

The Influence of Promotions and Discounts on Purchase Interest of Wardah Products Among Generation Z in Makassar City

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Abstract.

Putri Anggraeni Fajrian Safar. 2025. *The Effect of Promotion and Discount on Purchase Interest of Wardah Products among Generation Z in Makassar City*. Thesis. Faculty of Economics. Makassar State University. Supervisor: Dra. Sitti Hajerah Hasyim, M.Si. and Dedi Harianto, S.Pd., M.Pd. This study aims to analyze the effect of promotions and discounts on the purchase interest of Wardah products among Generation Z in Makassar City, both simultaneously, partially, and to determine the most dominant variables. The research variables include promotions (X1) and discounts (X2) as independent variables and purchase interest (Y) as the dependent variable. The study population was Generation Z aged 20–24 years in Makassar City totaling 130,083 people, with a sample of 100 respondents selected using purposive sampling techniques. Data collection was carried out through questionnaires and documentation, while data analysis included descriptive percentage analysis, instrument testing, classical assumption testing, and hypothesis testing using multiple linear regression. The results showed a regression equation $Y = 1.866 + 0.364 X_1 + 0.693 X_2$, which means that promotions and discounts have a positive effect on purchase interest. Hypothesis testing showed that promotions and discounts simultaneously and partially have a positive and significant effect on purchase interest, with a promotion significance value of 0.001 and a discount of 0.000. The coefficient of determination (Adjusted R²) value of 0.577 shows that promotions and discounts contribute 57.7% to purchasing interest, while 42.3% is influenced by other factors outside the research, and discounts are the most dominant variable influencing purchasing interest in Wardah products among Generation Z in Makassar City.

Keywords: Promotions, Discounts and Purchase Intention.

1. INTRODUCTION

The beauty industry in Indonesia has experienced rapid growth in recent years. This growth is driven by a shift in public perception, which now views cosmetics not merely as a secondary need but as an integral part of lifestyle and self-expression. This has led to a significant increase in demand for personal care products, ultimately fueling fierce competition among brands to capture this growing market. The presence of various companies, both local and international, has made the cosmetics industry in Indonesia increasingly crowded. This competition indicates that the cosmetics sector is one of the fastest-growing industries in terms of sales.

According to Waluyo (2025) data, the Indonesian cosmetics industry has seen rapid growth, marked by a 21.9% increase in the number of companies, from 913 to 1,010 in the past year. The Indonesian cosmetics market is divided into several segments, with personal care as the largest, reaching sales of USD 3.18 billion in 2022. Other segments includeskincareUSD 2.05 billion, cosmetics USD 1.61 billion, and fragrances USD 39 million. This fact shows that the potential of the cosmetics market in Indonesia remains enormous.

This enormous market potential is driving increasingly fierce competition. To survive and win over consumers, every brand, especially local brands, is required to deliver a unique value proposition. This strategic differentiation is key to success in the cosmetics industry. One concrete example of this success is Wardah, a local cosmetics pioneer that has successfully built a strong brand identity by offering halal and innovative products, enabling it to compete with other brands.international brands.

Wardah is a cosmetics and facial care brand targeting a wide range of audiences, both young and old. As an authentic Indonesian halal cosmetics brand, it was founded in 1995 under the auspices of PT Paragon Technology and Innovation (PT PTI), Wardah consistently prioritizes quality to support women in achieving their individual beauty. This commitment is realized through guaranteed halal certification, affordable prices, and high product quality. This combination enables Wardah to compete with...brand international and succeeded in occupying a strong position in the domestic market (Mazjidah, 2024:2).

To maintain market leadership and relevance, cosmetics industry players, including major brands like Wardah, need to pay special attention to Generation Z. This dynamic and influential consumer segment is seen as a key determinant of future shopping habits. Generation Z tends to be more critical, prioritizes authenticity, and cares about sustainability, health, and ethical issues. Therefore, marketing strategies and product innovations that align with Generation Z's characteristics will be key to success for cosmetic brands to continue to grow.

