

THE INFLUENCE OF PRODUCTS AND PROMOTIONS ON PURCHASING DECISIONS MEDIATED IN PURCHASE MOTIVATION

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Abstract: This study aims to test and analyze the effect of product and promotion on buying decision mediated purchasing motivation. This research is quantitative research with explanatory research approach. This research is conducted on a fixed consumer who partnered with PT. Trakindo Utama Surabaya more than three years amounted to 58 respondents. Data collection using questionnaire and literature review with WarpPLS version 6.0 analysis tool. The results of the study showed that the direct effect of product influence on purchase motivation and the influence of promotion on purchasing motivation had a strong significant influence. Furthermore, the influence of the product on purchasing decisions and the influence of promotion on purchasing decisions have a significant weak influence. Next, the effect of purchasing motivation on purchasing decisions has a significant weak influence. Also, indirectly the motivation of purchase can mediate the effect of the product on purchasing decisions because it has a strong significant influence. However, the indirect effect of purchase motivation cannot mediate the influence of promotion on purchasing decisions, because it has a weak significant influence.

Keywords: *Product, Promotion, Purchase Motivation, Purchase Decision, Consumer behaviour.*

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The heavy equipment industry is one of the vital sectors in the economy. Heavy equipment is a large machine tool, whose function is designed to perform construction functions, namely mining, logging / forestry, open land, palm oil, and coal. The object under study is different

from the needs of consumers in general in fulfilling needs, such as the needs contained in manufacturing and retail have different needs characteristics with the needs needed for special consumers engaged in construction. Heavy equipment is a special need, where the product has its specifications each type, more specific, has a different function each type, and has special consumers who are engaged in construction (Agustiono, et al., 2016).

PT. TrakindoUtama Surabaya is a company that sells a variety of heavy equipment. In marketing, consumer behaviour has a different point of view in deciding to buy goods, especially in heavy equipment purchasing decisions, where a consumer engaged in construction must be careful and fast in deciding to buy heavy equipment. The purchase decision is the consumer has the intention to buy the desired item (Schiffman and Kanuk, 2004). Another driving factor is the purchase motivation.

Purchasing motivation is thdriving force of consumers to buy or interest in buying an item or service. Motivation is influenced by three components, namely attitude (attitude), subjective norms (subjective norm) and perception of behavioural control (perceived behaviour control) (Ajzen, 1991). As for other factors that can be used as a reference to buying the heavy equipment, namely Products.

The product is anything that can be offered to the market to get attention, be bought, used, or consumed that can satisfy the desire or need (Armstrong and Kotler, 2011). The product in question is a heavy equipment product that can be seen from product features, product quality and product reliability of Armstrong and Keller (2011). Also, there are promotions conducted by PT. Trakindo Utama Surabaya.

Promotion is an activity carried out to communicate the advantages possessed by a product and activities carried out to persuade customers to buy the product Kotler and Keller (2012). PT. TrakindoUtama Surabaya promotes direct marketing, personal selling, and mass selling Armstrong and Keller (2011).

This research has a uniqueness, the uniqueness lies in the object under study and also the consumer who made the respondent is a special consumer engaged in construction and different from consumers engaged in manufacturing and consumers engaged in the field of retail. This research was conducted on permanent consumers who partnered with PT. Trakindo Utama Surabaya for more than three years totalled 58 respondents.

LITERATURE REVIEW

Product

The product is something that is needed by consumers that can be accommodated by goods or services that can be offered to the market to satisfy needs (Armstrong and Keller, 2011). Products can be said to be something that can be offered to the market to fulfil the wants or needs, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas (Kotler and Keller, 2016). The relationship between the product and the purchase motivation is supported by Nwankwo, et al. (2014); Deebhijarn (2016). However, different results have been made by Supriyadi, et al. (2016) does not support. While the product relationship with purchasing decisions is supported by Hasan, et al. (2016); Indumathi and Dawood (2016); Azzadina, et al. (2012); Agustiono, et al. (2016); and research conducted by Junaidi and Dharmmesta (2002) does not support.

