

The Influence of Price and Promotion on Purchase Intention in Moderating Consumer Behavior

Diansyah¹, Rinda Utami²

^{1,2}Universitas 17 Agustus 1945 Jakarta, Indonesia

diansyah.170845@gmail.com, rinutami15@gmail.com

Abstract

The rise of marketing strategies in the business world today makes competition even higher and companies are required to produce a product or service in accordance with the wishes and needs of consumers in order to compete and attract as many consumers as possible. The purpose of this study was to examine the effect of price and promotion on buying interest moderated by consumer behavior. The research method used in this research is quantitative with Partial Least Square (PLS-SEM) technique and assisted by SmartPLS 3.0 software. The researcher chose the census technique in the sampling technique, namely all members of the general population in Jabodetabek were used as samples in this study to examine the effect of price and the direct effect of the related variables. The results of this study indicate that price has an effect on buying interest, the effect of promotion on buying interest, the influence of consumer behavior on buying interest, moderation of consumer behavior can strengthen the effect of price on buying interest, moderation of consumer behavior can strengthen the influence of promotion on buying interest. The method of determining the number of respondents' eligibility uses the Hair Method which states that respondents may be 5 to 10 times the number of indicators of research variables.

Keywords

price; promotion; purchase interest; consumer behavior



I. Introduction

The current rampant economic competition has a positive impact on companies engaged in the sales and service industry. Competition in the business world is now getting sharper. This can be seen from the number of similar products with the same benefits offered in the market that can threaten the continuity of the company's products. With this situation, high competition requires companies to continue to improve the quality of products and services and produce new breakthroughs in order to survive and compete with the competition other companies in order to attract and obtain as many consumers as possible. Companies are required to understand all the needs and desires of consumers in order to be able to create products and services that are in accordance with the needs and desires of consumers.

Changes in the dynamic mindset of consumers lead to increasingly competitive business developments. Therefore, companies must be able to meet consumer needs in order to achieve the goals of the business or organization that is being carried out. Of course, to achieve this goal, the company must think about what indicators will influence and support so that the desired goal can be achieved.

In addition to having to understand the wants and needs of consumers well, the company must also have a reliable marketing strategy in order to be able to compete with other companies engaged in the same field. The main factor for making a good marketing

strategy is to determine the target market it will serve. Then the company determines good marketing including the price factor, promotion factor.

The more appropriate these things are with the wishes and needs of consumers, the more they can attract consumer buying interest in the goods and services that have been offered by the company. Buying interest is consumer behavior caused by the desire to choose, buy, consume and own a product. Basically, buying interest is a driving factor in making purchasing decisions. Buying interest arises because of desires, personal needs, the influence of advertising, demands from society, feelings and thoughts on a product (Gunawan & Herdinata, 2021). Buying interest is also supported by the existence of prices and promotions in giving an impact on consumer behavior. With high prices and promotions, it is expected to be able to encourage consumer behavior to make a purchase of products and services. Prices and promotions have an important role in the marketing mix in increasing interest in buying a product and service so that the desired company goals can be achieved.

Price is the value one would pay in a limited quantity or other measure of a good or service. As consideration is given in exchange for the transfer of ownership, price forms an important basis for commercial transactions (Amal & Hafasnuddin, 2017). In addition to price, promotion is also important to note because it has an impact on buying interest and consumer behavior. Promotional mix is a variable part of marketing stimuli that can be controlled by the company. Companies really need to carry out appropriate promotional activities and appropriate pricing, so that they are able to attract consumer buying interest (Kotler & Keller, 2016).

Several previous studies, according to (Soegeng Wahyoedi et al., 2021), (Gunawan & Herdinata, 2021), (Prayogi & Santosa, 2019) found that price had a significant effect on buying interest. Besides that, (Suhatman et al., 2020), (Irawan, 2020), (Latief, 2018) stated that there was a significant and significant effect of promotion on buying interest, the results of which were found in his study. Then, (Hamiyah, 2020), (Laela, 2015), based on the results of his research the researcher stated that there was a positive and significant influence between consumer behavior on buying interest. Based on the research gap, the researcher is interested in examining the effect of price and promotion on buying interest in moderating consumer behavior.

