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ARTIKEL JURNAL NASIONAL TERAKREDITASI

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Penulis : Tri Cicik Wijayanti, Rahmawati Rahmawati, Muh. Alvianto Putra Arizandi Sadarrudin, Johan Johan, Dio Caesar Darma

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History Publikasi

No.	Perihal	Tanggal
1.	Registrasi <i>authors</i> by <i>Open Journal System</i> (OJS)	25 April 2022
2.	Submit/pengiriman makalah	28 April 2022
3.	Proses tinjauan (<i>peer-review</i>) oleh Editor	13 Mei 2022
4.	Proses tinjauan (<i>peer-review</i>) oleh tim Pengulas	7 Juni 2022
5.	Keputusan sementara dari Pengulas pertama	12 Juli 2022
6.	Keputusan final/keseluruhan dari dua Pengulas	18 Juli 2022
7.	Revisi keseluruhan dari Penulis via OJS	20 Juli 2022
8.	Penerimaan & penerbitan <i>online</i>	31 Juli 2022

Bukti 1: Registrasi *authors* by *Open Journal System* (OJS)

The screenshot shows the login page of the OJS system. At the top left is the logo of Institut Teknologi Bandung (ITB) with the text "JURNAL SOSIOTEKNOLOGI INSTITUT TEKNOLOGI BANDUNG". The navigation menu includes: HOME, ABOUT, LOGIN, REGISTER, CURRENT, ARCHIVES, EDITORIAL TEAM, ANNOUNCEMENTS, PUBLICATION ETHIC, CONTACT US, and a SEARCH button. The main content area is titled "HOME / Login" and "Login". It contains a "Username" field with the value "dio-123_dio123", a "Password" field with masked characters, a "Forgot your password?" link, and a "Keep me logged in" checkbox which is checked. At the bottom are "Register" and "Login" buttons. On the right side, there is an "INFORMATION" sidebar with links for "For Readers", "For Authors", "For Librarians", "Focus and Scope", "List of Reviewers", "Author Guidelines", and "Tools".

HOME / Login

Login

Username *

Password *

[Forgot your password?](#)

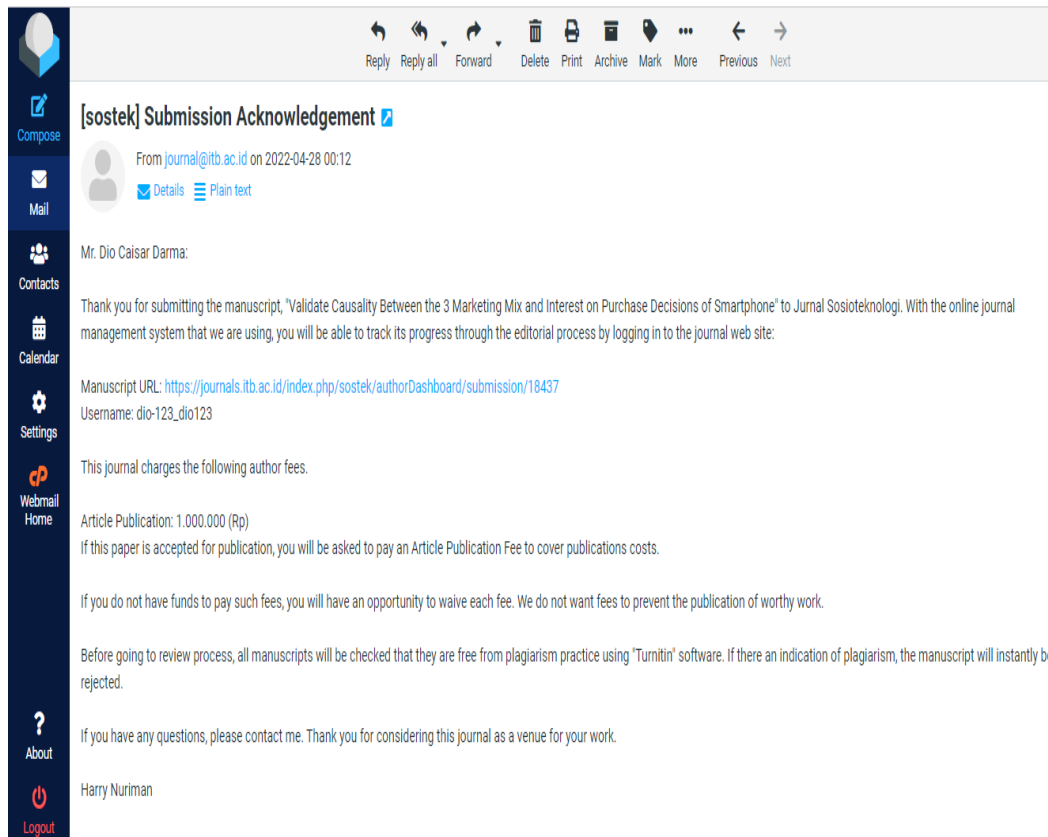
Keep me logged in

[Register](#)

INFORMATION

- [For Readers](#)
- [For Authors](#)
- [For Librarians](#)
- [Focus and Scope](#)
- [List of Reviewers](#)
- [Author Guidelines](#)
- [Tools](#)

Bukti 2: Submit/pengiriman makalah



The screenshot shows an email client interface. At the top, there is a toolbar with icons for Reply, Reply all, Forward, Delete, Print, Archive, Mark, More, Previous, and Next. The email subject is "[sostek] Submission Acknowledgement". The sender is "journal@itb.ac.id" dated "2022-04-28 00:12". The recipient is "Mr. Dio Caesar Darma". The email body contains the following text:

Thank you for submitting the manuscript, "Validate Causality Between the 3 Marketing Mix and Interest on Purchase Decisions of Smartphone" to Jurnal Sosioteknologi. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Manuscript URL: <https://journals.itb.ac.id/index.php/sostek/authorDashboard/submission/18437>
Username: dio-123_dio123

This journal charges the following author fees.

Article Publication: 1.000.000 (Rp)
If this paper is accepted for publication, you will be asked to pay an Article Publication Fee to cover publications costs.

If you do not have funds to pay such fees, you will have an opportunity to waive each fee. We do not want fees to prevent the publication of worthy work.

Before going to review process, all manuscripts will be checked that they are free from plagiarism practice using "Turnitin" software. If there an indication of plagiarism, the manuscript will instantly be rejected.

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Harry Nuriman

The left sidebar of the email client contains navigation options: Compose, Mail, Contacts, Calendar, Settings, Webmail Home, About, and Logout.



