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VALIDATE CAUSALITY BETWEEN THE 3 MARKETING MIX AND INTEREST ON PURCHASE DECISIONS OF SMARTPHONE

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ABSTRACT

The technology industry has strengthened rapidly. In addition, the development of smartphones has become an atmosphere in the hearts of consumers. The goals of this study are to validate the effects of marketing mix components and interest in purchasing decisions for Samsung brand smartphones in Tambaksari District (Surabaya City). It will sample 498 informants in interviews to be asked for information related to prices, promotions, distribution, interests, and purchasing decisions at cellular kiosks and electronic stores. After the data was collected, it analyzed by using multiple linear regression method. The model feasibility procedure concludes that all seven hypotheses have been accepted. In direct effect, any increase in price, promotion, distribution, and interest can increase purchasing decisions. From the indirect effect, interest is a consistent mediator in increasing its influence over 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.

Keywords: purchasing decisions; interests; marketing mix; smartphone; Samsung.

Industri teknologi telah berevolusi kencang. Disamping itu, perkembangan smartphone menjadi atmosfer tersendiri di hati konsumen. Goals dari studi ini untuk memvalidasi efek dari komponen bauran marketing dan minat terhadap keputusan pembelian smartphone 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 seluler dan toko elektronik. Setelah data dihimpun, lalu dianalisis dengan metode regresi linier berganda. Prosedur kelayakan model menyimpulkan bahwa ketujuh hipotesis telah diterima. 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; smartphone; Samsung.

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' 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 and 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.

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. Lazaro 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 Figure 1.

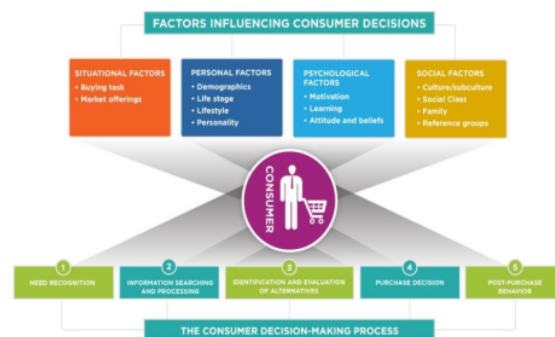


Figure 1. The essence of consumer decisions
Source: Holland (2016)

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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 Figure 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.

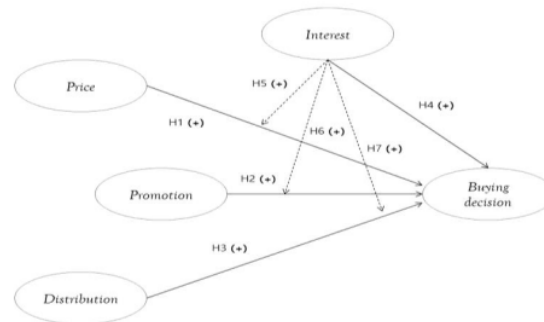


Figure 2. Sketch and expected conception

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.

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).

Wrong Form ETS

Table 1. Classification of variables

Variable & item	Role	Hypothesis	Expanded by
Buying decision: after-purchase behavior, suitability of needs, seeking information, recognizing problems	Dependent	-	Čorić et al. (2017); Orou Seko et al. (2020) ETS

<i>Interest</i> : explorative, preferential, referential, transactional	Independent & mediator	H4, H5, H6, H7	Eze & Lim (2013); Maria et al. (2019); Malik & Saleem (2017)
<i>Price</i> : price benefits, price uniformity, price flexibility	Independent	H1	Arthur et al. (2019)
<i>Promotion</i> : promotion selling, mass selling, personal selling	Independent	H2	Fam et al. (2017); Elrod & Fortenberry (2020); Fam et al. (2007)
<i>Distribution</i> : 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 1.

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.

Table 2. Informant unit

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

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.

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.

Table 3. 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.

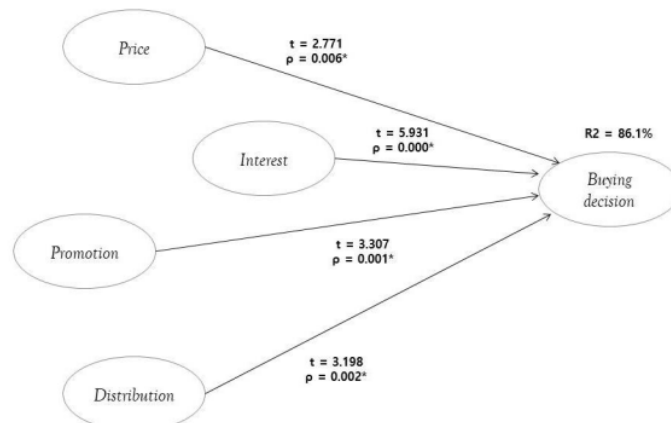


Figure 3. Determination of the partial effect

Notation: *one-way causality.

Figure 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 ($p = 0.006$).

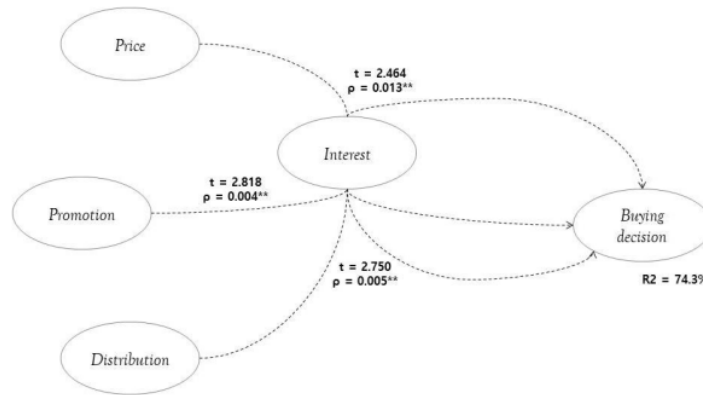


Figure 4. Determination of the mediator effect

Notation: **two-way causality

It shows bidirectional causality in Figure 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).

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 customers 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.

CONCLUSION

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

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