Generation Z in Indonesia, particularly in major cities like Makassar, is known for its relatively high spending habits. This phenomenon is evident in the beauty industry, where cosmetics and personal care products are among the most sought-after categories. According to data from the Central Statistics Agency (BPS) of Makassar City (2025:63), there are 130,083 people in the 20-24 age group, reflecting a huge market potential. With strong purchasing power, this segment is a promising target market for various cosmetic brands. Therefore, effective marketing strategies, including the implementation of promotions and discounts, are crucial for attracting and maintaining purchasing interest from this consumer group.

In consumer behavior studies, purchase intention is defined as an internal drive that drives someone to make a purchase after going through a process of evaluating a product (Gama & Astiti, 2020:36). Purchase intention is formed through various factors, including attention, interest, desire, and belief. Attention describes the extent to which consumers focus their gaze on a product, interest reflects the emergence of pleasure towards the product, desire is the urge that arises to own the product, while belief relates to consumers' trust in the quality and benefits offered (Qastalano & Nugroho, 2024:96). Operationally, purchase intention can be measured through four main dimensions according to Gama & Astiti (2020:37): explorative interest shown through consumers' tendency to seek information about the product, transactional interest reflected in consumers' readiness to make a purchase, referential interest in the form of consumers' desire to recommend the product to others, and preferential interest that describes consumers' tendency to choose a product over other brands.

Among various external factors, marketing strategies such as promotions and discounts play an important role in driving consumer purchasing interest. According to (Kotler et al., 2021:52) Promotion is a series of marketing activities aimed at providing information and persuading consumers to be interested in the products offered. The success of implementing a promotional strategy can be measured through several key indicators, such as advertising, personal selling activities, sales promotions, and public relations efforts carried out by the company (Agustin & Komalasari 2020:103). In other words, promotion is not only a communication tool, but also a strategic means to build brand image, increase product appeal, and encourage purchase transactions. Discounts also serve as an effective tool to attract consumers. Discounts are incentives in the form of price reductions offered for specific periods and products. According to Ananda et al. (2023:149) Several indicators that can be used to measure the success of a discount include the size of the discount, the discount period, and the type of goods received or offered. The direct impact of a discount strategy is an increase in the perception of a product's value in the eyes of consumers, which can ultimately create a sense of satisfaction and urgency to make a purchase immediately. Thus, discounts not only increase the likelihood of a transaction but can also strengthen consumer loyalty to a brand when managed consistently.

Based on preliminary data observations conducted by researchers, we obtained an overview of the influence of promotions and discounts on Generation Z purchasing interest in Makassar City. The data was collected through a questionnaire distributed using social media. Google Form to 30 respondents. The research instrument used Likert scale, which allows researchers to measure respondents' responses in a more structured manner regarding their perceptions of promotional strategies, discounting, and the influence of both on purchasing interest.

II. METHODS

Research design, or research plan, is essentially a strategy for obtaining data used to test hypotheses. This research is quantitative because the data is presented in numerical form and analyzed using statistical formulas.

This study aims to determine the effect of promotions and discounts on purchasing interest in Wardah products. The research subjects were Generation Z in Makassar City, and the sampling technique used was Purposive sampling, namely sampling non-random. The following is a picture of 2 research design schemes

This study was conducted to determine the effect of promotions and discounts on purchasing interest in Wardah products among Generation Z in Makassar City. The variables studied were operationally defined as follows:

Purchase Interest (Y) describes the strong drive of Generation Z consumers in Makassar City to purchase Wardah products after going through an evaluation process. This purchase interest is reflected in consumer behavior as measured through four indicators, namely Exploratory Interest in searching for information about Wardah products, Transactional Interest in the tendency to purchase Wardah products, Referential Interest in the desire to recommend Wardah products to others, Preferential Interest in making Wardah products the main choice.

Promotion (X1) is a series of marketing activities carried out by Wardah to introduce and convince Generation Z in Makassar to be interested in purchasing Wardah products. The success of this promotion is measured through four main indicators: advertising, personal selling, sales promotion, and public relations.

