

Role of Pop-Up Advertising and Sales Promotion on Customer Purchasing Decisions with Customer Satisfaction as a Mediating Variable

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ABSTRACT

This research will contribute valuable insight into the role of pop-up advertising and sales promotions on customer purchasing decisions, with customer satisfaction as a mediating variable. The population of this study is the Indonesian population who are able and accustomed to using the Internet. This research uses a probability sampling method. The research method used by researchers is simple random sampling, namely members of a certain population, namely some Indonesian citizens who can use the internet and are familiar with pop-up advertisements and sales promotions, will be used as samples. The results of the research show that pop-up advertising has a direct and positive effect on customer satisfaction, sales promotions have a direct and positive effect on customer satisfaction and show that pop-up advertising does not have a direct and positive effect on customer purchasing decisions. Sales promotion initiatives have a direct and beneficial effect. in increasing the overall level of customer satisfaction.

ABSTRAK

Perilaku pembelian impulsif merupakan kebiasaan yang menimbulkan masalah yang harus dikendalikan di kalangan mahasiswa sebagai pelaku generasi Z. Oleh karena itu, penting untuk mengendalikan pentingnya psikologi konsumen, nilai utilitarian, dan pilihan rasional. Tujuan dari artikel ini adalah untuk menentukan pengaruh langsung dan tidak langsung dari variabel psikologis konsumen, nilai utilitarian terhadap perilaku pembelian impulsif dengan pilihan rasional sebagai variabel intervensi. Artikel ini menggunakan metode pendekatan kuantitatif. Jenis data yang digunakan adalah data primer, yaitu kuesioner, dan data sekunder, yaitu data pendukung dari media online dan lembaga pendukung. Teknik analisis data yang digunakan adalah analisis jalur (path) intervensi. Temuan menunjukkan bahwa psikologi konsumen memiliki dampak langsung yang signifikan terhadap perilaku pembelian impulsif, sedangkan efek tidak langsungnya melalui pilihan rasional tidak signifikan. Demikian pula, nilai utilitarian secara langsung memengaruhi perilaku pembelian impulsif, efek tidak langsungnya melalui pilihan rasional tidak signifikan.



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INTRODUCTION

In this era of digitalization, companies must rely on more than simple and essential marketing strategies. The Internet and other associated technologies have played a significant role in the current marketing landscape. To keep pace with rapid technological advancements and shifting customer preferences, businesses and companies must establish a good online presence. It needs the usage of digital channels, such as social media platforms, search engines, and e-commerce websites, to effectively reach and engage with their target audience. Over the years, numerous companies have devised unique approaches to attract customers, employing personalized marketing, influencer collaborations, and immersive brand experiences. By understanding the specifics and traits that shape individuals, businesses can tailor their marketing efforts to resonate with customers and influence their decision-making processes, buying behaviours, shopping habits, and brand preferences. Ultimately, the culmination of these factors plays a pivotal role in shaping the ultimate purchase decisions, making it crucial

for companies to adapt and embrace the digital landscape to thrive in today's competitive market (Ramya & Ali, 2016).

The primary source of profit and revenue for companies is the purchasing decisions made by customers regarding their products and services. Customers are not only engaged in buying and using the product but also in making purchase decisions and responding to advertisements related to the product (O'Casey, 2000). Creative ideas, brand image, design, and celebrity endorsements in advertisements can make both the ad and the product more appealing, leading to a higher likelihood of purchase. Advertisers analyze customer behaviour to understand better their customers' opinions, reactions, and decision-making processes toward the products they are selling (Mittal et al., 2023). This knowledge can create more persuasive advertising for future campaigns and more targeted and effective customer messaging.

The increasing fascination with the Internet as a shopping and purchasing platform captivates practitioners and observers. As the Internet stimulates a techno-economic paradigm shift, it reevaluates conventional assumptions that have historically governed business operations (Butler & Peppard, 1998). Following the onset of the third industrial revolution, the widespread adoption of information and communication technology has been notable, accompanied by remarkable growth in the E-commerce sector. This growth has far surpassed the expansion of the traditional retail business sector (Victor et al., 2018). The advent of E-commerce and the internet has revolutionized the way consumers shop and interact with brands. With the convenience of online shopping, customers now have access to a vast and diverse range of products worldwide. This abundance of choices has led to a shift in purchasing behavior, as consumers are empowered to make more informed decisions by comparing prices, features, and reviews before purchasing.

