

The Effect Of Marketing Mix And Service Quality On Purchasing Decisions With Purchase Interest As A Moderation Variable

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Abstract

This study aims to determine the influence of marketing mix and service quality on purchasing decisions with purchase interest as a moderation variable. This study used descriptive quantitative methods. This research used 100 SME customers of Maju Bersama Kec. Kalaena, East Luwu District. The results showed that marketing mix has a significant effect on buying interest and purchasing decisions and service quality has a significant effect on buying interest and purchase decisions and buying interest has a significant effect on purchasing decisions.

Keywords: Marketing Mix; Service Quality; purchase decision; Buying Interest

1. Introduction

Marketing plays a very important role for trade and service companies. By using a meanaric marketing strategy and pricing (marketing *mix* concept), maintaining a level of excellence and improving the quality of products and services is a way of maintaining its cycle and life and business. According to [1] said marketing management is a management activity based on its existing function basically trying to determine what consumers really need and how to achieve it.

Marketing strategy is one way to introduce products to consumers. Marketing strategies will be optimally useful when supported by structured planning both in terms of internal and external companies. According to [2], marketing strategies should be built based on three main steps in marketing based on segmentation, targeting and positioning. This process is part of the activity of creating and delivering value to consumers whose ultimate goal is consumer satisfaction.

Marketing Mix according to [3] is a marketing tool used by companies to convince marketing objects or intended target markets. To support these needs, companies can carry out policies consisting of: product, price, place and promotion. The four strategy variables greatly affect marketing, so they are all important as a unified reference strategy or mixture. To achieve the company's goals in the field of marketing, guidelines that company leaders can rely on are important. Therefore, Marketing mix that uses the fourth variable element is very necessary in marketing activities.

[4] stated that service quality is the expected level of excellence and control over that level of excellence to meet customer desires. Service quality is important for a service company, because with good service quality consumers will feel satisfied and even loyal to the company.

[5] found that the company's decision to take systematic service improvement actions is a decisive umbrella in following up consumer complaints from a failure so that in the end it can bind consumer loyalty. Quality of service encourages consumers to commit to the company's products and services which ultimately has an impact on increasing sales from the company.

2. Method

Literature Study

Marketing Mix

Marketing comes from human activities that occur in connection with the market. *Marketing mix* is a marketing activity carried out in an integrated manner. This means that this activity is carried out simultaneously among the elements in the *marketing mix* itself [6]

Quality of Service

[7] states that quality is a dynamic condition related to products, people/labor, processes and tasks and environments that meet or exceed customer or consumer expectations.

According to [8] service quality is a comparison between expected services, then the service can be said to be of quality and satisfactory.

Buying Interest

According to [9] buying interest is a psychological force that exists within the individual, which has an impact on an action. Buying interest is considered a gauge of the likelihood of consumers buying certain products where high buying interest has an impact on the considerable likelihood of purchasing decisions.

Purchase Results

According to [1], purchasing decisions are actions from consumers to want to buy or not to the product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider the quality, price and products that are already known by the public before consumers decide to buy them.

Research Methods

Research Approach

The type of research carried out is *explanatory research* using a data approach in the form of numbers as a tool to analyze information about what you want to know

Population and Sample

Research pollution is UKM Maju Bersama Kec. Kalaena, East Luwu District. The sample of this study was 100 people. Sampling is carried out by *purposive sampling method* with the criteria that customers have met or have purchased products of Advanced Together SMEs, Kalaena District, East Luwu Regency.

Data Collection Instruments

The data used are primary data and secondary data, primary data are collected through observations, interviews and distribution of questionnaires to respondents. While secondary data are collected through literature studies and documentation related to the research conducted

Validation and Reliability Test

V This test was carried out before the instrument in the form of a questionnaire was distributed to research respondents. Validity test is the accuracy or accuracy of an instrument in measurement. While reliability tests are used to determine the consistency of measuring instruments, whether the measuring instruments used are reliable and remain consistent if the measurements are repeated.

Correlation Analysis

Correlation analysis is a discussion study of the degree of closeness of the relationship between variables expressed by the value of the correlation coefficient. The relationship between such variables can be both positive and negative. Data analysis in this study uses correlation analysis through the S program Hypothesis testing is carried out using correlation analysis because it is to test the closeness of the relationship between 2 (two) or more variables.