Discount (X2) refers to the provision of incentives in the form of price cuts on Wardah products with the aim of attracting the attention of Generation Z in Makassar City. Evaluation of the discount variable is carried out based on three indicators, namely the amount of the price cut, the discount period and the type of goods received

III. RESULT AND DISCUSSION

1. Descriptive Statistical Analysis

a. Purchase Intention Variable

Based on the results of the questionnaire distribution regarding the purchase intention variable, data is presented in the form of the percentage of the total score of all respondents' answers derived from four indicators, as shown in Table 1.

Table 1. Recapitulation of Respondents' Responses to the Purchase Intention Variable

No	Indicator	Actual Score	Ideal Score	Actual Score (%)	Description
1	Exploratory Interest	430	500	86,0	Strongly Agree
2	Transactional Interest	419	500	83,8	Strongly Agree
3	Referential Interest	384	500	76,8	Agree
4	Preferential Interest	422	500	84,4	Strongly Agree
Average Percentage		1.655	2.000	82,75	Strongly Agree

Source: Data Processing Results, 2025

Based on Table 1, the respondents' responses regarding the purchase intention variable show that the average actual score percentage of 82.75% falls into the "Strongly Agree" category. This indicates that Wardah has successfully and effectively built purchase intention among Generation Z in Makassar City. The most prominent indicator is exploratory interest, which achieved the highest actual score percentage of 86.0%, suggesting that Generation Z tends to actively seek product information, reviews, and testimonials before making a purchase. This finding indicates that Generation Z exhibits rational and selective buying behavior; thus, the availability of clear and reliable information is a crucial factor in driving the purchase decisions for Wardah products.

b. Promotion Variable

Based on the results of the questionnaire distribution regarding the promotion variable, the data is presented in the form of the percentage of the total score of all respondents' answers derived from four indicators, as shown in Table 2.

Table 2. Recapitulation of Respondents' Responses to the Promotion Variable

No	Indicator	Actual Score	Ideal Score	Actual Score (%)	Description
1	Advertising	424	500	84,8	Strongly Agree
2	Personal Selling	428	500	85,6	Strongly Agree
3	Sales Promotion	443	500	88,6	Strongly Agree
4	Public Relations	423	500	84,6	Strongly Agree
Average Percentage		1.718	2.000	85,9	Strongly Agree

Source: Data Processing Results, 2025

Based on Table 2, the respondents' responses regarding the promotion variable show that the average actual score percentage of 85.9% falls into the "Strongly Agree" category. This indicates that Wardah has implemented its promotion strategy exceptionally well among Generation Z in Makassar City. The most dominant indicator is sales promotion, which achieved the highest actual score percentage of 88.6%, suggesting that the promotional activities conducted by Wardah are considered effective in attracting consumer attention. These results demonstrate that the implementation of appropriate promotion strategies can increase interest, build a positive brand perception, and drive the purchase intention of Generation Z toward Wardah products.

c. Discount Variable

Based on the results of the questionnaire distribution regarding the discount variable, the data is presented in the form of the percentage of the total score of all respondents' answers derived from three indicators, as shown in Table 3.

Table 3. Recapitulation of Respondents' Responses to the Discount Variable

No	Indicator	Actual Score	Ideal Score	Actual Score (%)	Description
1	Discount Magnitude	411	500	82,2	Strongly Agree
2	Discount Period	406	500	81,2	Strongly Agree
3	Types of Discounted Products	398	500	79,6	Strongly Agree
Average Percentage		1.215	1.500	81,0	Strongly Agree

Source: Data Processing Results, 2025

Based on Table 3, the respondents' responses to the discount variable show that the average actual score percentage of 81.0% falls into the "Strongly Agree" category. This indicates that Wardah has implemented its discount strategy optimally among Generation Z in Makassar City. The most preferred indicator is the discount magnitude, which achieved the highest actual score percentage of 82.2%, suggesting that Generation Z tends to be more interested in discounts that provide direct financial benefits. This demonstrates that the magnitude of the price reduction is a primary consideration in purchasing decisions, as it enhances perceived value and drives consumer purchase intention toward Wardah products.

