



Buy Now or Buy Later: Mediating Role of Buying Interest in Purchasing Decisions

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ABSTRACT

This study aims to reveal and analyze the importance of the role of buying interest in the relationship between giving discounts and consumer purchasing decisions on a product at the Ramayana department store in Malang. Although it has given many discounts and is often done, but if it cannot generate consumer buying interest in the product, then the consumer does not decide to buy the product offered. This study uses a quantitative descriptive method with variables consisting of price discounts, buying interest, and purchasing decisions. The population of this study are consumers who have purchased products at the Ramayana department store in the city of Malang. The number of samples used in this study were 100 respondents using purposive sampling technique and collecting data using a questionnaire. Meanwhile, the data analysis used was path analysis to test the direct and indirect effects. The results of the study show that price discounts have a significant effect on purchasing decisions, price discounts have a significant effect on purchase intention, purchase intention has a significant effect on purchasing decisions, and price discounts have a significant effect on purchasing decisions through purchase intention.

Keywords: *buying interest; discounts; purchase decision*

INTRODUCTION

Purchasing decisions can be said as a consumer's attitude to be able to decide on a product he wants to buy (Schiffman and Kanuk, 2008). Thus, with the availability of products with various variants, purchasing decisions are considered important to meet consumer needs to the fullest.

One of the considerations for consumers to decide to buy a product is by having a discount given by the company or department store. A price discount is a reduction in the purchase price within a certain period to increase customer response to the product (Lucas & Britt, 2003). The existence of price discounts given by each company in marketing their products is to generate consumer interest in owning or buying these products.

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An urge or desire from within to own a product is a response to a stimulus influence both from outside and from within the consumer, and then within the consumer, an interest will arise to buy the product he wants (Liu and Juliana, 2012). Purchase intention can be said to be a behavior that arises as a response to an object that indicates a person's desire to make a purchase (Hosseini et al, 2020). Thus this interest will encourage consumers to make purchasing decisions on a product they want.

To support previous empirical evidence, research conducted by Widjaya et al, 2016 stated that price discounts or often called discounts had a significant effect on purchasing decisions, however, research by Amanah & Harahap, 2018 stated that discounted prices did not have a significant effect on purchasing decisions. From this description, it can be said that the purpose of this research is to reveal and analyze the important role of purchase intention in the relationship between giving discounts and consumer purchasing decisions on a product in the Ramayana department store in Malang. Furthermore, it is also to determine the significant effect of the discount given on consumer purchasing decisions, to determine the significant effect of the discount given on consumer buying interest, and to determine the significant effect of buying interest on consumer purchasing decisions.

LITERATURE REVIEW

Purchasing decision making can be said as an evaluation process carried out by consumers to solve problems encountered in product selection, decisions are two selections of two or more alternative choices (Schiffman and Kanuk, 2008). Meanwhile, Familmaleki et al (2020) stated that purchasing decisions are consumer decisions to buy about which brand to buy. Thus it can be said that the purchase decision is a consumer step to determine the purchase of the desired product. Products that can be goods or services that have fulfilled a desire and are selected are then purchased for use or consumption.

A price discount is a reduction at a price that has been set to be lower than the price that should be paid based on several things including the level or amount of purchases and purchases in certain seasons as well as the time of payment which is determined earlier or at a certain time (Kotler and Armstrong, 2008). In other words, a price discount is a direct price reduction for a purchase within a certain period (Ittaqullah et al. 2020). Based on this explanation, it can be seen that a price discount is a direct price reduction for certain products for a certain period of time given by the seller to the buyer.

Meanwhile, Kuo and Nakhata (2016) state that buying interest can be said to be a desire related to the consumer's plan to buy a certain product, as well as how many units are needed in a certain period. Purchase intention is usually used as a long-term indicator by marketing managers, because the purchase intention of consumers is considered a significant marker of ongoing purchases (Morwitz and Schmittlein, 1992). From this explanation, consumer buying interest is a behavior that arises as a response to an object as well as a consumer plan to buy a particular product. Consumer buying interest is a self-motivation as the basis or main impetus before making a purchase decision.