Promotion

Promotion is a part of marketing strategy, where promotion has a function to provide information, persuade, and remind consumers both directly and indirectly of a product sold (Kotler and Keller, 2012). Promotional relationships with supportive purchase motivation have been carried out by Birch, et al. (2018), Deebhijarn (2016), Astuti, et al. (2015), and Payson and Karunanithy (2016). As well, different results have been made by Cornwell and Coote (2005). Furthermore, promotion relationships with supportive purchasing decisions are Astuti, et al. (2015), Payson and Karunanithy (2016), Deebhijarn (2016), Azzadina, et al. (2012), Hasan, et al. (2016), and Agustiono, et al. (2016). However, there is unsupportive research conducted by Nandiroh, et al. (2013).

Purchase Motivation

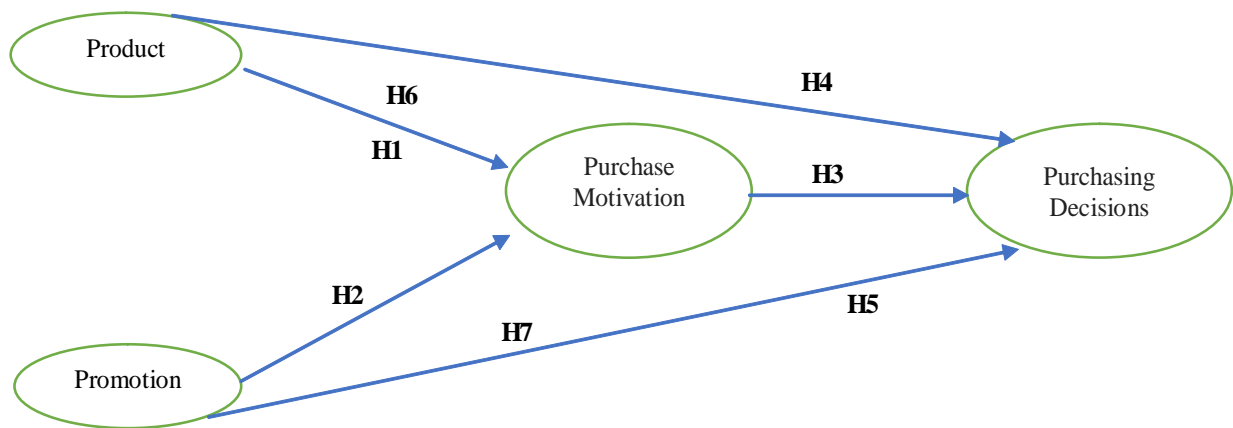
Purchasing motivation is the driving force of consumers to buy or interest in buying an item or

service (Ajzen, 1991). The relationship between purchase motivation and purchase decision has been made by Miauw (2016), Nwankwo, et al. (2014), Birch et al. (2018), Hwang (2016), and Indumathi and Dawood (2016).

Furthermore, the relationship of purchase motivation as a mediation of the influence of products with purchasing decisions, as well as the relation-

ship of purchase motivation as a mediation of the influence of promotion with the decision made by Hwang (2016).

Based on the literature review and the formulation of the problems contained in the hypothesis, there is a conceptual framework that can represent from the description above as follows:



METHOD

This research is quantitative research with explanatory research approach. This research was conducted on the consumer owner or manager who bought at PT. Trakindo Utama Surabaya totalled 58 respondents at the East Java level. The criteria that have been determined in the study population are: Customers or consumers who buy more than one time; Customers or permanent customers who partner with companies for more than three years; Customers or retail consumers, where the consumers in making decisions are simpler and faster; and customers or consumers in the East Java region. With the criteria described earlier, there is a summary of the population taken as a research population based

on the regions in the East Java Province, including: Banyuwangi (1); Bojonegoro (1); Magetan (1); Nganjuk (1); Probolinggo (1); Situbondo (1); Trenggalek (1); Tuban (1); Lamongan (2); Malang (2); Blitar (3); Pasuruan (4); Gresik (8); Sidoarjo (8); and Surabaya (23) so that the total number taken as a sample of researchers is 58 respondents.

The sampling method used uses saturated sampling technique, where the technique is a sampling technique that takes all the populations used as samples, can also be known as census (Arikunto, 2009). Data collection uses questionnaires and literature reviews. The results of testing the effect between variables using the WarpPLS version 6.0 application analysis.