2. Validity Test

A validity test is used to measure the validity of each question item within the instrument. To determine the validity of the statement items, the analysis compares the calculated r-value $r_{\text{calculated}} > r_{\text{table}}$. The r_{table} value was obtained from the product-moment r-table with a 10% significance level, resulting in a value of 0.256.

a. Purchase Intention (Y)

The results of the validity test for the purchase intention instrument, consisting of four statement items, can be seen in Table 4. The test results show that the $r_{\text{calculated}}$ values range from 0.647 to 0.730. Therefore, all statement items are considered valid.

b. Promotion (X1)

The results of the validity test for the promotion instrument, consisting of four statement items, can be seen in Table 4. The test results show that the $r_{\text{calculated}}$ values range from 0.528 to 0.681. Therefore, all statement items are considered valid.

c. Discount (X2)

The results of the validity test for the discount instrument, consisting of four statement items, can be seen in Table 4. The test results show that the $r_{\text{calculated}}$ values range from 0.705 to 0.765. Therefore, all statement items are considered valid.

Tabel 4. Hasil Uji Validitas Instrumen Variabel

Variable	No	r_{table}	$r_{\text{calculated}}$	Status
Purchase Intention (Y)	1	0,730	0,256	Valid
	2	0,695	0,256	Valid
	3	0,647	0,256	Valid
	4	0,685	0,256	Valid
Promotion (X1)	1	0,660	0,256	Valid
	2	0,681	0,256	Valid
	3	0,629	0,256	Valid
	4	0,528	0,256	Valid
Discount (X2)	1	0,717	0,256	Valid
	2	0,705	0,256	Valid
	3	0,765	0,256	Valid

Source: SPSS Data Processing Results, 2025

3. Uji Realibilitas

After conducting reliability testing for the variables of purchase intention (Y) promotion (X1), and discount (X2) using the SPSS application, the results obtained are presented in the following table.

Table 5. Reliability Test Results

Reliability Statistics		
Model	Cronbach's Alpha	N of Items
Purchase Intention (Y)	.748	4
Promotio (X1)	.733	4
Discount (X2)	.756	3

Source: SPSS Data Processing Results, 2025

a. Purchase Intention (Y)

Based on Table 5, the Cronbach's Alpha value is 0.748, which is greater than 0.60. Therefore, it can be concluded that the research instrument for the purchase intention variable is considered reliable and suitable for further testing.

b. Promotion (X1)

Based on Table 5, the Cronbach's Alpha value is 0.733, which is greater than 0.60. Thus, it can be concluded that the research instrument for the promotion variable is considered reliable and suitable for further testing.

c. Discount (X2)

Based on Table 5, the Cronbach's Alpha value is 0.756, which is greater than 0.60. Consequently, it can be concluded that the research instrument for the discount variable is considered reliable and suitable for further testing.

4. Classical Assumption Test

a. Normality Test

Using the P-Plot graphical method, data is considered normally distributed if the data points closely follow or cluster around the diagonal line. When using the Kolmogorov-Smirnov method, the data is considered normally distributed if the significance value is greater than 0.1. The following are the results of the normality test using both methods.

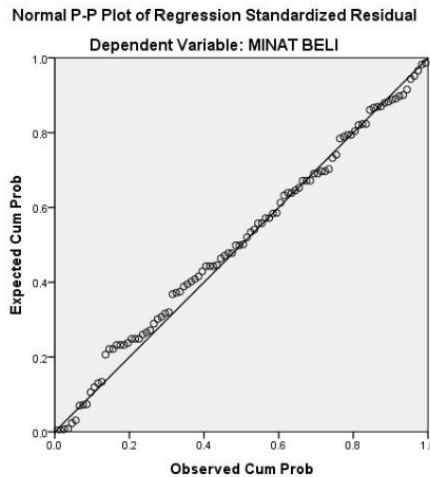


Fig 1. Normality Test Results using P-Plot Graph

Based on the results of the P-Plot test, it can be observed that the data points closely follow or cluster along the diagonal line. Therefore, the normality assumption is satisfied, and the data is considered to be normally distributed.