Submissions

Submissions

My Queue 1

Archives

Help

My Assigned

Search

New Submission

18437 **Wijayanti et al.**

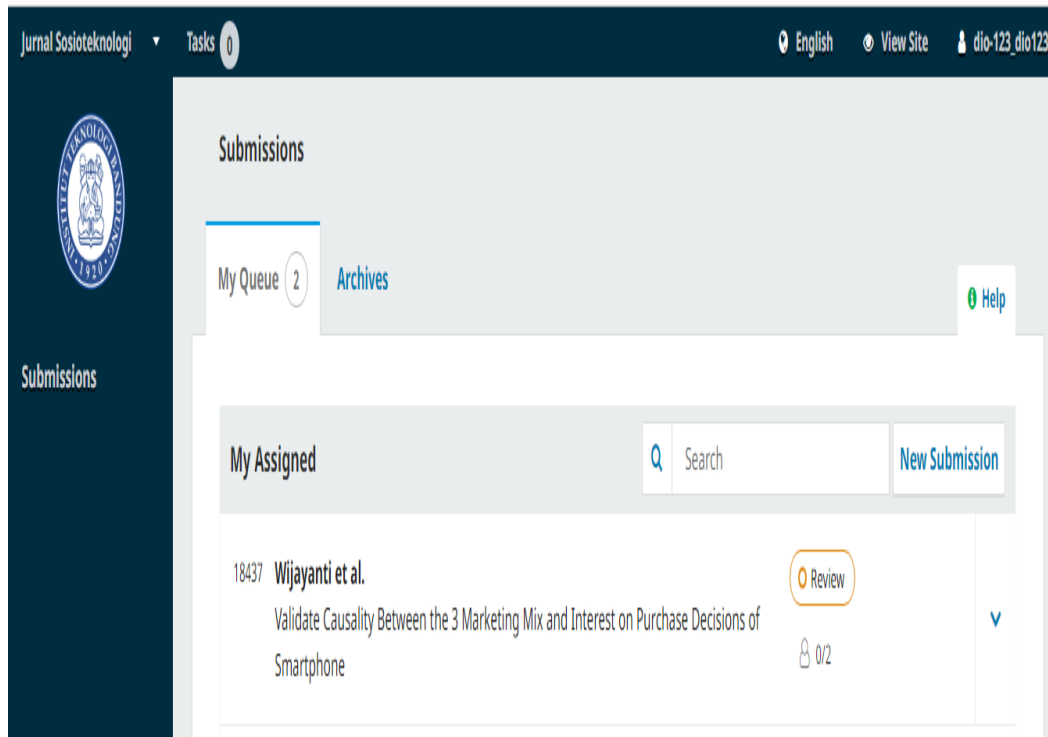
Validate Causality Between the 3 Marketing Mix and Interest on Purchase Decisions of Smartphone

Submission

1



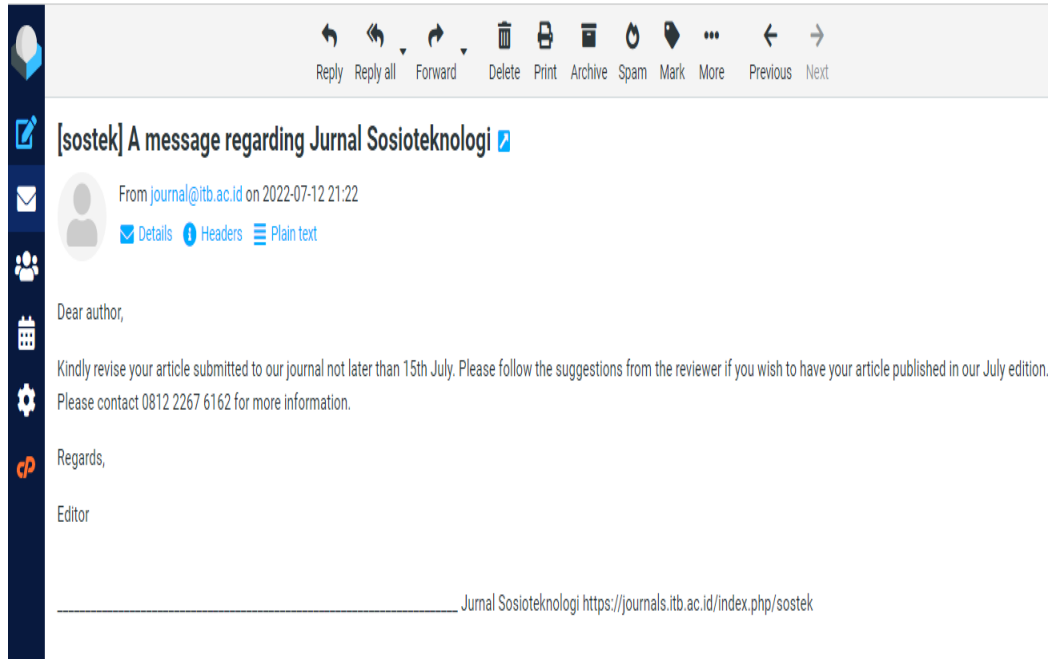
Bukti 3: Proses tinjauan (*peer-review*) oleh Editor



Bukti 4: Proses tinjauan (*peer-review*) oleh tim Pengulas

The screenshot displays a web interface for managing journal submissions. At the top, the header includes 'Jurnal Sosioteknologi', a 'Tasks' indicator with a '0' badge, and user options for 'English', 'View Site', and a user ID 'dio-123_dio123'. On the left, a dark sidebar features the journal's logo and the text 'Submissions'. The main content area is titled 'Submissions' and contains two tabs: 'My Queue' (with a '2' badge) and 'Archives'. A 'Help' button is located in the top right of this section. Below the tabs, a 'My Assigned' section is visible, featuring a search bar and a 'New Submission' button. A single submission is listed with the ID '18437' and the author 'Wijayanti et al.'. The submission title is 'Validate Causality Between the 3 Marketing Mix and Interest on Purchase Decisions of Smartphone'. To the right of the title, there is a 'Review' button and a lock icon with '1/5' below it. A dropdown arrow is visible on the far right of the submission row.

