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The Impact of Television Advertising and Sales Promotion on Generation Z Consumers' Purchase Intention for Product X Sachet in the Greater Malang Area

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Abstract

This study aims to analyze the influence of television advertising and sales promotion on the purchase interest in HiLo Sachet products among Generation Z consumers in the Greater Malang area. The research employs a quantitative approach using a survey method involving 402 respondents selected through purposive sampling. Data were analyzed using multiple linear regression to examine the effect of each variable. The findings indicate that both television advertising and sales promotion have a positive and significant influence on purchase interest, with a simultaneous contribution of 94.4%. These results suggest that an integrated marketing communication strategy, particularly the combination of persuasive advertising messages and attractive sales promotion programs, is highly effective in shaping purchase interest among Generation Z consumers. This study provides managerial implications for strengthening marketing strategies in the FMCG sector, especially in enhancing consumer appeal and driving purchase decisions among young consumers.

Keywords: television advertising, sales promotion, purchase interest, Generation Z, HiLo Sachet, Greater Malang.

1 Introduction

Increasing globalization and rapid technological advancements have intensified competition in the FMCG sector, compelling firms to adopt more effective marketing communication strategies. In highly saturated markets such as packaged beverages consumers face an overwhelming array of product choices, making purchase intention a critical precursor to actual buying behavior. Purchase intention reflects consumers' cognitive and affective inclinations toward a product and is strongly influenced by marketing stimuli.

Indonesia's FMCG industry continues to experience steady growth, supported by a significant increase in packaged food and beverage sales, which reached USD 40.11 billion in 2023 (Euromonitor International; USDA, 2023). This dynamic environment underscores the need for firms to differentiate their products through strategic marketing communication, particularly within highly competitive categories such as powdered beverages.

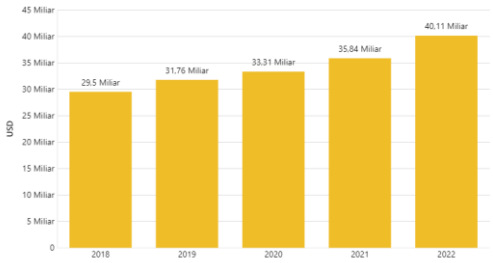

Figure 1.1. Sales Value of Packaged Food and Beverages in Indonesia (2018–2022)

Sumber : https://databoks.katadata.co.id/

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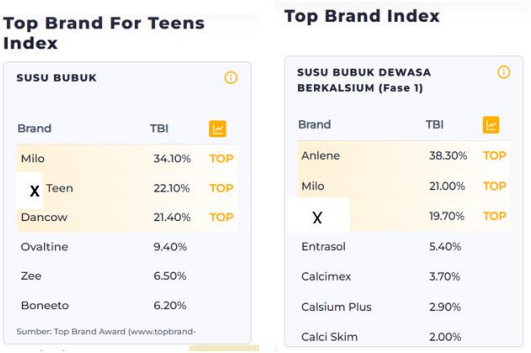

Source: topbrandaward.com

Figure 1.2 Top Brand Index for Teen and Adult Powdered Milk Category

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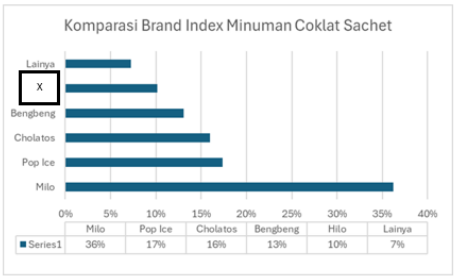
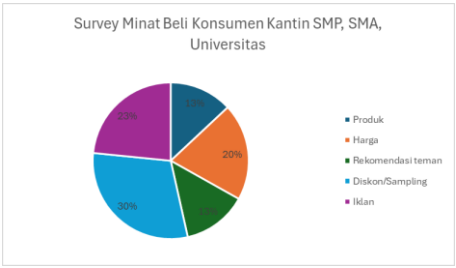
Figure 1.2 illustrates that X possesses strong brand equity as a Top Brand in the milk beverage category. This position presents an opportunity for X to expand its market share into the chocolate sachet drink segment. However, such expansion requires a well-designed and effective strategy. Based on a preliminary survey conducted by the researcher in Malang, involving 69 respondents aged 15–21 years, regarding brand awareness of chocolate drink products, X remains positioned below its competitors. The survey findings for the chocolate beverage category in the Greater Malang area are presented below



