

**The Impact of Promotion and Price on Purchase Decisions with Buying Interest  
as a Mediating Variable in Celosia Flower Garden Bandungan**

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**ABSTRACT**

The research purpose to analyze the influence of price and promotion buying interest in the Celosia Flower Garden in Bandungan. The population in this sample is respondents who have visited the Celosia Flower Garden Bandungan with an age category over 17 years old. The research method used is the analysis tool used in this study is the *Structural Equation Modeling* (SEM) analysis tool. The results of this study show that Promotion has a positive and significant effect on Buying Interest. Price has a positive and significant effect on buying interest. Buying interest has a positive and significant effect on purchase decisions with. Promotions have a positive and significant effect on purchase decisions. Price has a positive and significant effect on the purchase decision

**Keywords:** Promotion, price, Buying Interest, Purchase Decision.

## **INTRODUCTION**

One of the successes of a tourism industry is the increase tourists. The increase of tourists will automatically also accompany the development of facilities and infrastructure to support tourist attractions. However, the number of tourists at the Celosia Flower Garden will only increase on holidays and weekends. Because currently there are also many tours that are no less interesting that offer the latest rides and promos that will be an attraction for tourists themselves. Visitors to the Celosia Flower Garden are presented in more detail in table 1.1:

**Table 1.** Data on the Number of Tourists in Celosia Flower Park Quarterly 2023

<b>Month</b>	<b>Number of Visitors</b>
August	2000
September	5000
November	5600
<b>Sum</b>	<b>12600</b>

*Source: Celosia Flower Garden Bandungan 2023*

Based on table 1 regarding the number of tourists to Celosia Flower Park, it can be seen that the number of visitors to Celosia Flower Park has increased from August to November 2023. This can be caused by several factors, one of which is the level of satisfaction felt by tourists who have visited, thus causing motivation to visit again. Tourism is a necessity for everyone, thus many businesses have emerged in the field of tourism so that the competition in the world of tourism is getting tighter and entrepreneurs need to set a marketing strategy plan that they want to use to face today's competition.

Promotion is very important for the tourism sector industry to increase the number of tourists who visit. According to (Angelia, Fera, 2023) promotion is an activity that communicates, convinces and provides knowledge to people about a product to know the advantages of the product, so that it can captivate the minds and feelings of consumers. Promotion is a very crucial variable in the marketing mix for a company to carry out marketing of its products and services. The function of promotional activities is not limited to a means of communication between consumers and business entities, but also to be an instrument that can encourage or influence consumers to purchase services or products based on the needs and expectations of the consumer.

The promotional factor, another factor is promotion to influence the purchase decision to make a visit to a tourism. Price is a marketing mix that is able to create revenue and other factors that can create a cost. Untoro (2010) stated that price is the ability to express goods or services in the form of money. Baariq Ayumi and Agung Budiarmo (2021) conducted a study with results that prove that price positively and significantly affects purchase interest, price to product purchase decisions, promotion to purchase interest, promotion to purchase decisions.

The implementation of appropriate marketing strategies is able to influence potential consumers to make purchasing or visiting decisions. Therefore, in terms of tourism, a significant marketing strategy is needed to increase the number of tourists, including considering promotional and price factors that affect the consideration of purchase decisions in buying interest. As described above, the researcher wants to find out whether promotions and prices affect purchase preferences and purchase decisions at the Celosia Flower Park Bandungan tour.

## **LITERATURE REVIEW**

### **The Impact of Promotion on Buying Interesting**

Referring to the presentation of Laksana (2019), promotion as a communication carried out by buyers and sellers due to information intended for make changes to the behavior and attitude of a buyer, who was unknown to become familiar so the buyers is still remembered the product. Promotion as a marketing activity is very important for the company so that the quality of sales can be improved and continuity can be maintained. Promotion is a factor to determine the success or failure of a marketing program, promotion is an integrated marketing communication variable used by companies in introducing and informing products for a company to potential buyers or consumers.