3. Result and Discussion

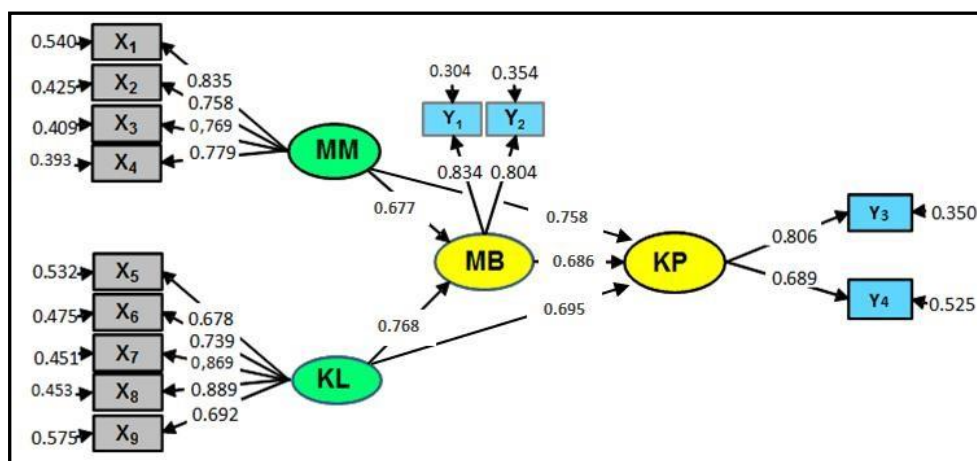


Figure 1 Research Structural Equation Model Output

Hypothesis Testing

1. The Effect of *Marketing Mix* on Buying Interest

- $H_0 : \Sigma 1.1 \leq 0$ It is suspected that the marketing *mix* does not have a positive and significant effect on buying interest.
- $H_1 : \Sigma 1.1 > 0$ It is suspected that *the marketing mix* has a positive and significant effect on buying interest.

Based on the results of processing as presented in the existing table, it can be seen that the influence of marketing mix variables on buying interest is 0.677 with a positive

direction. Then the t-count static value of 11.834 is greater than the t-table test value of 1.962 at a 5% error rate so that it can be concluded that the null hypothesis is rejected or in other words there is a significant and positive influence of the marketing mix variable on buying interest, in other words, the first hypothesis in this study is accepted.

Research [10] results show that there is a positive influence between the dimensions of marketing mix, namely place and consumer purchase decisions. The results of this study are in line with [11], arguing that the marketing mix dimension, especially a good place, guarantees the availability of fast access, can attract a large number of consumers and is strong enough to change consumer buying patterns. Consumers always consider buying by looking at the location factor, because strategic location relates to consumer purchasing decisions to buy or use a product. [12].

2. The Influence of *Marketing Mix* on Purchasing Decisions

$H_0 : \sum 1.2 \leq 0$ It is suspected that *the marketing mix* does not have a positive and significant effect on purchasing decisions.

$H_1 : \sum 1.2 > 0$ It is suspected that *the marketing mix* has a positive and significant effect on purchasing decisions.

Based on the results of data processing, the influence of *marketing mix variables* on purchasing decisions amounted to 0.768 with a positive direction. Then the calculated t-point value of 17.208 is greater than the table t-test value of 1.962 at a 5% error rate so that it can be concluded that the null hypothesis is rejected or in other words there is a significant and positive influence of the marketing mix variable on purchasing decisions, in other words, the second hypothesis in this study is accepted.

Research [13] found that product quality, service quality and consumer satisfaction affect buying interest. Empirically, product quality and service quality affect consumer satisfaction and repurchase interest. Research [14] shows that service quality, advertising attractiveness and discounts together affect consumer buying interest [15]. The influence exerted by these variables is described by simultaneously affecting consumer buying interest.

3. The Effect of Service Quality on Buying Interest

$H_0 : \sum 1.3 \leq 0$ It is suspected that the quality of service does not have a positive and significant effect on buying interest.

$H_1 : \sum 1.3 > 0$ It is suspected that the quality of service has a positive and significant effect on buying interest.

Based on the results of processing as presented in the table above, it can be seen that the influence of service quality variables on buying interest is 0.758 with a positive direction. Then the t-count stapoint value of 13.410 is greater than the table t-test value of 1.962 at a

5% error rate so that it can be concluded that the null hypothesis is rejected or in other words there is a significant and positive influence of service quality variables on buying interest [16],[17], in other words, the third hypothesis in this study is accepted.

