

PROMOTION AS AN INTERVENING PRODUCT, PRICE AND LOCATION TO IMPROVE CONSUMER PURCHASE DECISIONS OF THE SISKA CHIC MASK ONLINE STORE

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Abstrak

Penelitian Promosi Sebagai Intervening Produk, Harga dan Lokasi Untuk Meningkatkan Keputusan Pembelian Konsumen Toko Online Masker Siska Chic ini untuk mengetahui pengaruh dari variabel intervening Promosi (X2) pada variabel eksogen Produk (X1), Harga (X2) dan Lokasi (X3) terhadap variabel endogen Keputusan Pembelian (Y). Sampel yang diambil adalah para pembeli produk dari Toko Online Masker Siska Chic sejumlah 119 orang. Pengolahan data menggunakan aplikasi SmartPLS versi 4. Penelitian menunjukkan bahwa secara langsung Produk (X1) searah (positif) dan signifikan terhadap Promosi (X2). Harga (X3) searah (positif) dan signifikan terhadap Promosi (X2). Lokasi (X4) searah (positif) dan signifikan terhadap Promosi (X2). Produk (X1) berlawanan arah (negatif) dan signifikan terhadap Keputusan Pembelian (Y). Harga (X3) searah (positif) dan tidak berpengaruh signifikan terhadap Keputusan Pembelian (Y). Lokasi (X4) berlawanan arah (negatif) dan tidak berpengaruh secara signifikan terhadap Keputusan Pembelian (Y). Promosi (X2) searah (positif) dan signifikan terhadap Keputusan Pembelian (Y). Secara tidak langsung Produk (X1) melalui Promosi (X2) searah dan signifikan terhadap Keputusan Pembelian (Y). Harga (X3) melalui Promosi (X2) searah dan signifikan terhadap Keputusan Pembelian (Y). Lokasi (X4) melalui Promosi (X2) searah dan signifikan terhadap Keputusan Pembelian (Y). Dengan demikian, maka dapat dikatakan bahwa variabel Promosi (X2) berfungsi sebagai Partial Mediation Untuk Produk (X1) terhadap Keputusan Pembelian (Y). Promosi (X2) berfungsi sebagai Full Mediation untuk Harga (X3) terhadap Keputusan Pembelian (Y). Promosi (X2) berfungsi sebagai Full Mediation untuk Lokasi (X4) terhadap Keputusan Pembelian (Y).

Kata Kunci: Produk, Promosi, Harga, Lokasi, Keputusan Pembelian.

Abstract

Promotion Research as Product Intervening Products, Prices and Locations to Improve Consumer Purchase Decisions The Siska Chic Mask Online Store is to determine the influence of the Promotion intervening variable (X2) on the exogenous variables of Product (X1), Price (X2) and Location (X3) on the endogenous variables of Purchase Decision (Y). The sample taken was 119 buyers of products from the Siska Chic Mask Online Store. Data processing using the SmartPLS application version 4. Research shows that directly the Product (X1) is unidirectional (positive) and significant to the Promotion (X2). Price (X3) is unidirectional (positive) and significant to the Promotion (X2). Location (X4) is unidirectional (positive) and significant to the Promotion (X2). Product (X1) is in the opposite direction (negative) and significant to the Purchase Decision (Y). Price (X3) is unidirectional (positive) and has no significant effect on the Purchase Decision (Y). Location (X4) is in the opposite direction (negative) and has no significant effect on the Purchase Decision (Y). Promotion (X2) is unidirectional (positive) and significant towards the Purchase Decision (Y). Indirectly, Product (X1) through Promotion (X2)

is direct and significant to the Purchase Decision (Y). Price (X3) through Promotion (X2) is direct and significant to the Purchase Decision (Y). Location (X4) through Promotion (X2) is direct and significant to the Purchase Decision (Y). Thus, it can be said that the Promotion variable (X2) functions as a Partial Mediation For the Product (X1) against the Purchase Decision (Y). Promotion (X2) serves as Full Mediation for Price (X3) against Purchase Decision (Y). Promotion (X2) serves as Full Mediation for Location (X4) towards Purchase Decision (Y).

Keywords: product, promotion, price, location, purchase decision.