### **The Impact of price on Buying Interesting**

According research of Fandy Tjiptono (2017), price is one of the main components in the marketing mix that generates revenue or income for the company. On the other hand, the other three components (promotion, distribution and product) result in the appearance of expenses. In addition, price as an element of mix marketing that is flexible means that it can change quickly and easily. Price as the value of a service or goods that use money as a benchmark. For sellers, price is needed to provide income or income. As for buyers, the price is needed to get a good or service.

### **The Impact Of Buying Interest on Purchasing Decisions**

According to Durianto (2013) buying interest is a variety of things related to consumers' plans to purchase certain products, and the number of product units needed in a certain period of time. Purchase interest as a mental statement of consumers that reflects the intention to buy a product by using a certain brand refers to the Kotler (2017) presentation, buying interest means various kinds of things that arise after the stimulation of the product being eaten, then interest arises to try the product and finally a sense of wanting to buy and own it.

### **The Influence of Promotion on Purchase Desicions**

According to the research of Amstrong and Kotler (2012), promotion functions as a component used in persuading and informing the market related to new services or products in the company through personal sales, advertising, publication or sales promotion. Hamdani in Sunyoto (2014) explained that promotion is a variable part of the marketing mix which is very crucial for companies to carry out product marketing. The only component of the marketing mix that is able to bring income or income for the company is price, while the other three elements including distribution, promotion and products even spend funds Tjiptono (2017), The role of price cannot be separated from the process of buying and selling a service or product. Price helps consumers in determining whether someone will buy the item or not. A company carries out value determination with the intention of obtaining profits from the products provided by the company.

## **RESEARCH METHOD**

The population of this research is a visitors to the Celosia Bandungan Flower Garden  
The sample uses a purposive sampling technique, namely the determination of samples using a number of special criteria. To determine the sample, purposive sampling techniques are used, namely determining the sample using a number of special criteria. The criteria needed in this study include:

1) The respondents were visitors to the Celosia Flower Garden in Bandung and started from the age of 17 years. Starting at the age of 17 because this age is considered mature and able to understand the questionnaire given.

2) Respondents had visited the Celosia Flower Garden in Bandung.

The population is a visitors to the Celosia Flower Park in Bandung which amounts to 12.600 visitors from 2023. The author in the context of this study calculated the sample size using the Slovin technique based on Sugiyono (2013). The Slovin formula is used because in sampling the quantity must be representative to be able to generalize the results of the research and the calculation does not require a sample size table, but can be done with the help of simple formulas and calculations. Slovin's formula for determining samples includes:

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{12600}{1 + 12600 (10)^2} = 12600 \times 100 : 10000 = \frac{12600}{127} = 99,2$$

The caption :

n = Sample

N = Total population

E = Percentage of sampling accuracy is still tolerable

e = 0,10

In the Slovin formula are the following provisions:

E value = 0.1 (10%) for large populations

E value = 0.2 (20%) for small populations

So, the population range of this study is 2.600 visitors, so the percentage of relaxation that will be used is 10% and the calculation results can be rounded to meet the suitability.

The results used primary data by this research, obtained from collected directly in the field for visitors who visit the Celosia Flower Garden Bandung through filling out questionnaires. This research uses the *Structural Equation Modeling* (SEM) technique. Sugiyono (2013) stated that SEM is an analysis tool that unites *factor analysis* methods, *structural models*, and *path analysis*. The software used in this study is SmartPLS3.0. This analysis method is carried out to interpret and draw conclusions from the data collected.

## RESULTS

### Test Data Instrument

#### a. Results of Validity of Discrimination

Discrimination Validation is determined using the cross-loading value of the construct. The cross loading value shows how much correlation there is between the variable and the variable indicator, as well as the indicators of other variables. With the value for each construct having to be above 0.7.

