Journal of Principles Management and Bussines
Volume 05, No. 01 (2026)
ISSN : 2830-5469 (ONLINE)
Page : 67-82

How Trade Promotion and Price Margins Drive Retailers Procurement Decisions in the Digital Distribution Era

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ABSTRACT

This study examines the influence of promotional strategies and pricing mechanisms on retailers' purchasing decisions within the business-to-business (B2B) distribution ecosystem of internet data voucher packages. The research was conducted at PT Distribusi Voucher Nusantara (PT DIVA), an authorized distributor serving retail partners across Bogor Regency, Indonesia. A quantitative survey approach was employed using proportional random sampling, with data collected through structured questionnaires administered to active retail partners. The data were analyzed using multiple linear regression supported by validity, reliability, and classical assumption tests. The findings reveal that both promotional strategies and pricing have positive and significant effects on retailers' purchasing decisions, both individually and simultaneously. These results indicate that effective promotional programs combined with competitive pricing play a crucial role in strengthening retailers' purchasing intentions and enhancing distributor–retailer relationships in the B2B market. This study contributes to the literature on B2B marketing by highlighting the strategic importance of promotion and pricing in the telecommunications distribution sector and provides practical implications for distributors seeking to improve retail partner engagement and purchasing performance within Indonesia's rapidly evolving digital economy.

Keywords : B2B Marketing, internet data packages, pricing strategy, promotional incentives, purchasing decisions.

A. INTRODUCTION

The competitive landscape of the telecommunications distribution industry forces authorized channel partners to optimize transactional relationships with independent retail stores (Kotler & Keller, 2016). In the modern economy, the internet has become a fundamental human need comparable to food, clothing, and shelter facilitating daily activities and driving a high number of internet users in Indonesia (Sitorus & Sembiring, 2023). This market dependence has increased along with the massive digitalization of commerce in Indonesia. The latest data from the Indonesian Internet Service Providers Association shows a peak of 235 million active users, demanding efficient real-time product distribution (APJII, 2026). This vast distribution network is triggering a shift in retail purchasing behavior, transforming independent store owners into rational buyers sensitive to trade promotions and downstream pricing flexibility (Pratama & Nugroho, 2023). Relational value mechanisms build a strong positive correlation in driving transactional intent across various technology service platforms (Rakhmawati & Farisi, 2024).

This dynamic landscape creates opportunities for telecommunications companies to deliver products aligned with market demand through internet data voucher packages (Alma, 2021). PT Distribusi Voucher Nusantara (PT DIVA), as the official partner of Indosat Ooredoo Hutchison in Bogor Regency, manages an operational area spanning seven sub-districts, supported by 17 active sales representatives serving 1,110 retail stores. Strategic dealers ensure product availability, expand market penetration, and drive operator sales targets at the local level (Pearce & Robinson, 2014). Implementing an integrated retail marketing mix strategy is a prerequisite for accelerating business productivity, attracting purchasing interest, and securing customer retention (Farisi et al., 2024).

PT DIVA operates within an environment characterized by market competition from fellow Indosat dealers and distributors representing competing telecommunication operators. This challenging landscape compels PT DIVA to execute marketing strategies capable of maintaining retailer loyalty while expanding sales volume (Swastha & Irawan, 2018). In business-to-business (B2B) marketing interactions between dealers and retailers, promotional factors and pricing mechanisms represent critical determinants that dictate a retailer's decision to procure products (Kotler & Armstrong, 2018). Digital promotion centered on relationship cultivation demonstrates an impact on partner purchasing decisions within modern distribution networks (Vieira & Almeida, 2023). Managed digital-based marketing activities alongside price perception stimulate consumer psychological aspects, which culminate in transactional purchasing decisions (Farisi & Rahmawati, 2025).

Scarcity tactics serve as an important marketing tool, where cues signaling a product's actual or potential unavailability increase its perceived value and attractiveness, ultimately increasing consumer purchase intentions (Barton et al., 2022). The physical environment and visual stimuli in retail environments engage consumers' emotional responses and accelerate behavioral purchasing decisions (Lutfiani et al., 2023). In dual-channel supply chains, pricing strategies are heavily influenced by the showrooming effect, where consumers inspect products offline before purchasing online, and the prevailing channel power structure, which collectively determine wholesale prices and retail demand (Chen et al., 2026). Furthermore, although many retailers integrate promotional incentives into loyalty programs to drive engagement, research suggests that such initiatives may have a limited impact on long-term customer lifetime value and, in some cases, temporarily reduce purchase frequency by reducing the urgency of reward redemption (Nishio & Hoshino, 2024). Superior product quality and strong brand equity are key determinants governing consumer purchasing decisions (Tabar & Farisi, 2023).

