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THE INFLUENCE OF PROMOTIONAL MIX ON PURCHASE DECISION AT PT. ASTA KARYAPEKANBARU, MEDIATED BY CONSUMER INTEREST IN PURCHASING A HOME

Abstract: In Pekanbaru, there is currently fierce competition for market share in the housing sector. The corporation must work to maintain and boost its revenues if it hopes to accomplish its aim of continuing to exist and grow over the years. Every housing needs the ability to draw customers through communication or promotions that can entice customers to acquire the goods or services given. A marketing strategy is simply a comprehensive, integrated, and unified approach in the field of marketing. This study set out to identify and evaluate the impact of direct marketing, personal selling, and sales promotion on consumer interest. to research and analyze how consumer buying interests are used to influence purchasing decisions through advertising, personal selling, sales promotion, and direct marketing. Moreover, to understand and examine how customer interests in making purchases affect such selections. The people who will purchase homes from PT. AstaKaryaPekanbaru in 2020 make up the study's demographic. 86 persons made up the study's sample. Structural Equation Modeling (SEM) PLS is used to analyze the data used in this study. The findings of the study demonstrate that sales promotion, personal selling, direct marketing, and advertising all have an immediate impact on consumer interest and purchasing behavior. While the interest variable mediates the impact of sales promotion, direct marketing, personal selling, and advertising on purchasing decisions.

Key words: Promotional materials, in-person sales, direct marketing, consumer interest, and purchase decisions.

Language: English

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Introduction

In Pekanbaru, there is currently fierce competition for market share in the housing sector. The corporation must work to maintain and boost its revenues if it hopes to accomplish its aim of continuing to exist and grow over the years. A marketing strategy is essentially a thorough, integrated, and unified plan in the field of marketing, and every building needs to be able to draw customers through advertising or other ways to encourage them to purchase the goods or services being supplied.

The purchasing decision is the consumer's choice to purchase a product after first debating whether it is worthwhile to do so in light of the knowledge he has about the product's reality as a result of having seen it in person. As an alternative to the word purchase choice proposed by Nugroho (2015), which states that purchasing decisions are acts from consumers to wish to buy a product, the outcomes of this thinking are determined by the strength of the consumer's want to buy. The following graph shows how PT Asta Karya Pekanbaru sold homes:

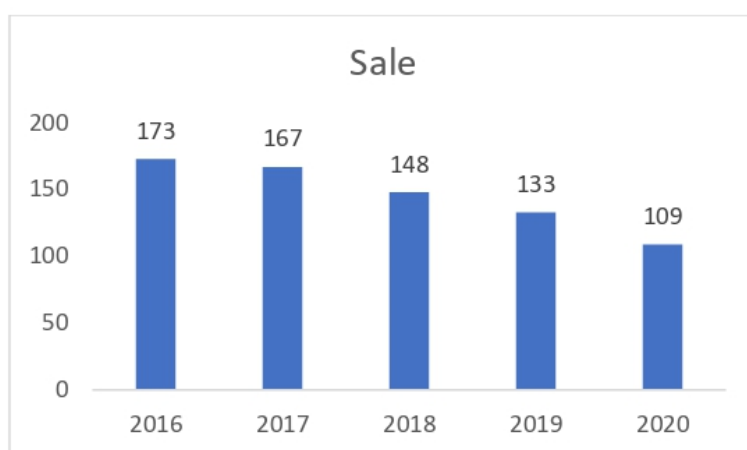


Figure 1 - Home Sales Data PT. AstaKarya in Pekanbaru City 2016-2020

Source: PT. AstaKarya, 2022

Figure 1 demonstrates how PT. AstaKaryaPekanbaru's sales have declined during the previous five years. This drop in sales suggests that fewer consumers are choosing to make purchases. The Pekanbaru City area is a vital location, therefore businesses must be able to maximize their products in the hopes of increasing sales. This must undoubtedly get the company's attention.

Morissan (2007:13) lists the following as elements that can affect someone's decision to buy: (1) Advertising, which is a kind of promotion using various media to encourage purchases. (2) Face-to-face sales (personal selling), a type of self-promotion that involves oral presentations during a conversation with potential customers with the goal of encouraging purchases. (3) Sales promotion (Sales promotion) is another type of promotion in addition to the three mentioned above that aims to encourage purchases. As well as (4) direct marketing, a type of personal selling that aims to directly influence consumer purchases.

