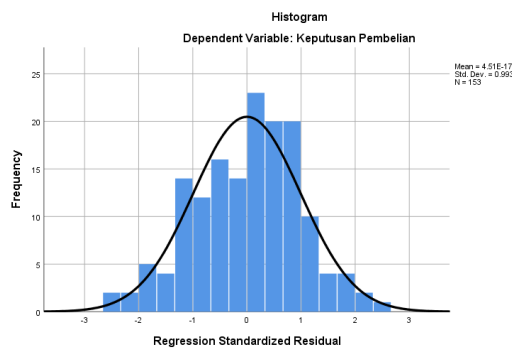


Figure 1.
Histogram Graphic

Based on the picture above, it can be seen that the line forms a bell, neither to the left nor to the right. This shows that the data are normally distributed and meet the assumption of normality.

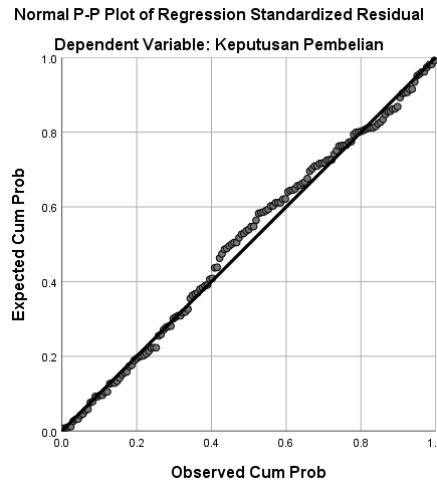


Figure 2.

Normal Probability Plot of Regression Graphic

Based on the picture above, it can be seen that the data (dots) are spread around the diagonal line and follow the diagonal line. So, from the picture, it can be concluded that the residuals of the regression model are normally distributed.

One of the normality tests is to use Kolmogorov-Smirnov with the following criteria:

1. If the value of Asymp. Sig. > 0.05, the data is normally distributed.
2. If the value of Asymp. Sig. < 0.05, the data is not normally distributed.

Table 1.

One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		153
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.18187128
Most Extreme Differences	Absolute	.060
	Positive	.033
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Research Result, 2025

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significance value is greater than 0.1, namely 0.200, so it can be concluded that the data is classified as normally distributed.

Multicollinearity Test

The multicollinearity test is used to see the relationship between the independent variables so that the simple linear regression test does not use the multicollinearity test because the simple regression test only has one independent variable. The basis for decision making in the multicollinearity test are:

1. There is no multicollinearity if the tolerance value is greater than 0.1 and the VIF (Variance Inflation Factor) value is less than 10.
2. Multicollinearity occurs if the tolerance value is less than 0.1 and the VIF (Variance Inflation Factor) value is greater than or equal to 10.

Table 2.
Multicollinearity Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.045	1.161		5.207	.000		
	Sales Promotion	.323	.048	.437	6.703	.000	.736	1.358
	Customer Relationship Marketing	.302	.049	.401	6.146	.000	.736	1.358

a. Dependent Variable: Purchase Decision

Source: Research Result, 2025

Based on the table above, it can be seen that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10, which can be concluded that there is no problem in the multicollinearity test.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The measurement method uses a scatterplot where if there is a certain pattern, such as points that form a certain regular pattern, it identifies heteroscedasticity and vice versa if there is no clear pattern, and the points spread above and below the number 0 on the Y axis. , then there is no

heteroscedasticity. If the t test for the independent variable has a sig value > 0.05 (5%), then it can be ascertained that there is no heteroscedasticity.

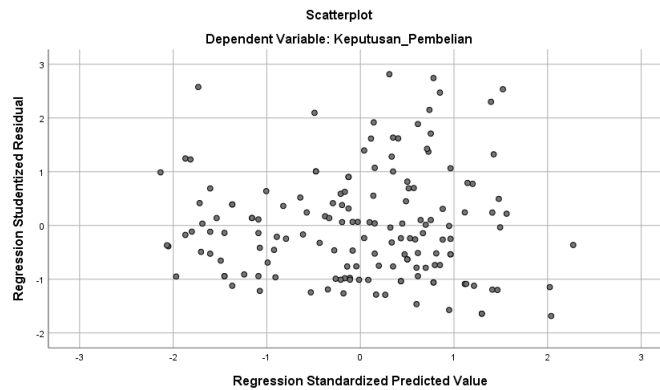


Figure 3.
Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the points spread randomly and do not form a clear pattern, and spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on the input of the independent variable.

Multiple Linear Regression Analysis

Based on the number of independent variables, the regression is divided into 2, namely simple linear regression and multiple linear regression. For simple linear regression, it only consists of one independent variable and one dependent variable, while for multiple linear regression, it consists of 2 or more independent variables and one dependent variable.