The key to competitive advantage is to attract customers with quick, fast, and understandable information (Mehta, 2010). This can be achieved through various digital marketing tactics, such as pop-up ads and sales promotions, which many businesses have implemented. These tactics aim to capture the attention of potential customers and provide them with the necessary information, allowing businesses to stand out from their competitors and engage with their target audience effectively. Despite the ever-evolving landscape of digital marketing, pop-up advertisements remain prominent in the advertising industry for social media platforms. However, their persistence raises concerns for social media users. These ads, characterized by their sudden and intrusive appearance, can potentially disrupt user experience and engagement. As social media serves as a central hub for communication, entertainment, and information exchange, pop-up ads may hinder the seamless interaction users expect from these platforms (Auschaitrakul & Mukherjee, 2017). Consequently, this aspect of advertising on social media warrants further investigation to understand its impact on user behaviors, attitudes, and overall satisfaction with their online experiences. Advertising efforts ought to focus on a key element that sets apart various age demographics (Smith, 2011).

Finding a balance between effective advertising and preserving a positive user experience is crucial for sustainable growth and retention of social media platforms (Mbugua & Ndavi, 2021). These commercials include visually appealing video animations that aim to capture viewers' attention. However, it is essential to note that pop-up advertisements, despite being linked to higher clickthrough rates and levels of customer attentiveness, can also cause negative customer sentiments due to their intrusiveness (Hsieh et al., 2021). Previous research investigating pop-ups has been contradictory; some declare they are unpopular with internet users while others believe this is not the case and that pop-ups have a competitive role in

marketing. Limited research has explored disruptive ads' intrusiveness and users' avoidance of the media with disruptive designs (Chatterjee, 2008). Therefore, based on the background, the study examined the behavior of online consumer's attitudes toward pop ads and whether the ads influence the purchasing decision of the customers.

Another method that companies use is sales promotion. Sales promotion uses marketing initiatives and rewards to boost customer demand and a product's or service's sales. Promotions increase sales revenues, and advertising-backed promotions increase store traffic (Joseph et al., 2020). It entails using various strategies to persuade clients to purchase or take advantage of a particular deal within a given time frame. Different sales promotion strategies impact client happiness and adherence in the retail sector. They discovered that customer happiness was positively impacted by sales promotions, such as discounts and loyalty programs, which improved customer loyalty and led to repeat business (Cheal et al., 2018).

This research will examine the sales promotion indicators. While some previous studies have explored the short-term impact of sales promotions on sales volume and revenue, a research gap exists concerning a comprehensive understanding of the underlying psychological processes influencing consumers' decision-making in response to these promotional offers. Specifically, limited attention has been given to examining cognitive factors, emotional responses, and perceptual mechanisms that shape customers' reactions to sales promotions. Addressing this gap is essential as it would provide valuable insights into how these specific sales promotion strategies influence consumer behavior, enabling businesses to design more effective and targeted promotional campaigns that resonate with their target audience and enhance customer engagement and loyalty (Kuswardani et al., 2018).

Research suggests that pop-up advertising and sales promotion can impact customers purchasing decisions. Relevant and valuable pop-up ads positively affect customer attitudes and intentions to purchase (van der Lans et al., 2021). Similarly, sales promotion tactics, such as premium, price promotion, and bonus packs, can stimulate customer interest and influence purchase decisions (Yoo et al., 2004). Customer satisfaction serves as a mediator in this relationship. When customers are satisfied with their online shopping experience, including the influence of pop-up ads and sales promotions, it positively affects their purchasing decisions. Satisfied customers are likelier to repeat purchases and recommend products or services (Anderson et al., 1994). However, intrusive pop-up ads can lead to negative emotions and decrease the likelihood of purchase (Lee et al., 2014). The constant barrage of advertisements can cause frustration among customers as it interrupts their workflow and causes disturbances. There is a growing desire to look at sub-forms of attitude, which correspond to the level of intrusiveness, informativeness, or persuasiveness of the commercial, because advertising is thought to be effective at grabbing attention and annoying people.