INTRODUCTION

Entering the era of the industrial revolution 4.0, entrepreneurs are required to be more innovative in managing their businesses. Currently, they need to be more creative in promoting their products in order to compete with competitors in the market. The main goal of any business, of course, is to achieve the greatest profit. Therefore, entrepreneurs must understand the concept of the marketing mix. (Fernos & Ayadi, 2023). According to Kotler & Keller (2016), marketing has become very crucial along with the increase in people's living needs. If a company is not responsive to consumer needs and does not understand the right marketing strategy, it risks missing out on many opportunities to attract consumers. (Haryanto et al., 2022). In general, marketing encompasses a wide range of activities such as sales, market research, distribution channel planning, pricing policy determination, promotion, and so on. These activities aim to identify the desires of consumers in the target market, as well as find more effective and efficient ways to satisfy their needs compared to competitors. (Khotimah, 2023). The Covid-19 pandemic that has spread globally has affected various economic sectors, including halal food, pharmaceuticals, cosmetics, travel, as well as media and entertainment, as well as the fashion industry. (Meilda et al., 2022). Likewise, the Siska Chic Mask Online Store, an online store that sells masks in Balikpapan, markets its products through social media. or online to reap profits in this situation. In an era of increasingly fierce business competition, marketing strategy has an important role in influencing consumer purchasing decisions.

Marketing is a method to promote products or services to improve company performance by targeting consumers or the intended target market. One strategy that can be applied in marketing is the marketing mix, which consists of four elements: product, price, place, and promotion. (Ihsannudin et al., 2022). A product is an attribute, both tangible and intangible, which includes aspects such as color, price, company reputation, store reputation as a seller, and service from the manufacturer, all of which are accepted by consumers as a form of satisfaction. (Wijaya et al., 2023). According to Kotler and Armstrong, product quality is the nature or characteristic of a product or service that allows the product to meet customer needs. (Wijaya et al., 2023). Price according to Lupiyoadi (2013) is the value paid by consumers in exchange for the benefits of owning or using products or services determined by buyers and sellers through a negotiation process, or set by sellers at a fixed price that applies to all buyers. (Gamatri et al., 2024). Kotler and Armstrong (2012) define price as a number of costs charged to consumers for a product or service. (Gamatri et al., 2024). Place (Location) refers to the distribution

channel used to reach the target consumer. This distribution system includes location, warehousing, and other related aspects. (Pinanggih & Rahmawati, 2024). According to Tjiptono (2017), location refers to various marketing activities that aim to facilitate and facilitate the process of distributing goods and services from producers to consumers. (Sahputra & Ekowati, 2023). According to Shafitri et al., (2021), promotion is an effort to attract consumers by conveying persuasive messages or information. (Dalilah & Prawoto, 2023). Promotion according to Yusda, (2019) is a sales method that offers products by providing stimulation so that customers are interested in buying. (Aryani et al., 2023). According to Mohzana, et al., (2020). Decision making is the process of solving problems by choosing one of several available alternatives to determine future actions. (Fauzi & Kartiko, 2023). According to Shomad and Purnomosidhi, (2012), Decision making is the process of reaching an agreement among group members regarding the desired actions to achieve the group's goals. (Sihombing & Sulisty, 2021).

Previous research shows that the variables Product, Price, Location, and Promotion have a significant influence on purchase decisions, product variables affect the purchase decision of Bebek Pak Janggut rice, and price variables also affect purchase decisions. In addition, promotions and locations also play a role in influencing the decision to purchase Bebek Pak Janggut rice.(Gunawan, 2020). Other research states that the variables of product motives, product prices, basic ingredients, and location affect promotion. Variables such as product motives, product prices, basic ingredients, and location have an effect on promotion. Products with unique and special motifs will produce an exclusive impression, supported by prices that are not too cheap, thus creating a perception in the minds of consumers that the product is of high quality and special. When the variables of product motive, selling price, basic ingredients, and location were tested simultaneously through the variables of the promotional intervention, the results showed a significant influence. (Hendrayani, 2022). Wahjono (2010) states that a product is everything offered in the market to attract attention, create demand, use, or be consumed, which aims to meet human needs or desires. Promotion can be an effective intervention variable in strengthening the influence of product, price, and location on purchasing decisions. Product quality affects promotion. The quality of service and products affects the promotions carried out by KOPIGO cafes, where the quality of service has a direct impact on consumer loyalty, while the quality of products does not have a direct effect on loyalty. Service quality affects consumer loyalty through promotions carried out by KOPIGO cafes, but product quality does not affect consumer loyalty through promotions. On the other hand, the promotion itself plays a role in increasing consumer loyalty at KOPIGO cafes. (Ningsih et al., 2022). Based on the previous studies above, here are some gaps that can be identified:

Inconsistency of the Influence of Product Quality on Consumer Loyalty Through Promotion: Previous research has shown that product quality can affect consumer loyalty through promotion (Gunawan, 2020). While other studies show that product quality has no direct effect on loyalty when mediated by

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promotion (Ningsih et al., 2022). This gap research shows that there is an ambiguity in the role of product quality on consumer loyalty, especially in the context of promotion as mediation, which needs to be explored further.