Table 6. Normality Test Results using the Kolmogorov-Smirnov Method

<i>One-Sample Kolmogorov-Smirnov Test</i>		
<i>Unstandardized Residual</i>		
<i>N</i>		100
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	1.91269527
<i>Most Extreme Differences</i>	<i>Absolute</i>	.079
	<i>Positive</i>	.037
	<i>Negative</i>	-.079
<i>Test Statistic</i>		.079
<i>Asymp. Sig. (2-tailed)</i>		.125 ^c
<i>a. Test distribution is Normal.</i>		
<i>b. Calculated from data.</i>		
<i>c. Lilliefors Significance Correction.</i>		

Source: SPSS Data Processing Results, 2025

The results of the Kolmogorov-Smirnov test show that the significance value obtained is 0.125, which is greater than 0.1. Consequently, the data used in this study are considered to be normally distributed.

b. Multicollinearity Test

A good regression model should not have a correlation between independent variables; therefore, it is necessary to conduct a multicollinearity test. If the tolerance value is $\geq 0,1$ and the VIF value is $\leq 10,00$ it indicates that there is no multicollinearity between the independent variables. The results of the multicollinearity test are presented in Table 7 below.

Table 7. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Promotion	.994	1.006
	Discount	.994	1.006

Source: SPSS Data Processing Results, 2025

Based on Table 7, it can be observed that the tolerance values for the promotion and discount variables are both 0.994. Additionally, the VIF values for the promotion and discount variables are both 1.006. Since the tolerance values for both variables are greater than 0.1 and the VIF values do not exceed 10.0, it can be concluded that there is no multicollinearity problem in the regression model, making it suitable for use in this study.

c. Heteroscedasticity Test

A good regression model is characterized by the absence of heteroscedasticity. If the scatterplot graph shows no clear pattern (such as waving, widening, or narrowing) and the data points are spread above and below the number 0 on the Y-axis, it is considered that no heteroscedasticity has occurred. The results of the heteroscedasticity test can be seen in Figure 3 below.

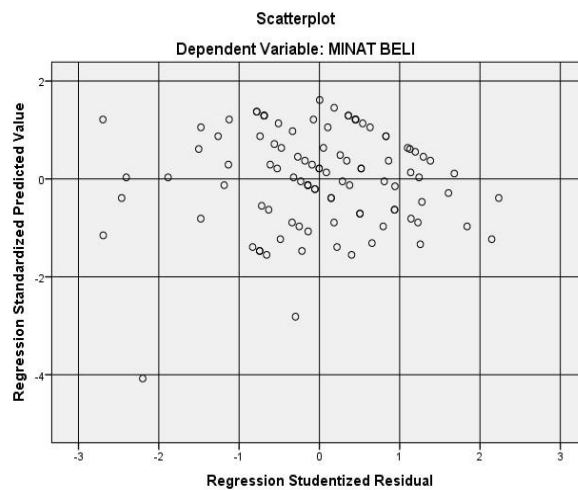


Figure 2. Heteroscedasticity Test Results using Scatterplot Graph

Figure 2 shows that the data points are spread above and below the number 0 on the Y-axis and do not form a specific pattern. This indicates that there is no evidence of heteroscedasticity in the regression model used, making the data suitable for further testing.

5. Hypothesis Testing

a. Multiple Linear Regression Analysis

The results of the multiple linear regression calculations can be seen in Table 8 below.