Pop-up ads and sales promotions can significantly impact customer satisfaction, albeit in different ways. Pop-up ads, when executed thoughtfully, can positively influence customer satisfaction. Informative content presented through pop-up ads can be seen as a valuable resource, increasing customers' satisfaction with the brand (Krushali et al., 2018). Similarly, sales promotions can impact customer satisfaction positively or negatively. When executed effectively, promotions that offer cost savings, such as discounts or special deals, can make customers feel they are getting good value for their money, increasing satisfaction with the purchase. Exciting and limited-time promotions can create a sense of urgency and enthusiasm, enhancing the overall shopping experience and positively influencing satisfaction (Ali & Anwar, 2021). Both pop-up ads and sales promotions can also affect customers' satisfaction with the

product and the company's image. Customer satisfaction significantly affects customers' buying decisions. Customers are more likely to make repeat purchases and develop a sense of loyalty when they are pleased with a product or service. According to Homburg et al. (2009) study, greater customer satisfaction is associated with greater customer loyalty and a higher inclination to repurchase.

Although studies have been done on the individual effects of pop-up advertisings and sales promotions on customer purchase decisions, the mediating role of customer satisfaction has not been examined to a great extent. Customer satisfaction has not been thoroughly studied regarding how it mediates between various marketing tactics and customers' purchasing decisions. Insights into how pop-up advertising and sales promotion affect customer behaviors can be gained by examining whether customer satisfaction mediates these effects (Hanbazazh & Reeve, 2021). Pop-up advertisings and sales promotions can attract customers and influence their purchasing decisions. However, whether customers are satisfied with their purchases can be influenced by various factors. Sometimes, customers may be drawn in by marketing messages but end up dissatisfied with the product or service (Angraini & Harwani, 2020). On the other hand, satisfied customers may respond more positively to advertisings and promotions. To ensure long-term satisfaction, businesses must deliver on their promises and prioritize the customer experience.

Because pop-up advertising is so attention-grabbing, it can directly and positively impact customer satisfaction. Customers feel valued and engaged when pop-up advertisings appear while exploring the internet. Furthermore, well-targeted pop-up advertisings that provide pertinent and customized material foster a sense of connection with the company, raising satisfaction levels. Studies like that by Chaffey & Ellis-Chadwick (2016) suggest that well-timed and relevant pop-ups offering discounts or personalized recommendations can be perceived as helpful and improve customer satisfaction. They cite examples of pop-ups offering abandoned cart recovery or product suggestions based on browsing history, which customers might find valuable. While research by Wu et al. (2015) indicates that pop-ups used solely for providing important information (e.g., age verification, website updates) are usually accepted as necessary and not disruptive. Their study on user perceptions towards website functionality found informational pop-ups to be less intrusive than marketing ones. From several descriptions of existing research results, hypotheses can be formulated as follows:

H1: *Pop-up advertising positively and directly influence customer satisfaction.*

The relationship between sales promotions and customer satisfaction is complex and depends heavily on context. While aiming to boost purchases and engagement, promotions can positively, negatively, or neutrally impact satisfaction, based on various factors. Studies like those (Park & Kim, 2011; Alzoubi et al., 2020) suggest how promotions can be positive when seen as offering genuine value, triggering positive emotions, or rewarding customer effort with perceived fairness. However, understanding potential downsides like quality concerns, conditioned deal-seeking, and damaged trust from deceptive promotions is crucial for utilizing promotions effectively to enhance customer satisfaction in the long term. From several descriptions of existing research results, hypotheses can be formulated as follows:

H2: *Sales promotion positively and directly influences customer satisfaction.*

In Theory, pop-up advertising can directly and positively influence customer purchasing decisions by grabbing their attention, offering relevant deals, and making it easy to access

products or services, leading to increased sales. But the majority of research, exemplified Dimofte et al. (2012) overwhelmingly suggests that frequent, irrelevant, or poorly timed pop-ups are seen as annoying and disruptive, leading to decreased purchase intentions. This is especially true for pop-ups that block content, require multiple clicks to close, or appear on mobile devices. Studies like Cheal et al. (2018) further highlight the negative impact on user experience and engagement, ultimately hindering purchase decisions. Pop-ups are often associated with spam or misleading advertising, making users less likely to trust or engage with the offered product. Research by Salamah et al. (2022) emphasizes the potential damage to brand image and trust due to deceptive pop-up practices.

H3: *Pop-up advertising positively and directly influence customer purchasing decisions.*

Studies by Gupta & Gupta (2019) and Park & Kim (2011) highlight the effectiveness of promotions perceived as offering genuine value and fairness, leading to increased purchase intentions. Beyond price reductions, highlighting product benefits alongside discounts can further amplify this effect. Furthermore, positive emotions triggered by promotions play a significant role. Research by Chevalier & Shiv (2006) demonstrates how limited-time offers create excitement and scarcity, increasing product valuation and purchase motivation. Similarly, Inman & McAlister (2010) found that fun and rewarding promotions can trigger impulse purchases. Finally, personalization offers a powerful tool. Tailoring promotions to individual preferences and past behavior, Cheal et al. (2018) with targeted online ads, can significantly nudge purchase decisions. By harnessing the power of value perception, positive emotions, and personalization, sales promotions can effectively guide customers towards purchase decisions, solidifying their place as valuable tools in a marketer's arsenal.

