Effect of Product Quality, Promotion and Personal Selling on Purchase Decisions Through Intention to Buy Amazink Ink Consumers in Cirebon City

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Abstract:

This study seeks to examine the direct and indirect effects of product quality, promotion, and personal selling on the purchase intention and purchasing decisions of Cirebon City Amazink ink consumers. Using STATA Version 14, data from 154 respondents were processed utilizing the path analysis methodology. The results demonstrated that product quality, promotion, and personal selling had a positive and statistically significant effect on consumer purchasing interest. In addition, these factors have a positive and substantial impact on the purchasing decisions of consumers. However, there was no significant correlation between purchase intent and purchase behavior. The results of the mediation analysis indicate that consumer buying interest partially mediates the influence of product quality, promotion, and personal selling on purchasing decisions.
Keywords: *Product Quality, Promotion, Personal Selling, Purchase Decision, Buying Interest*

1. Introduction

PT. Aston Sistem Indonesia, a company engaged in the field of printers and their parts, printers*solution*, and*office solution* since 2006 (Www.linkedin.com 2023). One of the products provided by PT. Aston Sistem Indonesia offers a wide range of products, including Amazink printer inks. Amazink printer ink is one of the popular printer ink brands in Indonesia and is used by many printer users. Amazink printer ink is used to print documents or images on various types of paper using a printer*inkjet*. Amazink brand printer ink can be used on various types of paper, including plain paper, photo paper, paper*glossy*, and cardboard.

Along with the development of digital technology, customers' interest in buying Amazink Ink has decreased. One of those affected is PT. Aston Sistem Indonesia Cirebon City Branch. As a company, PT. Aston Sistem Indonesia Cirebon City Branch certainly has efforts to develop its business, including in selling the products it offers such as Amazink printer ink. The following is Amazink Ink Sales data for PT. Aston Sistem Indonesia Cirebon City Branch for 2020-2022 which is presented in Figure 1.

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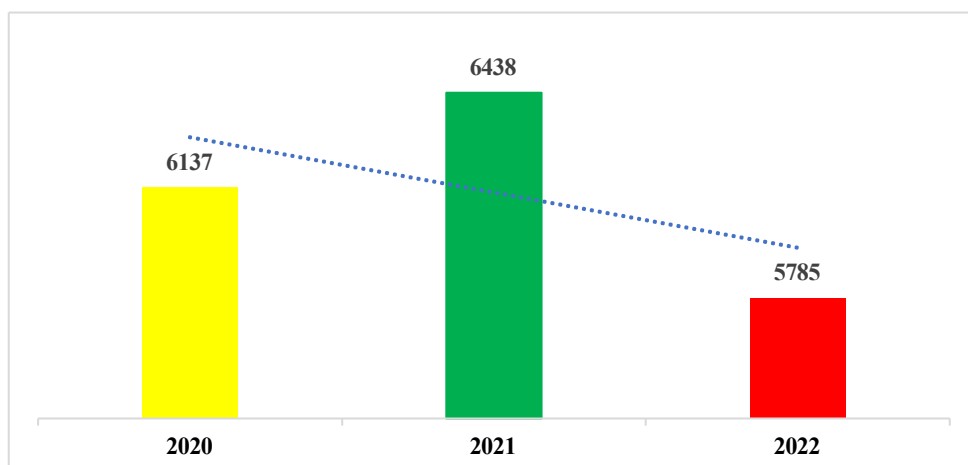
Figure 1. Sales of Amazink Ink PT. Indonesian Aston System Cirebon City Branch for 2020-2022

Source: Documentation of PT. Aston Sistem Indonesia Cirebon City Branch in 2023

Based on Amazink Ink Sales data, PT. Aston Sistem Indonesia Cirebon City Branch for 2020-2022, there is the fact that there is a decline in sales of Amazink Ink by PT. Aston Sistem Indonesia at the Cirebon City branch over a three-year period from 2020 to 2022. In 2020, sales reached 6137 units. But in 2021, despite the increase, it only reached 6438 units, which is still lower than the previous year. In 2022, there was a significant decrease with only 5785 units sold, which was the lowest sales in the last three years. This shows that there are problems in the business of PT. Aston Sistem Indonesia Cirebon City Branch, especially in the sale of printer ink products. According to Guridno (2021:5) Sales volume is one of the measuring parameters*performance* from the company.