Table 8. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	1.866	1.475		1.265	.209
	Promotion X1	.364	.109	.280	3.348	.001
1	Discount X2	.693	.104	.558	6.669	.000

a. Dependent Variable: Purchase Intention _Y

Source: SPSS Data Processing Results,, 2025

Based on Table 8, the multiple linear regression equation for this study is as follows:

$Y = 1,866 + 0,364X_1 + 0,693 X_2$ The explanation for each value is as follows:

- 1) Constant Value (a_0) The constant value is 1.866. This indicates that if the influence of the Promotion and Discount variables is assumed to be zero, the Purchase Intention variable will have a value of 1.866 units.
- 2) Regression Coefficient for Promotion (X_1): The regression coefficient for the Promotion variable is 0.364. If the Promotion variable increases by one unit, while the other independent variable (Discount) remains constant, it will result in an increase in Purchase Intention by 0.364 units. This figure also indicates a positive relationship between Promotion and Purchase Intention.
- 3) Regression Coefficient for Discount (X_2): The regression coefficient for the Discount variable is 0.693. If the Discount variable increases by one unit, while the other independent variable (Promotion) remains constant, it will result in an increase in Purchase Intention by 0.693 units. This figure also demonstrates a positive relationship between Discount and Purchase Intention

b. F-Test (Simultaneous Test)

The F-test is conducted to determine the simultaneous influence of promotion and discounts on the purchase intention of Wardah products. The independent variables are considered to have a simultaneous effect on the dependent variable if the significance value is less than 0.1. The results of the F-test can be seen in Table 9 below

Table 9. F-Test Results

<i>ANOVA^a</i>						
<i>Model</i>		<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	475.875	2	237.937	68.512	.000 ^b
	<i>Residual</i>	336.875	97	3.473		
	<i>Total</i>	812.750	99			

a. Dependent Variable: Purchase_Intention _Y

b. Predictors: (Constant), Promotion X1, Discount_X2,

Source: SPSS Data Processing Results, 2025

Based on Table 9, it is known that the significance value is 0.000, which is less than 0.1. Therefore, it can be concluded that the hypothesis is accepted; in other words, promotion and discounts simultaneously have a positive and significant influence on the purchase intention of Wardah products among Generation Z in Makassar City.

c. Multiple Coefficient of Determination

To determine the extent to which the independent variables influence the dependent variable, the results of the multiple coefficient of determination test can be seen in Table 10 below.

Table 11. Results of the Multiple Coefficient of Determination Analysis

<i>Model Summary^b</i>					
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	
1	.765 ^a	.586	.577	1.864	

a. Predictors: (Constant), Promotion X1, Discount_X2,

b. Dependent Variable: Purchase_Intention _Y

Source: SPSS Data Processing Results, 2025

Based on Table 10, the coefficient of determination (R^2) is 0.577. This means that the simultaneous influence of promotion and discounts on the purchase intention of Generation Z is 57.7%, while the remaining 42.3% is influenced by other factors that affect the purchase intention of Wardah products not examined in this study.

d. t-Test (Partial Test)

The t-test is used to test the hypotheses and determine the significance of the influence of the independent variables on the dependent variable. To determine the influence of promotion and discounts on the purchase intention of Wardah products, the significance values are compared with a threshold of 0.1. If the significance value of an independent variable is less than 0.1, the variable is considered to have a significant effect on the dependent variable. The results of the t-test are presented in Table 11 below.

Table 11. Partial Test Results (t-test)

		<i>Coefficients^a</i>				
		<i>Unstandardized Coefficients</i>		<i>Standardized</i>		
<i>Model</i>		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>	<i>Sig.</i>
1	(Constant)	1.866	1.475		1.265	.209
	Promosi_X1	.364	.109	.280	3.348	.001
	Diskon_X2	.693	.104	.558	6.669	.000

a. Dependent Variable: Purchase_Intention _Y

Source: SPSS Data Processing Results, 2025

Based on the t-test results, the significance value for the promotion variable is 0.001, which is lower than the 0.1 threshold. Therefore, it can be concluded that promotion has a positive and significant influence on purchase intention. Similarly, the discount variable also exerts a positive and significant influence on purchase intention, as the resulting significance value of 0.000 is less than 0.1.

e. Uji Koefisien Determinasi Parsial

The coefficient of determination (r^2) is used to determine the extent of the influence exerted by the Promotion and Discount variables on the Purchase Intention of Generation Z in Makassar City. The following are the calculations for the partial coefficient of determination using SPSS.