H4: *Sales promotion positively and directly influence customer purchasing decisions.*

A study by Salamah et al. (2022) found a strong positive correlation between customer satisfaction and repurchase intentions in the service industry. This suggests that satisfied customers are significantly more likely to return and make repeat purchases. Beyond repurchasing, satisfaction encourages customers to spend more. A study by (van Doorn et al., 2010) showed that increasing customer satisfaction by one point can lead to a 5% increase in spending. This translates to increased revenue and profit margins for businesses. Interestingly, satisfaction even makes customers less price-sensitive. Satisfied customers are willing to pay premium prices and tolerate occasional price increases, showing their loyalty and trust in the brand.

H5: *Customer satisfaction positively and directly influences purchase decisions.*

The influence of pop-up advertising on customer purchasing decisions is complex and multifaceted. While potential for positive influence exists through increased awareness, targeted offers, and perceived value, the risk of negative impacts like intrusiveness, brand damage, and decreased purchase intention cannot be ignored. Customer satisfaction emerges as a key mediating variable: positive pop-up experiences contribute to satisfaction, which drives positive purchasing decisions, while negative experiences lead to dissatisfaction and decreased purchase intention. Multiple studies by Inman and McAlister, 2010 support the argument that customer satisfaction acts as a mediator between pop-up advertising and purchase decisions. Positive pop-up experiences contribute to satisfaction, leading to increased purchase intention and loyalty. Conversely, negative experiences decrease satisfaction and harm purchase behavior.

Understanding this mediation allows businesses to optimize pop-up strategies, focusing on ethical and user-friendly designs that ultimately drive long-term customer satisfaction and positive purchasing decisions.

H6: *Pop-up advertising positively and indirectly influences purchase decisions with customer satisfaction as a mediating variable.*

Sales promotions aren't just about saving money; they tap into a deeper reservoir of human psychology. While discounts certainly appeal to our practical side (utilitarian motivation), they can also trigger excitement and positive emotions (hedonic motivation), as Cheal et al. (2018) suggest. This emotional connection, combined with the perceived value of a deal, ultimately sways our purchase decisions. But the impact goes beyond the single transaction. Studies by (van Doorn et al., 2010) show that satisfied customers are more likely to become loyal brand advocates, returning for repeat purchases, spending more, and boosting your long-term success. Fostering that satisfaction through ethical promotional practices. Research by Garofalo et al. (2019) highlights how ethical promotions build trust and cultivate enduring, positive relationships with your customers. In essence, effective promotions act as a bridge between price sensitivity, positive emotions, and long-term customer loyalty, ensuring your business thrives well beyond the fleeting allure of a discount.

H7: *Sales promotion positively and indirectly influences purchase decisions, with customer satisfaction as a mediating variable*

RESEARCH METHODS

This research adopts a quantitative approach to assess the extent, frequency, and intensity of various phenomena, such as attitudes, behaviors, opinions, and preferences, particularly focusing on purchasing decisions. Quantitative methods enable the testing of research models, relationships among variables, and hypotheses, providing exact numbers and percentages that may be obscured in qualitative approaches. The research process involves conducting a test survey, establishing the research model, conducting a confirmatory study, and analyzing the data.

The population under study consists of Indonesian residents who are internet users. A probability sampling method, specifically simple random sampling, is employed to select certain individuals who meet specific criteria: currently living in Indonesia, accustomed to using the internet, having encountered pop-up ads, and having made purchases influenced by sales promotions. The sample size, determined using the Slovin method, is 114 individuals.

Primary data collection is conducted using Google Forms, chosen for its user-friendliness and accessibility. The target population includes individuals who use various internet-connected devices for online activities such as shopping and consuming digital content. The Likert scale is employed in the research questionnaire, allowing respondents to rank their agreement or disagreement with statements. This analysis helps identify patterns and tendencies in respondents' attitudes and behaviors toward the research variables. Participants in the sample represent social media users, reflecting the population of interest for the study. Proportionate random sampling is used in survey distribution. Following data collection, SmartPLS 3 is utilized to identify variables for measurement and assess questionnaire validity and reliability.