Then, according to Schiffman and Kanuk (2015: 160), promotion is one of the factors that affects buying decisions. Sales promotions (sales promotion), personal selling (personal selling), and advertising are a few examples of promotions. Then, according to Alma (2015: 25), advertising, personal selling, and

sales promotions can all have an impact on consumers' purchasing decisions.

PT Asta Karya employs a variety of advertising media to promote the Astam House housing, including print, outdoor, and brochure media. Outdoor media includes the erection of billboards (Billboards). It is hoped that promotions can be carried out successfully with a targeted marketing concept, but occasionally, if there has been a recent price change, the company's advertising activities are not updated, leaving potential customers disappointed because they do not match the advertisements displayed.

Personal selling is another tool that can affect consumer choices in addition to advertising. According to Kotler and Armstrong (2014: 75), personal selling is the process of interacting with a prospect or client to close deals and uphold connections. According to Nickels in Priansa (2017: 55), personal selling is defined similarly as a face-to-face encounter between people with the goal of establishing, enhancing, mastering, or maintaining trade connections with other people. Personal selling is the process of engaging in direct dialogue with prospective customers to introduce a product, gain their comprehension of it, and pique their interest in purchasing. The same point is emphasized by all three definitions, namely that product promotion is done

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directly. The information about personal selling is shown in Figure 1.2 below:

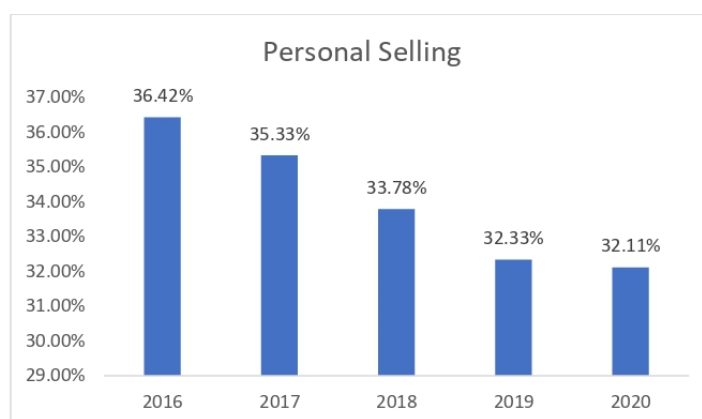


Figure 2 - Personal Selling Sales Data for 2016-2020

Source: PT. Asta Karya Pekanbaru, 2022

Data on personal selling sales during the previous five years tend to drop, as seen in Figure 2. Of course, the corporation should be concerned about this since effective personal selling will boost revenues, whereas less-than-ideal personal selling will result in less-than-ideal overall sales.

Sales promotion is the next element that can affect consumers' purchase decisions. Personal selling and other forms of marketing communication, such as sales promotion, use temporary incentives to persuade customers and other participants in the distribution chain to buy products or services. Tjiptono (2016): 90 When PT AstaKarya conducts sales promotion activities, it introduces Astam House housing by showing examples of finished homes, then offers discounts to every customer who purchases a home and offers door prices to lucky customers.

Direct marketing is the last element that can affect a consumer's choice to buy. Direct marketing is the practice of communicating directly with certain consumers who are intended to receive a quick reaction. In addition to online platforms and direct mail, the company also employs social media for direct marketing. The success of the company's early marketing management phases, particularly those involving consumer behavior knowledge, market segmentation, competition analysis, target market identification, and product positioning, heavily influence the creation of an effective promotion strategy. The business uses public relations, personal selling, and advertising to construct its marketing strategy.

Given the aforementioned context of the issue, there is a gap, specifically the disparity in the findings of earlier studies that have been conducted. In addition to the research gap, there is a backdrop gap from the context of the presented problem. The gap between current theory and realities, which is known as the

"gap phenomenon," has been shrinking over the past five years, from 2016 to 2020. The distinction between current research and earlier research also lies in the research's subject and year, as well as the addition of an interesting variable as a mediator. The authors' research project, "The Effect of the Promotional Mix on Purchase Decisions Mediated by Consumer Interests in Buying Homes at PT. AstaKaryaPekanbaru," was inspired by the description of the concerns mentioned above.

Literature Review Purchasing Decision

Kotler and Keller claim that the decision-making process is a problem-solving strategy that entails problem recognition, information seeking, several option evaluations, making purchase decisions, and conduct after buying that is accepted by customers in Dasuki (2013: 194). Purchasing decisions are characterized by Simamora (2014: 415) as an integration process that integrates knowledge to assess or more different behaviors and select one of them.