Source: Researcher's Survey

Figure 1.3 Comparison of Brand Index in the Chocolate Drink Sachet Category

Figure 1.3 indicates that Brand X ranks fifth in the chocolate drink sachet category, reflecting the high level of competition within this market. Field observations conducted across junior high school, senior high school, and university canteens in Greater Malang show that only 21 out of 80 canteens (26%) offer X sachet products. Even in those outlets, typically only 2–3 variants are available, despite the brand offering eight variants. This limited availability highlights the need for more effective marketing efforts to stimulate consumer purchase intention. An interview with a sales distribution employee (Mr. Dwi Bintang) reinforces this finding, highlighting the strong potential of the chocolate sachet segment. X aims to capture this opportunity by developing high-calcium, low-sugar, vitamin D–fortified chocolate sachet products tailored to consumers aged 15–21 years, a demographic that aligns well with Malang Raya's identity as an educational hub. A supporting survey of 30 consumers aged 15–21 years who purchase powdered chocolate drinks shows that 53% of purchase intention is influenced by discounts, sampling, and advertising. The data are presented below



Source: Internal Researcher Data

Figure 1.5. Survey of Factors Influencing Purchase Intention:

Effective marketing communication has become essential, as product quality, distribution, and pricing alone are no longer sufficient to compete in today's dynamic consumer environment. Marketing communication serves to deliver informative, persuasive, and reminder-based messages that strengthen brand positioning and drive consumer action (Hasdiansa in Ningsih et al., 2023). Among its key components, advertising plays a central role in building brand awareness and shaping brand image through mass media. Kotler and Keller (2016) emphasize that advertising is one of the most effective tools for educating the public and reinforcing brand identity. Within marketing communication strategies, television advertising represents Above-

the-Line (ATL) activities, while sales promotion falls under Below-the-Line (BTL). These two instruments are often combined to maximize impact: television advertising builds broad awareness, whereas sales promotion encourages engagement and stimulates direct purchasing behavior. Their synergistic use is expected to influence consumers' purchase intention, a key indicator of future buying behavior.

Malang Raya, characterized by a large student population and a growing number of health-conscious consumers, offers strong market potential for X Sachet. However, empirical assessment is required to determine how effectively television advertising and sales promotion influence purchase intention within this demographic. Based on this background, the present study is titled: "The Influence of Television Advertising and Sales Promotion on Purchase Intention of X Sachet among Generation Z Consumers in Malang Raya."

1.1 Problem Identification

1. How is the Television Advertising (ATL) strategy for X Sachet implemented?
2. How is the Sales Promotion (BTL) strategy for X Sachet implemented?
3. What is the level of Purchase Intention toward X Sachet?
4. How do Television Advertising (ATL) and Sales Promotion (BTL) influence Purchase Intention toward X Sachet?

1.2 Research Limitations

To ensure that this study remains focused and can be examined in depth, the scope of the research is limited to the variables of Television Advertising (Above the Line/ATL), Sales Promotion (Below the Line/BTL), and Purchase Intention.

2 Literature Review

Research on marketing communication within the FMCG sector underscores the critical role of integrated promotional strategies in shaping consumer behavior. However, empirical evidence on the combined influence of television advertising and sales promotion within the powdered beverage category particularly for niche products such as X Sachet remains limited.

1. Television Advertising and Sales Promotion Effects

Prior research indicates that television advertising enhances brand visibility and shapes consumer perceptions, primarily affecting the awareness and interest stages of the decision-making process (Kotler & Armstrong, 2020; Smith & Taylor, 2004). In contrast, sales promotion—through discounting, sampling, and activation programs exerts a more immediate and direct influence on purchase intention (Lavuri & Aileni, 2022). While both tools have been individually validated, limited studies have examined their combined impact within a unified analytical framework, especially in the powdered beverage segment.