The Effectiveness of Promotion as a Mediation Between Product, Price, and Location on Purchase Decisions: Previous studies have shown that products, prices, and locations influence purchase decisions directly and through promotions (Hendrayani, 2022). However, there has not been much discussion about the effectiveness of promotion as a mediation on each of these variables separately. This gap research indicates the need for a more in-depth analysis to understand the role of promotion in amplifying or even fully mediating the influence of each variable (product, price, and location) on purchase decisions.

The Role of Product Motifs and Basic Materials in Influencing Consumer Perception through Promotion: Previous research shows that product motifs and basic ingredients have an effect on consumer perception of product quality through promotion. (Hendrayani, 2022). However, other research still rarely explores how unique motifs and basic ingredients of a product can shape the perception of exclusivity and quality in the minds of consumers through specific promotional strategies. This gap is important for in-depth research on how product design and material aspects can be optimized through promotion.

Location Dependence on Promotion in Influencing Purchase Decisions in the Digital Age: Previous studies have shown that location plays an important role in purchasing decisions (Gunawan, 2020). However, the role of location in digital and online contexts has not been widely explained, especially how promotions can increase the impact of location in purchasing decisions without physical interaction. This gap research opens up opportunities to research how digital promotion can maximize the location aspect in improving purchase decisions in the online environment.

Variability of the Influence of Service Quality and Product Quality on Loyalty through Promotion: A study on KOPIGO cafes found that service quality affects consumer loyalty through promotion, while product quality does not. (Ningsih et al., 2022). This is in contrast to findings that show a significant influence of product quality on purchase decisions and loyalty. This gap indicates the need to map out what factors make the quality of a product or service more effective in increasing loyalty through promotion, depending on the different business contexts.

Promotion is often a more significant factor because it acts as a means of communication between producers and consumers. Quality products, competitive prices, and strategic locations are important, but without proper promotion, the potential of the product will not be fully exposed to the target market. Promotion is not only about conveying information about the product, but also creating a brand image and increasing consumer awareness of the value of the product offered. Therefore, the

role of promotion in supporting products, prices, and locations is crucial to influencing consumer purchasing decisions.

Based on this background, this study aims to analyze Promotion as Intervening Products, Prices and Locations to Improve Consumer Purchase Decisions of the Siska Chic Mask Online Store. This research is expected to provide deeper insights into how the role of promotion can increase product appeal and sales. After some of the things that have been conveyed above, the following hypotheses are taken:

- H1 : Products directly have a significant influence on the Promotion
- H2 : Prices directly have a significant influence on the Promotion
- H3 : Location directly has a significant influence on Promotion
- H4 : Products directly have a significant influence on Purchase Decisions
- H5 : Price directly has a significant influence on the Purchase Decision
- H6 : Location directly has a significant influence on the Purchase Decision
- H7 : Direct promotion has a significant influence on Purchase Decisions
- H8 : Products indirectly through promotion have a significant influence on Purchase Decisions
- H9 : Prices indirectly through promotions have a significant influence on Purchase Decisions
- H10 : Location indirectly through promotions has a significant influence on Purchase Decisions

RESEARCH METHODS

This study uses a descriptive quantitative method with the aim of determining the influence of promotion as an intervening variable of product, price, and location on consumer purchase decisions of the Siska Chic Mask Online Store. Primary data were obtained directly from the field through questionnaires, with a population consisting of consumers of the Siska Chic Mask online store, using the Likert scale. The sample was taken using the purposive sampling method, with a total of 119 respondents who were buyers of this product. In multivariate analysis, the minimum number of samples must be 10 times the number of variables studied (Islami & Nugroho, 2022). The data was processed using SmartPLS version 4.

Product (X1), Promotion (X2), Price (X3) and location (X4) variables as Exogenous variables. The Purchase Intention Variable (Y) as an Endogenous variable. The indicators are as follows:

1. Product Variable (X1), the indicator is:
 - X1.1 : Product Uniqueness
 - X1.2 : Product Requirements
 - X1.3: Product Attractiveness
 - X1.4 : Product Quality
 - X1.5 : Product Variants
2. Promotion Variable (X2), the indicators:
 - X2.1 : Promotional Media