One of the key elements of customer behavior is the purchase decision. A decision entails making a choice between two or more possible courses of action. As a manufacturer, the corporation must pay more attention to its understanding of consumer behavior. According to Schiffman and Kanuk (2015: 75), purchasing decisions involve "the selection of an option from two or alternative possibilities." This indicates that the decision to buy is one that a person makes after weighing his options. The internal power that propels people to do action is called motivation. A person will be motivated to act in ways that will help him master the product if he has a high motivation for that particular object. In contrast, if the motivation is low, he would attempt to avoid the relevant object.

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Consumer Interests

Reality demonstrates how challenging it may be to understand consumer demands and desires. Consumers have the freedom to change their minds at any time. Marketers naturally anticipate that customers will be eager to purchase the products being presented. Marketers must first comprehend how consumers decide in order to attract or increase consumer buying interest. The following definition of consumer buying interest applies:

According to Assael (2014: 51), buying interest is the propensity of consumers to purchase a brand or engage in purchasing-related behavior and is determined by the likelihood of customers making purchases. Buying interest, according to Kotler and Keller (2014:137), is consumer behavior that manifests in response to items that suggest a person wants to make a purchase.

Sciffman and Kanuk (2015:228) claim that the idea of buying interest is a model of a person's attitude toward the object of goods and is particularly useful for assessing attitudes toward particular categories of goods, services, or brands.

Although it is a very complicated issue, marketers must nonetheless be concerned about consumer buying interest. The stimulus (stimulus) provided by the business may spark consumer interest in making a purchase. Each of these stimuli is intended to cause a consumer to make a purchase.

Using these definitions as a foundation, the author comes to the conclusion that buying interest refers to the propensity of consumer attitudes to engage in purchase-related activities at various phases prior to deciding to make a purchase of a specific good, service, or brand.

Promotion Mix

The promotional mix is the idea that is typically employed to deliver messages. Also known as the promotion mix since marketers frequently combine different sorts of promotions into a strategy for product promotion.

The marketing communication mix, also referred to as the promotional mix, is a unique combination of advertising, sales promotion, public relations and publicity, events and experiences, direct marketing, interactive marketing, word-of-mouth marketing, and sales force that businesses use to achieve their marketing and goal-achieving objectives, according to Kotler (2014: 189).

The integrated marketing communication mix, also known as the promotion mix, is a unique combination of five elements, including advertising, sales promotion, public relations, personal selling, and direct marketing, with the primary objective of increasing business sales, according to Tjiptono (2015: 392).

The more funds allocated for each of these promotional ingredients and the more emphasis

placed on the managerial aspects of each technique, the more important it is that this element be thought of as the overall mix, according to Lamb in Wulansari (2014: 8). Management's belief in the target market's needs is demonstrated by meeting overall organizational goals.

The success of the company's early marketing management phases, particularly those involving consumer behavior knowledge, market segmentation, competition analysis, target market identification, and product positioning, heavily influence the creation of an effective promotion strategy. Through the use of advertising, personal selling, sales promotion, and public relations, the company creates its marketing strategy.

According to Lamb, Hair, and Daniel in Wahyudi (2014:12), a promotional mix is a variety of promotional methods used to reach the target market and accomplish the organization's overarching objectives, including advertising, public relations, and sales promotion. Depending on its goals, resources, and target market, each sector and business decides on the unit's promotional mix. Regardless of the product they are offering, all marketers need to create a promotional mix that enables them to effectively reach their target audience.

From a few of the definitions given above, it can be inferred that promotional activities are ways for businesses to communicate the existence of a product as well as its advantages or benefits. Then, in order to boost the number of sales of goods and services, persuade, influence, and convince consumers to want to buy and use the product while also reminding target customers about the offerings.

Dimensions Promotion Mix (Promotional Mix)

Kotler and Keller (2014:201) categorize the dimensions of promotion mix (promotional mix) into the following types:

Personal Selling

The practice of assisting and influencing one or more potential customers to purchase products or services or act upon particular ideas through oral presentations is known as sales (personal selling). Because personal selling is very expensive, a business should only allocate a large percentage of its marketing budget to its sales staff when face-to-face contact is the most effective way to accomplish communication goals.

According to Kotler & Armstrong (2014: 105), personal selling entails interactions between sellers and clients in order to close deals and preserve connections. According to Nickels in Priansa (2017:9), personal selling is a face-to-face engagement between people with the goal of establishing, enhancing, mastering, or maintaining connections of reciprocal benefit with other people. According to Priansa (2017:10), personal selling

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entails having direct conversations with prospective buyers in order to introduce a product, help them comprehend it, and pique their interest in purchasing. The same point is emphasized by all three definitions, namely that product promotion is done directly.