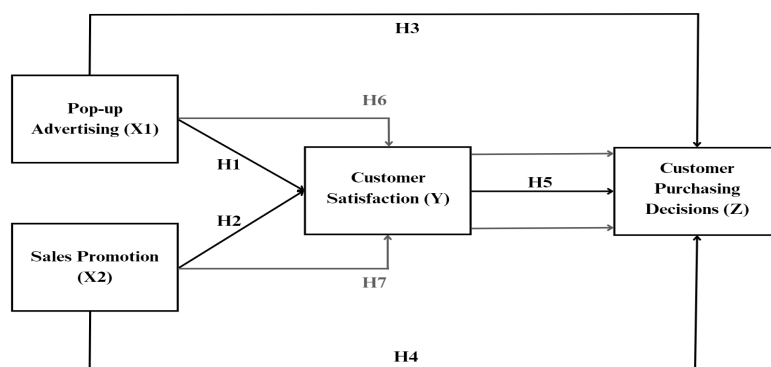


Figure 1 Research Model

RESULTS AND DISCUSSION

The research conducted through the internet, consisting of 114 respondents, yielded several results. When viewed by gender, the majority of 67 (58.8%) respondents were female and 47 (41.2%) were male. In terms of age, the highest data acquisition was 50 (43.9%) respondents in the age range of 20-40 years old. These details can be seen in the following table.

Table 1. Respondent Characteristics

Characteristics	Respondent Data	Frequency	Percentage
Gender	Male	47	41.2%
	Female	67	58.8%
Age	<20	37	32.5%
	20-40	50	43.9%
	>40	27	23.7%

Source: Primary Data, 2023

Validity Testing and Reliability Test

The first stage of testing that will be carried out in this research is the validity test and reliability test. This stage is intended to determine the quality of the data that is owned and is intended to ensure that any data obtained is accurate as proven by the validity and reliability of the data. Validity tests were carried out to determine whether the items from each variable in this study were valid or invalid, while reliability tests were carried out to determine the level of consistency of the data held. The validity and reliability tests that have been carried out in this research are as follows:

Table 2. Validity and Reliability Test Results

Item	Outer Loading	AVE	Composite Reliability	Cronbach's Alpha
X1_1←PA	0,663	0.513	0.904	0.880
X1_2←PA	0,689			
X1_3←PA	0,732			
X1_4←PA	0,754			
X1_5←PA	0,755			
X1_6←PA	0,821			
X1_7←PA	0,701			
X1_8←PA	0,663			
X1_9←PA	0,651			
X2_1←SP	0,854	0.702	0.955	0.947
X2_2←SP	0,880			

X2_3←SP	0,843			
X2_4←SP	0,871			
X2_5←SP	0,837			
X2_6←SP	0,798			
X2_7←SP	0,830			
X2_8←SP	0,785			
X2_9←SP	0,840			
Y1←CS	0,835	0.694	0.953	0.945
Y2←CS	0,845			
Y3←CS	0,862			
Y4←CS	0,793			
Y5←CS	0,817			
Y6←CS	0,821			
Y7←CS	0,880			
Y8←CS	0,773			
Y9←CS	0,866			
Z1←PD	0,877	0.652	0.929	0.909
Z2←PD	0,643			
Z4←PD	0,836			
Z5←PD	0,873			
Z6←PD	0,750			
Z7←PD	0,783			
Z8←PD	0,865			

Source: Primary Data, 2023

Validity Test Result

An item in a study can be considered valid if it passes both convergent and discriminant validity tests. For convergent validity testing, each item must have an outer loading value > 0.6 , and each variable must have an average variance extracted (AVE) > 0.5 . Meanwhile, in discriminant validity testing, the construct value of an item in a variable should be greater than the construct value of another variable's item. Based on table 8, it can be concluded that Z3 and Z9 are excluded from the model because Z3 is not convergently valid as it has an outer loading value below the threshold of 0.6, and Z9 is not discriminantly valid as its construct value is lower than the construct value of others. As for the other items in Table 8, they are considered valid because each item in Table 8 has an outer loading value > 0.6 , thus passing the convergent validity test, and each variable has an AVE > 0.5 , thereby passing the discriminant validity test.