Bukti 5: Keputusan sementara dari Pengulas pertama





18437 / Wijayanti et al. / Validate Causality Between the 3 Marketing Mix and Interest on Purchase Decisions of Smartphone

Library

Workflow

Publication

Submission

Review

Copyediting

Production

Round 1

Round 1 Status

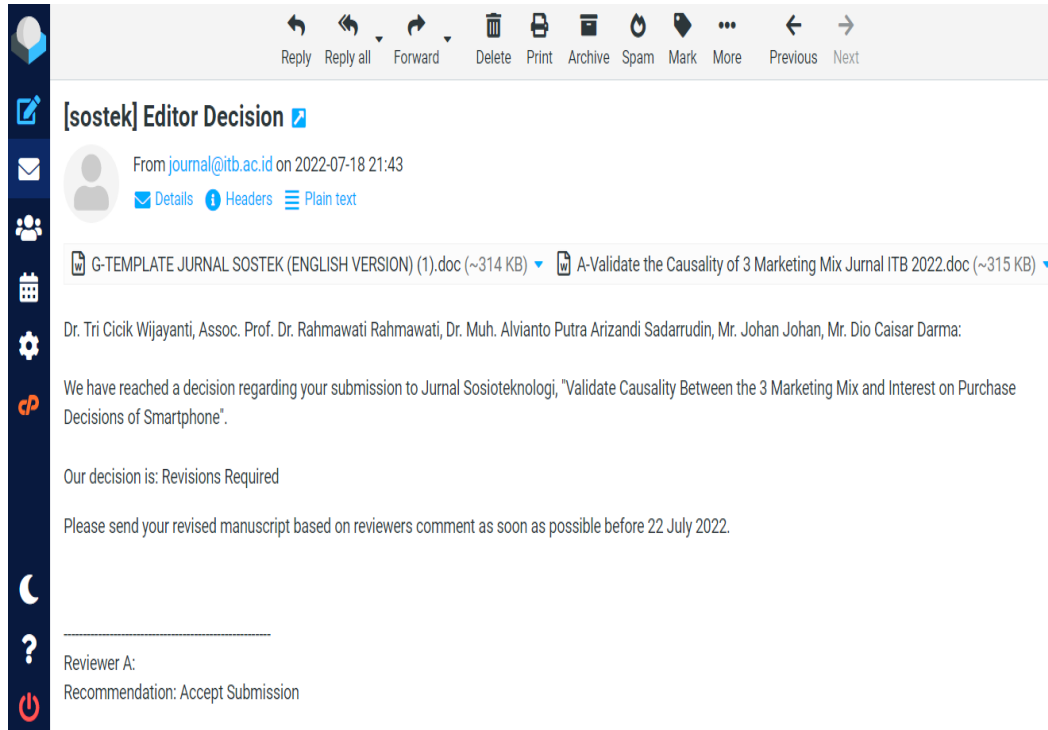
A review is overdue.

Review Discussions

[Add discussion](#)

Name	From	Last Reply	Replies	Closed
[sostek] A message regarding Jurnal Sosioteknologi	rozaprima	-	0	<input type="checkbox"/>
	2022-07-12 09:22 PM			

Bukti 6: Keputusan final/keseluruhan dari dua Pengulas



The screenshot shows an email interface with a dark blue sidebar on the left containing icons for home, compose, mail, contacts, calendar, settings, and a power button. The main content area has a light grey header with action icons: Reply, Reply all, Forward, Delete, Print, Archive, Spam, Mark, More, Previous, and Next. Below the header, the email is from "[sostek] Editor Decision" with a blue checkmark icon. The sender is "journal@itb.ac.id" dated "2022-07-18 21:43". There are links for "Details", "Headers", and "Plain text". Two attachments are listed: "G-TEMPLATE JURNAL SOSTEK (ENGLISH VERSION) (1).doc (~314 KB)" and "A-Validate the Causality of 3 Marketing Mix Jurnal ITB 2022.doc (~315 KB)". The body text reads: "Dr. Tri Cicik Wijayanti, Assoc. Prof. Dr. Rahmawati Rahmawati, Dr. Muh. Alvianto Putra Arizandi Sadarrudin, Mr. Johan Johan, Mr. Dio Caisar Darna: We have reached a decision regarding your submission to Jurnal Socioteknologi, 'Validate Causality Between the 3 Marketing Mix and Interest on Purchase Decisions of Smartphone'. Our decision is: Revisions Required Please send your revised manuscript based on reviewers comment as soon as possible before 22 July 2022." Below this, there is a signature line with "Reviewer A:" and "Recommendation: Accept Submission".

Bukti 7: Revisi keseluruhan dari Penulis via OJS

The screenshot shows the OJS user interface. At the top, there is a navigation bar with "Jurnal Sosioteknologi", "Tasks 0", "English", "View Site", and a user profile "dio-123_dio123".

Notifications

- [sostek] Editor Decision (2022-07-18 09:43 PM)

Reviewer's Attachments

- 60012-1, Validate the Causality of 3 Marketing Mix Jurnal ITB 2022.doc (June 10, 2022)

Revisions

- 61008-1 Article Text, G-TEMPLATE JURNAL SOSTEK (new revisions).doc (July 20, 2022) Article Text

Review Discussions

Name	From	Last Reply	Replies	Closed
[sostek] A message regarding Jurnal Sosioteknologi	rozaprima 2022-07-12 09:22 PM	dio-123_dio123 2022-07-16 06:29 AM	1	<input type="checkbox"/>

The screenshot shows an email interface with a toolbar at the top containing icons for Reply, Reply all, Forward, Delete, Print, Archive, Spam, Mark, More, Previous, and Next.

Re: [sostek] Editor Decision

To Mr/Ms. on 2022-07-20 05:59
Details Headers

G-TEMPLATE JURNAL SOSTEK (new revisions).doc (~306 KB)

Yth. Editor Jurnal "Sostek" (Prof/Dr),
di_Tempat

Terima kasih atas informasi positif ini. Kami selaku penerbit perlu mengapresiasi bentuk perhatian ini kepada Bpk/Ibu beserta kolega. Dalam merespon hasil tinjauan dari pengulas, maka kami perlu merevisi (file terlampir). Untuk bagian yang dikoreksi, kami sorot dengan "marka berwarna kuning". Dari kedua pengulas, tampaknya hanya pengulas ke-2 (reviewer E) yang memutuskan untuk "perbaikan & submit ulang". Sementara itu, pengulas pertama (reviewer A) tidak ada, sehingga tidak ada bagian yang perlu disorot. Selain itu, para penerbit juga telah "mengupload ulang" file artikel/naskah di OJS. Mohon perhatiannya dan terima kasih. Kami menunggu kabar selanjutnya.