RESEARCH METHOD

This research was conducted in the city of Malang on consumers who are in the Ramayana department store in the city of Malang. This type of research uses quantitative descriptive. The population of this study are consumers who have purchased products at the Ramayana department store in Malang. The number of samples used in this study was

100 respondents using a purposive sampling technique, which is because the exact number in the population is not known, the researchers determined the sampling by determining certain characteristics, namely consumers who had made purchases by considering the purchase price discount. While the types and sources of data used are primary data with data collection techniques by distributing questionnaires to respondents. In addition, for measuring the data used, namely using a Likert scale with rating intervals 1 to 5. While the instrument test used validity and reliability tests and data analysis used was path analysis to test the direct and indirect effects.

RESULT AND DISCUSSION

a. The effect of price discounts on purchasing decisions

Table 1. The results of the discount path analysis on purchasing decisions

Variable	Standardized Coefficient	t _{test}	T _{table}	Sig	Result
Price Discount	0,377	4,031	1,984	0,000	Significant

$b = 0.377$ which can be interpreted that the higher the value of the price discount given, the higher the purchasing decision of consumers at the Ramayana department store Malang.

b. The effect of price discounts on buying interest

Table 2. The results of the analysis of the discount path on buying interest

Variable	Standardized Coefficient	t _{test}	t _{table}	Sig	Result
Price Discount	0,297	3,084	1,984	0,003	Significant

$b = 0.297$ which can be interpreted that the higher the price discount given, the higher the consumer's buying interest at the Ramayana department store Malang.

c. The effect of buying interest on purchasing decisions

Table 3. The results of the path analysis of buying interest on purchasing decisions

Variable	Standardized Coefficient	t _{test}	t _{table}	Sig	Result
Buying interest	0,766	11,799	1,984	0,000	Significant

$b = 0.766$ means that the higher the consumer's buying interest, the greater the opportunity for consumers to make purchasing decisions at the Ramayana department store Malang.

d. Results of the analysis of price discounts

Table 4. Results of the analysis of the path of price discounts on purchasing decisions through buying interest

Variable	Standarized Coefficient	ttest	ttable	Sig	Result
Discount Price	0,164	2,471	1,984	0,015	Significant
Buy Interest	0,717	10,820	1,984	0,000	Significant

$b_1 = 0,164$ meaning that the bigger the discount given, the more also increased consumer purchasing decisions at the Ramayana Malang department store.

$b_2 = 0,717$ means that the higher the consumer's buying interest, the greater the opportunity for consumers to make purchasing decisions at the Ramayana department store Malang.

e. The results of direct and indirect influence

Table 5. Direct and indirect effects

Effect Variable	The Effect		Total
	Direct	Indirect	
X to Y	0,377	-	0,377
X to Z	0,297	-	0,297
Z to Y	0,766	-	0,766
X to Y through Z	-	$(0,297 \times 0,766) + 0,377$	0,604

From these results it can be seen the contribution of each path, the first is that price discounts have a direct effect on purchasing decisions of 0.377. The second is the effect of price discounts which directly affect buying interest of 0.297. Third, the influence of buying interest directly affects purchasing decisions which has an influence of 0.766. Fourth, the effect of price discounts on purchasing decisions through buying interest is 0.604. This proves that purchase intention can be a mediating influence between discounts on purchase intention, which can be interpreted if the greater the value of the discount, the higher the purchase intention and high purchase intention will provide great opportunities for consumers to make purchasing decisions.

And if you use the calculation of the Sobel test calculator by entering the value of the beta coefficient and the standard error value in the coefficient path analysis table, you can get the calculation result of a Z value of 3.697 which is greater than 1.96 (at a significance level of 5%). Thus it can be stated that buying interest is able to mediate the effect of price discounts on purchasing decisions.