2. Consumer Behavior in FMCG Markets

Purchase decisions in FMCG categories are strongly influenced by brand familiarity, price sensitivity, and product attributes. The wide variety of competing products often leads to consumer confusion, particularly in beverage categories offering similar functional and emotional value propositions (Putri et al., 2022). Despite extensive literature on consumer behavior, empirical insights into how marketing communication specifically drives purchase intention for powdered beverage products remain scarce.

3. Brand Positioning and Market Performance of Product X

Although Product X maintains strong brand equity in the health-oriented dairy segment, its relatively weak performance in the powdered chocolate beverage category suggests gaps in the effectiveness of its communication strategy. Prior research has not sufficiently explored how strategic communication supports product diversification, highlighting the need for more context-specific empirical studies.

4. Contextual Factors in Beverage Consumption

Consumer preferences in the beverage sector are often shaped by convenience, taste, and packaging. However, the extent to which these determinants interact with targeted communication strategies—particularly television advertising and sales promotion—for niche powdered beverage products is still underinvestigated.

2.1 Related Work

ATL media, especially television, has been widely documented as a key driver of brand awareness and early-stage consumer engagement (Kotler & Keller, 2020). However, its effect on purchase intention tends to be indirect. Sales promotion provides immediate incentives that directly encourage buying behavior, making it a critical complementary tool. Previous studies have examined these strategies in mainstream food and beverage industries, yet few have explored their relevance to health-oriented powdered beverages like X.

2.2 Research Gap

This study addresses four key gaps:
Although numerous studies have examined marketing communication in the FMCG sector, several important gaps remain. Prior research has largely analyzed television advertising and sales promotion separately, with limited attention to their combined and synergistic effects on purchase intention. Additionally, most studies focus on mainstream food and beverage products, leaving powdered beverage categories particularly health-oriented products underexplored. There is also a lack of context-specific research targeting Generation Z consumers in regional markets such as Malang Raya, where behavioral characteristics may differ significantly. Therefore, this study addresses these gaps by investigating the integrated impact of television advertising (ATL) and sales promotion (BTL) on purchase intention within the powdered chocolate beverage segment among Generation Z consumers in Malang Raya.

3.1 Data Collection

This study employs a quantitative research method. According to Sugiyono (2020), quantitative research is used to investigate specific populations or samples using structured research instruments, with data analyzed statistically to test predetermined hypotheses. Both descriptive and verification analyses are applied. Descriptive analysis is used to present a comprehensive overview of the research findings. All variables were measured using a Likert scale to assess respondents' level of agreement with each statement. The data in this study include marketing communication strategies specifically television advertising and sales promotion for X Sachet as well as consumer purchase interest toward the product. Sugiyono (2020) defines a population as a generalization area consisting of objects or subjects with specific characteristics determined by the researcher. The population of this study consists of consumers of X Sachet around activation points of the company in Malang Raya (Malang Regency, Batu City, and Malang City) who have purchased X Sachet. The sample must represent the population so that its characteristics are adequately reflected. Sample size was determined using the Degree of Variability formula (Sugiyono, 2020) for an unknown population size. With a 95% confidence level and a 5% margin of error, the following formula was applied:

$$n = \frac{Z^2 pq}{e^2}$$

Where:
n = required sample size
Z = z-value at 95% confidence level (1.96)
p = probability of success (0.5)

q = probability of failure (0.5)
e = margin of error (0.05)
The calculation indicates a minimum sample size of more than 384 respondents, which is considered adequate to represent the population.
A non-probability sampling technique was employed, meaning not all population members had an equal chance of being selected. Purposive sampling was then applied based on predetermined criteria (Sugiyono, 2020).

3.2 Analysis Technique

Verification analysis aims to empirically test the research hypotheses. Multiple linear regression was used to examine the influence of Television Advertising and Sales Promotion on Purchase Interest toward X Sachet. This method is appropriate because the model includes two independent variables and one dependent variable. The analysis determines whether the independent variables increase or decrease the dependent variable and evaluates the strength of their relationships.