- X2.2 : Quantity of Promoted Goods
- X2.3 : Promotion Frequency
- X2.4 : Motivation from Product Promotion
- X2.5 : Promotion Eligibility
- 3. Price Variable (X3), the indicator is:
 - X3.1 : Price Affordability
 - X3.2 : Price Competitiveness
 - X3.3 : Inclusion of Shipping Fee
 - X3.4 : Price according to Quality
 - X3.5 : Price according to Benefits
- 4. Location Variable (X4), the indicator:
 - X4.1 : Location Affordability
 - X4.2 : Environmental Safety
 - X4.3 : Environmental Cleanliness and Comfort
 - X4.4 : Access to Location
 - X4.5 : Location Strategically
- 5. Purchase Decision Variable (Y), the indicators:
 - Y1.1 : Products Influence Results
 - Y2.2 : Price Affects Decision
 - Y1.3 : Location Influences Decision
 - Y1.4 : Promo Influences Results
 - Y1.5 : Marketing Mix Influences Decision Making

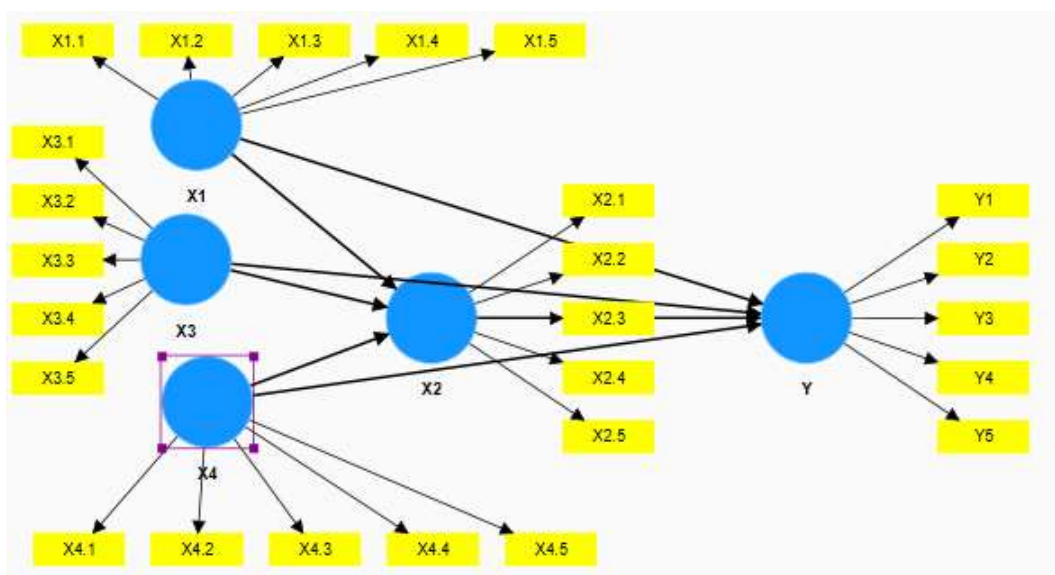


Figure 1. Research Framework

The analysis using SEM is carried out through two stages of testing, namely the outer model/measurement model and the inner model/structural model. The testing of the measurement model aims to evaluate the indicator against the latent variable to ensure its validity and reliability. (Jatmiko et al., 2023). The validity of convergence is indicated by the value of the loading factor > 0.7 and the AVE > 0.5 , while the validity of discrimination is determined through Fornell Larcker and Cross Loading, where the loading value of the indicator on the latent variable is higher than the indicator on other latent variables. The reliability test was carried out using Composite Reliability and Cronbach's Alpha, with both values having to > 0.7 . According to (Ghozali in Suherman & Yusuf, 2021), an indicator is considered valid if it has a loading factor of more than 0.70. Furthermore, the validity of the composite can be measured through the Average Variance Extracted (AVE) value which must be more than 0.5, and the Composite Reliability which must be more than 0.7. (Kurniawan et al., 2022).

At the structural model testing stage, the relationship between the variables proposed in the hypothesis is tested. The collinearity test was conducted to ensure that the regression results were not biased, with a VIF value of < 4 indicating that the model was free from collinearity problems. According to Anggriawan et al., (2023), in the analysis of the Inner Model Partial Least Square (PLS), the condition or assumption that must be met is the absence of multicollinearity problems, with the provision of a VIF value of < 5 . (Jatmiko et al., 2024). SRMR and NFI models are used to measure the model match index. According to Anggriawan et al., (2023), a model is considered fit if the SRMR value is less than 0.08, and if the NFI value is more than 0.05, then it can be concluded that the model is fit. (Jatmiko et al., 2024). The structural model was evaluated using R-Square (coefficient of determination) for independent variables. (Kurniawan et al., 2022).

The next step is to test the hypothesis to determine whether the relationship between the proposed variables is accepted or rejected. Bootstrapping is used to assess the significance of the influence of a variable, with a p-value < 0.05 indicating significance. (Jatmiko & Nada, 2024).