Salam sukses,
Penerbit




Bukti 8: Penerimaan & penerbitan *online*

The screenshot shows the submission management interface for Jurnal Sosioteknologi. The top navigation bar includes the journal name, a 'Tasks' menu with a notification icon, and user options for language (English), site view, and a user ID (dio-123_dio123). The main content area is titled 'Submissions' and features two tabs: 'My Queue' (with 1 item) and 'Archives' (with 1 item). A 'Help' button is located in the top right of the main area. Below the tabs, there is a section for 'Archived Submissions' with a search bar and a 'New Submission' button. A single submission is listed with the ID 18437, author 'Wijayanti et al.', and title 'Causality Validation of Three Marketing Mix Components and Interest in Smartphone Purchase Decisions'. The submission status is 'Published' (indicated by a green badge) and it has 1 document. The footer of the interface credits the platform and workflow to OJS/PKP.

ALGORITHMIC EXPLOITATION: UNDERSTANDING LABOR PROCESS AND CONTROL AMONG RIDEHAILING PLATFORM WORKERS

M. Falikul Isbah




<https://doi.org/10.5614/sostek.itbj.2022.21.2.5>

 PDF  Abstract views: 0 times |  Downloaded: 0 times

CAUSALITY VALIDATION OF THREE MARKETING MIX COMPONENTS AND INTEREST IN SMARTPHONE PURCHASE DECISIONS

Dr. Tri Cicik Wijayanti, Assoc. Prof. Dr. Rahmawati Rahmawati, Dr. Muh. Alvianto Putra Arizandi Sadarrudin, Mr. Johan Johan, Mr. Dio Caesar Darma




<https://doi.org/10.5614/sostek.itbj.2022.21.2.6>

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INNOVATION STRATEGIES TO REDUCE SMES' BANKRUPTCY PREDICTION DURING COVID-19 PANDEMIC IN CENTRAL JAVA

Ahmad Hijri Alfian

<https://doi.org/10.5614/sostek.itbj.2022.21.2.7>




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RESENSI

FLOODS IN A CHANGING CLIMATE. INUNDATION MODELLING



Esa Hidayat

<https://doi.org/10.5614/sostek.itbj.2022.21.2.12>

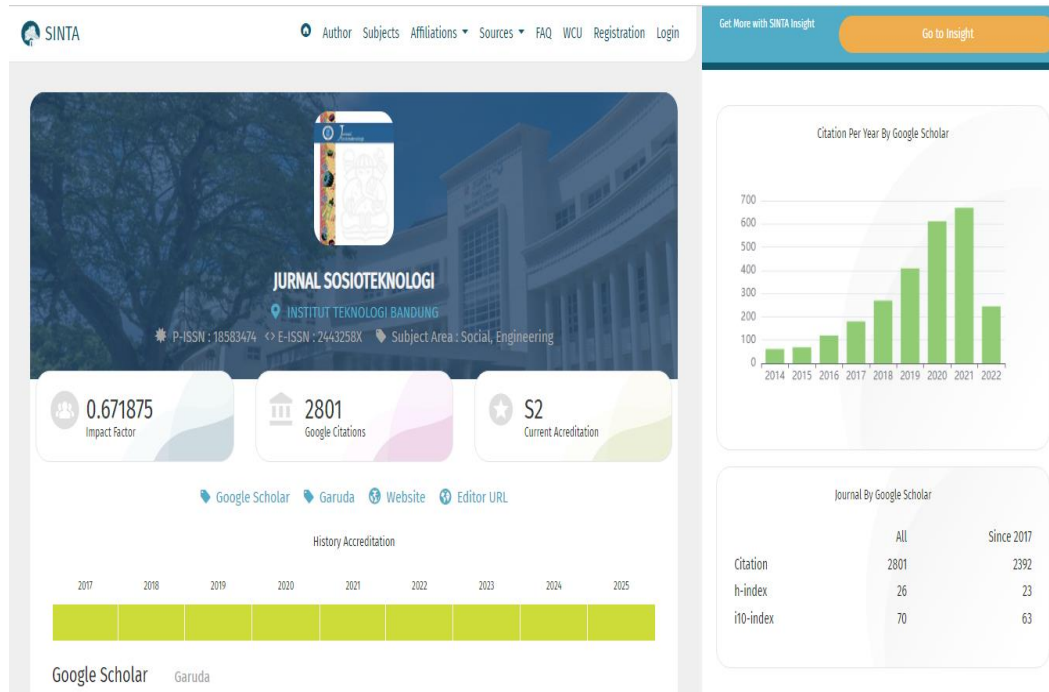
 PDF  Abstract views: 0 times |  Downloaded: 0 times

ZA 637	AU 85
MY 308	CN 80
IN 151	DE 62
SG 123	CA 47

Pageviews: 70,843

Lampiran 1. Index Jurnal



Lampiran 2. Catatan ulasan

Dr. Tri Cicik Wijayanti, Assoc. Prof. Dr. Rahmawati Rahmawati, Dr. Muh. Alvianto Putra Arizandi Sadarrudin, Mr. Johan Johan, Mr. Dio Caesar Darma:

We have reached a decision regarding your submission to Jurnal Sosioteknologi, "Validate Causality Between the 3 Marketing Mix and Interest on Purchase Decisions of Smartphone".

Our decision is: *Revisions Required*

Please send your revised manuscript based on reviewers comment as soon as possible before 22 July 2022.

Reviewer A:
Recommendation: Accept Submission

Apakah naskah ini?

_____ Relevan

Jenis Makalah Apakah Ini?

_____ Kajian ulang metode yang sudah ada

Menurut Anda Bagaimanakah Keaslian Naskah Ini?

_____ Original

Menurut Anda Bagaimanakah Kualitas Naskah Ini?

_____ Cukup

Bagaimanakah Kelengkapan Dari Naskah Ini?

_____ Lengkap

Bagaimanakah Tingkat Keterbacaan Naskah Ini Untuk dipahami?

_____ Mudah Dipahami

Bagaimanakah Detail Penulisan Naskah Ini? (jika jawabannya tidak, uraikan penjelasan dalam D)

_____ Kesesuaian Judul ? ya / tidak

_____ Kesesuaian panjang Paper ? ya / tidak

_____ Kesesuaian ringkasan/kesimpulan ? ya / tidak

_____ Kesesuaian Daftar pustaka ? ya / tidak

Bagaimanakah Nilai Keseluruhan Naskah Ini?