3.3 Validity Test

According to Sugiyono (2020), validity refers to the degree to which an instrument measures what it is intended to measure. The validity test in this study used the Product Moment Correlation by correlating each item score with the total score.
The Product Moment formula (Arikunto, 2019) is as follows:

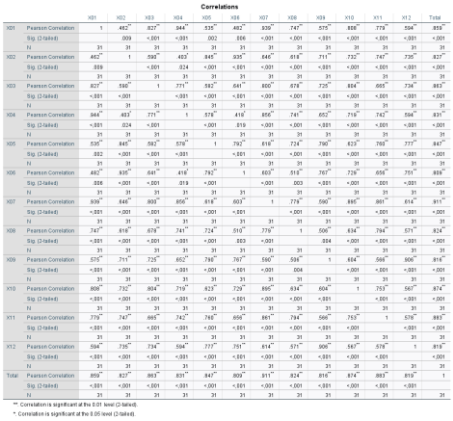
$$r_{xy} = \frac{n\sum XY - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

Where:
rxy = correlation coefficient
n = number of respondents
X = item score
Y = total score
$\sum X^2$, $\sum Y^2$, $\sum XY$ = sum of squares and cross-products
Validity criteria:

- An item is valid if r_calculated ≥ r_table
- An item is invalid if r_calculated < r_table

The validity test was conducted on 30 respondents. With df = 30 − 2 = 28 and α = 5%, the r_table value is 0.361. The results show that

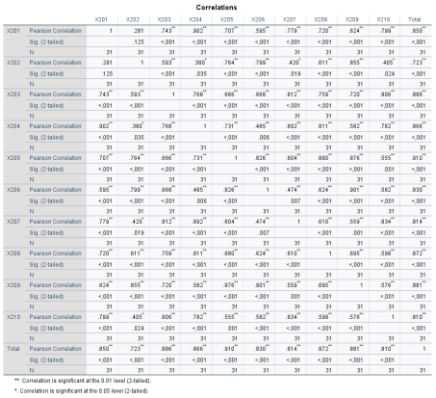
Table 3.1 Results of Validity Testing for Variable X1 (TV Advertisement)



Source: Primary data processing results using SPSS Statistics 27 for Windows

Based on Table 3.1, it can be observed that the results of the validity testing for all 12 statement items related to Variable X1 (TV Advertisement) are declared valid. This is indicated by the fact that the calculated r-values for each item exceed the predetermined r-table value (>0.361). Therefore, all statement items can be used as appropriate measurement indicators for the concept of TV advertisement, which serves as Variable X1 in this study.

Table 3.2 Results of Validity Testing for Variable X2 (Sales Promotion)



Correlations

		X201	X202	X203	X204	X205	X206	X207	X208	X209	X210	Total
X201	Pearson Correlation	1	.281	.743**	.902**	.707**	.595**	.779**	.720**	.624**	.789**	.850**
	Sig. (2-tailed)		.125	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
X202	Pearson Correlation	.281	1	.593**	.380*	.764**	.799**	.420*	.611**	.855**	.405*	.723**
	Sig. (2-tailed)	.125		<.001	.035	<.001	<.001	.019	<.001	<.001	.024	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
X203	Pearson Correlation	.743**	.593**	1	.768**	.666**	.688**	.812**	.759**	.720**	.806**	.886**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
X204	Pearson Correlation	.902**	.380*	.768**	1	.731**	.485**	.892**	.811**	.582**	.782**	.866**
	Sig. (2-tailed)	<.001	.035	<.001		<.001	.006	<.001	<.001	<.001	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
X205	Pearson Correlation	.707**	.764**	.666**	.731**	1	.826**	.604**	.880**	.874**	.555**	.913**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
X206	Pearson Correlation	.595**	.799**	.688**	.485**	.826**	1	.474**	.824**	.901**	.582**	.830**
	Sig. (2-tailed)	<.001	<.001	<.001	.006	<.001		.007	<.001	<.001	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
X207	Pearson Correlation	.779**	.420*	.812**	.892**	.604**	.474**	1	.810**	.559**	.834**	.814**
	Sig. (2-tailed)	<.001	.019	<.001	<.001	<.001	.007		<.001	.001	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
X208	Pearson Correlation	.720**	.611**	.759**	.811**	.880**	.824**	.810**	1	.695**	.596**	.872**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
X209	Pearson Correlation	.624**	.855**	.720**	.582**	.874**	.901**	.559**	.695**	1	.576**	.881**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	.001	<.001		<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
X210	Pearson Correlation	.789**	.405*	.806**	.782**	.555**	.582**	.834**	.596**	.576**	1	.810**
	Sig. (2-tailed)	<.001	.024	<.001	<.001	.001	<.001	<.001	<.001	<.001		<.001
	N	31	31	31	31	31	31	31	31	31	31	31
Total	Pearson Correlation	.850**	.723**	.886**	.866**	.913**	.830**	.814**	.872**	.881**	.810**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	31	31	31	31	31	31	31	31	31	31	31