RESULTS AND DISCUSSION

Result

The respondent profile provides general information about the participants' background, such as age, gender, and education. Table 1 shows the demographic details of the respondents.

Table 1: Respondent Profil

Variable	Parameter	Qty	(%)
Age	20 s/d 25 tahun	79	66
	26 s/d 35	28	24
	36 s/d 45	12	10
Gender	Male	5	4
	Female	114	96

Y2	0,930
Y3	0,933
Y4	0,824

Source : data processed, 2024

Table 3 shows that the AVE values for X1, X2, and X3 are also safe, greater than 0.5.

Table 3: AVE Value

Average Variance Extracted (AVE)	
X1	0,692
X2	0,660
X3	0.541
X4	0,632
Y	0.789

Source : data processed, 2024

The next step is to carry out a Discriminant Validity Test which is measured using Fornell Larcker and Cross Loading, as well as a reliability test using Composite Reliability and Cronbach's Alpha, where both values must be more than 0.7.

Table 4 shows that the Fornell Larcker value for each variable has met the criteria, where the value of each variable is higher than the Fornell Larcker value between different variables.

Table 4: Fornell Larcker Values

	X1	X2	X3	X4	Y
X1	0,832				
X2	0,691	0,813			
X3	0,719	0,701	0,736		
X4	0,586	0,619	0,663	0,795	
Y	-0,149	0,171	0,034	-0,047	0,888

Source : data processed, 2024

Table 5 shows that the cross-loading value of indicators on variables is higher than the cross-loading values of indicators on other variables. This indicates that the Cross Loading requirements have been met.

Table 5: Cross Loading Values

	X1	X2	X3	X4	Y
X1.2	0,837	0,494	0,495	0,415	-0,132
X1.3	0,821	0,522	0,536	0,434	-0,140
X1.4	0,820	0,504	0,566	0,478	-0,149

X1.5	0,850	0,726	0,744	0,588	-0,090
X2.1	0,584	0,790	0,571	0,522	0,020
X2.2	0,525	0,844	0,529	0,564	0,183
X2.4	0,574	0,803	0,607	0,425	0,209
X3.2	0,537	0,582	0,762	0,449	0,195
X3.3	0,505	0,498	0,737	0,432	0,032
X3.4	0,561	0,497	0,731	0,589	-0,028
X3.5	0,516	0,475	0,711	0,493	-0,141
X4.1	0,451	0,565	0,574	0,836	-0,129
X4.2	0,481	0,475	0,546	0,798	-0,030
X4.3	0,478	0,420	0,451	0,749	0,081
Y1	-0,104	0,186	0,035	0,083	0,861
Y2	-0,129	0,211	0,049	-0,064	0,930
Y3	-0,165	0,130	0,032	-0,082	0,933
Y4	-0,132	0,039	-0,012	-0,108	0,824

Source : data processed, 2024

Table 6 shows that the Composite Reliability and Cronbach's Alpha values all exceed 0.7, so they meet the requirements.

Table 6: Construct and Validity

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
X1	0,854	0,873	0,900
X2	0,742	0,742	0,854
X3	0,718	0,723	0,825
X4	0,712	0,729	0,837
Y	0,912	0,952	0,937

Source : data processed, 2024

Next, a Multicollinearity test (VIF) was carried out. In the Inner Model Partial Least Square (PLS) analysis, the assumption or condition that must be met is the absence of multicollinearity problems, provided that the VIF value must be less than 5. In Table 7, all VIF values are smaller than 5, so it can be concluded that this model free from multicollinearity problems.

Table 7: Collinearity Statistics (VIF)

	VIF
X1->X2	2,168
X1->Y	2,449
X2->Y	2,424

X3->X2	2,542
X3->Y	2,787
X4->X2	1,868
X4->Y	1,973

Source : data processed, 2024

The SRMR and NFI models are used to measure the model fit index. The model is considered fit if the SRMR value is less than 0.08, and if the NFI value is more than 0.05, the model is also declared fit. In Table 8, the SRMR value of the model is 0.095 (exceeds 0.08), which means this model is not fit. However, the NFI value of 0.645 (greater than 0.05) indicates that the model can be considered fit. Therefore, based on the NFI value, this model is said to be fit.

Table 8: Model Fit

	Saturated Model	Estimated Model
SRMR	0,095	0,095
NFI	0,645	0,645

Source : data processed, 2024

The coefficient of determination describes how much influence the exogenous latent variable has on the endogenous latent variable, which is measured through the R Square value of the endogenous latent construct as an indicator of predictive power. In Table 9, the Adjusted R Square value for X2 is 0.577, indicating that the relationship between variables influences 57.7% of the X2 variable, while 42.3% is influenced by other variables outside the model. Likewise, the Adjusted R Square value for variable Y is 0.155, indicating that 15.5% of the relationship between the variables studied is influenced by variables in the model, while 84.5% is influenced by other variables outside the model.