Reliability Test Result

In research, reliability refers to the consistency of research methods to produce the similar results multiple times. If research methods can consistently produce the same results, they are likely reliable and not influenced by external factors. An item in a study is considered to pass the reliability test if the composite reliability (CR) value obtained after testing is > 0.7 and has a Cronbach's alpha (CA) value > 0.7 . Based on Table 9, the results are as follows: 1) Each item in pop-up advertising (PA) has a CR value of 0.904 and a CA value of 0.880; 2) Each item in sales promotion (SP) has a CR value of 0.955 and a CA value of 0.947; 3) Each item in customer satisfaction (SP) has a CR value of 0.953 and a CA value of 0.945; and 4) Each item in customer purchasing decisions (PD) has a CR value of 0.929 and a CA value of 0.909. From these results, it can be stated that each variables have CR value > 0.7 and the CA value > 0.7 , indicating that each item used to measure a variable is reliable.

Goodness of Fit Test Result

The Goodness of Fit (GoF) criterion test is conducted by finding the root of the average value of AVE multiplied by the average value of R-square. The GoF value of a study ranges from 0 to 1. If the GoF value is 0.1 (low GoF), 0.25 (medium GoF), and > 0.36 (high GoF). The GoF criterion test for this study is presented in the following table:

Table 3. Goodness of Fit Test Result

Variable	AVE	R-Square
Pop-up Advertising	0.513	
Sales Promotion	0.702	
Customer Satisfaction	0.694	0.793
Customer Purchasing Decisions	0.652	0.808
Average	0,640	0,801
Goodness of Fit		0,716
Category		High

Source: Primary Data, 2023

Based on the analysis of the Goodness of Fit (GoF) criterion test, the GoF value is the square root of the multiplication between the average AVE and the average R-square. Therefore, it can be concluded that the calculated GoF value is 0.716. This GoF value is fulfilled and falls within the category of high GoF. This indicates that the empirical data can explain the measurement model with a high level of fit.

Model Hypothesis Test

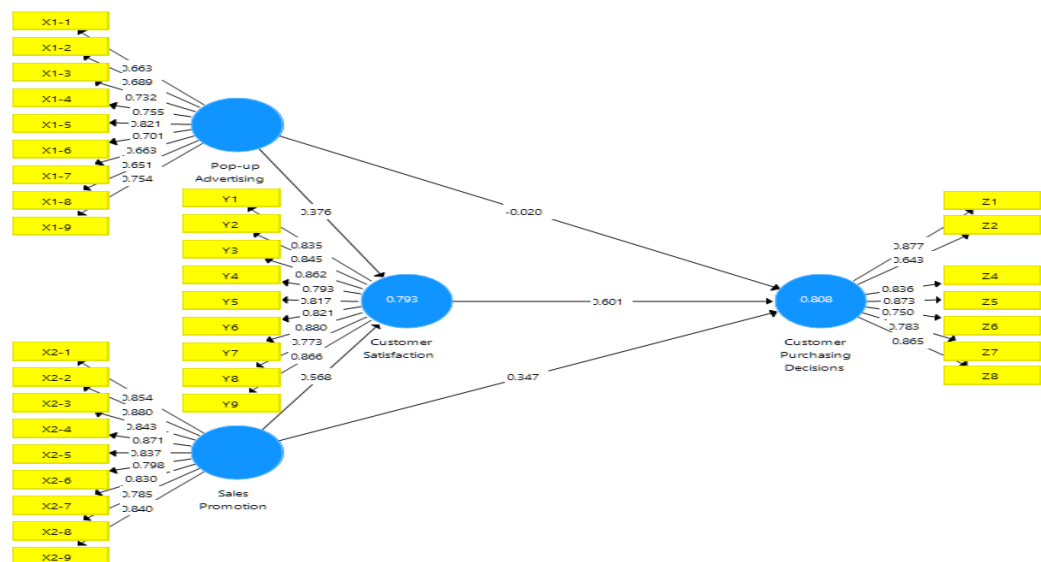


Figure 2. Final Results of Bootstrapping on SmartPLS

t-Test

The testing at this stage aims to examine and find out the partial effects between independent variables and the dependent variable. The results of this testing phase will be utilized and used to determine whether the hypothesis is accepted or rejected. The T-test is conducted by comparing the p-value associated with the path coefficient to the

chosen level of significance. In this study, the researcher has set the significance level at 5%. The T-test for this research is presented in the following table:

Table 4. Direct Effect

Hypothesis	Original Sample	P-value	Decisions
PA→CS	0,376	0,000	Accepted
SP→CS	0,568	0,000	Accepted
PA→PD	-0,020	0,807	Refused
SP→PD	0,347	0,013	Accepted
CS→PD	0,601	0,000	Accepted