II. Review of Literature

2.1 Buying Interest

Buying interest is the attitude of consumers who are curious and interested but have not entered the stage of making a purchase decision on a product or service (Soegeng Wahyoedi et al., 2021). If consumers already feel interested or give a positive response to what has been offered, then buying interest will appear by itself (Puspita et al., 2020). Buying interest is consumer behavior caused by the desire to choose, buy, consume and own a product. Basically, buying interest is a driving factor in making purchasing decisions. Buying interest arises because of desires, personal needs, the influence of advertising, demands from society, feelings and thoughts on a product (Gunawan & Herdinata, 2021). Buying interest will be realized if it meets the criteria that consumers want (Bougenville & Ruswanti, 2017). Buying interest is one of the most supportive factors in marketing (Syazali et al., 2019). According to (Ferdinand, 2014) Buying interest has 4 indicators, namely: transactional interest, referential interest, preferential interest and exploration interest.

2.2 Hypothesis Development

a. The Influence of Price on Buying Interest

Price is one of the factors that influence buying interest in the selection and determination of a product (Suranto & Djunaidi, 2021). Price is one of the determinants of product selection that will affect buying interest (Son & Kijboonchoo, 2018). The basis of consumer buying interest is the consideration of price. Price is one of the benchmarks for buyers if they have difficulty in evaluating and choosing a product or service. Today's consumers are smarter, more critical and more price conscious, more demanding and also approached by many competitors by offering the same or even better. The effect of price is very influential and has a relationship with buying interest. This is also one of the important factors in purchasing decisions, especially for products to be purchased which can be associated with buying interest in consumers. According to research conducted by (Soegeng Wahyoedi et al., 2021), (Gunawan & Herdinata, 2021), (Prayogi & Santosa, 2019) which shows that there is an effect of price on buying interest.

H1: There is an effect of price on buying interest.

b. The Effect of Promotion on Buying Interest

Promotion is an important part of marketing, the effect of this promotion is will affect consumer buying interest. The stronger the purchasing power of consumers, the higher it will be and have a positive impact on increasing income for the company.

Promotion is an effort made by a seller in communicating to his target consumers to influence consumer attitudes by sharing information, ideas and feelings (Rizqillah & Kurniawan, 2020). Promotion is a series of marketing activities that aim to encourage and increase demand for goods and services (Meme & Byre, 2020). Promotion is very important in the marketing mix carried out by companies to offer their products and services. With this promotion, it will encourage and influence consumers to be interested so that there is a purchase of the products and services that have been offered. According to research conducted by (Suhatman et al., 2020) (Irawan, 2020), (Latief, 2018), which indicates that there is a promotion effect on buying interest.

H2: There is an effect of promotion on buying interest.

c. The Influence of Consumer Behavior on Buying Interest

Consumer behavior is a process where consumers carry out activities such as searching, researching, evaluating and arriving at the decision stage to make a product purchase. (Hanifah & Rahadi, 2020). Consumer behavior is the final process of individuals buying goods and services for personal consumption (Andayana, 2020). Consumer behavior is one of the important variables to determine consumer buying interest where the company always expects good consumer behavior to increase consumer buying interest. The better the consumer behavior, the higher the consumer's buying interest in making a purchase decision. According to research conducted by (Hamiyah, 2020), (Laela, 2015) which shows that there is an influence of consumer behavior on buying interest.

H3: There is an influence of consumer behavior on buying interest.

d. Moderation of Consumer Behavior on Price on Purchase Intention

Consumer behavior as the basis for making purchasing decisions and consumer behavior related to the process of buying goods and services (Kurniasih, 2018).. Consumers always consider the price according to the benefits and quality of the product. If a product has high quality, appropriate benefits, and a good brand image, consumers will not hesitate to pay high costs to get the product. And the price match with benefits, namely consumers

often compare prices. In this case, consumers are very interested in the advantages and disadvantages of using the service (Darmansah & Yosepha, 2020). According to research conducted by (Sholeh et al., 2018), (Lathiifa & Ali, 2013) which shows that there is an influence of consumer behavior on price on buying interest.

H4: There is an influence of consumer behavior on price on buying interest.

e. Moderation of Consumer Behavior in Promotion of Purchase Interest

Promotions carried out by the company are companies communicating with consumers with the aim of being interested and willing to buy the products offered. This promotion is very important for smooth sales, because without promotion consumers do not recognize the product (Nurjaya et al., 2021). Buying interest is consumer behavior caused by the desire to choose, buy, consume and own a product. Basically, buying interest is a driving factor in making purchasing decisions. With the promotion by providing a more affordable price, it will be taken into consideration by consumers to make a purchase. According to research conducted by (Adila & Aziz, 2019), (Yoebrilanti, 2018), (Srikalimah, 2017), which shows the influence of promotion on buying interest and the influence of consumer behavior on buying interest.