Model Table 12. Results of the Partial Coefficient of Determination Analysis of Promotion on the Purchase Intention of Wardah Products <i>Summary^b</i>					
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	
1	.629 ^a	.395	.389	2.239	

a. Predictors: (Constant), Promotion _X1

b. Dependent Variable: Purchase_Intention _Y

Source: SPSS Data Processing Results, 2025

Table 13. Results of the Partial Coefficient of Determination Analysis of Discounts on the Purchase Intention of Wardah Products

Model <i>Summary^b</i>					
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	
1	.733 ^a	.538	.533	1.958	

a. Predictors: (Constant), Discount _X2

b. Dependent Variable: Purchase_Intention _Y

Source: SPSS Data Processing Results, 2025

The coefficient of determination for Promotion is 0.389, which means that the contribution of the promotion variable to the purchase intention of Wardah products is 38.9%, while the remaining 61.1% is influenced by other factors. Meanwhile, the coefficient of determination for discounts is 0.533, indicating that the contribution of the discount variable to the purchase intention of Wardah products is 53.3%, with the remaining 46.7% influenced by other factors.

IV. DISCUSSION

Promotions and Discounts in marketing strategies can be key factors that increase consumer purchasing interest. Effective promotions and attractive discount offers are among the factors thought to influence purchasing decisions, especially among Generation Z. High purchasing interest can ultimately encourage increased product purchasing decisions, because the more intensive the promotion and the greater the discount offered, the higher the purchasing interest of potential consumers.

The Effect of Simultaneous Promotions and Discounts on Purchase Interest of Wardah Products among Generation Z in Makassar City

Based on the results of data analysis using the F test (simultaneous test), it shows that the calculated F value is 68.512 with a significance level of 0.000, which is smaller than the set significance level of 0.1 (10%). Thus, the first hypothesis (H_1) is declared accepted. This finding indicates that the promotion and discount variables simultaneously have a positive and significant effect on the purchase interest of Wardah products among Generation Z in Makassar City.

To determine the extent of the contribution of the two independent variables to purchase intention, a multiple determination coefficient test (Adjusted R Square) was used. The analysis results showed that the Adjusted R Square value was 0.577 or 57.7%, which means that promotions and discounts simultaneously explained 57.7% of the variation in purchase intention. Meanwhile, 42.3% of purchase intention was influenced by factors other than the variables examined in this study. These empirical findings demonstrate that Wardah's marketing strategies, particularly through promotional activities and discounts, are able to simultaneously increase consumer interest and desire to make a purchase. Theoretically, these research findings align with Kotler et al.'s (2021:424) assertion that promotion is a marketing communication tool that serves to inform, persuade, and remind consumers about a product. When promotions are combined with discounts as a price incentive, consumers' perceived product value increases, thus driving higher purchase intention. Furthermore, Gama and Astiti (2020:36) explain that purchase intention emerges after consumers evaluate the benefits and value offered by a product. Promotions play a role in building attention and interest, while discounts strengthen the desire and confidence stage of consumers to make a purchase. Therefore, the combination of promotions and discounts has been shown to accelerate the purchasing decision-making process among Generation Z.

In addition to being supported by theoretical studies, the results of this study are also consistent with research conducted by Putri (2024) and Oktavia (2024), which stated that simultaneous promotions and discounts significantly influence purchase intention for Wardah products. This consistent finding confirms that promotional and discount strategies are important factors in increasing consumer purchase intention, particularly for cosmetic products.

The Partial Effect of Promotions and Discounts on Purchase Interest of Wardah Products among Generation Z in Makassar City

Based on the results of the partial test (t-test), the influence of each independent variable on the dependent variable can be determined individually. The test results indicate that the promotion variable has a positive and significant effect on purchase intention, with a significance value of 0.001 (<0.1) and a positive regression coefficient of 0.364. This finding indicates that the better the promotion carried out by Wardah, the higher the consumer purchase intention.