Source: Primary Data, 2023

Based on the analysis of the testing results of the relationship between independent and dependent variables, several conclusions were drawn after comparing the p-values with the significance level. The relationship between PA and CS has a p-value of 0.807, which is greater than 0.05, thus indicating that PA does not have a significant effect on CS. On the other hand, the relationship between SP and CS has a p-value of 0.000, which is less than 0.05, signifying that SP significantly influences CS. The relationship between PA and PD has a p-value of 0.013, which is less than 0.05, suggesting that PA has a significant effect on PD. Furthermore, the relationship between SP and PD has a p-value of 0.000, indicating that SP significantly influences PD. Meanwhile, the relationship between CS and PD has a p-value of 0.000, which is less than 0.05, concluding that CS has a significantly affect PD.

Mediation Test

The testing at this stage aims to examine the influence between independent variables and dependent variables mediated by an intervening variable. The results of this testing phase will be utilized to determine whether the hypothesis is accepted or rejected. Mediation testing is conducted by comparing the p-value associated with the specific indirect effect to the chosen level of significance. In this study, the researcher has set the significance level at 5%. The mediation test for this research is presented in the following table.

Table 5. Indirect Effect

Hypothesis	Original Sample	P-value	Decisions
PA→CS→PD	0,226	0,000	Accepted
SP→CS→PD	0,341	0,000	Accepted

Source: Primary Data, 2023

Based on the results of the mediation analysis, it can be concluded that, at a significance level of 5%, the variable customer satisfaction (CS) is capable to act as an intervening variable mediating the relationship between pop-up advertising and customer purchasing decisions (PA→CS→PD) and between sales promotion and customer purchasing decisions (SP→CS→PD). This is evidenced by the p-values for the relationships between PA and CS mediated by PD, which is 0.000, below the threshold of 0.05, leading to the acceptance of the hypothesis. Additionally, the relationship between SP and PD mediated by CS has a p-value of 0.000, which is lower than 0.05, thus indicating the acceptance of the respective hypothesis.

Discussion

The Influence of Pop-up Advertising on Customer Satisfaction

The results of the direct influence analysis using PLS-SEM in this study yielded a p-value of $0.000 < 0.05$, indicating that the first hypothesis is accepted. This result signifies that pop-up advertising influences customer satisfaction. This finding is corroborated by the study conducted by Chaffey and Ellis-Chadwick (2016), which proposes that strategically timed and pertinent pop-ups providing discounts or personalized suggestions can be viewed as beneficial, enhancing customer satisfaction. The researchers provide instances of pop-ups facilitating abandoned cart recovery or presenting product recommendations derived from browsing history, potentially offering value to customers. This result is also in line with Cheal et al., (2018) studies that stated “pop-up advertising, when designed subtly and unobtrusively, can lead to higher positive emotions and trust, potentially improving brand perception and customer satisfaction”.

The Influence of Sales Promotion on Customer Satisfaction

The results of the direct influence analysis using PLS-SEM in this study yielded a p-value of $0.000 < 0.05$, indicating that the second hypothesis is accepted. This result signifies that sales promotion influences customer satisfaction. It indicates that sales promotions can have a positive impact when viewed as providing authentic value, eliciting positive emotions, or acknowledging customer effort through perceived fairness (Gupta & Gupta, 2019). However, it is essential to be aware of potential drawbacks such as concerns about quality, the development of a conditioned inclination to seek deals, and the risk of eroding trust due to deceptive promotional practices. This awareness is crucial for effectively using promotions to bolster long-term customer satisfaction. This result also in lined with (Mattila & Enz, 2002) stating that sales promotion can influence customer satisfaction.

The Influence of Pop-up Advertising on Customer Purchasing Decisions

The result from direct effect using PLS-SEM analysis on hypothesis three has the p-value of $0,807 > 0,05$, It can be concluded that pop-up advertising does not have a direct effect on customer purchasing decisions. Therefore, we can say that pop-up advertising cannot influence customer purchasing decisions. The findings of this research are consistent with Li et al. (2020) and (Cronin et al., 2000), strongly indicating that pop-ups, when frequent, irrelevant, or poorly timed, are perceived as bothersome and disruptive, resulting in a decline in purchase intentions. This is particularly applicable to pop-ups that obstruct content, demand multiple clicks to close, or appear on mobile devices. This studies also aligned with Cheal et al. (2018) and Li et al., (2020) that highlight the negative impact on customer experience and engagement, ultimately declining purchase decisions.