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Source: Primary data processing results using SPSS Statistics 27 for Windows

Meanwhile, the results of the validity testing for all 10 statement items related to Variable X2 (Sales Promotion), as presented in Table 3.2, indicate that all items are valid. This is evidenced by the fact that the calculated r-values for each item are higher than the predetermined r-table value (>0.361). Therefore, these statement items can be used as appropriate measurement indicators for the sales promotion construct, which serves as Variable X2 in this study.

Table 3.3 Results of Validity Testing for Variable Y (Purchase Intention)

Correlations

		Y01	Y02	Y03	Y04	Y05	Y06	Y07	Y08	Y09	Y10	Total
Y01	Pearson Correlation	1	.511**	.689**	.862**	.580**	.750**	.691**	.757**	.691**	.715**	.842**
	Sig. (2-tailed)		.003	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
Y02	Pearson Correlation	.511**	1	.505**	.658**	.818**	.832**	.592**	.802**	.798**	.661**	.822**
	Sig. (2-tailed)	.003		.004	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
Y03	Pearson Correlation	.689**	.505**	1	.879**	.376*	.724**	.902**	.793**	.624**	.783**	.855**
	Sig. (2-tailed)	<.001	.004		<.001	.037	<.001	<.001	<.001	<.001	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
Y04	Pearson Correlation	.862**	.658**	.879**	1	.546**	.774**	.859**	.895**	.707**	.781**	.932**
	Sig. (2-tailed)	<.001	<.001	<.001		.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
Y05	Pearson Correlation	.580**	.818**	.376*	.546**	1	.769**	.412*	.722**	.751**	.504**	.736**
	Sig. (2-tailed)	<.001	<.001	.037	.001		<.001	.021	<.001	<.001	.004	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
Y06	Pearson Correlation	.750**	.832**	.724**	.774**	.769**	1	.738**	.831**	.865**	.793**	.928**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
Y07	Pearson Correlation	.691**	.592**	.902**	.859**	.412*	.738**	1	.801**	.530**	.866**	.865**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.021	<.001		<.001	.002	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
Y08	Pearson Correlation	.757**	.802**	.793**	.895**	.722**	.831**	.801**	1	.734**	.770**	.942**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
Y09	Pearson Correlation	.691**	.798**	.624**	.707**	.751**	.865**	.530**	.734**	1	.598**	.939**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	.002	<.001		<.001	<.001
	N	31	31	31	31	31	31	31	31	31	31	31
Y10	Pearson Correlation	.715**	.661**	.783**	.781**	.504**	.793**	.866**	.770**	.598**	1	.865**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.004	<.001	<.001	<.001	<.001		<.001
	N	31	31	31	31	31	31	31	31	31	31	31
Total	Pearson Correlation	.842**	.822**	.855**	.932**	.736**	.928**	.865**	.942**	.839**	.865**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	31	31	31	31	31	31	31	31	31	31	31

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Source: Primary data processing results using SPSS Statistics 27 for Windows

Furthermore, as shown in Table 3.3, the validity test results for all 10 statement items related to Variable Y (Purchase Intention) indicate that all items are valid. This is demonstrated by the fact that the calculated r-values for each item exceed the predetermined r-table value (>0.361). Therefore, these statement items can be appropriately used as measurement indicators for the purchase intention construct, which represents Variable Y in this study.