These results support the theory of Kotler et al. (202:424) which states that promotion plays a crucial role in attracting consumer attention, building brand awareness, and fostering product interest. Effective promotion through advertising, sales promotions, personal selling, and public relations can create a positive perception of Wardah products. For Generation Z, who are active on digital media, informative and engaging promotions are key factors in influencing exploratory and transactional interest. This finding aligns with Firmansyah's (2020:7) opinion, which states that promotion is a communication tool capable of encouraging consumers to make purchases.

In addition to promotions, the analysis results show that the discount variable also has a positive and significant effect on purchasing interest with a significance value of 0.000 (<0.1) and a positive regression coefficient of 0.693. Thus, the second hypothesis (H_2) which states that promotions and discounts partially have a significant effect on purchasing interest in Wardah products among Generation Z in Makassar City can be accepted.

Theoretically, this finding aligns with Ananda et al.'s (2023:149) opinion, which states that discounts can increase perceived product value through the size of the discount, the discount period, and the type of product being discounted. Discounts create a sense of urgency and economic benefit that encourage consumers to make a purchase immediately. Furthermore, Kotler et al. (2021:310) explain that discounts are an effective pricing strategy for attracting new customers and increasing sales volume in the short term. For Generation Z, discounts are a key attraction because this group tends to be price-sensitive and favors offers that provide immediate benefits.

The results of this study are also consistent with previous studies, namely Putri (2024), Oktavia (2024), and Mazjidah (2024) who stated that promotions and discounts have a positive and significant effect on purchasing interest and purchasing decisions for Wardah products. However, this finding is not in line with Zahro's (2024) study which stated that discounts do not have a significant effect on purchasing interest for Generation Z. The difference in results is thought to be caused by differences in the research context, purchasing media (e-commerce), respondent characteristics, and the discount strategy applied.

The Most Dominant Influential Variables on Interest in Purchasing Wardah Products among Generation Z in Makassar City

Based on the results of multiple linear regression analysis, the determination of the most dominant variable in influencing purchasing interest is done through a comparison of values. Standardized Coefficients Beta The analysis results show that the Beta value for the discount variable is 0.558, which is greater than the Beta value for the promotion variable, which is 0.280. Based on this comparison, it can be concluded that discounts are the most dominant variable influencing purchase intention for Wardah products among Generation Z in Makassar. This finding suggests that Generation Z tends to be more responsive to price incentives than to general promotional activities. Discounts provide immediate benefits in the form of cost savings, thus more quickly encouraging the formation of consumer transactional interest.

This finding is in line with the theory of consumer behavior which states that price factors have a strong influence in the purchasing decision-making process, especially in young consumers. In addition, the results of this study also support Mazjidah's research (2024) which states that discounts are a dominant factor in influencing purchasing decisions for Wardah products. Thus, the third hypothesis (H_3) which states that promotion is the most dominant variable is rejected, and it can be concluded that discounts are the strongest factor in increasing Generation Z's purchasing interest in Makassar City.

V. CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that promotion and discounts contribute significantly to the purchase intention of Wardah products among Generation Z in Makassar City. Promotion is proven to have a significant influence on purchase intention, although its contribution is smaller than that of discounts. Conversely, discounts demonstrate a more dominant influence in driving consumer purchase intention. Furthermore, based on the F-test results with a significance value of 0.000 (less than 0.1), it is confirmed that promotion and discounts simultaneously have a significant effect on the purchase intention of Wardah products. The coefficient of determination indicates that the promotion and discount variables explain a major portion of the variation in purchase intention, while the remainder is influenced by other factors outside of this study.

Therefore, it is suggested that Wardah continues to improve the effectiveness of its promotional strategies and discount management to ensure they are well-targeted according to the characteristics of Generation Z. For future researchers, it is recommended to utilize more diverse respondents, employ different research methods, and incorporate additional variables—such as product quality, brand image, or consumer trust—to provide a more comprehensive understanding of the factors influencing purchase intention.

VI. ACKNOWLEDGMENTS

The The results of this study are expected to serve as a reference and study material in marketing management studies, particularly in analyzing the influence of promotional and discount strategies on consumer behavior. Furthermore, this research can enrich the academic literature on consumer behavior and marketing strategies in the cosmetics industry. continues to grow.

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