Prior empirical studies offer divergent findings regarding the explicit impact of promotional initiatives and pricing mechanisms on purchasing decisions. Research demonstrates that both promotion and price exert a substantial influence on purchasing decisions (Jaya & Mutiara, 2022). Investigations on cosmetic products reveal that promotion significantly governs purchasing choices, whereas price exhibits no significant effect (Sani et al., 2022). In the automotive dealership sector, promotion significantly affects decisions, whereas price does not (Fadillah, 2023). Other studies show that promotion and price partially exert a significant direct effect on purchasing decisions (Muwazirullah & Iskandan, 2025). Promotional strategies and pricing mechanisms simultaneously influence customer satisfaction within micro, small, and medium enterprises (Mutiara et al., 2025).

A distinct research gap exists characterized by inconsistent empirical results regarding the precise influence of promotion and price on purchasing decisions, indicating that the efficacy of promotional campaigns and pricing structures fluctuates depending on product classification and geographic settings. A substantial body of existing literature concentrates on final end-consumers, overlooking retail actors and distribution partners who play a critical role in the product supply chain. Within the contemporary retail environment, conventional promotional factors are supplemented by digital information instruments such as online customer reviews and ratings which transform into decisive variables that foster institutional trust and navigate structural purchasing decisions (Priyatin & Farisi, 2023). Therefore, this study aims to empirically analyze the explicit influence of trade promotion and price margins on the procurement decisions of retail partners at PT Distribusi Voucher Nusantara in Bogor Regency.

B. THEORETICAL

According to Kotler & Keller (2016), the marketing mix represents a strategic combination of operational elements designed by a company to influence target markets and achieve organizational goals. The classic framework conceptualized as the 4Ps of Product, Price, Place, and Promotion must be managed in an integrated manner to deliver superior customer value (Tjiptono, 2020). Kotler & Armstrong (2018) assert that the success of a wholesale marketing strategy depends on an organization's ability to formulate optimal alignment among these elements rather than treating them as isolated tactics. In the contemporary B2B digital distribution landscape, the operational marketing mix directly determines how independent channel partners evaluate supplier relationships and transactional continuity (Alma, 2021). This empirical study selectively focuses on the synergistic mechanisms of Trade Promotions and Price Margins, given their direct and interconnected consequences on the supply chain ecosystem and downstream procurement behavior.

The Role of Trade Promotions in Guiding Retailer Procurement Decisions

Trade promotions serve not only as isolated information channels but also as dynamic persuasive mechanisms designed to build strong value perceptions that drive retailers' procurement decisions (Lupiyoadi, 2020). In a business-to-business (B2B) operational context, promotional implementation relies heavily on structured sales incentives, retail loyalty frameworks, and joint marketing support initiatives (Stanton, 2012). These promotional strategies play a crucial role in expanding market reach and accelerating product sales volume (Muyasar, 2025).

Trade promotions have evolved beyond isolated marketing tactics, functioning instead as critical drivers of procurement velocity. Retailers respond favorably to performance-based incentive programs, which effectively stimulate replenishment frequency and cultivate enduring channel partner loyalty (Kumar & Dixit, 2023). Furthermore, integrating digital marketing transformation has become a cornerstone of long-term B2B strategic planning; specifically, the adoption of optimized digital strategies fundamentally reshapes customer attitudes and purchase intentions within the procurement supply chain (Hien & Nhu, 2022). Targeted digital initiatives designed to nurture long-term relationships have also shown a tangible impact on the procurement decisions of partners operating within fragmented retail networks (Vieira & Almeida, 2023). At the dealership level, visual promotional stimuli and the physical environment serve as powerful levers that engage consumer emotions, thereby bolstering retailer confidence when executing high-volume procurement orders (Lutfiani et al., 2023). Finally, research highlights that the efficacy of price promotions is heavily mediated by perceived time pressure, as consumers demonstrate a distinct preference for value-based service extensions over conventional cash discounts or percentage-based price cuts (Ercan et al., 2025).

The Impact of Wholesale Price Margins on Sustainable Channel Procurement.