Based on field surveys, it was found that despite the shift towards digitalization, the need for*print* data is still significant in various industries. A survey conducted on companies in the printing, construction, aviation, logistics, finance and government sectors revealed that most of them still rely on printed documents for operational and administrative purposes. Respondents stated that printed documents provide security, reliability, and ease of handling and documentation. In addition, several companies and customers also expressed a preference for print formats for specific purposes. Therefore, although digital technology continues to grow, ink sales business*print* still have a relevant market share in meeting the needs*print* data on various industrial sectors.

Competition in ink sales is very tight and increasingly difficult because they have to compete with products*original* from any printer company. This original ink is usually more expensive than ink produced by third parties. This original ink is considered better and provides better print quality and ensures printer security.

Based on data obtained from the site buying and selling printer ink*online* Harrisma, there is a significant price difference between Original Epson 664 Magenta ink and

ink*Amazink for Epson 664 Magenta*. Ink price*original Epson 664* Magenta is sold at IDR 99,000 per bottle, while ink*Amazink for Epson 664* Magenta is sold at IDR 50,000 per bottle. The price difference between the two products is more than 50%.

In addition to the producer companies*pinter inject* such as Canon, Epson, HP and Lexmark claim that printers from their manufacturers use ink that does not*original* it will not produce a printed image that is as sharp, durable and beautiful as ink*original* (Inet.detik.com 2022). This is certainly a challenge for Amazink Ink. Some printer manufacturers' policies require the use of original ink or*original* to maintain printer warranty can reduce consumer buying interest in inks like Amazink.

Even though the price is more affordable than the original ink, sales of Amazink Ink in 2022 have decreased. This shows a lack of consumer interest in buying Amazink Ink products from PT. Aston Sistem Indonesia at the Cirebon City branch. This decline in sales could be caused by several factors, one of which is the warranty cancellation claim from printer ink manufacturers if they do not use original ink. This causes consumers to choose to switch to original products and reduces consumer decisions to buy Amazink Ink.

Philip Kotler in (Puspita and Budiatmo 2020: 270) Purchasing decisions are actions from consumers to want to buy or not to buy a product through a series of phases undertaken by consumers prior to making a purchase decision. Astuti and Cahyadi in (Iriani et al. 2022: 70) A purchasing decision is the conviction that the correct choice was made when purchasing a product, accompanied by a dominant sense of self-assurance.

Product quality is a factor that influences purchasing decisions. Product quality is considered good if the quality dimensions are good (Puspita and Budiatmo 2020:271). The product quality variable is influencing the purchasing decision. Product quality is very important in maintaining a business (Dwijantoro, R., Dwi, B., & Syarief 2022:74). Poor product quality can cause consumers to switch to other products and result in a decrease in sales.

Based on the theory from Kotler and Armstrong in (Dwijantoro, R., Dwi, B., & Syarief 2022: 74) suggests promotion, namely the activity of distributing benefits with a persuasive nature aimed at customers who will decide to buy. According to Aprianto et al. (2022:151) explained that there is a positive and significant influence between promotions and coffee buying decisions. Therefore, proper and effective promotions can improve customer purchasing decisions and contribute to business success.

Personal selling has a significant influence on purchasing decisions. Personal selling is still a promotional method that marketers rely on, because by face to face the waiter can adjust the buyer's current situation and adjust negotiations (Iriani et al. 2022:73). In (Nurjaya et al. 2022: 90) Personal selling has a significant effect on purchasing decisions. This shows that marketers still rely on personal selling as a promotional strategy to increase consumer purchasing decisions.

According to Tari and Hartini (2021: 7) buying interest has a positive influence on purchasing decisions. This shows that buying interest is a consideration in the decision-making process in making purchases.

Based on the summary that has been submitted, there are several findings from research showing that factors such as product quality, promotion, personal selling, and purchase intention have a positive effect on purchasing decisions. However, it is important to note that other studies may find results that are different and even contradictory to these findings. Here are a few *gap research* in previous research:

Table 1. *Gap Research*

No	Researcher Title	Target variable	Influence Between Variables
1	Product Quality and Price Perceptions of Purchasing Decisions Through Purchase Interest as Intervening Variables (Putra, Purwanto, and Liliek Nur Sulistiyowati 2022:69)	Quality → Product Purchase Decision	Product Quality Does Not Affect Purchase Decision Through Purchase Interest
2	Analysis of Brand Image, Price, Product Quality and Promotion on Purchasing Decisions Mediated by Purchase Interest (Muhtarom, Syairozi, and Rismayati 2022:36)	Promotion → Purchase Decision	Promotions Are Said to Have a Negative and Insignificant Influence on Purchase Decisions
3	The Influence of Content Marketing, Sales Promotion, Personal Selling, and Advertising on Consumer Buying Interest at the Biuti Hotel in Banjarmasin (Iriani et al. 2022:68)	Personal Selling → Purchase Decision	Personal Selling Has No Significant Influence on Consumer Purchase Interest
4	The Influence of Purchase Interest on Purchase Decisions Using Genusian Card (Sari 2020:1)	Purchase Interest → Purchase Decision	Purchase Intention Has No Direct And Significant Effect On Purchasing Decision Variables