Advertising (Advertising)

One of the most popular methods of marketing used by businesses to market their goods is advertising. Advertising, according to Tjiptono (2016: 82), is a type of indirect communication based on facts about a product's advantages or benefits that are presented in a way that arouses pleasure and persuades a viewer to make a purchase.

Advertising is a blend of several things. The following are examples of promotions that are simple to locate in a variety of media: is a way of providing non-personal information about a good, name, business, or store in exchange for a price. In commercials, the sponsoring company is typically displayed. advertisements intended to sway consumer perceptions of products and brands through influencing consumer emotion and cognition, evaluation, feelings, knowledge, beliefs, attitudes, and images Olson and Peter.

Advertising, as defined by Durianto (2013:55), refers to all non-personal presentations, promotions, and ideas about products or services that are funded by a sponsor. Shimp (2013:38) described advertising as a non-personal form of mass communication or direct-to-consumer that is supported by a business firm, a non-profit organization, or individuals recognized in various ways in the advertising

message. Members of particular audiences may be informed or persuaded by the funder.

Advertising is any sort of compensated non-personal presentation, promotion of ideas, products, or services by identified sponsors, according to Kotler and Keller (2014: 538). Advertising is a powerful tool for getting the word out and creating brand loyalty.

Direct Marketing According

With Kotler Direct marketing is an interactive marketing method that use one or more advertising medium to produce responses and/or transactions that can be tracked in-person. This definition places a focus on quantifiable outcomes, especially consumer orders. Consequently, direct marketing is also known as direct order marketing. For consumers, direct marketing offers a variety of advantages. Customers claim that buying from home is enjoyable, practical, and hassle-free.

Direct marketing involves direct communication with customers via mail, phone, SMS, fax, email, or the internet in order to get their feedback. Direct marketing uses a variety of mediums, including the phone, mail, catalogs, and the internet.

Direct marketing, according to Kotler and Armstrong (2014: 242), is direct communication with specific consumers who are intended to be responded to right away.

Thinking Framework

A study framework can be created based on the description above as follows:

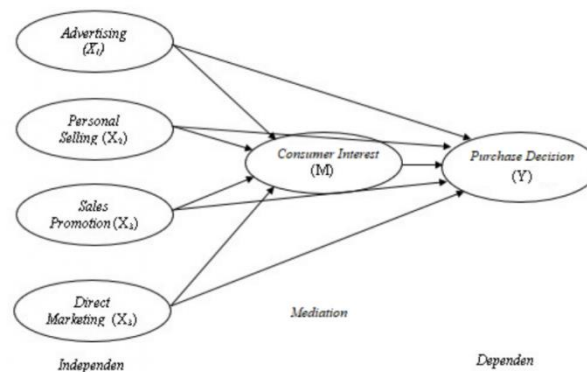


Figure 3 - Research Framework

Research Hypotheses

The following hypotheses are put forth in light of the theoretical investigations previously mentioned:

1. Consumer interest in purchasing a home at PT. AstaKaryaPekanbaru is influenced by advertising
2. Personal selling at PT. AstaKaryaPekanbaru has an impact on customers' desire in purchasing a home.
3. Sales promotions at PT. AstaKaryaPekanbaru have an impact on consumers' desire in purchasing a home.
4. At PT. AstaKaryaPekanbaru, direct marketing has an impact on customers' interest in purchasing a home.

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5. Customer interest in PT. AstaKaryaPekanbaru's products has a bearing on consumer purchase decisions.
6. Through consumer interest in purchasing from PT. AstaKaryaPekanbaru, personal selling has an impact on consumer purchasing decisions.
7. Does PT. AstaKaryaPekanbaru's sales advertising influence customer desire in making purchases?
8. At PT. AstaKaryaPekanbaru, consumer interest in direct marketing has an impact on purchase decisions.
9. Consumer buying interest influenced PT. AstaKaryaPekanbaru's decision to sell a home.

Research Methods

Approach

This study employed a quantitative design with SEM analysis to investigate the link between the independent variable, the dependent variable, and the mediating variable. A researcher can respond to regressive and dimensional research inquiries using SEM research modeling. SEM is an alternate instrument used for this research when a researcher faces a research question in the form of defining the dimensions of a concept or construct and at the same time wants to measure the influence of the level between the components whose dimensions have been defined. Therefore, it is possible to say that SEM essentially combines multiple regression analysis and factor analysis.