**Table 2.** Cross Loading Value Results

Item code	Price	Purchase Decision	Buying Interest	Promotion
X11	0.367	0.478	0.467	0.719
X12	0.337	0.353	0.540	0.778
X13	0.338	0.444	0.426	0.782

X14	0.426	0.532	0.518	0.703
X21	0.709	0.423	0.455	0.297
X22	0.730	0.465	0.346	0.341
X23	0.800	0.476	0.423	0.346
X24	0.728	0.472	0.494	0.480
Z1	0.553	0.577	0.762	0.453
Z2	0.357	0.348	0.722	0.410
Z3	0.378	0.487	0.765	0.496
Z4	0.417	0.508	0.723	0.580
Y1	0.399	0.710	0.497	0.483
Y2	0.482	0.749	0.409	0.365
Y3	0.570	0.791	0.541	0.540
Y4	0.410	0.777	0.538	0.450

*Source: Primary Data processed, 2024*

Based on the above data, it shows that the croos value exceeds 0.7, or it means that the variable of this study is declared valid.

#### **b. Results of composite reability analysis**

To measure the reliability of a study using PLS-SEM through SmartPLS, it is necessary to use *Composite reability* and *Cronbach's Alpha*. *Cronbach's Alpha* gives a lower value, therefore it must be accompanied by a *Composite reability* value exceeding 0.7. The following can be seen the results of the reliability and validity construct test with *Cronbach's Alpha* and *Composite reability* in table 3.

**Table 3.** Construct Reality and Validity

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Price	0.728	0.729	0.831	0.551
Purchase Decision	0.753	0.759	0.843	0.574
Buying Interest	0.733	0.737	0.832	0.553
Promotion	0.734	0.732	0.834	0.557

*Source: Primary Data Source, 2024*

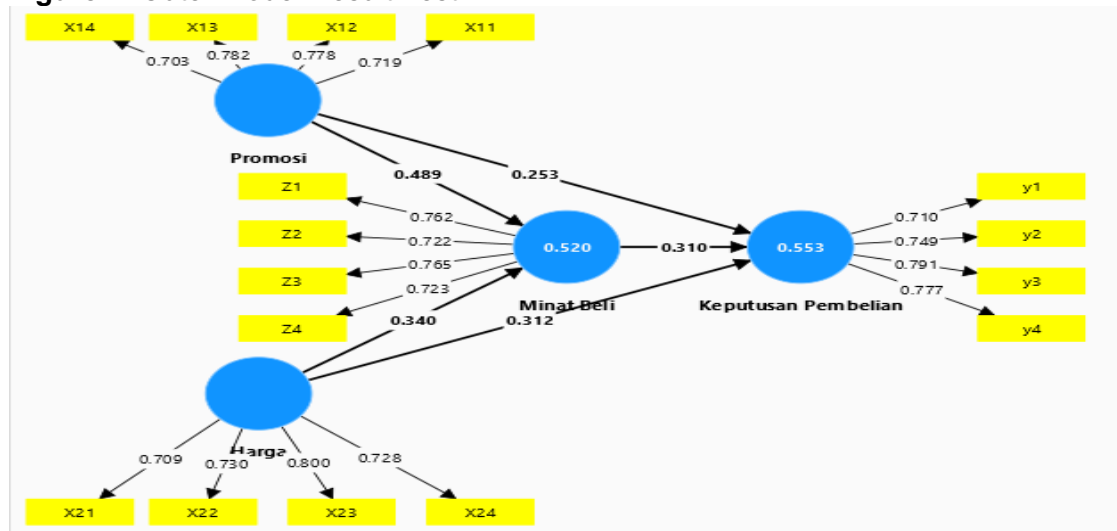
Table 3 above shows that *Cronbach's Alpha* and *Composite reability* values have values exceeding 0.7, and the AVE test is valid with values exceeding 0.5. Thus, the tested variables have met the requirements and shown that they are reliable and valid, therefore structural model tests can be carried out.