RESULTS AND DISCUSSION

RESULTS

Characteristics of Respondents

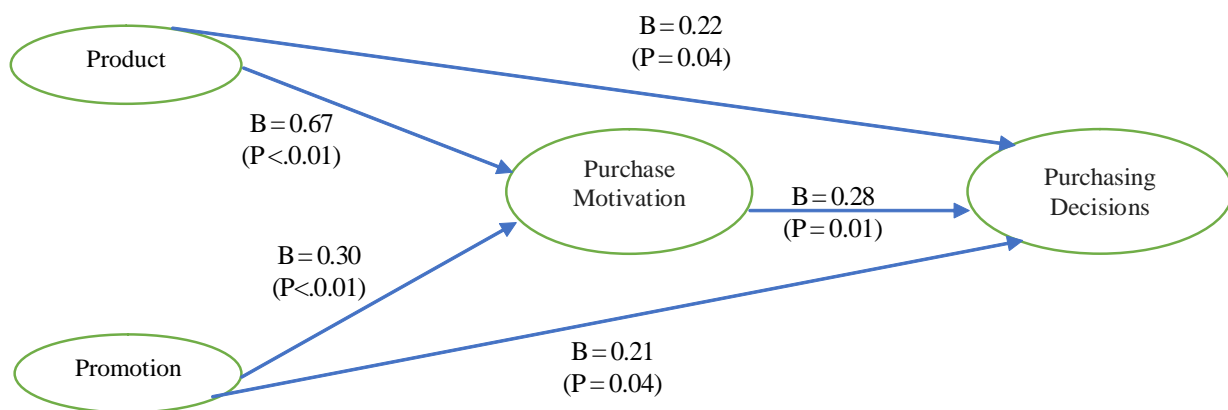
Characteristics of Respondents	Total	Percentage	Characteristics of	Total	Percentage Respondents
Gender			Company		
Man	55	95%	Construction	47	81%
Woman	3	5%	Rental	6	10%
Position			Industry	2	4%
Director	32	55%	Mine	2	3%
Manager	11	19%	Plantation	1	2%
Owner	9	16%	Payment		
Commissioner	6	10%	Cash	11	19%
Education			Credit	47	81%
High school	15	26%			
Diploma	3	5%			
Bachelor	32	55%			
Postgraduate	8	14%			

Valid Test and Reliability Test

The results of research on research instruments to test the validity of product variables, promotion variables, purchase motivation variables, and purchase decision variables can be said to be valid. That is, the coefficient value of each variable with

r-table N = 58 is more than 0.258 so that each variable meets the criteria of validity testing. Whereas, the reliability test of each variable has a value of more than 0.6 so that it can meet the criteria of a reliable test.

Hypothesis testing



The figure of Hypothesis Test Results

Hypothesis Test Table

Path Relations Variables	Coefficients	P-value	Results
DIRECT			
1 Products > Purchase Motivation	0.67	<0.01	Highly Sig.
2 Promotion > Purchase Motivation	0.30	<0.01	Highly Sig.
3 Purchasing Motivation > Purchase Decision	0.28	=0.01	Weakly Sig.
4 Product > Purchase Decision	0.22	=0.04	Weakly Sig.
5 Promotion > Purchase Decision	0.21	=0.04	Weakly Sig.
INDIRECT			
6 Products> Purchase Motivation > Purchase Decisions	0.186	0.018	Mediation
7 Promotion> Purchase Motivation > Purchase Decisions	0.084	0.177	Not Mediation

DISCUSSION

Effect of Products on Purchase Motivation

The results of the study can be seen that the product can have a significant effect on purchase motivation. These are products with payments that have a strong enough relationship. The product is something that is needed by consumers that can be accommodated by goods or services that can be offered to the market to satisfy needs (Armstrong and Keller, 2011). Products can be said to be something that can be offered to the market to fulfil the wants or needs, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas (Kotler and Keller, 2016). Meanwhile, purchasing motivation is the power of consumers to buy or interest in buying an item or service (Ajzen, 1991). The relationship between the product and the purchase motivation is supported by Nwankwo, et al. (2014) and Deebhijarn (2016). However, different results have been made by Supriyadi, et al. (2016) does not support.