Source: Secondary Data 2023

Seeing that there are still facts about the decline in sales of Amazink Ink and it still exists *gap research*, then further research is needed to find out what factors have the most influence on consumer purchasing decisions and how their influence can be optimized in marketing strategies. On this basis, the researcher is finally interested in conducting research with the purpose the effect of product quality, promotion and personal selling on Amazink ink purchasing decisions through consumer purchase interest (case study at PT. Aston Sistem Indonesia, Cirebon City Branch).

2. Theoretical Background

1. Purchase Decision

The purchase decision is one of the stages in the purchasing decision process preceding the post-purchase behavior. At this stage, the consumer will take action to decide whether or not to purchase a product based on the specified alternative. (Arfah 2022:4).

According to Kotler & Armstrong in (Marbun, Ali, and Dwikoco 2022:718) Individuals solve purchasing problems by selecting alternative behaviors, and the initial step in the decision-making process is considered the most appropriate action in purchasing.

2. Buying Interest

According to Supardin in (Rokhmawati at el. 2022) A consumer's buying interest is their urge to ingest a product. Strong consumer interest in a product or service will inspire their confidence to make purchase decisions. According to Ferdinand in (Syntesa, Indriany, and Astuti 2022) Consumer purchasing interest can be interpreted as the intention and intent of consumers to purchase a product. Meanwhile, according to Durianto in (Purbohastuti and Hidayah 2020: 38) consumer purchasing interest is a post-purchase evaluation or evaluation result based on a comparison between the consumer's feelings and expectations.

3. Product Quality

According to Kotler and Armstrong, in (Herlambang and Komara 2022:57) Product quality is a product's ability to perform its functions, including overall durability, reliability, accuracy, simplicity of operation, product maintenance, and other product attributes. According to Armstrong et al. in (Dwijantoro, R., Dwi, B., & Syarief 2022:66), the excellence of a product is a crucial positioning instrument for marketers. Quality influences the performance of a product or service directly, so it is closely associated with consumer satisfaction and worth.

4. Promotion

According to Kotler and Armstrong in (Siska Yuli Anita et al 2023) promotion is a tool for communicating with consumers and other businesses that seek to alter and provide forthright information. According to Sari in (Marbun et al. 2022: 718) promotion is seen as information to influence individuals or organizations to buy products or services.

5. Personal Selling

According to Kotler et al in (Sari 2022: 32) personal Selling implies a combination of a personal presentation with the strength of a sales company in order to make sales and develop customer relationships.

Meanwhile, according to Swastha in (Firmansyah 2020: 224), personal selling is the interaction between two individuals who meet face-to-face for the purpose of establishing, repairing, controlling, or maintaining an exchange relationship with other parties

3. Methodology

The population in this study are all consumers who are purchasing Amazink Ink at PT. Aston Sistem Indonesia Cirebon City Branch. Byrne and Hair Jr. et al who stated that the sample size requirement that must be met requires a minimum of 100-200

data (Junaidi 2021: 222). The number of samples used in this study is a total of 22 indicators multiplied by 7, namely 154 respondents.

This study's conceptual paradigm consists of three independent variables: product quality (X1), promotion (X2), and personal selling (X3). In this study, the purchase decision (Y) is the dependent variable that is influenced by the independent variables. In addition, the buying interest (Z) variable influences the relationship between the independent and dependent variables.