4. The Effect of Service Quality on Purchasing Decisions

- $H_0 : \Sigma_{1,4} \leq 0$ It is suspected that the quality of service does not have a positive and significant effect on purchasing decisions.
- $H_1 : \Sigma_{1,4} > 0$ It is suspected that the quality of service has a positive and significant effect on purchasing decisions

Based on the results of data processing, the influence of service quality variables on purchasing decisions amounted to 0.695 with a positive direction. Then the t-count static value of 11.179 is greater than the table t-test value of 1.962 at a 5% error rate so that it can be concluded that the null hypothesis is rejected or in other words there is a significant and positive influence of service quality variables on purchasing decisions, in other words, the fourth hypothesis in this study is accepted.

If the services or services received or felt are as expected, then the quality of services or services is perceived as good and satisfactory. If the services or services received exceed consumer expectations, then the quality of services or services is perceived as ideal quality. Conversely, if the services or services received are lower than expected, then the quality of services or services is perceived as poor [1]. The results of the study [18] show that the existence of quality services will drive consumer purchasing decisions. In addition, quality service can also encourage consumers to establish strong bonds with companies.

5. The Effect of Buying Interest on Purchasing Decisions

- $H_0 : \Sigma_{2,1} \leq 0$ It is suspected that buying interest does not have a positive effect and significant to purchasing decisions.
- $H_1 : \Sigma_{2,1} > 0$ It is suspected that buying interest has a positive effect and significant to purchasing decisions.

Based on the results of data processing, the influence of buying interest variables on purchasing decisions amounted to 0.686 with a positive direction. Then the calculated t-point value of 11.256 is greater than the table t-test value of 1.962 at a 5% error rate so that it can be concluded that the null hypothesis is rejected or in other words there is a significant and positive influence of the buying interest variable on purchasing decisions, in other words, the fifth hypothesis in this study is accepted.

The results of this study support the theory presented by Al Badi [20] which states one of the approaches that dominate the study of behavior is in the information processing paradigm, namely the way in which consumers collect, process, store and recall and use

information in the decision-making process. The data above shows that when consumer perception of a product that is promoted is good, it will form a good attitude in the minds of consumers. That good attitude will encourage interest from consumers to see, seek information about the product and eventually will foster interest in buying the product. Consumer attitude is related to how much consumers like something or how they feel about something, it will reveal their attitude towards the object [21]

6. The Influence of *Marketing Mix* and Service Quality on Purchasing Decisions through Purchase Interest

$H_0 : \Sigma 1.1 \Sigma_{2.1} \leq 0$ Suspected *marketing mix* and quality of service Indirect through buying interest does not have a positive and significant effect on purchasing decisions.

$H_1 : \Sigma 1.1 \Sigma_{2.1} > 0$ It is suspected that *marketing mix* and service quality indirectly through buying interest have a positive effect and significant to purchasing decisions.

Based on the results of data processing, it can be seen that the path coefficient of the indirect influence of the marketing mix variable on purchasing decisions through buying interest with the t-calculate stadot, the value of the t-count statistic of 6.215 is greater than 1.96, indicating that the test results are significant.

The processing results also showed the path coefficient of indirect influence of service quality variables on purchasing decisions through purchase interest with a t-count stapoint t-count value of 9.414 greater than 1.96 indicating that the test results were significant.

Research on buying interest and its relationship with purchasing decisions was also conducted by [22] with the aim of determining the purchase interest of female consumers rich in controversial luxury products, namely clothes made with American crocodile skin using the Theory of Reasoned Action. The result of this study was that attitudes toward performing a behavior, subjective norms, perceptions of controversy (social acceptance), and fashion engagement were significant predictors of buying interest.

4. Conclusion

Based on the results of data processing and research discussion, several things can be concluded as follows:

- Marketing mix has a positive and significant influence on buying interest. The implementation of the right strategy in the marketing mix can increase buying interest.
- Marketing mix has a positive and significant influence on purchasing decisions. The right selection of products, prices, venues and promotions can influence consumer purchasing decisions
- The quality of service has a positive and significant influence on buying interest. Providing maximum service to consumers will foster interest in a product.

- d. The quality of service has a positive and significant influence on purchasing decisions. Satisfactory service will also indirectly improve purchasing decisions when consumers feel satisfied with the service received.
- e. Buying interest has a positive and significant influence on purchasing decisions. Buying interest is closely related to purchasing decisions because it is a determinant variable to improve purchasing decisions.
- f. Marketing mix and service quality have a positive and significant influence on purchasing decisions through buying interest. Marketing mix and service quality can improve consumer purchasing decisions indirectly when consumer interest in a product becomes high.

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