H5: Moderating consumer behavior change can strengthen the influence promotion of buying interest

2.3 Price

Price is the value listed and used as a reference for a product or service and can be measured by an amount of money (Soengeng Wahyoedi et al., 2021). Price is the only factor in the marketing mix that generates revenue for an organization (Amanda et al., 2021). Price is the amount of money that can get an item or service that is needed or desired by an individual or group. Pricing also affects marketing channel demand and is related to revenue (Prayogi & Santosa, 2019). And the suitability of price with benefits, namely consumers often compare prices. In this case, consumers are very interested in the advantages and disadvantages of using the service (Darmansah & Yosepha, 2020).

2.4 Promotion

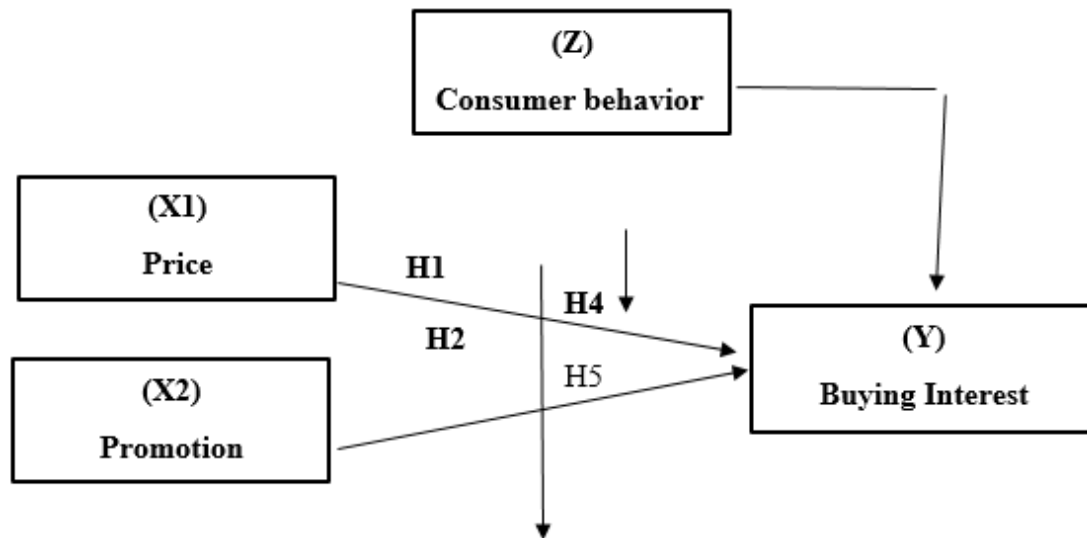
Promotion is an important factor in marketing management and is often called as a continuous process to provide information about a product or service, as well as attract and remind consumers to make purchases of goods and services. Promotion is a form of marketing communication that seeks to disseminate information, remind and influence the target market for the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned. (Syardiansah, 2017).

2.5 Consumer Behavior

Consumer behavior is the process and activity when people search, select, purchase and evaluate products and services to satisfy their needs and wants (Sangadah & Kartawidjaja, 2020). Consumer behavior is a process where consumers carry out activities such as searching, researching, evaluating and arriving at the decision stage to make a product purchase. (Hanifah & Rahadi, 2020). Consumer behavior is an act of social factors and personal factors that are directly involved in obtaining, consuming and spending products and services that are in accordance with the wishes and needs of consumers. (Natalia, 2020). Consumer behavior involves the way individuals, groups or organizations select, buy, and use products, services, ideas, and experiences to satisfy

needs and wants. Consumer behavior as the basis for making purchasing decisions and consumer behavior related to the process of buying goods and services(Kurniasih, 2018).

Consumer behavior has 4 indicators, namely: cultural, social, personal/individual and psychological (Saputri, 2016)



III. Research Method

3.1 Types of Research

The measurement of variables in this study used a Likert scale. According to(Bougie & Sekaran, 2019)states that the Likert scale serves to find out how many respondents agree or disagree with the statement set by the researcher. In this study, the Likert scale was used with a 5-point scale to find out who strongly disagreed to strongly agree with a statement. This study uses a quantitative descriptive method and a survey method with a questionnaire. In this study, the data used are primary data obtained from the first individual source.

