

ABSTRACT

The growth of the smartphone market in Indonesia has triggered increasingly dynamic competition, pushing manufacturers to optimize marketing strategies. Xiaomi, as one of the leading brands, is known for its affordable prices and competitive features. However, in the midst of competition, Xiaomi faces challenges in the form of decreased customer loyalty and perceptions of the quality of its digital services. This study aims to determine the effect of sales promotion and e-service quality on consumer purchasing decisions for Xiaomi smartphones in Indonesia. This research uses descriptive and causal quantitative approaches. The sample consisted of 385 respondents who had purchased Xiaomi smartphones online through a questionnaire with a Semantic Differential scale and analyzed using multiple linear regression. The results showed that sales promotion had a positive and significant effect on purchasing decisions with a contribution of 28.9%, while e-service quality also had a significant effect with a more dominant contribution of 53.8%. Simultaneously, the two variables have an influence of 82.7% on purchasing decisions. The most influential dimensions of e-service quality are responsiveness and user friendliness, while in sales promotion are price reduction and frequency programs. This finding confirms the importance of targeted promotions as well as responsive and easy-to-use digital services. Xiaomi is advised to strengthen consistent promotion strategies and improve the reliability and ease of digital services to encourage sustainable consumer purchases.

Keywords: Sales Promotion, E-Service Quality, Purchase Decision, Smartphone, Xiaomi.