Table 3.
Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.045	1.161		5.207	.000		
	Sales Promotion	.323	.048	.437	6.703	.000	.736	1.358
	Customer Relationship Marketing	.302	.049	.401	6.146	.000	.736	1.358

a. Dependent Variable: Purchase Decision

Source: Research Result, 2025

$$\text{Purchase Decision} = 6.045 + 0.323 \text{ Sales Promotion} + 0.302 \text{ Customer Relationship Marketing}$$

Based on the equation above, the interpretation is as follows:

1. The constant (a) = 6.045, meaning that if the independent variables, namely Sales Promotion (X_1) and Customer Relationship Marketing (X_2) are equal to 0, then the Purchase Decision (Y) is 6.045.
2. If there is an increase in Sales Promotion, the Purchase Decision will increase by 32.3%.
3. If there is an increase in Customer Relationship Marketing, the Purchase Decision will increase by 30.2%.

Coefficient of Determination

R Square (R^2) is often referred to as the coefficient of determination is to measure the goodness of fit of the regression equation, which is to provide the proportion or percentage of total variation in the dependent variable described by the independent variable. The value of R^2 lies between 0 – 1 and the fit of the model is said to be better if R^2 is getting closer to 1. Therefore, to compare two R^2 from two models, one must take into account the number of independent variables in the model. This can be done using Adjusted R Square. The term adjustment means that the value of R^2 has been adjusted to the number of variables (degrees of freedom) in the model. Indeed, this adjusted R^2 will also increase as the number of variables increases, but the increase is relatively small. It is often also recommended, if there are more than two independent variables, it is better to use Adjusted R Square.

Table 4.
Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729 ^a	.531	.525	2.196

a. Predictors: (Constant), Customer Relationship Marketing, Sales Promotion

b. Dependent Variable: Purchase Decision

Source: Research Result, 2025

Based on the table above, the Adjusted R Square coefficient value is 0.626. This indicates that the variables Sales Promotion (X_1) and Customer Relationship Marketing (X_2) can explain their influence on Purchase Decision (Y) by 52.5%. Meanwhile, the remaining 47.5% is influenced by other independent variables that were not analyzed in this study.

Simultaneous Hypothesis Testing (F Test)

The F-statistical test basically shows whether all independent or independent variables included in the model have a joint effect on the dependent variable. The following are the steps in the F statistical test at the 95% confidence level with degrees of freedom $df_1 = (k-1)$ and $df_2 = (n-k)$.

Criteria:

If $F_{count} > F_{table}$, H_0 is rejected and H_a is accepted.

If $F_{count} < F_{table}$ H_0 is accepted and H_a is rejected.

If $p < 0.05$, H_0 is rejected and H_a is accepted.

If $p > 0.05$ H_0 is accepted and H_a is rejected.

Table 5.
Simultaneous Hypothesis Testing (F Test)
ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	819.336	2	409.668	84.922	.000 ^b
	Residual	723.605	150	4.824		
	Total	1542.941	152			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Customer Relationship Marketing, Sales Promotion

Source: Research Result, 2025

Based on the table above, the F-table value is 3.06 with a significance level of $\alpha = 5\%$ (0.05), while the calculated F-value (Fhitung) is 84.922 with a significance value of 0.000. These findings indicate that the study accepts H_a and rejects H_0 . The comparison between the calculated F-value and the F-table value proves that, simultaneously, Sales Promotion and Customer Relationship Marketing have a significant influence on Purchase Decision.

Partial Hypothesis Test (t Test)

The t-test is a test carried out to determine the relationship between the independent variable to the dependent variable partially. The level of significance is 5%.

Criteria:

If $t_{count} > t_{table}$, H_0 is rejected and H_a is accepted.

If $t_{count} < t_{table}$ H_0 is accepted and H_a is rejected.

If $p < 0.05$, H_0 is rejected and H_a is accepted.

If $p > 0.05$ H_0 is accepted and H_a is rejected.

Table 6.
Partial Hypothesis Test (t Test)

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	6.045	1.161		5.207	.000		
Sales Promotion	.323	.048	.437	6.703	.000	.736	1.358
Customer Relationship Marketing	.302	.049	.401	6.146	.000	.736	1.358

a. Dependent Variable: Purchase Decision

Source: Research Result, 2025

Based on the table above, the findings indicate:

1. For the Sales Promotion variable (X_1), the t-value is 6.703, which is greater than the t-table value (1.975), with a significance level of 0.000, which is less than 0.05. This suggests a significant positive partial influence between Sales Promotion and Purchase Decision.
2. For the Customer Relationship Marketing variable (X_2), the recorded t-value is 6.146, which is also greater than the t-table value (1.975), with a significance level of 0.000, which is less than 0.05. Therefore, it can be concluded that Customer Relationship Marketing has a significant partial influence on Purchase Decision.

CONCLUSION

The conclusion of this research is as follows:

1. There is a significant influence of sales promotion on customer purchase decisions for the products of PT. Auto Star Mandiri Teknotama Medan.
2. There is a significant influence of customer relationship management on customer purchase decisions for the products of PT. Auto Star Mandiri Teknotama Medan.

3. There is a significant influence of sales promotion and customer relationship management on customer purchase decisions for the products of PT. Auto Star Mandiri Teknotama Medan.

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