Wholesale pricing strategies must be carefully formulated to accurately reflect product value while maintaining downstream market competitiveness (Kotler & Keller, 2016). Price significantly determines the perceived quality and economic viability of a product. Uncompetitive pricing structures suppress retail purchasing power, while fair price alignment expands order volume and strengthens collaborative alliances (Tjiptono, 2019, 2020).

In business-to-business (B2B) markets, price serves as a signal of value and quality that directly influences institutional trust and the purchasing decisions of business partners (Hinterhuber & Liozu, 2024). The pricing structure offered by dealers to retailers is inseparable from procurement behavior because it determines the appropriate profit margins retailers can achieve and the store's competitive position when reselling products to end consumers (Stanton, 2012). Competitive pricing structures expand retail procurement volume, particularly for highly substitutable products such as internet data packages (Lee & Chen, 2023). This concept of price alignment must be balanced with commodity quality assurance, as superior product quality and strong brand equity are key determinants that consistently drive consumer purchasing decisions (Tabar & Farisi, 2023). Effectively managed price perceptions, coupled with digital marketing activities, stimulate consumer psychology, ultimately leading to transactional purchasing decisions (Farisi & Rahmawati, 2025).

Conceptualizing Retailer Procurement Decisions in the Distribution Ecosystem

Business-to-business (B2B) purchasing decisions are highly rational processes in which institutional actors identify operational needs, seek channel information, and evaluate supply alternatives (Kotler & Keller, 2016). Procurement decisions differ significantly from individual end-consumer choices because they involve operational variables such as margin security, stock availability, and the dynamics of long-term relationships between parties in the distribution channel (Engel et al., 2019).

Procurement decisions in modern retail are increasingly governed by a rational combination of price margins, promotional incentives, and the structural stability of supplier relationships (Wang & Zhang, 2024). Business sustainability in the retail and distribution sector is largely determined by the consistency of purchase and sales transaction volumes, which are ultimately determined by the purchasing decisions of business partners or customers (Hasanudin et al., 2024). Conventional promotional factors are complemented by digital information instruments such as online customer reviews and ratings, which have become determinants that foster institutional trust and guide structural purchasing decisions (Priyatin & Farisi, 2023). Therefore, retailers' procurement decisions act as the ultimate behavioral outcome driven simultaneously by financial incentives from trade promotions and the economic feasibility of wholesale price margins.

C. METHODOLOGY

This study employs a quantitative approach with a survey method to analyze the influence of promotion and price on purchasing decisions for internet data voucher packages. The research was conducted at PT Distribusi Voucher Nusantara (PT DIVA), operating within the Bogor Regency, over a period spanning from October 2025 to February 2026. The research population comprises all retail stores partnering with PT DIVA in Bogor Regency, totaling 1,110 retailers. The sample size was determined utilizing the Slovin formula with a 10% margin of error, yielding 92 respondents. The sampling technique deployed was proportional random sampling to ensure each sub-district maintained a balanced proportion of respondents.

The data used consists of primary and secondary data. Primary data was gathered through a questionnaire structured using a five-point Likert scale (1–5) and distributed to active partner retailers. Secondary data was obtained from corporate documents, internal reports, as well as relevant literature and scientific journals. The independent variables in this study are promotion (X_1) and price (X_2), while the dependent variable is the purchasing decision (Y). Promotional indicators encompass advertising, discounts, sales promotions, and marketing activities. Pricing indicators include price affordability, alignment of price with product quality, price competitiveness, and price discounts. Purchasing decisions are measured through product need, price consideration, purchasing interest, repeat procurement, and post-purchase satisfaction. Data analysis was executed utilizing SPSS version 25, incorporating validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-test (partial evaluation), F-test (simultaneous evaluation), and the coefficient of determination (R^2). The application of multiple linear regression in marketing research is considered highly effective for measuring the simultaneous influence of promotional and pricing variables on purchasing decisions (Hair et al., 2023).