#### **Outer Model Test**

The PLS (Partial Least Square) method was used for the analysis research and was assisted by SmartPLS 3.0 software. Analysis Method aimed at overcoming the problem

of variable relationships that are comprehensive, but the sample data is small. The measurement model for this research equation model can be seen below

**Figure 1.** Outer Model Result Test



Source: Primary Data Source, 2024

**R-square test**

R-Square aims to find out how strong the structural model is predicting. R-Square Will explain the significance of the influence of the independent variable with the bound variable. The value is categorized as strong when  $>0.67$ , and it is said to be moderate when the R-Square value  $>0.33$ . In this research, the R-Square test can be seen below

**Table 4.** R-Square

Items	R-square	R-square adjusted
Purchase Decision	0.553	0.539
Buying Interest	0.520	0.510

Source: Primary Data Processed, 2024

Referring to the data, R-Square on purchase decision has a value of 0.553 and buying interest has a value of 0.520. The moderate because it is more than 0.33.

**Hypothesis Test**

The research has the inner model testing method used by the bootstrap resampling. The hypothesis is accepted if the t-statistic has a  $>$  value of 1.96 t of the table and a significant  $< 0.05$ , then it is accepted or proven and significant. Here are the results of the statistical tests that can be seen, which are:

**Table 5.** Statistical T Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Price -> Purchase Decision	0.212	0.212	0.073	2.909	0.004
Price -> Buying Interest	0.416	0.420	0.069	6.018	0.000

Buying Interest -> Purchase Decision Promotions -> Purchase Decisions Promotions -> Buying Interest	0.302	0.305	0.104	2.915	0.004
Purchase Decision Promotions -> Purchase Decisions Promotions -> Buying Interest	0.368	0.369	0.082	4.506	0.000
Purchase Decision Promotions -> Buying Interest	0.406	0.409	0.080	5.073	0.000

*Source: Primary Data Processed, 2024*

Based on table 5 of the t-Statistics results, it can be concluded as follows:

1. The promotion construct has t-statistics with a value of 5,073 > 1.96, as well as a significance of 0.000 < 0.05. Alternatively, the **first hypothesis** can be said to have a significant influence between promotion and buying interest.
2. The price construct has t-statistics with a value of 6.018 > 1.96, as well as a p-value of 0.000 < 0.05. Alternatively, the **second hypothesis** can be said to have a significant influence between price and buying interest.
3. Buying interest has t-statistics with a value of 2.915 > 1.96, and a p-value of 0.004 < 0.05. Alternatively, the **third hypothesis** can be said to have a significant influence between buying interest and purchase decisions.
4. The promotion construct has t-statistics with a value of 4,506 > 1.96 and a p-value of 0.000 < 0.05. Alternatively, the **fourth hypothesis** can be said to have a significant influence between promotion and purchase decisions.
5. The price construct has t-statistics with a value of 2.909 > 1.96 and a p-value of 0.004 < 0.05. Alternatively, the **fifth hypothesis** can be said to have a significant influence between price and purchase decisions.

## DISCUSSION

This result from the hypothesis test with Smart PIs were obtained. The first showing is influence of promotion on buying interest significant and positive, therefore the hypothesis is supported. The second is a positive and significant influence between price interest buy againts the purchase, it can be said the hypothesis supported. The third influence between interest buy against the purchase decision then indicates that the hypothesis is supported, fourthly there is a significant influence between promotion on the purchase decision then it can be said that the hypothesis is supported, and lastly there is a significant influence between price on the purchase decision which can be said to be a supportive hypothesis. The results of this study can be seen below:

**Table 6.** Recapitulation of Hypothesis Testing Results

Hypothesis	Items	Information
H1	Price -> Purchase Decision	Supported
H2	Price -> Buying Interest	Supported
H3	Buying Interest -> Purchase Decision	Supported
H4	Promotions -> Purchase Decisions	Supported
H5	Promotions -> Buying Interest	Supported

*Source: Processed Primary Data, 2024*

**The Effect of Promotion on Buying Interest in the Celosia Flower Garden in Bandungan**

The results hypothesis test is significant and positive influence of promotion on buying interest in the Bandung Celosia flower garden. The results were shown by the t-test, which was 2.909 and sig 0.004 with a significance level value of  $\alpha = <0.05$  or it was said that there was a significant and positive influence of promotion on buying interest in the Celosia Bandung flower garden. So **that H1 "promotion has a positive and significant effect on buying interest"** From these results, a better promotion strategy will influence and increase buying interest in the Bandung celosia flower garden.