Research Location

The PT. AstaKaryaPekanbaru, which is situated in Jl. Mangosteen No. 3, Wonorejo, Kec. MarpoyanDamai, Pekanbaru City, Riau 28122, was the site of the research

Types and Sources of Data

The author needs complete and accurate data and information to do this research. The following categories of data and data sources are included in this study:

1. Primary data, or information gathered by the distribution of questionnaires to a set sample size. The kind of information required for this study takes the form of responses from respondents that are listed in the questionnaire's results.
2. Secondary Information, That information has undergone processing, presentation, and documentation. Where the information is in the form of company data, sales data, information on the profile of the company under study, and other information pertinent to this research.

Population and Sampling Techniques

Sugiyono (2015: 90) claims that a population is a generalization area made up of things or persons

with particular attributes and characteristics that researchers have chosen to study in order to derive conclusions. The people who will purchase homes from PT. AstaKaryaPekanbaru in 2020 make up the study's demographic. The sample is a subset of the population being studied or a subset of the population's various characteristics. If the population is known, the sampling strategy employs the Slovin formula. The sample calculation was rounded up to 86 participants to aid in the research. Simple random sampling was used to conduct the sampling. Simple random sampling approach is a method of collecting samples from the population at random without taking into account the population's strata.

Data collection technique

In order to gather the information required from the sample, the author utilized a questionnaire as a data collecting instrument in this study. The questionnaire was either created by the author and submitted by the respondents, or it was created by the author and completed by them. The author will process the preset data to create a tabulated presentation.

Data Analysis Techniques Data

Structural Equation Modeling (SEM), a method of analysis used in this work, is carried out using the Smart PLS 3.0 software. In order to answer research questions and identify specific social phenomena, this study needs to analyze the data and interpret it. Thus, data analysis is the act of reducing the complexity of data such that it is simpler to read and understand. To evaluate the given hypothesis, a causality model or relationship of impact will be used in this study. SEM will then be used as the analytical technique. The Smart PLS version 3.0 structural equation model has been applied to equations and management studies.

Research Results And Discussion

SEM Analysis (*Structural Equation Model*)

PLS is the SEM estimation technique employed in this investigation. PLS can be used to model structural equations without the assumption of multivariate normality and with relatively modest sample numbers. The definition of the problem or research hypothesis serves as the foundation for designing the structural model of the relationship between latent variables in PLS.

Structural Model (*Inner Model*) and Measurement Model (*Outer Model*)

The definition of the problem or research hypothesis serves as the foundation for designing the structural model of the relationship between latent variables in PLS. The path analysis model of all latent variables in PLS, according to Abdillah and Hartono (2015: 188), consists of an inner model that specifies the relationship between the latent variables in the

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structural model and an outer model that specifies the relationship between latent variables and their indicators or manifest variables.

The causal relationship between latent variables that is based on the core of the theory is described by

the inner model or structural model. A structural model called a "inner model" is used to foretell causation between latent variables. The inner structural model in PLS employed in this investigation is shown in Figure 4 below:

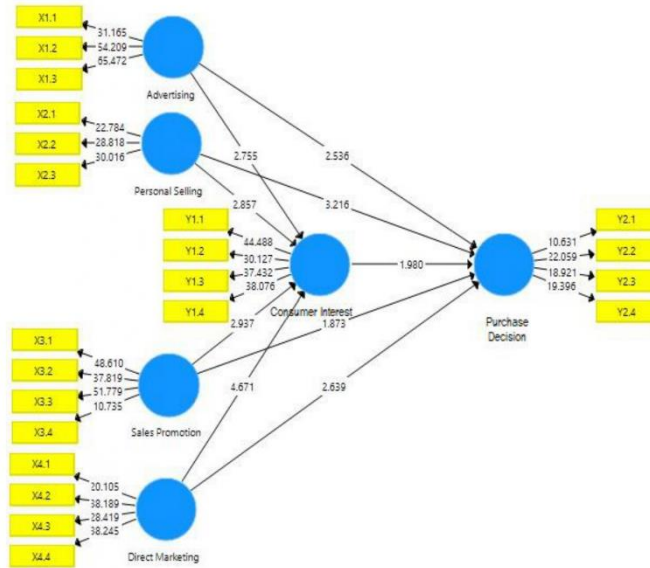


Figure 4 - Structural Model (Inner Model) and Measurement Model (Outer Model)

Modeling from within Causation (cause-and-effect linkages) between latent variables, or variables that cannot be directly assessed, is predicted by structural structure. The structural model (inner model), which is based on the core of the theory, describes the causal relationship between latent variables.