3.2 Research Design

This quantitative research uses Smart PLS 3.0 as software in data processing by using Partial Least Square (PLS-SEM). This study will use the entire community in Greater Jakarta as the object of research (research sample).

3.3 Research Stages or Procedures

This research begins by looking for the problem that the researcher wants to study, or identifying the research problem and then conducting a literature study of the problems and variables raised in this research. Then develop a research concept framework, then move on to the next stage, namely identifying variables, definitions, hypotheses and questions, developing research designs, determining sampling techniques, data collection, data processing and data analysis, to produce discussions and conclusions from the research.

3.4 Population, Sample, Data Source

- The population of this research is the entire community in Jabodetabek as much as
- The research sample used the census technique, namely all members of the population as the research sample.

3.5 Variable Operations

Buying Interest

Buying interest is the attitude of consumers who are curious and interested but have not entered the stage of making a purchase decision on a product or service (Soegeng Wahyoedi et al., 2021). If consumers already feel interested or give a positive response to what has been offered, then buying interest will appear by itself (Puspita et al., 2020). Buying interest is consumer behavior caused by the desire to choose, buy, consume and own a product. Basically, buying interest is a driving factor in making purchasing decisions. Buying interest arises because of desires, personal needs, the influence of advertising, demands from society, feelings and thoughts on a product (Gunawan & Herdinata, 2021). Buying interest will be realized if it meets the criteria that consumers want (Bougenville & Ruswanti, 2017). Buying interest is one of the most supportive factors in marketing (Syazali et al., 2019). According to (Ferdinand, 2014) Buying interest has 4 indicators, namely: transactional interest, referential interest, preferential interest and exploration interest.

3.6 Technique Data collection

The data collection technique used is distributing questionnaires using google forms or questionnaires to people in Jabodetabek through social media or whatsapp groups.

3.7 Research Instruments and Data Analysis

Researchers chose the use of data with Partial Least Square (PLS-SEM), including validity and reliability testing with an evaluation of the Goodness-of-fit Outer Model and also added descriptive.

a. Descriptive Analysis

Descriptive research is a research that aims to make a systematic, factual and accurate descriptive, picture, or painting about the facts, characteristics and relationships between the phenomena being studied (Ghozali, 2016).

b. Quantitative Analysis using Partial Least Square

1. Validity Test

Validity test is used to test the level of accuracy and precision of the instrument that should be measured. An instrument is said to be valid if it has a loading factor greater than or equal to 0.70 (Hair Jr et al., 2017)

2. Reliability Test

Measurement of reliability test using Cronbach alpha and composite reliability. To meet the reliability test standards, the Cronbach alpha and composite. values reliability for the whole construct that is above 0.7 (Hair Jr et al., 2017). The value of an instrument is said to be reliable if it has Cronbach's alpha and composite reliability > 0.7 (Ghozali & Latan, 2015).

3. Test the Inner Model or Structural Model

Testing the inner model or structural model is used to see the relationship between one construct with other constructs, the R-square value and the significance value of the research model.

IV. Results and Discussion

4.1 Descriptive Statistics

Respondents used were 378 respondents using simple random sampling with Hair Method at least 5 to 10 times the number of indicators. The results of the data in this study, obtained from questionnaires distributed to respondents using google form. The questionnaire in this study contains statement items related to research variables, the questionnaire also contains respondents' personal data consisting of: gender, age, last education, employee status, and have ever bought coffee. The data collected from the respondents are presented as follows:

Table 1. Characteristics of Respondents

No	Characteristics	Amount	Percentage (%)
1	Gender		
	1. Men	46	12.2
	2. Woman	332	88.1
Amount		378	100
2	Age		
	1. <20 Years	183	48.5
	2. 21 - 30 Years	195	51.7
	3. 31 - 40 Years	5	1.3
	4. > 40 Years	0	0
Amount		378	100
3	Last education		
	1. Middle school / equivalent	3	0.8
	2. High school / equivalent	272	72.1
	3. D3	15	4
	4. S1	91	2.1
Amount		378	100
4	Job status		
	1. Civil Servants	5	1.3
	2. Private Employees	62	16.4
	3. Entrepreneur	18	4.8
	4. Student / Student	294	78
Amount		378	100
5	Ever Bought a Coffee Drink		
	1. Yes	378	100
	2.No	0	0
Amount		378	100

From the table, it can be seen the description of respondents regarding gender, age, education level, employee status. When viewed from the gender of the female respondents, there were more than men, namely 332 people (88.1%). In terms of age, respondents were dominated by the age of less than 21-30 years as many as 195 respondents (51.7%). From the level of education, the majority of respondents graduated from high school/equivalent as many as 272 people (72.1%). In terms of employment status, students dominate with

294 respondents (78%). And finally, in terms of having purchased coffee, 378 people (100%).