The Influence of Sales Promotion on Customer Purchasing Decisions

The result from direct effect using PLS-SEM analysis on hypothesis four has the p-value of $0,013 < 0,05$, It can be concluded that sales promotion has a direct effect on customer purchasing decisions, thus it can influence customer decision on purchasing goods or services. It also indicates that the fourth hypothesis is accepted. The result of this analysis is also in lined with previous study. The study conducted by Chevalier & Shiv (2006) illustrates that time-limited promotions generate enthusiasm and a sense of scarcity, thereby enhancing the perceived value of a product and motivating purchases. Likewise, Inman & McAlister (2010) discovered that enjoyable and rewarding promotions have the potential to stimulate impulsive buying behavior. Thus, making it sales promotion can influence customer purchasing decisions directly.

The Influence of Customer Satisfaction on Customer Purchasing Decisions

The outcome of the PLS-SEM analysis for hypothesis five reveals a p-value of $0.000 < 0.05$. This implies that customer satisfaction directly influences customer purchasing decisions, confirming the acceptance of the fifth hypothesis. This result aligns with prior research; for instance, Gupta & Zeithaml (2006) identified a robust positive correlation between customer satisfaction and repurchase intentions in the service industry. This suggests that content customers are significantly more inclined to revisit and make repeated purchases. Moreover, satisfaction not only fosters repurchasing but also encourages customers to spend more. A study conducted in 2015 by Verhoef et al. demonstrated that increasing customer satisfaction by one point could result in a 5% rise in spending.

The Role of Customer Satisfaction as a Mediating Variable in the Impact of Pop-up Advertising on Customer Purchasing Decisions

The results of the indirect influence analysis using PLS-SEM in this study indicate that the hypothesis proposing that pop-up advertising influences customer purchasing decisions through customer satisfaction as an intervening variable is accepted due to the p-value of $0.000 < 0.05$. This finding aligns with the research of Inman and McAlister (2010), where customer satisfaction is identified as a mediator in the relationship between pop-up advertising and purchase decisions. Positive pop-up interactions enhance satisfaction, consequently increasing purchase intent and loyalty. Conversely, negative experiences diminish satisfaction and adversely impact purchasing behavior. However, the analysis of the third hypothesis suggests that pop-up advertising cannot directly influence customer purchasing decisions. Both analyses lead to the conclusion that customer satisfaction plays a critical role in shaping customer preferences when making a purchase. When customers are satisfied with the pop-up advertising they encounter, their purchase intention tends to be high.

The Role of Customer Satisfaction as a Mediating Variable in the Impact of Sales Promotion on Customer Purchasing Decisions

The results of the indirect influence analysis using PLS-SEM in this study indicate that the hypothesis proposing that sales promotion influences customer purchasing decisions through customer satisfaction as an intervening variable is accepted due to the p-value of $0.000 < 0.05$. This finding aligns with the research Garofalo et al. (2019). It says that promotions that adhere to ethical standards establish trust and nurture long-lasting, positive connections with your customers. Essentially, well-executed promotions serve as a link between sensitivity to pricing, positive emotions, and sustained customer loyalty, guaranteeing the success of your business far beyond the temporary appeal of a discount influencing a purchase decision. This research also supported by previous research from (Cheal et al., 2018; Mittal et al., 2023) stating that customer satisfaction can mediate the influence of sales promotion on customer purchasing decisions.

CONCLUSION

Based on the analysis and discussions conducted in this research, several conclusions can be drawn regarding the impact of pop-up advertising and sales promotion on customer satisfaction and purchasing decisions. Firstly, pop-up advertising has a positive influence on customer satisfaction, emphasizing the importance of diverse pop-up techniques in enhancing

overall satisfaction levels. Secondly, sales promotion strategies directly contribute to customer satisfaction, underlining their significance in marketing efforts. However, pop-up advertising alone does not directly affect customer purchasing decisions, suggesting the involvement of other factors. Conversely, sales promotion activities positively correlate with customer satisfaction and directly impact purchasing decisions. Customer satisfaction emerges as a crucial factor driving purchasing decisions, highlighting the importance of businesses prioritizing efforts to enhance satisfaction levels. Additionally, customer satisfaction acts as an intervening variable between both pop-up advertising and sales promotion and customer purchasing decisions, suggesting its mediating role in these relationships. These findings underscore the complex dynamics between advertising strategies, customer satisfaction, and purchasing behavior, emphasizing the need for businesses to adopt comprehensive approaches to influence consumer decisions effectively.

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