_____ Cukup Baik

Bagaimanakah Rekomendasi Terhadap Naskah Ini?

_____ Diterima Langsung _____ Ditolak (alasan disampaikan dalam D)

Kebaruan

framework penelitian yang menggunakan interest sebagai variabel mediasi.
Komentar untuk Perubahan

Perubahan sdh dilakukan waktu meriview

Reviewer F:
Recommendation: Resubmit Elsewhere

Apakah naskah ini?

_____ Tidak Relevan

Jenis Makalah Apakah Ini?

_____ Kajian ulang metode yang sudah ada

Menurut Anda Bagaimanakah Keaslian Naskah Ini?

_____ Original

Menurut Anda Bagaimanakah Kualitas Naskah Ini?

_____ Bernilai Tinggi

Bagaimanakah Kelengkapan Dari Naskah Ini?

_____ Lengkap

Bagaimanakah Tingkat Keterbacaan Naskah Ini Untuk dipahami?

_____ Mudah Dipahami

Bagaimanakah Detail Penulisan Naskah Ini? (jika jawabannya tidak, uraikan penjelasan dalam D)

_____ Kesesuaian Judul ? ya / tidak

Bagaimanakah Nilai Keseluruhan Naskah Ini?

_____ Baik

Bagaimanakah Rekomendasi Terhadap Naskah Ini?

_____ Ditolak (alasan disampaikan dalam Kolom Komentar)

Kebaruan

Tidak ada kebaruan
Komentar untuk Perubahan

Artikel bagus, namun tidak sesuai dengan fokus dan cakupan Jurnal Sositoteknologi

Lampiran 3. Perbaikan/revisi

~~Validate Causality Between the~~ **3Causality Validation of Three-Marketing Mix and Interest on-in-Smartphone Purchase Decisions of Smartphone**

Comment [i-[1]: TITLE. The word on the title should be revised. There was an error in the layout where the English word phrase did not match.

~~Memvalidasi Kausalitas Antara~~ **3Validasi Kausalitas Tiga Bauran Pemasaran dan Minat Terhadap terhadap Keputusan Pembelian Smartphone**

Tri Cicik Wijayanti¹, Rahmawati Rahmawati^{2*}, Muh. Alvianto Putra Arizandi Sadarrudin³, Johan Johan⁴, Dio Caesar Darma³

Faculty of Economics and Business, Universitas Gajayana¹

Faculty of Economics and Business, Universitas Mulawarman²

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Faculty of Economics and Business, Universitas Kartini⁴

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ABSTRACT

The technology industry has exploded. In addition, the development of smartphones has become a special attraction in the hearts of consumers. The goals of this study are to validate the effect of marketing mix components and interest in purchasing decisions for Samsung brand smartphones in the Tambaksari District (Surabaya City). A total of 498 informants were invited and sampled in interviews to be asked for information related to prices, promotions, distributions, interests, and purchasing decisions at cellular kiosks and electronic stores. After the data is collected, then it is analyzed by using multiple linear regression method. The model feasibility procedure concluded that all seven hypotheses were accepted ($p < 0.05$). In direct effect, any increase in price, promotion, distribution, and interest can increase purchasing decisions. From the indirect effect, it is evident that interest is a consistent mediator in increasing its influence on price, promotion, and distribution on purchasing decisions. The marketing channel applied by the seller influences consumer decisions through interest. This study's approach should be developed through constructive consumer attention.

Comment [i-[2]: Please enter a research contribution.

Keywords: purchasing decisions, interests, marketing mix, smartphone, Samsung, Surabaya

ABSTRAK

Industri teknologi telah berevolusi kencang. Disamping itu, perkembangan smartphone menjadi daya tarik tersendiri di hati konsumen. Goals dari studi ini untuk memvalidasi efek dari komponen

bauran marketing dan minat terhadap keputusan pembelian smarhphone merek Samsung di Kecamatan Tambaksari (Kota Surabaya). Sebanyak 498 informan bersedia menjadi sampel dalam interview untuk dimintai informasi terkait harga, promosi, distribusi, minat, dan keputusan pembelian di kios seluer dan toko elektronik. Setelah data dihimpun, lalu dianalisis dengan metode regresi linier berganda. Prosedur kelayakan model menyimpulkan bahwa ketujuh hipotesis telah diterima ($p < 0,05$). Pada efek langsung, setiap kenaikan harga, promosi, distribusi, dan minat mampu meningkatkan keputusan pembelian. Dari efek tidak langsung, terbukti bahwa minat sebagai mediator yang konsisten dalam meningkatkan pengaruhnya antara harga, promosi, dan distribusi terhadap keputusan pembelian. Saluran marketing yang diterapkan oleh pihak penjual sangat mempengaruhi keputusan konsumen melalui minat. Pendekatan studi ini harus dikembangkan melalui atensi konsumen secara konstruktif.

Kata kunci: keputusan pembelian, minat, bauran pemasaran, smarhphone, Samsung, Surabaya

INTRODUCTION

The priority of this study has the ambition to analyze the effects of 3 (three) marketing mixes, including price, promotion, distribution, and interest in purchasing decisions on android smartphones (Samsung brand) in Tambaksari District - Surabaya City.

Various smartphone brands have filled the wide market in Indonesia with various types and features that are increasingly complete, giving rise to tight competition between them (Sudarman et al., 2021). The creation of various new product innovations that have emerged appears more attractive and of higher quality (Efrata et al., 2019; Chaochotechuang et al., 2015). This is nothing but one producer's efforts to grab the attention of consumers to be interested and buy the products they produce (Ramadania et al., 2021). Viewed from the consumer's point of view, this phenomenon will provide broad opportunities for consumers, because with the availability of various brands and types, it will provide many alternative product choices that suit their needs and desires (e.g. Zainurossalamia et al., 2021; Dwivedi et al., 2021).

Other signals show that consumers have a strong position in determining purchasing decisions for the products and brands they want, not least in terms of interest and purchase decisions (Hanaysha, 2018; Oke et al., 2016; Helversen et al., 2018). They are enthusiasts/customers of Samsung brand smartphones, which are the objectivity of this study. However, while the Covid-19 pandemic is still ongoing until now, it has also resulted in a decline in the parent's turnover company (Putra et al., 2020; Garrett et al., 2021), especially its sales units.