D. RESULTS AND DISCUSSION

The respondents for the questionnaires distributed in this study consisted of 92 retailers. All 92 distributed questionnaires contained complete data, allowing for the processing of data from all 92 respondents. Subsequently, the profile of the respondents is detailed in the table presented below:

Table 2. Respondent demographics

Demographics	Frequency	Percentage
Gender		
Male	65	71%
Female	27	29%
Age		
20 - 30 Years Old	27	29%
31 - 40 Years Old	36	39%
41 - 50 Years Old	24	26%
51 - 60 Years Old	5	5%
Highest Education Level Junior High	8	9%
School (SLTP) Senior High School	50	54%
(SLTA) Associate Degree (D3) Bachelor's	11	12%
Degree (S1)	23	25%
Duration of Retail Partnership < 1 Year		
1-3 Years	11	12%
> 3 Year	25	27%
	56	61%
Monthly Income		
< 10 Million IDR	62	67%
10 - 20 Million IDR	21	23%
21 - 30 Million IDR	4	4%
31 - 40 Million IDR	1	1%
> 40 Million IDR	4	4%

Source: Processed data, 2026.

Based on Table 2, the descriptive analysis of the 92 respondents indicates that the sample is predominantly male, accounting for 65 individuals (71%), whereas female respondents comprise 27 individuals (29%). In terms of age distribution, the sample is dominated by the 31–40 age bracket with 36 individuals (39%), followed by the 20–30 age group with 27 individuals (29%), the 41-50 cohort with 24 individuals (26%), and the 51–60 segment with 5 individuals (5%), demonstrating that the majority of retail partners operate within their productive prime age. Regarding the highest educational attainment, a substantial majority of the respondents have completed senior high school (SLTA), totaling 50 individuals (54%), followed by bachelor's degree (S1) holders at 23 individuals (25%), associate degree (D3) holders at 11 individuals (12%), and junior high school (SLTP) graduates at 8 individuals (9%). Evaluated by the duration of the retail partnership, a notable majority of respondents have maintained an active partnership with the company for more than three years, representing 56 individuals (61%), while those with a partnership tenure of 1–3 years and less than one year account for 25 individuals (27%) and 11 individuals (12%), respectively. Lastly, regarding monthly income, the majority of respondents generate an income below 10,000,000 IDR, totaling 62 individuals (67%), followed by the 10,000,000–20,000,000 IDR income bracket with 21 individuals (23%), whereas respondents earning above 20,000,000 IDR constitute a relatively small proportion of the sample.

Table 3. Validity test

Variabel	Statement Item	R Count	R Table	Decision
Promotion (X1)	P1	0,679	0,2028	Valid
	P2	0,780	0,2028	
	P3	0.730	0,2028	
	P4	0,695	0,2028	
	P5	0,744	0,2028	
Price (X2)	P1	0,715	0,2028	Valid
	P2	0,746	0,2028	
	P3	0,787	0,2028	
	P4	0,668	0,2028	
	P5	0,817	0,2028	
Purchasing Decision (Y)	P1	0,680	0,2028	Valid
	P2	0,752	0,2028	
	P3	0,843	0,2028	
	P4	0,851	0,2028	
	P5	0,759	0,2028	

Source: Processed data, 2026.

Based on Table 3, all measurement items for variables X_1, X_2, and Y are declared valid. The empirical criterion applied dictates that an item is deemed valid if the calculated r-value (rcount) exceeds the critical r-table value (rtable>0.2028).

Table 4. Reliability Test

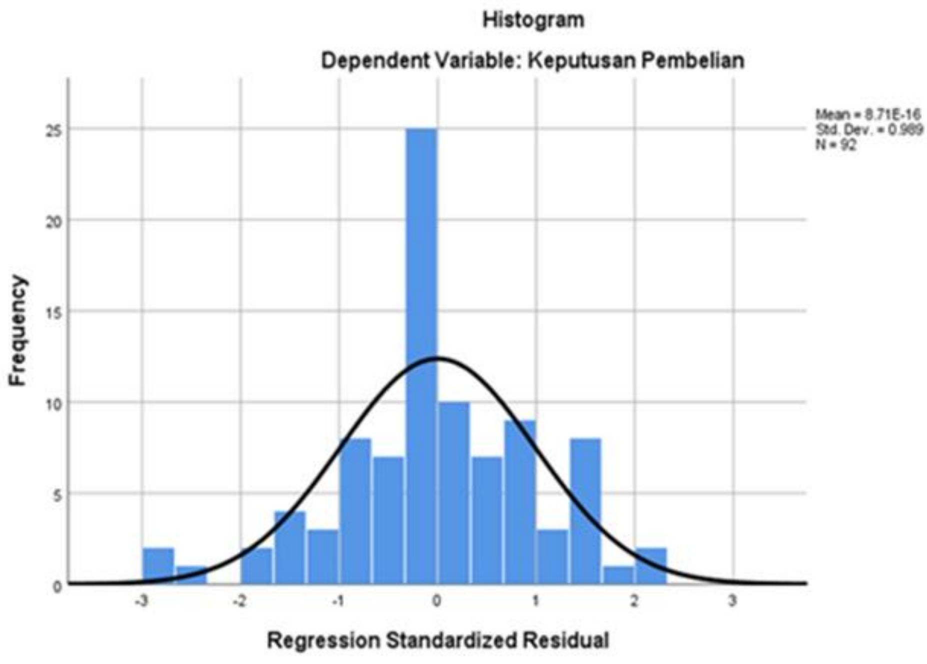
No	Variabel	*Cronbach's Alpha*	Information
1	Promotion	0.861	Reliabel
2	Price	0.869	Reliabel
3	Purchasing Decision	0.882	Reliabel