Facts on the surface allow similar things. With more and more improved products, it is increasing purchases from consumers. With technology that suits your work needs, consumers want to buy. With better products, productivity will increase and cause payments to increase. Products that are easy to use, increase productivity, increase buying interest; CAT products as a brand that is well known to adults as a quality product that can increase consumer interest in the product; CAT products are also known as

products that have excellent accessories that can increase consumers; CAT products are also known as products that are very strong against that the product to be used can work well according to its use. CAT does not hesitate to cut damaged parts without charge if the unit is damaged during the warranty period. Even CAT is the first product in Indonesia, even in the world that dares to issue a 2-year warranty program without limitation of hours to its units due to manufacturer defects. This increases consumer purchases of CAT products.

Promotion Effect on Purchase Motivation

The results of the study can be seen that promotions can have a significant effect on purchasing motivation. This means that promotion with purchase motivation has a strong enough relationship. Promotion is a part of marketing strategy, where promotion has a function to provide information, persuade, and remind consumers both directly and indirectly of a product sold (Kotler and Keller, 2012). Meanwhile, purchasing motivation is the power of consumers to buy or interest in buying an item or service (Ajzen, 1991). Promotional relationships with supportive purchase motivation have been carried out by Birch, et al. (2018), Deebhijarn (2016), Astuti, et al. (2015), and Payson and Karunanithy (2016). As well, different results have been made by Cornwell and Coote (2005). CAT products have special promotional offers to their customers, namely: A lease-purchase offer, that is, the unit is leased for

6 months, then purchased using the remaining price after deducting the rental fee. Offer to purchase units at economical prices followed by a warranty package of up to 2 years or bonus filters or units only with a standard package. Offer to purchase units at premium prices but also coupled with premium services such as a 2-year warranty without hour limitation, free of charge for service and parts for 1 year or 2000 hours, fuel warranty, and so on. With various kinds of promotions carried out by Trakindo-CAT, it has been proven to be able to increase the buying desire of consumers.

Effect of Purchasing Motivation on Purchase Decisions

The results of the study can be seen that purchase motivation can have a significant effect on purchasing decisions. This means that the purchase motivation with purchasing decisions has a fairly weak relationship. Purchasing motivation is the driving force of consumers to buy or interest in buying an item or service (Ajzen, 1991). Whereas, the Purchasing Decision is the consumer has the intention to buy the desired item (Schiffman and Kanuk, 2004). The relationship between purchase motivation and purchase decision has been made by Miauw (2016), Nwankwo, et al. (2014), Birch et al. (2018), Hwang (2016), and Indumathi and Dawood (2016). In fact, with increasing buying desire is positively correlated to consumer purchasing decisions. However, consumers still consider the needs of projects in the field because the items purchased are tools that must be used for work. The main consideration is whether the goods/units purchased are in accordance with the work done. If appropriate, it will be purchased. If it is not appropriate, it will not be purchased even if the spirit of buying is high. Because this item is a special item for special needs and marketplace.

Effect of Products on Purchase Decisions

The results of the study can be seen that the product can have a significant effect on purchasing decisions. This means that products with purchasing decisions have a fairly weak relationship. The product is something that is needed by consumers

that can be accommodated by goods or services that can be offered to the market to satisfy needs (Armstrong and Keller, 2011). Products can be said to be something that can be offered to the market to fulfil the wants or needs, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas (Kotler and Keller, 2016). Whereas, the Purchasing Decision is the consumer has the intention to buy the desired item (Schiffman and Kanuk, 2004). The product relationship with purchasing decisions is supported by Hasan, et al. (2016), Indumathi and Dawood (2016), Azzadina, et al. (2012), and Agustiono, et al. (2016) and the research conducted by Junaidi and Dharmmesta (2002) does not support. As stated earlier that the goods offered have special specifications, intended for certain jobs and certain markets. Because of this, even though the product and purchasing decision has a positive correlation, but as good as the product, if it can't be used for work it won't be bought.