One of the concrete efforts to implement policies on the 'marketing mix' which emerged as '4 (four) Ps', then transformed to 7 (seven) Ps', and even now expanded to '10 (ten) P' (as in the example Thabit & Raewf, 2018; Dally et al., 2021). From the new concept, the '10 (ten) Ps' include performance, pressure, power, public, people, professional, promotion, price, place, and product, which are the keys to success which are determined by the understanding of the entire company to respond to consumer behavior (Lim, 2021). Therefore, they are required to uncover what factors can influence consumer interest and decisions in

using a service and product. By identifying these dimensions, companies will implement marketing strategies effectively, precisely, and efficiently.

Surabaya is one of the 3 (three) big cities in Indonesia besides Jakarta and Bandung, which is home to 2.8 million people with 50.42% female and 49.58% male. Referring to this total, 214.97 thousand people are in Tambaksari, making this sub-district the area with the highest population density among other areas (BPS, 2021). Looking at this percentage, it becomes an exclusive market share and has the potential to be a consumer of Samsung products (such as mobile phones). Also, the millennial era and the digital generation now have to adapt to the intelligence of the world of technology and information (IT). Brand and market as a unit that binds each other to attract consumers attractively (Wijayanti et al., 2021).

The researcher does not discuss complexly the 10 (ten) pillars of the marketing mix, but we only focus on 3 (three) parts, namely price, promotion, and distribution, which are actually vital elements, without diminishing the role of the product. Here, the researcher emphasizes all three are also vital factors that are taken into consideration by a consumer at the beginning before buying a product. Distribution is a dimension that is rarely investigated by various researchers in marketing management, so it is worth

examining how much impact it has on interest and purchasing decisions.

We explore this study through 5 (five) mechanisms, of which the essence of the first is preliminary. The literature review and methods are in the second and third sections. The fourth session includes results and discussions. In the plot that is no less important is the conclusion of the fifth session.

LITERATURE REVIEW

Buying Decision

In the increasingly fierce competition arena, the success of companies is largely determined by their accuracy in taking advantage of opportunities and identifying individual activities in their efforts to get and use goods and services (Adams & Swanson, 2017), including the purchasing decision process. The decision to purchase a product by consumers is a unilateral decision after evaluating the feasibility of the product concerned (Sari et al., 2020).

Consumers often involve over one party in making their purchasing decisions (White et al., 2019). The five engagements include initiators, influencers, deciders, buyers, and users. These components have their respective roles. The initiator is the individual who first has an idea and suggests buying a product. Second, influencers act as advisors/have views on influencing purchasing decisions. For the decider, they determine the decision to buy. On the one hand, buyers are

those who transact/make a real purchase. Finally, the user as the user of the product. Joshi & Rahman (2015) view that consumer decision making, this process is very varied and is complex.

Price

According to Ashraf et al. (2017), price is defined as the amount of money charged for a service and product. From another perspective, price is the sum of the value that consumers exchange for the benefits derived from using/owning a product (Olajide et al., 2016). Meanwhile, Weyl (2019) commented that price is the amount of money that companies determine in exchange for services and goods they trade and something else with a function to satisfy consumers.

Price quantity has a positive effect on purchasing decisions, but not on consumer interest in PT. Tiga Serangkai–Riau Province (Arianto et al., 2018). Levrini & Santos (2021) actually consider that price is the most important attribute in supporting consumer interest. In his findings, consumer perceptions provide new insights about their purchase intentions, which are influenced by price awareness. Herawati et al. (2019), Mbete & Tanama (2020), and Albari & Safitri (2018) support that the price variable has a significant relationship with interest and purchasing decisions. From this description, it became an inspiration for us to propose the following two hypotheses:

Hypothesis 1 (H1): *the increase in price plays a role in supporting purchasing decisions positively.*

Hypothesis 5 (H5): *the role of price positively influenced purchase decisions through interest.*

Promotion

Arthantri (2021) highlights promotion as a one-way channel of persuasion and information to direct certain individuals and groups through actions that create exchanges. Porcu et al. (2012) emphasizes paying attention to promotional tools so that what the seller wants meets expectations and targets through 4 (four) techniques, including private sales, publicity, advertising, and short-term-based incentive sales.

Dolita et al. (2021) illustrate that students' interest in opening an account at Bank Muammalat (Indonesia) is significantly influenced by promotions. In line with this study, promotion is the variable that has the most dominant impact among others in increasing consumer interest in PT. Sumber Cipta Multiniaga (Juhaeri, 2020). Regarding purchasing decisions, Suryani & Syafarudin (2021) express that to encourage and stimulate aggressive purchasing decisions, promotional factors are needed. In addition, promotion is a vital aspect in marketing management to trigger consumer transactions to purchase certain products. Wahyudi & Melinda (2018) explained that the promotional mix such as public relations, personal selling, and advertising had a systematic impact on purchasing decisions by customers at Warung Ndeso Jancuocok. It is logical to underlie the above description to build the following hypothesis:

Hypothesis 2 (H2): *the increase in promotion plays a role in supporting purchasing decisions positively.*

Hypothesis 6 (H6): *the role of promotion positively influenced purchase decisions through interest.*

Distribution

Laz aroiu et al. (2020) responds to distribution (is location), as part of the consideration for consumers before deciding. Distribution that is close to the center of the crowd and easily accessible by consumers (Di Crosta et al., 2021). This is the right thing, so that the distribution process of the company's production is more integrated.

Deng & Li (2017), describes the relationship between distribution and interest where 'supply chain management theory' applies the meaning of relevant interests among current management. The pattern of benefits is combed overseas, so that consumer interest is tested comprehensively. Pramudita et al. (2020) and Azzadina et al. (2012) committed that decision making in renting a hotel is influenced by distribution channels. They also showed a positive correlation in industrial growth in the city of Bandung. The movers from fashion distribution stores, such as distributions, are very popular because distribution factors measured the customer's personality in purchasing decisions. Equally important, it drew the attention of Putra et al. (2020). Tight competition

in the 2 (two), 3 (three) star and guest house industry in Surabaya is a challenge for managers to keep loyal customers and attract new customers. To pursue business continuity, they apply marketing tactics by increasing distribution. As a result, it can develop consumer decisions in choosing hotels through the location aspect. It makes sense to design the following two hypotheses.

Hypothesis 3 (H3): *an increase in distribution plays a role in supporting purchasing decisions positively.*

Hypothesis 7 (H7): *the role of distribution positively influenced purchase decisions through interest.*

Interest

Setyorini & Indriasari (2020) inspired the 'interest theory' as individual behavior and the level of user's tendency to consume a service and goods at a certain time. In its development, Ajzen (1991) and Davis (1989) have introduced 'theory of planned behavior' and 'theory of reasoned action' as new concepts that actualize consumer behavior in reflecting intentions (Krapp, 2002). In reality, emotional, social, and internal factors support interest. They grouped these four factors into four sets, which are illustrated in *Fig. 1*.