Table 9: R Square

	R-square	R-square Adjusted
X2	0,587	0,577
Y	0,183	0,155

Source : data processed, 2024

The next step is to test the path coefficient to see the relationship between variables partially and determine whether the direction of the relationship is positive or negative. The path coefficient has a range of values from -1 to 1. In Table 10, the path coefficient X to Y is 0.340, which indicates a positive or unidirectional relationship. Likewise, other variables also have a positive or unidirectional relationship, except for path X1 to Y, and X4 to Y, which has a negative value of -0.528, and -0.169.

Table 10: Path Coefficients

Path Coefficients	
X1->X2	0,340
X1->Y	-0,528
X2->Y	0,534
X3->X2	0,318
X3->Y	0,151
X4->X2	0,209
X4->Y	-0,169

Source : data processed, 2024

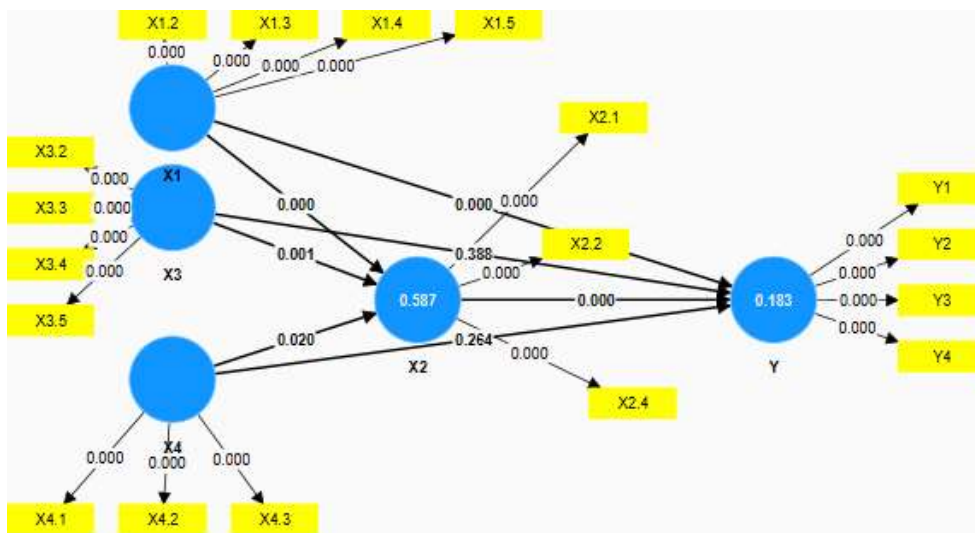


Figure 3.: Bootstrapping Results

The next step is to test the hypothesis to determine whether the relationship between the proposed variables can be accepted or rejected. The bootstrapping method is used to assess the significance of the influence of a variable, with a p-value <0.05 indicating significance. In other words, if t count > Zscore 1.96 then Ha is accepted and H0 is rejected, meaning that the exogenous variable has a significant influence. On the other hand, if the t count is <Zscore 1.96, then H0 is accepted, indicating that the exogenous variable does not have a significant influence, or if the P value is > 0.05, then Ha is rejected and H0 is accepted, which means the exogenous variable has no significant influence.

Table 11: Path Coefficients Bootstrapping

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics	P values
X1->X2	0,340	0,344	0,087	3,900	0,000
X1->Y	-0,528	-0,529	0,123	4,306	0,000
X2->Y	0,534	0,543	0,129	4,141	0,000
X3->X2	0,318	0,321	0,083	3,437	0,001

X3->Y	0,151	0,137	0,175	0,863	0,388
X4->X2	0,209	0,206	0,090	2,321	0,020
X4->Y	-0,169	-0,164	0,151	1,117	0,264

Source : data processed, 2024

Based on table 11, the results of the direct relationship between variables are as follows:

1. H1 : Product (X1) in one direction (positive) of 0.340 and has a significant effect on Promotion (X2).
2. H2 : Product (X2) is in the opposite direction (negative) by 0.528 and has a significant effect on Promotion (X2).
3. H3 : Promotion (X2) is unidirectional (positive) with a value of 0.534 and has a significant effect on the Purchase Decision (Y).
4. H4 : Price (X3) is unidirectional (positive) with a value of 0.340 and has a significant effect on the Promotion (X2).
5. H5 : Price (X3) is unidirectional (positive) with a value of 0.151 and has no significant effect on the Purchase Decision (Y).
6. H6 : Location (X4) in the same direction (positive) with a value of 0.340 and has a significant effect on Promotion (X2).
7. H7 : Location (X4) is opposite (negative) with a value of 0.169 and has no significant effect on the Purchase Decision (X2).