Model	Coefficient	Std. Error
1	0,514	0,056
2	0,307	0,076
$Z = 3,697$		

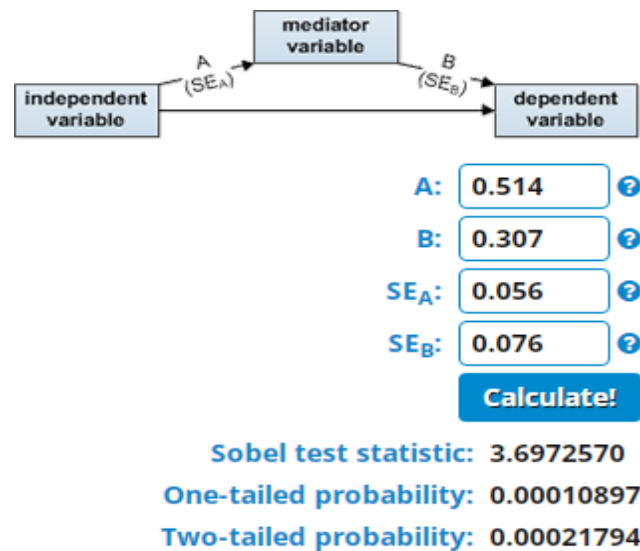


Figure 1. The Result of Sobel Test

The results of this study prove that price discounts have a significant positive effect on purchasing decisions. The price discount variable has a positive effect, meaning that the greater the discount, the higher the opportunity for consumers to make a purchase decision. That way, it means that the discount given by Ramayana department store Malang has a direct effect on consumer purchasing decisions, the higher the value of the discount given by Ramayana department store Malang, the higher the opportunity for consumers to make purchasing decisions for Ramayana department store Malang products. The results of this research support previous research conducted by Kartika Dewi & Kusumawati (2018), which stated that discounts have a significant effect on purchasing decisions. Also what has been done by Dirgantara (2019), which is that price discounts have a positive and significant effect on purchasing decisions.

Based on the results of this study, it proves that price discounts have a positive and significant effect on consumer buying interest. Discounts have a positive effect, meaning that the greater the discount, the higher the consumer's buying interest. That way, the higher the value of the price discount given by the Ramayana department store Malang, the higher the consumer's buying interest in the Ramayana department store Malang product. The results of this study support research conducted by Nasir (2016), which shows that discounts have a positive relationship and a significant influence on purchase intention on online sites at the Zalora.co.id website in Surabaya. As well as what was done by Widjaya et.al (2016) which proved that discounts have a significant influence on purchase intention. The results of this study also prove that purchase intention has a positive and significant effect on purchasing decisions. Purchase intention variable has an influence positive, meaning that the higher the consumer's buying interest, the higher the opportunity for consumers to make a decision. In this case, Ramayana Malang department store acts as a stimulus to consumers to increase buying interest, because the higher the consumer buying interest, the higher the opportunity for consumers to make purchasing decisions for Ramayana Malang department store products. This research supports previous research conducted by Widjaya, et al (2016) which stated that purchase intention has a significant influence on purchasing decisions. Also research conducted by Manurung et.al (2019) proves that buying interest directly has a positive and significant

effect on purchasing decisions.

The results of this study have shown that there is an effect of price discounts on purchasing decisions through purchase intention, these results are shown from a comparison of direct and indirect effects. Where the indirect effect is greater than the direct effect of price discounts on purchasing decisions, which means that the effect of discounts on purchasing decisions will have a greater influence if it is through buying interest.

The results of testing the mediating variable using the Sobel test also prove that buying interest is proven to be a mediation between price discounts and purchase decision variables. So if the value of the discount is strengthened, the consumer's buying interest will be higher so that the opportunity for consumers to make a purchasing decision will also be higher. Thus, the higher the value of the discount given by the Ramayana department store Malang, the higher the consumer's buying interest, this will also be directly proportional to the higher the opportunity for consumers to buy Ramayana department store Malang products. The results of this study support previous research conducted by Dirgantara (2019), namely discounts have a positive and significant effect on purchasing decisions through purchase intention.

CONCLUSION

From the results of the research and discussion, it can be concluded that discounts have a significant positive effect on purchasing decisions, discounts have a significant positive effect on purchase intention, purchase intention has a significant positive effect on purchasing decisions, discount have a significant positive effect on purchasing decisions through purchase intention.

Suggestions that can be given to interested parties in this research include, Ramayana department store Malang should maintain or increase the amount of discount, maintain or increase the validity period of the discount, and maintain the variety of types of products that get discounts. In addition, it can increase access to the ease of finding information about products for consumers, positioning its products as the main choice of consumers when they want to shop, one of which is by giving discounts so that later the impact will be that consumers can recommend Ramayana department store Malang products to others to have a buying tendency.

Meanwhile, to increase consumer purchasing decisions, the Ramayana department store in Malang should ensure that consumers feel confident in deciding to buy a product, make it a habit for consumers to buy products at the Ramayana department store, and ensure that consumers decide to buy a product that only takes a relatively short time. One of them is by providing sustainable discounts. This research can also be used as a reference for future researchers to develop by adding respondents or using different analytical tools, for example using PLS (Partial Least Square) so that the results are more developed.

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