(Source: Holland, 2016).

Figure 1. The essence of consumer decisions

A study conducted by Sari (2020) concluded that interest has a significant impact on consumer decisions to buy amplang crackers at Toko Karya Bahari (Samarinda). The higher the interest, the higher the purchase decision will be. In Indonesia, the rise of internet users is increasingly out of control and has actually caused the e-commerce industry to sprout. Although many of them are hesitant to shop online because of consumer trust in service providers and sellers, online applications have at least attracted their interest and influencing purchasing decisions (Hidayat et al.,

2021). We realize the final hypothesis:

Hypothesis 4 (H4): *The increase in interest plays a role in supporting purchasing decisions positively.*

Framework

It showed the flow of the study in Fig. 2. From here; we based the orientation and expectations of the entire path on 7 (seven) hypotheses. The composition of each variable has a ‘positive’ prediction according to the design hypothesis and needs to be reviewed in depth.

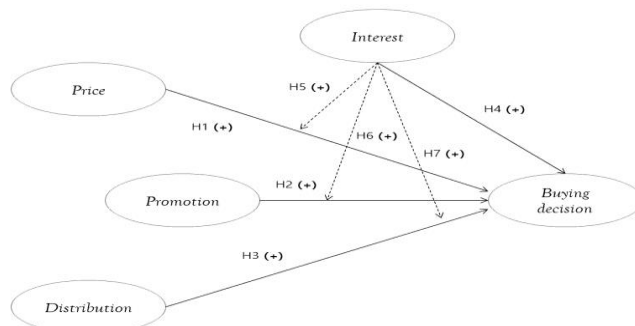


Figure 2. Sketch and expected conception

The emphasis of the two arrows has a different meaning. The ‘connected line’ is a direct line and an indirect line (mediator) is symbolized by a ‘broken line’. Two-step testing on direct effects and indirect effects. First, the independent variable to reveal real evidence of price, promotion, distribution, and interest in purchasing decisions. Starting from here, we specify interest as an independent variable. Second, the interest variable is also an evaluation material in mediating between price, promotion, and interest in purchasing decisions. Third, we verified

purchasing decisions as the dependent variable, so that it channeled all variables to this variable.

RESEARCH METHOD

Demarcation

Study materials based on a quantitative-verification approach (e.g. Apuke, 2017; Shahper & Richter, 2017). For social experiments, it developed the design to answer the objectives and proposed hypotheses through a series of empirical identifications (Mohajan, 2021).

Table I. Classification of variables

<i>Variable & item</i>	<i>Role</i>	<i>Hypothesis</i>	<i>Expanded by</i>
<u>Buying decision</u> : after-purchase behavior, suitability of needs, seeking information, recognizing problems	Dependent	-	Ćorić et al. (2017); Orou Seko et al. (2020); Ratnasari et al. (2020)
<u>Interest</u> : explorative, preferential, referential, transactional	Independent & mediator	H4, H5, H6, H7	Eze & Lim (2013); Maria et al. (2019); Malik & Saleem (2017)
<u>Price</u> : price benefits, price uniformity, price flexibility	Independent	H1	Arthur et al. (2019)
<u>Promotion</u> : promotion selling, mass selling, personal selling	Independent	H2	Fam et al. (2017); Elrod & Fortenberry (2020); Fam et al. (2007)
<u>Distribution</u> : location accessibility, product availability, facilities & infrastructure	Independent	H3	Gonzalez-Feliu et al. (2014); Baraklianos et al. (2018)

We grouped into 5 (five) variables with price limits, promotions, distributions, and purchasing decisions that have different contributions. We summarize the framework on variable range in *Table I*.

Research Targets

Technically, data collection is collected by involving several samples that represent the entire population. The informants in question are those who are buying

Samsung brand mobile phones at cellular kiosks and electronic stores in Tambaksari (Surabaya) on November 2021 ago. It carried the interview procedure out to assess their insight about the android smartphone.

The characteristics of the two sample locations are medium scale (annual profit >US\$15 million, has +200 employees, and asset ownership >US\$15 million), so that it does not limit it to regular customers or incidental consumers.

Table II. Informant unit

Place	Population	Sample (5%)	Distribution
Mobile kiosk	2,478	124	116
Electronic store	8,905	445	382

The random sample technique supports the selection in the survey, where the researcher only groups in the two survey locations from the 5% threshold (Banerjee & Chaudhury, 2010). Simply put, something statistically assigned a random sample preference to a predetermined sub-set of individuals from the larger cluster. All have equal probabilities (see *Table 2*). The total population is 11,383 participants. Of these, 569 samples were got, but only 498 were willing and eligible to be interviewed.

Analysis Tools

We categorized perceptions of informants based on alternative answers in the order of 1 (one) to four (4) comprising: 4-strongly agree, agree-3, disagree-2, and strongly disagree-1. Exploration of perception is as a regression method. Then, the data processing instrument

used IBM SPSS and Sobel test software.

RESULTS AND DISCUSSION

Table 3 displays descriptive statistics as reflected in the mean acquisition. The attributes of the five variables are 17 (seventeen). The purchasing decision variable and the interest variable have the most indicators, namely 4 (four), while the price variable, promotion variable, and distribution variable are divided into 3 (three) indicators. Perceptions marked by the experience of informants, they proved that transactional as the most dominant item among the others is 3.92. There are items that get the lowest mean value, namely price benefits, where the result is 2.21. The two differences are still classified as disagree–strongly agree.