4.2 Validity and Reliability Test

a. Test the Validity of Measurement (Outer) Model

The outer model is the relationship between the indicators and their constructs. The initial evaluation or testing of the measurement model is reflective, namely with convergent validity. The evaluation of convergent validity begins by looking at the item reliability (validity indicator) which is indicated by the value of the loading factor. The factor loading value less than 0.5 will be omitted in the model and if the factor loading value is more than 0.5 then it has good validity. For research in the early stages of developing a measurement scale, a loading value of 0.5 to 0.60 is considered sufficient. The factor loading significance test can be done with t statistic or p value, if the t statistic value > 1.96 and p value < 0.05 then it has significant validity.

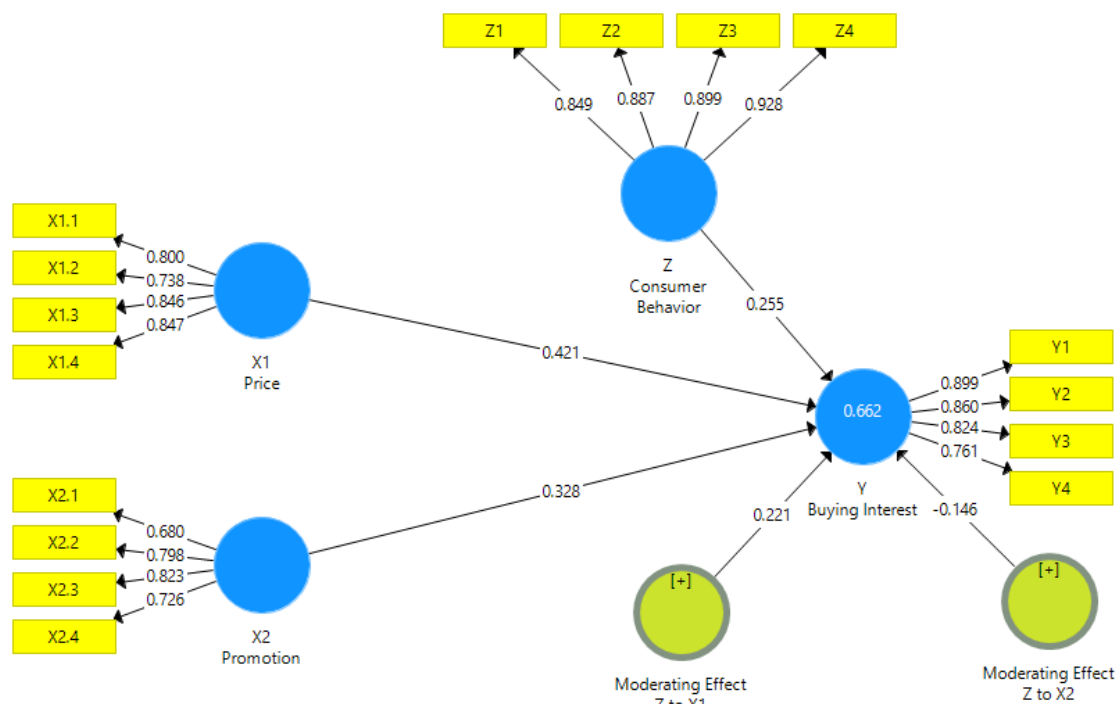


Figure 1. Construct Reliability and Validity

b. Validity Test

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The validity of the instrument can be proven by some evidence. These evidences include content, otherwise known as content validity or content validity, constructively, or known as construct validity, and criteria, or known as criterion validity. (Yusup, 2018).

c. Reliability Test

A reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data (Sugiyono, 2013). Reliability test is carried out on the outer model:

1. Composite Reliability. Data that has composite reliability > 0.7 has high reliability.
2. Cronbach Alpha. The reliability test was strengthened by Cronbach Alpha. Expected value > 0.7 for all constructs.
3. Average Variance Extracted (AVE). Expected AVE value > 0.5 .