Additionally, the researcher also conducted a reliability test. A reliability test is used to determine whether the research instrument is trustworthy or not. According to Sugiyono (2020), an instrument is considered reliable if it consistently produces the same data when used multiple times to measure an object. The reliability of an instrument is a prerequisite for the instrument to be considered valid, thus making the reliability test necessary.

Table 3.4 Reliability Levels Based on Alpha

Alpha Value	Reliability Level
<0.600	Not Reliable
0.600 – 0.690	Marginally Reliable
0.700 – 0.790	Reliable
0.800 – 0.890	Very Reliable
>0.900	Extremely Reliable

Source : Malhotra, Birks, & Wills (2020)

Based on the calculations using SPSS Statistics 27 for Windows, the results of the reliability test in Table 3.5 are as follows:

Table 3.5 Results of the Reliability Test

No	Variabel	Ca hitung	Ca minimal	Keterangan
1	TV *Advertisement* (X_1)	0,962	0,700	Reliabel
2	*Sales Promotion* (X_2)	0,952	0,700	Reliabel
3	*Minat Pembelian* (Y)	0,961	0,700	Reliabel

Source: Primary data processing results using SPSS Statistics 27 for Windows

As shown in Table 3.4, based on the reliability test results processed using SPSS Statistics 27 for Windows, all statement items across the three variables can be concluded to be reliable. This is indicated by the Cronbach's alpha values, which exceed the minimum required threshold of 0.700.

4 Results and Discussion

To examine the influence of television advertising and sales promotion on purchase intention, this study employed a normality test, simple correlation analysis, multiple regression analysis, and hypothesis testing. The independent variables consist of television advertising (X1) and sales promotion (X2), while the dependent variable is purchase intention (Y). The normality test was conducted to determine whether the distributions of the independent and dependent variables were normal. Data are considered normally distributed when the significance value exceeds 0.05. Based on Table 4.1, the significance value obtained is 0.095, indicating that the data meet the normality assumption. The following section presents the results of the Kolmogorov–Smirnov normality test processed using SPSS Statistics 27 for Windows.

Table 4.1 Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			402
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		5.82975814
Most Extreme Differences	Absolute		.042
	Positive		.039
	Negative		-.042
Test Statistic			.042
Asymp. Sig. (2-tailed)[c]			.095
Monte Carlo Sig. (2-tailed)[d]	Sig.		.097
	99% Confidence Interval	Lower Bound	.084
		Upper Bound	.104

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data Processing Results using SPSS Statistics 27 for Windows

The multicollinearity test analysis is conducted to determine whether there is any correlation among the independent variables in the regression model. Below are the results of the multicollinearity analysis, as shown in the table below:

Table 4.2 Results of the Multicollinearity Test

Coefficients[a]

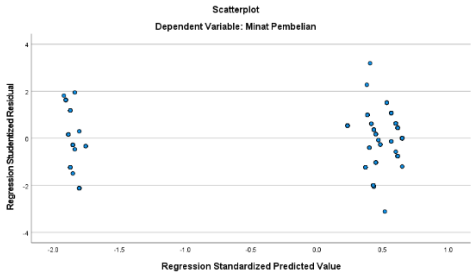
Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	.409	.157		2.610	.009		
	ATL	.523	.025	.628	20.680	.000	.116	9.566
	BTL	.366	.030	.371	12.233	.000	.116	9.566

a. Dependent Variable: Minat Pembelian

Source: Data Processing Results using SPSS Statistics 27 for Windows

The results of the analysis show that the tolerance values for the variables TV Advertisement (X1) and Sales Promotion (X2) are 0.116, with corresponding VIF values of 9.566. These results indicate the absence of multicollinearity, as the tolerance values exceed 0.10 and the VIF values remain below 10.The heteroscedasticity test aims to determine whether there is a discrepancy in the variance of residuals or observations from one observation to another in the existing regression model

Table 4.3 Results of the Multicollinearity Test



Source: Data Processing Results using SPSS Statistics 27 for Windows

Based on the scatter plot presented in Figure 4.3, the data points do not form a clustered pattern, a linear pattern, or a wave-like pattern. Therefore, it can be concluded that the regression model in this study does not exhibit heteroscedasticity issues.