The equation of the structure of influence directly formed from the model:

1. The Effect of Product (X1), Price (X3), and Location (X4) Promotion (X2): $X2 = b1.X1 + b3.X3 + b4.X4$ --> $X2 = 0,408.X1 + 0,318.X2 + 0,209.X3 + e$
2. The Effect of Product (X1), Price (X3), Location (X4), and Promotion (X2) on Purchasing Decision (Y): $Y = b1.X1 + b3.X3 + b4.X4 + b2.X2 + e$
--> $Y = -0,528.X1 - 0,151.X3 - 0,169.X4 + 0,534.X2 + e$

Table 12: Specific Indirect Effects

	Orig- inal sample (O)	Sample Mean (M)	Standard De viation (STDEV)	T sta- tistics	P val- ues
X1->X2->Y	0,182	0,184	0,059	3,086	0,002
X3->X2->Y	0,170	0,178	0,074	2,295	0,022
X4->X2->Y	0,112	0,109	0,053	2,108	0,035

Source : data processed, 2024

Based on table 12, the indirect relationship between the variables is obtained as follows:

1. H8 : Product (X1) is in the same direction with a value of 0.182 and has a significant effect on the Purchase Decision (Y) through Promotion (X2).
2. H9 : Price (X3) is in line with a value of 0.170 and has a significant effect on the Purchase Decision (Y) through Promotion (X2) (Partial).
3. H10 : Location (X4) in the same direction with a value of 0.112 and has a significant effect on the Purchase Decision (Y) through Promotion (X2).

Next is to look at the indirect influences formed from the model:

1. The Effect of Product (X1) on Purchasing Decision (Y) through Promotion (X2): $Y = b1.X1 + b2.X2 + e \rightarrow Y = 0,182.X1$
2. The effect of Price (X3) on Purchasing Decision (Y) through Promotion (X2): $Y = b3.X3 + b2.X2 + e \rightarrow Y = 0,170.X2$
3. The effect of Location (X4) on Purchasing Decision (Y) through Promotion (X2): $Y = b4.X4 + b2.X2 + e \rightarrow Y = 0,112.X2$

By combining the data obtained in tables 11 and 12, the following results are obtained:

1. The direct relationship for the Product (X1) to the Purchase Decision (Y) has a significant effect and the indirect relationship of the Product variable (X1) to the Purchase Decision (Y) through Promotion (X2) also has a significant effect, so it can be concluded that the Promotion variable (X2) functions as a Partial Mediation.
2. The direct relationship for Price (X3) to Purchase Decision (Y) has no significant effect, but the indirect relationship of the Price variable (X3) to Purchase Decision (Y) through Promotion (X2) has a significant effect, so it can be concluded that the Promotion variable (X2) functions as Full Mediation.
3. The direct relationship for Location (X4) to Purchase Decision (Y) has no significant effect, but the indirect relationship of the Location variable (X4) to Purchase Decision (Y) through Promotion (X2) has a significant effect, so it can be concluded that the Promotion variable (X2) functions as Full Mediation.

The results of this study show several important findings related to the role of promotion as an intervening variable that mediates the relationship between product, price, and location on purchase decisions at the Siska Chic Mask Online Store. Here is a more detailed explanation of the results:

1. **Direct Influence of Product (X1), Price (X3), and Location (X4) on Promotion (X2):** Product (X1) has a significant positive effect on promotion. This means that the better the quality or attractiveness of the product, the more effective the promotion will be. Attractive or unique

products will be easier to promote, thereby increasing consumer attraction to the product. Price (X3) also has a positive effect on promotion. This shows that competitive prices or prices in accordance with product quality can strengthen the promotion carried out. With the right price, promotion becomes more effective in attracting consumer interest. Location (X4) has a significant influence on promotion. Strategic location, even in an online context, still influences the way promotion is carried out, for example in terms of accessibility or reputation of the delivery location. The results obtained from this study are in line with previous research from Hendrayani, (2022).

2. **Direct Influence of Product (X1), Price (X3), and Location (X4) on Purchasing Decisions :**

Product (X1) has a negative influence on direct purchasing decisions. This means that the product may have inadequate attributes or does not meet consumer expectations, so that even though it is promoted, the product itself is unable to increase purchasing decisions. Price (X3) and Location (X4) do not have a direct significant effect on purchasing decisions. This means that price and location are not enough to encourage consumers to make a decision to buy. These results are certainly not in line with research from Gunawan, (2020).