Source: Processed data, 2026.

Based on Table 4, the reliability testing for the promotional variable (X_1), pricing variable (X_2), and purchasing decision variable (Y) yielded Cronbach's Alpha coefficients of 0.861, 0.869, and 0.882, respectively. Because all calculated coefficients exceed the standard acceptable threshold of 0.60, it can be concluded that all measurement instruments in this study demonstrate high internal consistency and reliability, thereby validating the data for further statistical analysis.

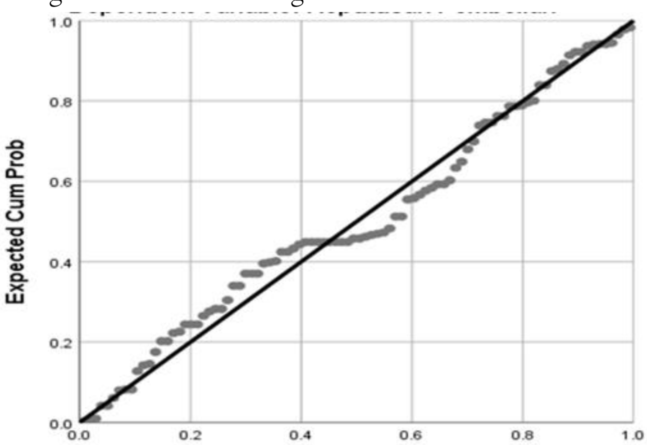
Classical Assumption Testing

Figure 1. Residual Histogram Results



Based on Figure 1, the mean residual value is 8.71E −16 (approximately 0) with a standard deviation of 0.989, demonstrating that the residuals are well-standardized and free from statistical bias. From the structural distribution displayed in the residual histogram, it can be concluded that the residual data within the regression model successfully satisfies the assumption of normality.

Figure 2. P - Plot of regression standardized residual



Based on Figure 2, the Normal P - Plot of Regression Standardized Residual analysis reveals that the residual data points closely cluster around the diagonal line and follow its trajectory. This structural distribution pattern indicates that the regression model residuals are normally distributed.

Table 5. t-test results

Model		Unstandarized Coefficients B	Unstandarized Coefficients Std. Error	Standarized Coefficient Beta	t	Sig
1	(Constant)	4.460	1.310		3.404	.001
	Promotion	.763	.065	.780	11.814	.000
	Price	.801	.057	.827	13.975	.000

Source: Processed data, 2026.

Trade Promotion Variable Analysis

The empirical results of this study validate that trade promotions exert a positive and statistically significant partial influence on retailers' digital data voucher procurement decisions. This relationship is structurally supported by the calculated t-value of 11.814, which substantially exceeds the critical t-table threshold, along with a significance value of 0.000. In the business-to-business (B2B) ecosystem, trade promotions serve not only as tactical short-term marketing incentives; rather, they serve as vital corporate relational incentives that directly impact retail partners' operational cost calculations. When PT Distribusi Voucher Nusantara provided targeted channel incentives, performance bonuses, and collaborative co-marketing tools, this significantly reduced perceived transaction risk and inventory holding costs borne by independent store owners. This empirical trajectory aligns with the relationship marketing mix framework, which posits that appropriate B2B promotional investments stimulate organizational purchasing velocity by strengthening supplier reliability (Kotler & Keller, 2016;

Tjiptono, 2020). Furthermore, these findings align with the longitudinal findings of Vieira and Almeida (2023), which showed that a tailored promotional framework in a fragmented distribution network improves structural channel alignment and secures repeat purchases. The local success of this promotional campaign also reflects empirical evidence from Baharsyah et al. (2023) and Rahman and Sari (2024), which show that consistent promotional configurations accelerate channel partner engagement, regardless of product classification or regional variations.