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Table III. Informant responses and model feasibility

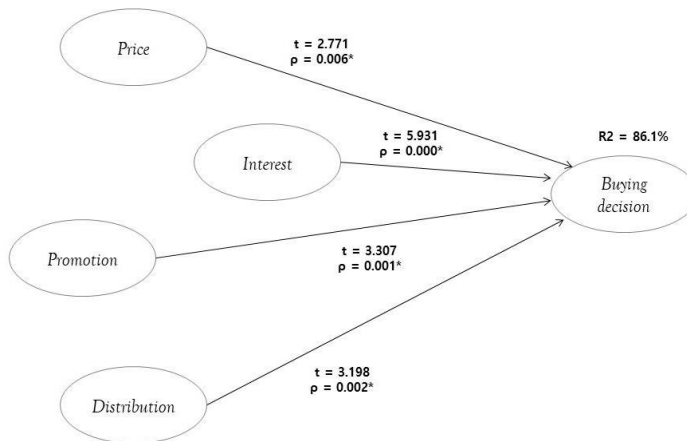
Attribute	Mean	Average score	CA*	R**
After-purchase behavior; suitability of needs; searching for information; recognize the problem	3.87; 3.09; 3.53; 3.83	3.58	0.837	0.713; 0.760; 0.696; 0.752
Explorative; preferential; referential; transactional	3.17; 3.88; 3.80; 3.92	3.69	0.745	0.771; 0.772; 0.745; 0.750
Price benefits; price uniformity; price flexibility	2.21; 3.55; 3.64	3.13	0.826	0.840; 0.779; 0.768
Promotional selling; mass selling; personal selling	3.45; 3.50; 2.47	3.14	0.797	0.705; 0.728; 0.776
Location accessibility; product availability; facilities & infrastructure	3.71; 3.60; 3.55	3.62	0.834	0.722; 0.716; 0.739

(Notation: *CA> 0.7 & **R> 0.6).

SPSS output also describes the average score for all variables. The purchase decision was 3.69 (the highest), while the lowest was the price of 3.13. This figure is 0.01 point difference from the promotion variable. Ideally, the calculated reliability test refers to Cronbach's alpha (CA) supported by maximum results because the overall CA > 0.7. The highest CA is from consumer purchases and vice versa, the lowest is interest. The correlation coefficient (R) measures other traits that interpret the validity of an indicator. Adjusting also in Table 3, it concluded the results to meet the criteria (R > 0.6). It is clear that 2 (two) items that achieved the maximum R and the lowest R, where seeking information got 0.696 and

price benefits were classified as the largest indicator because they were at the 0.840 level.

Fig. 3 represents the interaction of the four independent variables on purchasing decisions. Actualization, the ability to price, promotion, distribution, and interest explains purchasing decisions by 86.1% (very strong). Although all components have a significant impact on purchasing decisions, partially, the causality between interest in purchasing decisions is the most dominant part ($p = 0.001$). When compared, it expressed the price of purchasing decisions as causality with the lowest contribution ($p = 0.006$).



(Notation: *one-way causality).

Figure 3. Determination of the partial effect

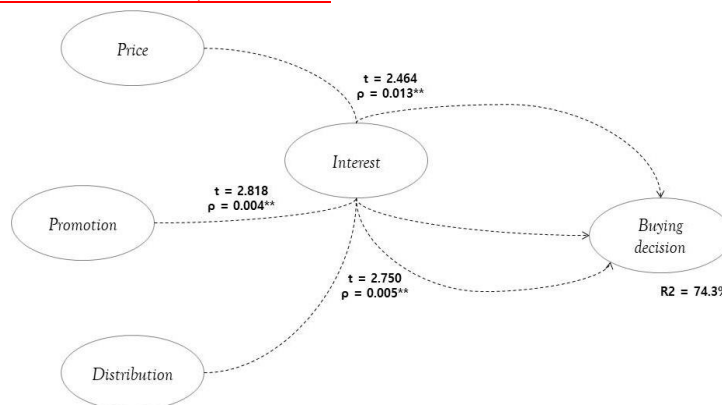
It shows bidirectional causality in Fig. 4. The urgency of the interest variable to mediate its effects on price, promotion, and

distribution ends with a significant path. Performance on causality is indirectly at the level of a 'strong' relationship because the coefficient

of determination (R^2) ensures the achievement of 74.3%. We interpret arguments in terms of the three relationships. Therefore, it was emphasized that promotion had the most significant effect on purchasing decisions through interest ($p = 0.004$). Interest also plays a vital role in confirming the other two hypotheses, namely price and distribution of purchasing decisions ($p = 0.013$ and $p = 0.005$).

The buying decision-making process begins with looking at fulfillments needs. They related this to several alternatives, so it is

necessary to carry out an evaluation aimed at obtaining adequate alternatives (Masic et al., 2008). Consumers selectively first collect information that can give clues about the product to be purchased (Benn et al., 2015), whether it will provide benefits as promised or vice versa. They carry alternative evaluation out when they already have various information about products and brands referring to their information search (Jiang & Zhang, 2021).



(Notation: **two-way causality).

Figure 4. Determination of the mediator effect

Zhang et al. (2017) popularized promotion as the most influential channel on consumer buying intentions on the internet. There is a positive interaction between price promotions and complementary products on consumers' purchase intentions. They proved consumers to prefer discounts over certain units of purchase. We suggest promotional

benefits for products that are not complementary. On another occasion, Yusuf & Sunarsi (2020) concluded that the greater the promotion and price, the greater the buying interest. The emotional bond between sellers and customer needs to be strengthened by distribution, promotion, and prices that apply to their income level (Al Badi, 2018).

Furthermore, the relationship between price, promotion, and distribution of purchasing decisions was also identified by Lee & Chen-Yu (2018) and Supriyanto et al. (2021). They extend the pricing model and the role of discounts in mediating consumer purchase intentions. The experimental results prove that price discounts can stimulate consumer perceptions in the decision to buy apparel products at online stores. Likewise, the decision to buy a car is showed by the promotion and price variables, which have a partially significant effect. Winarno & Oktiani (2020) actually assume that the decision to buy soft drink products is more dominantly determined by distribution than promotion. However, Schneider et al. (2013) confirm that purchasing decisions in Western society, especially for homosexual couples, are significantly determined by distribution.

CONCLUSIONS

This study concentrates more on the impact of price, promotion, and distribution on interest-moderated purchasing decisions. Based on the empirical reality in the

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first structure that price, promotion, and distribution partially advance purchasing decisions. Interest that successfully moderates price, promotion, and distribution also influenced other supporting evidence in fostering purchasing decisions.

Limitations on the relationship between price, promotion, and distribution of interest were not investigated, so it needs to be re-examined. We are also aware of the weakness of this work, which does not include an element of service. Unfortunately, this aspect is interesting to be studied in the analysis. Further considerations recommend practical and theoretical implications given the increasingly fierce competition in the smartphone business world. They consistently committed the managerial idea to maintaining product quality. We cannot separate another extra effort from the crucial insistence on product excellence through more proportional price effectiveness.

~~To bridging~~ In term a universal perspective, the academic studies tradition also reflects on the attributes of technological knowledge, social structure, and marketing reputation.

comments for the improvement of this manuscript.

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