3. **The Role of Promotion as a Mediator:** Promotion (X2) plays a very important role in increasing purchasing decisions. The results of the study show that promotion has a significant positive influence on purchasing decisions. This means that a good promotional strategy can strengthen the influence of product, price, and location on consumer purchasing decisions. Promotion (X2) strengthens the influence of the product on purchasing decisions, but the influence of the product remains even without promotion. This shows that a good product can still influence purchasing decisions even without promotion, but promotion increases its effectiveness. In other words, it can be said that Promotion as Partial Mediation. Product (X1) through promotion has a significant positive influence on purchasing decisions. This shows that when a product is well promoted, the influence of the product on purchasing decisions becomes stronger. Price (X3) and Location (X4) also have a significant influence on purchasing decisions through promotion. This means that price and location, although not directly influencing purchasing decisions, can be important factors when accompanied by effective promotion. Promotion fully mediates the influence of price and location on purchasing decisions. This means that without promotion, price and location will not be enough to influence purchasing decisions. Therefore, promotion becomes very important in marketing strategy, especially to increase the influence of price and location. It can be said that Promotion as Full Mediation. The results of this study complement previous research from Ningsih et al., (2022).

Based on the results of the research, some follow-ups that can be done to strengthen marketing strategies and improve purchasing decisions at the Siska Chic Mask Online Store are as follows:

1. **Promotion Optimization:**
 - a. **Strengthen promotional campaigns:** Given that promotions have a significant influence as a mediator, online stores need to improve the quality and intensity of promotions. This can be done through various social media, paid advertising, collaboration with influencers, and engaging content strategies.
 - b. **Diversify promotional media:** Use various platforms, such as Instagram, Facebook, TikTok, or e-commerce, to reach a wider range of consumers. Varied promotions can amplify product exposure and drive more purchase decisions.
 - c. **Consistent promotion frequency:** Consumers need to be constantly reminded about products through consistent promotions. Maintaining the right promotion frequency will keep the product in the minds of consumers.
2. **Product Quality Improvement :** Based on the results of the research, some follow-ups that can be done to strengthen marketing strategies and improve purchasing decisions at the Siska Chic Mask Online Store are as follows:
 - a. **Focus on product innovation:** Products have a significant influence both directly and through promotion. Therefore, it is important to continue to improve the quality and uniqueness of the product to make it more attractive to consumers. For example, adding product variants or improving the quality of materials.
 - b. **Market research:** Conduct more in-depth research on consumer needs and preferences regarding the masks sold. This can help tailor the product to consumer expectations, ultimately improving purchasing decisions.
3. **Price and Location Review:**
 - a. **Competitive price adjustment:** Although the price does not have a significant effect directly, through promotion, a price that matches the quality of the product can improve the purchase decision. Review the pricing structure and make sure the prices offered are still competitive in the market.
 - b. **Pay attention to the delivery location:** Make sure the delivery process from the online store location is easily accessible and quickly reaches consumers. Strategic locations, supported by the right promotions, can improve the customer experience and drive purchase decisions.

Development of Additional Variables and Indicators:

1. **Adding indicators to product, price, and location variables:** As a follow-up to research, the development of other indicators such as customer service, delivery quality, or discounts can be taken into consideration to see the broader influence on purchasing decisions.
2. **Include moderation variables:** Another follow-up is to include moderation variables such as customer loyalty or brand perception, to see how these variables moderate the relationship between promotions, products, prices, and locations with purchase decisions.

CONCLUSION

Based on the things that have been conveyed above, the following conclusions can be drawn:

1. Product (X1) is directly in the same direction (positive) and has significant effect on Promotion (X2).
2. The price (X3) is directly unidirectional (positive) and has a significant effect on the Promotion (X2).
3. Location (X4) is directly in the same direction (positive) and has a significant effect on Promotion (X2).
4. Product (X1) is directly opposite (negative) and has a significant effect on the Purchase Decision (Y).
5. The price (X3) is directly unidirectional (positive) and has no significant effect on the Purchase Decision (Y).
6. Location (X4) is directly opposite (negative) and has no significant effect on the Purchase Decision (Y).
7. Promotion (X2) is directly unidirectional (positive) and has a significant effect on the Purchase Decision (Y).
8. Product (X1) indirectly through Promotion (X2) in the same direction and has a significant effect on the Purchase Decision (Y).
9. The price (X3) indirectly through the Promotion (X2) is in the same direction and has a significant effect on the Purchase Decision (Y).
10. Location (X4) indirectly through Promotion (X2) in the same direction and has a significant effect on the Purchase Decision (Y).

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