Price Margin Variable Analysis

In the modern digital voucher sector, product differentiation among network operators is virtually non-existent, making pricing strategy a primary mechanism for securing distribution channel loyalty. Independent retail partners operate as profit-maximizing economic entities, whose transactional loyalty is inherently linked to commercial viability and competitive security. The wholesale price configuration set by PT Distribusi Voucher Nusantara directly determines the downstream profit margins that stores can achieve, establishing their economic position when reselling vouchers to end consumers. This dynamic strongly reinforces the theory of value-based pricing in corporate networks, which posits that competitive business pricing serves as an institutional signal of structural quality and margin security (Hinterhuber & Liozu, 2024; Stanton, 2012). These results align with the empirical findings identified by Lee and Chen (2023), who argued that in highly saturated digital commodity markets, price optimization is a critical driver for expanding channel procurement volume. These findings also confirm previous work by Jaya and Mutiara (2022) and Muwazirullah and Iskandan (2025), where appropriate pricing structures successfully eliminated operational barriers and accelerated downstream purchasing choices.

Table 6. F-test results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1238.532	2	619.266	140.680	.000[b]
	Residual	391.773	89	4.402		
	Total	1630.304	91			

Source: Processed data, 2026.

Based on Table 6, the simultaneous test results indicate that the promotional variable (X1) and pricing variable (X2) combined exert a significant effect on the purchasing decision variable (Y), as demonstrated by a calculated F-value that exceeds the critical F-table value (140.680 > 3.095) along with a significance value of 0.000 < 0.05. These metrics confirm that Ha 3 is accepted, meaning there is a simultaneous significant influence of promotion (X1) and price (X2) on purchasing decisions (Y). This finding aligns with prior empirical research establishing that the combined effectiveness of promotional activities and pricing strategies directly drives the loyalty and purchasing decisions of distribution partners (Rahman & Sari, 2024). This outcome is also congruent with the evidence presented by (Baharsyah et al., 2023), which validates that marketing dynamics yield a positive and significant impact on decisions, regardless of variations in research subjects and contexts. Consequently, companies must optimize their promotional campaigns and establish competitive pricing structures to successfully capture market attention and stimulate consumer buying choices.

Table 7. Coefficient of determination test results

Model	R	R Square	Adjusted R Squer	Std. Error of the Estimate
1	.872[a]	.760	.754	2.09808

Source: Processed data, 2026.

Based on the data in Table 7, the Adjusted R-square value is 0.754, indicating that the combined influence of promotion and price on purchasing decisions at PT Distribusi Voucher Nusantara is 75.4%, which is considered strong. The remaining 24.6% is contributed by other variables not examined in this study, which may include strategic timing and nuanced channel-specific promotional tactics. As highlighted by Du et al. (2023), retailers must carefully align pricing and timing decisions, as factors such as consumer patience and word-of-mouth dynamics can determine whether a high initial price or a deep discount strategy yields better results. Furthermore, the complexity of promotional impact is further compounded in an omnichannel environment where coupon strategies, while often increasing retail prices, do not always guarantee increased profits unless the level of product information is sufficiently high. These external factors suggest that although promotions and price are key drivers of purchasing decisions, the remaining variance is likely explained by manufacturer-retailer coordination in coupon distribution and channel-specific promotional targeting.

E. CONCLUSION

This study concludes that promotional strategies and pricing mechanisms are key determinants influencing procurement decisions among retail partners at PT Distribusi Voucher Nusantara. Empirical findings indicate that promotions and pricing both have a positive and significant impact on purchasing decisions, collectively accounting for 75.4% of the variance in retailers' procurement behavior. Effective promotional initiatives, particularly those centered on partnership-based incentives, significantly increase retail interest and accelerate replenishment speeds. Concurrently, a competitive pricing structure serves as a fundamental driver of transaction volume, as it directly determines profit margins and market competitiveness of retail partners. Therefore, it is recommended that telecommunications distributors optimize their marketing mix by balancing collaborative promotional campaigns with agile and competitive pricing strategies to strengthen institutional B2B relationships and sustain long-term procurement growth.

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