The multiple correlation analysis is employed to determine the strength of the relationship among the three variables, namely TV Advertisement (X1), Sales Promotion (X2), and Purchase Intention (Y). The results of the correlation analysis are presented in the table below :

Table 4.4 Output Correlation

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.997[a]	.994	.994	.832

a. Predictors: (Constant), Sales Promotion, TV Advertisement

Source: Data Processing Results using SPSS Statistics 27 for Windows

The data in Table 4.4 shows that the R value (correlation coefficient) is 0.614, indicating a strong relationship among the variables. This demonstrates a strong correlation between TV Advertisement (X1), Sales Promotion (X2), and Purchase Intention (Y). The R square value reported in Table 4.4 is 0.994. The R square, or coefficient of determination, indicates that 94.4% of the variation in consumers' Purchase Intention (Y) toward Product X Sachet can be explained by TV Advertisement (X1) and Sales Promotion (X2), while the remaining 6.6% is influenced by other factors not examined in this study. Multiple regression analysis is applied when more than one independent variable is involved. This analysis is used to measure the influence of one or more independent variables on a dependent variable. The regression coefficient output is presented in the following table**:**

Table 4.5 Multiple Regression Coefficient Output

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.409	.157		2.610	.009
	TV Advertisement	.523	.025	.628	20.680	.000
	Sales Promotion	.366	.030	.371	12.233	.000

a. Dependent Variable: Minat Pembelian

Source: Data Processing Results using SPSS Statistics 27 for Windows

Based on the regression equation above, the constant value is 0.409, indicating that when the independent variables are held constant, the Purchase Intention is 0.409. The regression coefficient for TV Advertisement is 0.523, meaning that an increase of one unit in the TV Advertisement variable will result in an increase of 0.523 in Purchase Intention. Meanwhile, the regression coefficient for Sales Promotion is 0.366, indicating that an increase in the Sales Promotion variable will lead to an increase of 0.394 in Purchase Intention. Based on the conducted research, the findings are consistent with prior studies by Sugiono and Sume (2017), Putra et al. (2021), Lavuri and Aileni (2022), Winata and Nurcahya (2017), and Asfari (2019), which similarly demonstrate that above-the-line (ATL) and below-the-line (BTL) marketing communication strategies represented in this study by TV Advertising (X1) and Sales Promotion (X2) have a positive effect on Purchase Intention (Y).

4.1 Key Findings

The study demonstrates that both TV Advertisement (X1) and Sales Promotion (X2) significantly and positively influence Purchase Intention (Y) among Generation Z consumers in Malang Raya. The regression model shows a high explanatory power, with an R^2 value of 0.944, indicating that 94.4% of the variation in Purchase Intention is explained by the two independent variables. The classical assumption tests confirm that the data are normally distributed and free from multicollinearity and heteroscedasticity issues. These findings highlight the effectiveness of integrated marketing communication strategies in shaping consumer interest within the FMCG sector.

4.2 Interpretation of Results

The positive and significant effect of TV Advertisement suggests that persuasive audiovisual messages effectively shape consumers' cognitive and emotional responses, leading to an increased intention to purchase Product X Sachet. Sales Promotion exerts a more direct influence by providing tangible incentives that stimulate consumer behavior. The strong relationship between the two promotional variables and Purchase Intention indicates that the synergy between ATL and BTL strategies enhances the overall impact on Generation Z consumers, who are highly responsive to both media exposure and value-driven promotions.

4.3 Discussion

These findings reinforce the strategic importance of adopting a balanced approach combining mass-media advertising and sales promotions. TV Advertisement contributes to building brand awareness and reinforcing the product's value proposition, while Sales Promotion encourages immediate action by reducing perceived risk and increasing short-term attractiveness. In the competitive powdered beverage market, such a dual approach allows brands to stand out and effectively capture consumer attention. The results also suggest that Generation Z consumers' decision-making processes are influenced not only by logical considerations but also by experiential and emotional cues delivered through integrated communication strategies.