This research is in line with Periyadi et.al (2020) stating that the variable of promotion strategy has a positive effect on buying interest and also significant

**The Effect of Price on Buying Interest in the Celosia Flower Garden in Bandung**  
Based on hypothesis test, is significant and positive influence of price variables on buying interest in the Celosia Bandung flower garden. The results were shown by the t-test, which was 6.018 and sig 0.000 with a significance level value of  $\alpha = <0.05$ , then the price had a positive and significant effect on the buying interest in the Bandung Celosia flower garden. So **that H2 "price has a positive and significant effect on buying interest"** from the result means that a good price will increase visitors' confidence in buying interest.

This result is in line with research from Azahra & Hadita (2023) the results there is a positive and significant influence of price variables on buying interest.

**The Influence of Buying Interest on Purchase Decisions in Celosia Flower Gardens**  
The hypothesis test is significant and positive influence variable on the purchase decision at the Bandung Celosia Flower Garden. The positive results were shown by the t-test, namely 2.915 and sig 0.004 with a significance level value of  $\alpha = <0.05$ , so it can be said that buying interest has a positive and significant effect on the purchase decision at the Celosia Bandung Flower Garden. So **that H3 "buying interest has a positive and significant effect on purchase decisios"** from this result, it can be stated that the higher an individual's buying interest in a product or service, the higher his purchase decision will be for the product or service.

This result is related with research from Meme & Byre (2020) there is an influence between the variables of buying interest on purchase decisions positive

**The Influence of Promotions on Purchase Decisions in Celosia Flower Gardens**  
The hypothesis test is significant and positive influence of promotional variables on purchase decisions at the Celosia Bandung flower garden. The positive results were shown by the t-test, which was 4.506 and sig 0.000 with a significance level value of  $\alpha = <0.05$ , so the promotion had a positive and significant effect on the purchase decision at the Bandung Celosia Flower Garden. So **that H4 "promotion has a positive and significant effect on purchase decisions"** from this result can be stated to improve the level of promotion by a company, then the purchase decision for someone will also increase.

This result related with research from Nafisah (2020), promotions have a positive and significant influence on purchase decisions

**The Effect of Price on Purchase Decisions in Celosia Flower Gardens**  
Based on the hypothesis test the price variable has a positive and significant effect on the purchase decision at the Celosia Bandung flower garden. The positive results were shown by the t-test, which was 5.073 and sig 0.000 with a significance level value of  $\alpha = <0.05$ , so it can be said that the price has a positive and significant effect on the



purchase decision at the Celosia Bandung flower garden. So that H5 "price has a positive and significant effect on purchase decisions" from the results shows that the price offered influences a person to make a purchase decision at the Bandung Celosia Flower Garden.

This research compiled by Ayumi & Budiarmo (2021) which gave results that price has a positive and significant effect on purchase decisions.

## **CONCLUSION**

Conclusion the research has been conducted on the influence of promotion and price on purchase decision with buying interest as a mediating variable in the Celosia Bandung Flower garden, it can be concluded :

1. Promotion has a positive and significant effect on buying interest. The result are shown by the t-test, which is 2.909 and sig 0.004.
2. Buying Interest has a positive and significant effect on purchase decisions, the result are shown by the t-test which is 6.081 and sig 0.000.
3. Buying interest has a positive and significant effect of purchase decisions, the result are shown by the t-test, which was 2.915 and sig 0.004.
4. Promotion has a positive and significant effect on purchase decisions, the result are shown by the t - test, which is 4.506 and sig 0.000.
5. Price has a positive and significant effect on buyers decision. The result were shown by the t-test, which was 5.703 and a sig of 0.000.

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