Additionally, the Outer model—also known as the outer relation or measurement model—defines the relationships between each indicator block's latent variables. The PLS outer structural model utilized in this investigation is shown in Figure 5 below:

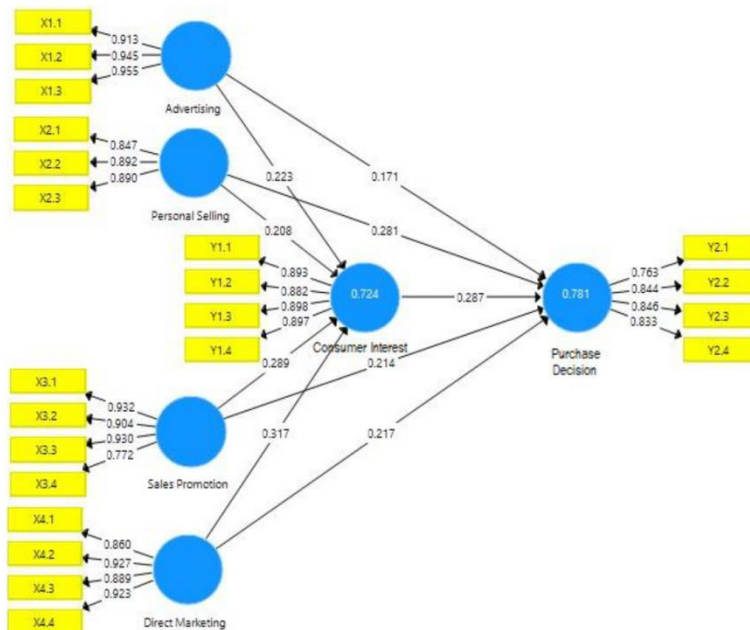


Figure 5 - Outer Model Pathway Diagram Structural Model PLS

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The measurement model is often referred to as the outer model or outer measurement. The objective of the outer model is to describe how latent variables and their indicators interact. Test the PLS Algorithm for the outer model procedure.

Estimate

The least squares method is used in PLS as the parameter estimation technique (estimation). Literacy

is used to carry out the computation, and if the convergence condition is met, literacy will come to an end. The R-squared coefficient of determination measures the proportion of the change in endogenous/criteria constructs that can be accounted for by the exogenous/predictors constructs.

Table 1 - R Square

	R Square	R Square Adjusted
Purchase Decision	0.781	0.767
Consumer Interest	0.724	0.710

Source: Processed Data Smartpls, 2022

According to table 2, the purchasing decision variable's R square is 0.781. This indicates that consumer interest, personal selling, personal selling, advertising, and 78.1% of the purchasing decision variables are influenced by these factors, with the remaining 26.1% being influenced by other variables not examined in this study. Therefore, the consumer interest variable's R square value is 0.724. This indicates that advertising, personal selling, personal selling, and advertising together influence 72.4% of customer interest variables, with other variables not evaluated in this study influencing the remaining 27.6%.

Convert Path Diagram to Equation

Additionally, using the data from above, the following equation can be used to determine the predictive-relevance (Q2) value:

$$Q^2 = 1 - (1 - R1^2) (1 - R2^2)$$

$$Q^2 = 1 - (1 - 0.781) (1 - 0.724)$$

$$Q^2 = 0.940$$

This indicates that the variables employed in the model account for 94% of the variation in the purchase decision variable, with other factors outside the model accounting for the remaining 6%.

Goodness Fit

The same meaning as regression is applied to the R-Square dependent latent variable used to measure the model's goodness of fit. R-Square goodness of fit measurement.

Table 2 - R Square Goodness Of Fit Model

	R Square
Purchase Decision	0.781
Consumer Interest	0.724

Source: Smartpls Processed Data, 2022

Table 3 shows that a model has predictive relevance if its Q-Square value is more than zero, whereas a model lacks predictive relevance if its Q-Square value is less than zero.

Testing

Direct Effect Hypothesis.

The following step is hypothesis testing once the complete and incomplete model has been examined.

Testing this hypothesis is helpful for assessing study findings in relation to the objectives of the bootstrap resampling approach. By examining the T-Statistics in the table of path coefficients, p-values, standard errors, and effect sizes for path coefficients, one can determine whether a causal relationship exists in SEM-PLS using Smartpls. The outcomes of the direct

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effect hypothesis test will be provided in Table 3 in the paragraphs that follow.