Based on the results of respondent data processing and outer loader images, respondents from this study were reliable and answered the questionnaire questions consistently and the accuracy of the data from respondents deserved to be tested in hypothesis testing.

d. Structural Testing (Inner) Model

Inner model analysis is carried out to ensure that the structural model built is robust and accurate. The evaluation of the inner model can be seen from several indicators including:

e. Coefficient of Determination (R²)

The coefficient of determination is the square of the correlation coefficient (R²) related to the independent variable and the dependent variable (Saputri, 2016). In regression analysis, the coefficient of determination is usually used as the basis for determining the effect of the independent variable on the dependent variable. The formula used is: $R^2 = R^2 \times 100\%$. In essence, it measures how far the model's ability to explain variations in the dependent variable is. The value of the coefficient of determination is between zero to one. From the coefficient value obtained from the data processing of this study, it was obtained that R² was 0.062. From the value of the coefficient of determination (R²) 0.062, this value means that Price and Dig to Purchase Decisions contribute 0.681 or 68.1% while the remaining 0.319 or 31.9% is influenced by other factors outside of this study.

4.3 Hypothesis Testing

- a. The F test is used to test the effect of the independent variable (X) on the dependent variable (Y) simultaneously. The test is carried out by comparing the calculated F value with the table F value.
- b. The t test was used to test the significance of the partial and independent effect on the dependent variable.
- c. The dominant test is a test based on the highest standardized regression coefficient value, the dominant test can be tested by looking at the regression coefficient value of each variable, where the variable that has the highest or largest standardized regression coefficient value is the dominant variable.

Testing this hypothesis includes the significance value of each path coefficient which states that there is a significant or insignificant effect between constructs. Structural model testing is used to test the hypothesis between research variables can be seen from the P value and T statistics. If the T statistic value > 1.96 then the effect is significant or if the P value < 0.05 the effect is significant (Angelini, 2018).

Table 2. Path Coefficient Hypothesis Testing Results

Information	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Value
X1 Price -> Y Buying Interest	0.421	0.419	0.421	10,077	0.000
X2 Promotion -> Y Buying Interest	0.328	0.334	0.044	7.415	0.001
Z Consumer Behavior -> Y Buying Interest	0.255	0.251	0.051	4.966	0.000
Z moderation over X1 -> Buying Interest	0.221	0.222	0.037	5,980	0.000
Z moderation over X2 -> Buying Interest	-0.146	-0.145	0.042	3,488	0.000

Table 3. Outer Model Hypothesis Testing Results

	Moderating Effect Z to X1	Moderating Effect Z to X2	X1 Price	X2 Promotion	Y_Buying Interest	Z_Consumer Behavior
X1.1			-1,000			
X1.2			-1,000			
X1.3			-1,000			
X1.4			-1,000			
X1_Price * Z_Consumer Behavior	-1,000					
X2.1				-1,000		
X2.2				-1,000		
X2.3				-1,000		
X2.4				-1,000		
X2_Promotion * Z_Consumer Behavior		-1,000				
Y1					-1,000	
Y2					-1,000	
Y3					-1,000	
Y4					-1,000	
Z1						-1,000
Z2						-1,000
Z3						-1,000
Z4						-1,000

From the data in tables 2 and 3 above, to answer the proposed hypothesis, it is known that the five proposed hypotheses are all accepted. This shows that there is a significant effect between the independent and dependent variables. The following is an analysis related to the influence between variables according to the proposed hypothesis

1. There is an influence of price on buying interest

The results of the path coefficient based on the T-Statistics value show that the effect of price on buying interest has the strongest significance level of the five hypotheses proposed, which is 10,077. So it is stated that the price has a positive and significant effect on buying interest.

The results of this study are consistent with research conducted by (Soegeng Wahyoedi et al., 2021), (Gunawan & Herdinata, 2021), (Prayogi & Santosa, 2019) which suggests that the price has a positive effect on buying interest. The basis of consumer buying interest is the consideration of price. Price is one of the benchmarks for buyers if they have difficulty in evaluating and choosing a product or service. The results of this study indicate that the price can be a factor of buying interest and Hypothesis 1 is accepted.

2. The influence of promotion on buying interest

The results of the path coefficient based on the T-Statistics value show the parameter coefficient value of 7,415 which means that promotion has a positive and significant effect on buying interest so that Hypothesis 2 is accepted.