Promotion Influence on Purchase Decisions

The results of the study can be seen that promotions can have a significant effect on purchasing decisions. This means that products with purchasing decisions have an important but weak relationship. Promotion is a part of marketing strategy, where promotion has a function to provide information, persuade, and remind consumers both directly and indirectly of a product sold (Kotler and Keller, 2012). Whereas, the Purchasing Decision is the consumer has the intention to buy the desired item (Schiffman and Kanuk, 2004). Promotion relations with supportive purchasing decisions are Astuti, et al. (2015), Payson and Karunanithy (2016), Deebhijarn (2016), Azzadina, et al. (2012), Hasan, et al. (2016), and Agustiono, et al. (2016). However, there is unsupportive research conducted by Nandiroh, et al. (2013). Similarly with promotions. Facts on the field show that even though promotions and purchasing decisions have a positive correlation, the best possible promotion is that if the promoted item is not needed for a job, consumers will be hard to make a purchase. Even if you make a purchase,

consumers want to get a moment's benefit from the promotion that is done but not so helpful for the work being done.

Effect of Products on Purchasing Decisions through Purchase Motivation

The results of this study can be seen that the product variable can increase the purchase decision variable through the purchase motivation variable. Therefore, it can be concluded that the two variables have a fairly strong relationship through mediating variables, where the product variables and purchasing decision variables have a high value through the purchase motivation variable, it can be said as a partial mediation. That is, the value of the product variable with its indicators, namely product features, product quality, and product reliability can have an impact on purchasing decision variables with indicators, namely situational factors, internal factors, and external factors through purchase motivation with indicators, namely attitudes and norms. The product is something that is needed by consumers that can be accommodated by goods or services that can be offered to the market to satisfy needs (Armstrong and Keller, 2011). Products can be said to be something that can be offered to the market to fulfil the wants or needs, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas (Kotler and Keller, 2016). Meanwhile, purchase motivation is the driving force of consumers to buy or interest in buying goods or services (Ajzen, 1991). Whereas, the Purchasing Decision is the consumer has the intention to buy the desired item (Schiffman and Kanuk, 2004). The relationship between purchasing motivation as a mediation of the influence of products with purchasing decisions, as well as the relationship of purchase motivation as mediating the influence of promotion with the decision made by Hwang (2016).

The facts in the field show that it needs motivation that is strong enough to make purchases because the goods are special items and consumers need to know in detail the products to be purchased. If the product matches the needs, is supported by trusted people around and also experience, a strong

desire to make a purchase and the belief that the item purchased will provide benefits for the work being done. Especially if it is supported by a job owner who has the same perception, it will be easy for consumers to make purchasing decisions.

Influence of Promotion on Purchasing Decisions through Purchase Motivation

The results of the study can be seen that the promotion variable can increase the purchase motivation variable. Therefore, it can be concluded that the two variables have a fairly strong but weak relationship, where the promotion variables and purchase motivation variables have a high value, but if added the purchase motivation variable becomes a weak relationship and is said to be not mediation. That is, the value of the promotion variable with its indicators, namely direct marketing, personal selling, and mass selling can have an impact on the purchasing decision variable with its indicators, namely situational factors, internal factors, and external factors. However, if you add a purchase motivation variable to the indicator, namely attitudes and norms become indirect relationships, then the results obtained are significantly weak and do not mediate. This shows that promotion as a tool in conveying information is the existence of a new item in PT. Trakindo Utama, Surabaya to consumers of heavy equipment users.

Although given quite attractive promotions, the promotional offer will still be through the consideration of consumers who are quite selective both themselves through their personal experience, through their group references, and whether the promotion carried out can increase buying interest and also consumer confidence in the goods promoted. Market offerings and perceptions and work that will later use the unit will also influence consumers in making purchasing decisions.

Research Implications

Theoretically

Based on the results of the research produce theoretical implications, namely, first, the product variables in this study can directly be influenced by the purchase motivation variable. Likewise, prod-

uct variables on purchasing decision variables have influence. This shows that the purchase motivation variable and purchase decision variables can affect product variables. Second, the promotion variables in this study can directly be influenced by the purchase motivation variable. Likewise, promotion variables on purchasing decision variables have influence. This shows that the purchase motivation variables and purchasing decision variables can influence promotion variables. Third, the purchase motivation variable in this study has a role as mediation and does not play a role as mediation, where the purchase motivation variable has a relationship of product variables with purchasing decision variables that can act as mediation. Whereas, the relationship of the promotion variable with the purchase decision variable through the purchase motivation variable does not act as mediation.