Table 3 - Results of Direct Effect Hypothesis Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Advertising -> Consumer Interest	0.223	2.654	0.008
Personal Selling -> Consumer Interest	0.208	2.926	0.004
Sales Promotion -> Consumer Interest	0.289	2.998	0.003
Direct Marketing -> Consumer Interest	0.317	4,769	0.001
Consumer Interest -> Purchase Decision	Table	3,941	0.000

Source: Processed Data Smartpls, 2022

The significance of the predicted parameters is shown in Figure 4, which provides very helpful details regarding the interaction between the research factors. According to Ghazali (2016:211), the T-table and T-statistic values can be used to determine the size of the importance of the hypothesis support. When the T-statistic value exceeds the T-table value, hypothesis 32 is considered to be supported. The T-table value for the two-tailed hypothesis should be 1.96 for the 95% confidence level (with 5% alpha). If the outer model's hypothesis testing yields significant results, the indicator can be utilized as a tool to measure the latent variable. A significant effect of latent variables on other latent variables can be inferred if the test results on the inner model are significant. The output path coefficients' value serves as the foundation for testing the hypothesis:

Advertising's Impact on Consumer Interest

The influence of advertising on customer interest is significant, according to table 4 above, with a path coefficient value of 0.223, a t statistic of 2.654, and a p value of 0.008. These findings imply that there is a relationship between advertising and consumer interest as the value of the t count is more than 1,978 (t table). Therefore, it is recognized in this study that "there is an influence between advertising and customer interest."

Personal Selling's Impact on Consumer Interest

Based on Table 4, which has a coefficient value of 0.208, a t statistic of 2.926, and a p value of 0.004, it can be seen that personal selling has a considerable impact on consumer interest. These findings demonstrate that there is a relationship between

personal selling and consumer interest since the value of the t count is more than 1,978 (t table). Thus, it is acknowledged in this study that "personal selling affects consumer interest."

Direct Marketing's Impact on Consumer Interest

According to table 4 above, the relationship between sales promotion and consumer interest is significant, with a path coefficient of 0.289, a t statistic of 2.998, and a p value of 0.003, all of which are based on the data. These findings demonstrate that there is a relationship between sales promotion and consumer interest since the value of the t count (t table) is more than 1,978. Therefore, it is acknowledged in this study that "there is an influence between sales promotion and consumer interest."

Direct marketing's impact on consumer interest

Based on Table 4, which has a route coefficient value of 0.317, a t statistic of 4.769, and a p value of 0.001, it can be concluded that direct marketing has a considerable impact on consumer purchase decisions. These findings demonstrate that there is a relationship between direct marketing and consumer interest as the value of the t count is more than 1,978 (t table). Thus, it is acknowledged in this study that "direct marketing affects consumer interest."

Consumer Interest's Effect on Buying Behavior

Based on Table 4, which has a route coefficient value of 0.287, a t statistic of 3.941, and a p value of 0.000, it can be concluded that there is a substantial correlation between consumer interest and purchase decisions. These findings demonstrate that there is a relationship between consumer interest and purchase

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
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decisions as the value of the t count is more than 1,978 (t table). Thus, it is acknowledged in this study that "customer interest affects purchase decisions."

Indirect Effect indirect

Utilizing T-table and T-statistic values, this effect is supported in order to examine the mediating influence of numerous hypotheses. When the T-

statistic value exceeds the T-table value, hypothesis 32 is considered to be supported. The value of the T-table for the two-tailed hypothesis for the 95% confidence level (with 5% alpha) should be 1.96. Table 5 displays the outcomes of the indirect effect test.

Table 4 - Hypothesis Test Results Indirect Effect

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Advertising -> Consumer Interest -> Purchase Decision	0.203	2,359	0.019
Personal Selling -> Consumer Interest -> Purchase Decision	0.147	2,375	0.018
Sales Promotion -> Consumer Interest -> Decision Purchase	0.016	0.127 2.406	Direct
Marketing -> Consumer Interest -> Purchase Decision	0.109	1.997	0.048

Source: Processed Data Smartpls, 2022

Table 4 above shows the indirect relationship between the research variables; for additional information, read the details below:

Influence of Advertising on Consumer Interest-Driven Purchase Decisions

Based on Table 5, it can be shown that there is a strong relationship between consumer interest and advertising, with a path coefficient of 0.203, a t statistic of 2.359, and a p value of 0.019. These findings demonstrate that there is a relationship between advertising and customer interest in purchase decisions since the value of the t count is more than 1,978 (t table). Thus, it is acknowledged in this study that "advertising influences purchasing decisions through customer interest."