Promotion is an important part of marketing, the effect of this promotion is will affect consumer buying interest. The stronger the purchasing power of consumers, the higher it will be and have a positive impact on increasing income for the company.

The results of this study are consistent with the results of research by (Suhatman et al., 2020), (Irawan, 2020), (Latief, 2018) Boon-Long & Wongsurawat (2015). The study explains that promotion has a positive and significant effect on buying interest.

3. The influence of consumer behavior on buying interest

The results of the path coefficient based on the T-Statistics value show that consumer behavior towards buying interest has a significance level of 4,966 so that it is stated that consumer behavior has a positive and significant effect on buying interest and the hypothesis is accepted.

Consumer behavior is one of the important variables to determine consumer buying interest where the company always expects good consumer behavior to increase consumer buying interest. The better the consumer behavior, the higher the consumer's buying interest in making a purchase decision.

The results of this study are consistent with the results of the study (Hamiyah, 2020), (Laela, 2015). The study explains that consumer behavior has a positive and significant effect on buying interest.

4. Moderation of changes in consumer behavior is able to strengthen the effect of price on buying interest

The results of the path coefficient based on the T-Statistics value show that consumer behavior on price towards buying interest has a significance level of 5,980 so it is stated that consumer behavior has a positive and significant effect on price on buying interest and the hypothesis is accepted.

Consumers always consider the price according to the benefits and quality of the product. If a product has high quality, appropriate benefits, and a good brand image, consumers will not hesitate to pay high costs to get the product.

According to research conducted by (Sholeh et al., 2018), (Lathiifa & Ali, 2013) which shows that there is an influence of consumer behavior on price on buying interest.

5. Moderation of changes in consumer behavior can strengthen the influence of promotions on buying interest

The results of the path coefficient based on the T-Statistics value show that consumer behavior in promotion of buying interest has a significance level of 3,488 so it is stated

that consumer behavior has a positive and significant effect on promotion of buying interest and the hypothesis is accepted.

Promotions carried out by the company are companies communicating with consumers with the aim of being interested and willing to buy the products offered. With the promotion by providing a more affordable price, it will be taken into consideration by consumers to make a purchase.

V. Conclusion

The results of the research / research provide empirical evidence regarding the effect of price and promotion on buying interest moderated by consumer behavior. This study uses a sample of 378 respondents, who are the general public in Jabodetabek. The results showed that:

1. There is an influence of price on buying interest
Price is one of the benchmarks or benchmarks for consumers in choosing and considering a product or service to be purchased / consumed later. Consumers often compare the price of a product with other products. In this case, the price of a product is very much considered by consumers when they are going to buy the product. For example: lower prices than competitors. Setting an appropriate price will result in customer trust in the company to buy a product and service. It can be concluded that the price is the amount of money that must be paid by consumers as a medium of exchange to get a number of goods/services or benefits and services from the product or service to be purchased. obtained by the consumer.
2. There is an influence of promotion on buying interest
Promotion is a communication tool from companies to consumers to promote and convince consumers to be interested in buying a product or service that is offered. Promotion is an important factor in the marketing mix and is often referred to as a continuous process to provide information about the products or services offered by the company and persuade and influence consumers to make purchases of products and services. Thus, it can be concluded that promotion aims to increase sales that are profitable for the company.
3. The influence of consumer behavior on buying interest
Consumer behavior is closely related to the buying process. Consumer behavior is an activity carried out by an individual in finding, understanding, evaluating to the stage of making a decision to buy a product or service. Consumers will make a purchase if he feels interested and feels the product or service is in accordance with the wishes and needs of the consumer.
4. Moderation of consumer behavior is able to strengthen the effect of price on buying interest
Moderation of consumer behavior is able to strengthen the effect of price on buying interest. This shows that the price is a consideration for consumers in making a purchase, if the price given is in accordance with the benefits and quality of the product, the consumer will appear interested and decide to make a purchase for the product or service that has been offered.
5. Moderation of consumer behavior is able to strengthen the influence of promotion on buying interest
Moderation of consumer behavior is able to strengthen the influence of promotion on buying interest. The purpose of a good promotion is to get as many consumers as possible to switch to choosing the products and services offered and to increase sales results. This promotional activity is to persuade and influence consumer behavior so that there is a sense of buying interest in the products and services offered by marketers.

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