Practically

Based on the results of the study produce practical implications, namely product, promotion, purchase motivation, and purchasing decisions are factors of consumer behaviour for purchasing an item. The results of the study showed that the direct effect of product influence on purchase motivation and the effect of the product on purchasing decisions had a strong significant influence. Also, the indirect effect of purchasing motivation can mediate the effect of the product on purchasing decisions, because it has a strong significant influence. This shows that the product has an important role in the sale and rental of heavy equipment that has been carried out by PT. TrakindoUtama, Surabaya to consumers of heavy equipment users.

However, the realization of the direct influence of product influence on purchase motivation and the influence of promotion on motivation has a strong significant influence. That is, products and promotions can increase purchase motivation. Whereas, the influence of products on purchasing decisions and the influence of promotion on purchasing decisions have a significant weak influence. That is consumers in making purchasing decisions always consider their purchasing decisions in terms of products and promotions carried out by the company.

Also, the indirect effect of purchasing motivation cannot mediate the influence of promotion on purchasing decisions, because it has a weak significant influence. This shows that promotion as a tool in conveying information is the existence of a new item in PT. TrakindoUtama, Surabaya to consumers of heavy equipment users. Meanwhile, the indirect effect of the product on purchasing decisions through purchase motivation can mediate. This shows that the products carried by the company are already known by many consumers, especially to consumers in the construction sector.

Research Limitations

Current research aims to answer the problem formulation of a business phenomenon found in the field of construction. However, in research, there are still some limitations of research that need to be refined for future studies that have the same topic of discussion. The following are the limitations of this study. First, the variables used in this study influence heavy equipment purchasing decisions, so it is very necessary to reconsider to use other variables such as persuasion. Second, the consumers who were made respondents were special consumers engaged in the East Java regional construction sector and did not cover the regions of Central Java or West Java. Thus, this limitation makes evaluation material and consideration for future research with the same object in the construction field.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the study of the results of research analysis and discussion of the influence of products and promotion of purchasing decisions mediated the purchase motivation, then the conclusion can be drawn as the first, the product has a strong influence on purchasing motivation. The results of this study can show that products with indicators, namely product features, product quality, and product reliability can encourage purchase motivation on heavy equipment. Second, the promotion has a strong influence on purchasing motivation. The results of the study can show that the promotion with its indica-

tors, namely direct marketing, personal selling, and mass selling can encourage the purchase motivation of heavy equipment. Third, purchasing motivation has a weak influence on purchasing decisions. The results of these studies can show that the motivation of purchasing with the indicators, namely attitudes and norms can encourage a purchase decision on heavy equipment. Fourth, products have a strong influence on purchasing decisions. These results can indicate that with the purchase decision, where the indicators include situational factors, internal factors, and external factors can influence the selection of heavy equipment products that can be seen by looking at product features, product quality, and product reliability in heavy equipment. Fifth, the promotion has a weak influence on purchasing decisions. These results can indicate that with the purchase decision, where the indicators include situational factors, internal factors, and external factors can affect the promotion conducted by PT. Trakindo Utama Surabaya by conducting direct marketing, personal selling, and mass selling on heavy equipment.

Sixth, purchasing motivation has an important role in mediating the effect of the product on purchasing decisions. The results showed that the purchase motivation has a strong relationship in mediating the effect of the product on purchasing decisions because the product is a necessity that must be fulfilled and become a product image owned by PT. Traikindo Utama Surabaya. Surprisingly, purchasing motivation does not play a role in mediating the influence of promotion on purchasing decisions. The results showed that the purchase motivation had a weak relationship in mediating the influence of promotion on purchasing decisions, so the purchase motivation did not mediate the influence of promotion on purchasing decisions. This is because promotion is a tool to convey information to heavy equipment audiences or consumers that there are new products and innovations carried out by PT. Trakindo Utama Surabaya in marketing heavy equipment.

Recommendation

Based on the conclusions described earlier, the following suggestions can be given, and namely, first, this research can enrich the knowledge of knowledge in the field of marketing management by involving variables from consumer behaviour, marketing mix, and purchase motivation. Second, the company must consider in terms of the promotion carried out. It is expected that the promotion carried out in the future can attract consumers, especially consumers engaged in construction and other projects. Third, further research is expected to add new variables and increase the scope of the population and samples in subsequent studies with the same theme to find specific research findings.

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