Personal Selling's Effect on Purchase Decisions via Consumer Interest

According to table 5 above, personal selling and customer interest-based purchase decisions are significantly correlated, with a path coefficient value of 0.147, a t statistic of 2.375, and a p value of 0.018. This result is higher than 1978 (t table), which suggests that there is a relationship between personal selling and customer interest-based purchasing decisions. According to this study, it is believed that "personal selling has an impact on purchasing decisions through consumer interest."

Influence of Sales Promotion on Consumer Interest-Driven Purchase Decisions

According to Table 5, which has a path coefficient coefficient of 0.127, a t statistic of 2.406, and a p value of 0.018, there is a strong relationship between sales promotion and consumer interest in terms of influencing purchase decisions. These findings demonstrate that the value of the t count is more than 1,978 (t table), indicating that there is a relationship between sales promotion and customer interest-driven purchasing decisions. Therefore, it is acknowledged in this study that "sales advertising affects purchase decisions through consumer interest."

The Impact of Direct Marketing on Consumer Interest-Driven Purchase Decisions

According to table 5 above, there is a substantial link between direct marketing and customer interest-based purchasing decisions, with a path coefficient value of 0.109, a t statistic of 1.997, and a p value of 0.048. This outcome is higher than it was in 1978 (see table), which suggests that direct marketing has an impact on consumer interest-driven purchasing decisions. Therefore, it is acknowledged in this study that "there is an influence between direct marketing and purchasing decisions through consumer interest."

Conclusion And Suggestions

Conclusion

The following conclusions can be taken from the research's findings and the topic that was advanced in the earlier chapters:

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1. Advertising significantly and favorably affects customer interest. This demonstrates how advertising can influence customer interest levels. Customer interest will rise the better the advertisement is.
2. The interest of the consumer is positively and significantly impacted by personal selling. This demonstrates how personal selling may gauge customer interest. Consumer interest will rise the better the personal selling.
3. Consumer interest is positively and significantly impacted by sales marketing. This demonstrates how sales marketing can influence consumer interest levels. Consumer interest will rise the stronger the sales promotion.
4. Consumer interest is positively and significantly impacted by direct marketing. This demonstrates how direct marketing may estimate consumer interest levels. Consumer interest will rise with stronger direct marketing.
5. Through piqued customer attention, advertising has a favorable and considerable impact on buying decisions. This demonstrates how advertising can influence consumers' levels of interest and purchasing choices. Consumer interest and choices will rise the better the advertisement is.
6. Through consumer attention, personal selling has a favorable and considerable impact on buying decisions. This demonstrates how personal selling can influence consumer interest and purchasing behavior. Consumer interest and decision-making will rise with improved personal selling.
7. Through piqued consumer attention, sales promotion has a favorable and considerable impact on buying decisions. This demonstrates how consumer interest and purchasing decisions can be influenced by sales promotions. Consumer attention and decisions will rise the better the sales promotion.
8. Through consumer interest, direct marketing has a favorable and considerable impact on decisions about what to buy. This demonstrates how direct marketing can influence consumer interest and purchasing behavior. Consumer interest and choice will increase with improved direct marketing.

9. Interest influences buying decisions in a favorable and important way. This demonstrates how purchase decisions can be influenced by interest. The likelihood of making a purchase will rise as interest levels rise.

Suggestion

Following are some recommendations that can be made in light of the foregoing conclusions:

1. In order to demonstrate that the house being offered appeals to potential buyers, the corporation should create an attractive advertising display for varied advertising in order to increase customer interest.
2. The corporation is expected to exhibit examples of finished items by directly showing to customers, regardless of whether they visit the place or learn about it from prepared media, in order to increase consumer interest.
3. The corporation offers unique coupons with every home purchase as a varied sales incentive to pique consumer interest.
4. Companies should also develop catalogs that describe the shape of the house and the design inside, as this is considered to be able to draw consumer attention for direct marketing and increase consumer interest.
5. Businesses should exhibit unique, interesting, and varied commercials that highlight the company's attributes to pique consumers' attention and boost advertising's influence on purchasing decisions.
6. To enhance personal selling on consumer-driven purchase decisions, always paying attention to the outcomes of consumer-marketing meetings so that businesses may assess.
7. In order to increase sales by piquing consumers' interests in making purchases, it is necessary to provide lottery tickets with every purchase.
8. Cataloging is still an option for direct marketing of purchasing decisions based on customer interest. This allows consumers to view the size and model of the home, which increases the likelihood that they will be interested in making a purchase.
9. Businesses must offer benefits to each customer to encourage them to tell others about the promotion in order to raise consumer interest.

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