4.4 Comparison with Prior Research

This study examines the influence of TV advertising and sales promotion on purchase intention through a series of statistical tests, including normality, classical assumption tests (multicollinearity and heteroscedasticity), correlation, multiple linear regression, and hypothesis testing (t-test and F-test). The results confirm that the data are normally distributed and free from multicollinearity and heteroscedasticity issues. The multiple regression analysis reveals a very strong relationship between TV Advertising (X1), Sales Promotion (X2), and Purchase Intention (Y), with a correlation coefficient (R) of 0.994 and a coefficient of determination (R^2) of 0.994, indicating that 94.4% of the variation in purchase intention is explained by the independent variables. The F-test demonstrates that TV advertising and sales promotion simultaneously have a significant effect on purchase intention, while the t-test indicates that each variable individually exerts a positive and significant influence, with TV advertising showing a more dominant contribution. These findings highlight that integrated above-the-line (ATL) and below-the-line (BTL) marketing communication strategies are key drivers in enhancing consumer purchase intention for HiLo Sachet. Furthermore, the results are consistent with prior studies (Sugiono & Sume, 2017; Putra et al., 2021; Lavuri & Aileni, 2022; Winata & Nurcahya, 2017; Asfari, 2019), which also found that TV advertising and sales promotion positively influence purchase intention, both simultaneously and partially.

4.5 Limitations

This study has several limitations. First, the research sample is confined to the Malang Raya region, limiting the generalizability of the results to other geographic areas. Second, only two communication variables TV Advertisement and Sales Promotion—were examined, whereas other relevant factors such as digital marketing, product quality, peer influence, or brand identity were not considered. Third, the cross-sectional nature of the study makes it difficult to analyze changes in purchase intention over time. Finally, the reliance on self-reported questionnaire data may introduce subjective bias.

4.6 Future Research

Future research is recommended to incorporate additional variables such as social media advertising, influencer marketing, product attributes, or brand trust to provide a more comprehensive understanding of consumer decision-making. Expanding the research to other regions in Indonesia or conducting cross-country comparisons may enhance the generalizability of the findings. Longitudinal studies or experimental designs could also offer deeper insights into how specific marketing interventions influence consumer purchase intention over time.

5 Conclusion

Statistically, the hypothesis testing results support the acceptance of both proposed hypotheses. The first hypothesis is accepted, indicating that TV Advertising has a significant effect on purchase intention, as evidenced by a significance value of 0.000, which is lower than the predetermined significance level ($\alpha = 0.05$). Similarly, the second hypothesis is also accepted, demonstrating that Sales Promotion significantly influences purchase intention, supported by a significance value of 0.000, which is likewise below the threshold of 0.05. These findings confirm that both TV Advertising and Sales Promotion individually have a positive and significant impact on consumers' purchase intention. This study concludes that both TV Advertisement and Sales Promotion have a significant and positive influence on Purchase Intention toward Product X

Sachet among Generation Z consumers in Malang Raya. The integrated use of ATL and BTL strategies proves highly effective, as evidenced by the high explanatory power of the regression model. These findings suggest that the combination of persuasive advertising content and attractive promotional programs plays a crucial role in stimulating consumer interest, particularly in competitive FMCG markets targeting young consumers.

6 Recommendation

Based on the results, marketers are encouraged to maintain strong and engaging TV Advertisement content while enhancing Sales Promotion activities to further increase consumer engagement. Expanding promotional efforts to digital and social media platforms widely used by Generation Z may further strengthen campaign effectiveness. Increasing product visibility in retail outlets, school canteens, and university areas is also recommended to ensure greater accessibility and reinforcement of marketing communication messages. Lastly, integrating ATL and BTL strategies into a cohesive communication framework will help maximize both brand exposure and conversion potential.

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Nomenclature

Term / Abbreviation	Definition
ATL	Above-the-Line Marketing (TV Advertisement)
BTL	Below-the-Line Marketing (Sales Promotion)
X1	TV Advertisement
X2	Sales Promotion
Y	Purchase Intention
FMCG	Fast-Moving Consumer Goods
R	Correlation Coefficient
R^2	Coefficient of Determination
t-test	Partial Hypothesis Test
F-test	Simultaneous Hypothesis Test
SPSS	Statistical Package for the Social Sciences

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