In accordance with the framework above, the research hypothesis that will be disclosed is as follows:
1. Ha1 = Product quality has a positive and statistically significant impact on the purchase intent of Amazink ink consumers in Cirebon City.
2. Ha2 = Promotion has a positive and statistically significant impact on the purchase intent of Amazink ink consumers in Cirebon.
3. Personal selling has a positive and considerable impact on the purchase intentions of Amazink ink consumers in Cirebon.
4. Ha4 = The product quality has a positive and statistically significant impact on the purchasing decisions of Amazink ink consumers in Cirebon City.
5. Ha5 = Promotion has a positive and significant impact on the purchasing decisions of Amazink ink consumers in the city of Cirebon.
6. Personal selling has a positive and considerable impact on the purchasing decisions of Amazink ink consumers in Cirebon.
7. Ha7 = Purchase intention influences the purchasing decisions of Amazink ink consumers in Cirebon City in a positive and significant way.
8. Ha8 = The quality of the product has a positive and significant impact on the purchasing decisions of Amazink ink consumers in Cirebon City.
9. Ha9 = Promotion has a significant and positive impact on the purchasing decisions of Amazink ink consumers in Cirebon City.
10. Personal selling has a positive and considerable impact on the purchasing decisions of Amazink ink consumers in Cirebon.

In this study, there are two equations that are tested to see the direct effect of these factors on purchase intention and purchase decision. The first equation is the test of equation 1 which relates the factors (product quality, promotion, personal selling) to buying interest. The second equation is a test of equation 2 which relates the same factors to the purchase decision.

The equation formula for the direct effect test is as follows:
a. Test Equation 1:
    $$kp = \beta 0 + \beta 1kpri + \beta 2pri + \beta 3psi + \beta 4mbi + e.kpi$$
b. Test Equation 2:
    $$mb = \beta 0 + \beta 1kpr + \beta 2pr + \beta 3ps + e.mbi$$
    Information:
    kp: Purchase Decision
    mb: Interest in Buying
    kpr: Product Quality

pr: Promotions
ps: Personal Selling
β0: Constant
β1, β2, β3, β4: Regression coefficients
e: Term error (error)

4. Empirical Findings/Result

1. Descriptive Analysis of Respondents' Answers
a. Product Quality Variables

Table 2. Results of the Description of Respondents' Answers in the Product Quality Variable

Variable	Statement	Number of Respondents				Total Score				Amount	Average Statement
		1 (STS)	2 (TS)	3 (S)	4 (SS)	1 (STS)	2 (TS)	3 (S)	4 (SS)		
Product Quality (X1)	kpr_1	14	19	66	55	14	38	198	220	470	4,7
	kpr_2	10	18	73	53	10	36	219	212	477	4,77
	kpr_3	8	31	47	68	8	62	141	272	483	4,83
	kpr_4	13	27	53	61	13	54	159	244	470	4,7

Source: Stata Version 14

According to table 2 the statement with the greatest average kpr_3 is 4.83. This indicates that the majority of respondents concur (S) or strongly agree (SS) with the aforementioned statement regarding product quality. While the lowest kpr_1 average indicator is 4.7.

b. Promotion Variable

Table 3. Results of the Description of Respondents' Answers in the Promotion Variable

Variable	Indicator	Score								Amount	Average Statement
		1 (STS)	2 (TS)	3 (S)	4 (SS)	1 (STS)	2 (TS)	3 (S)	4 (SS)		
Promotion (X2)	pr_1	8	29	51	66	8	58	153	264	483	4,83
	pr_2	15	27	56	56	15	54	168	224	461	4,61
	pr_3	8	33	49	64	8	66	147	256	477	4,77
	pr_4	6	38	52	58	6	76	156	232	470	4,7
	pr_5	12	32	54	56	12	64	162	224	462	4,62

Source: Stata Version 14

According to Table 3 the greatest averages for the pr_1 and pr_3 indicators are 4.83 and 4.77, respectively. This indicates that the majority of respondents concur (S) or strongly agree (SS) with this promotion indicator. While 4.61 is the lowest average pr_2 indicator.

c. Personal Selling Variables

Table 4. Results of the Description of Respondents' Answers in Personal Selling Variables

Variable	Indicator	Score								Amount	Average Statement
		1 (STS)	2 (TS)	3 (S)	4 (SS)	1 (STS)	2 (TS)	3 (S)	4 (SS)		
Personal Selling (X3)	ps_1	9	33	46	66	9	66	138	264	477	4,77
	ps_2	16	28	50	60	16	56	150	240	462	4,62
	ps_3	12	26	48	68	12	52	144	272	480	4,8
	ps_4	5	25	54	70	5	50	162	280	497	4,97

Source: Stata Version 14

According to Table 4. the greatest average value for the ps_4 indicator is 4.97. This indicates that the majority of respondents concur (S) or strongly agree (SS) with this Personal Selling indicator. While 4.62 is the lowest average ps_2 indicator.

d. Product Quality Variables

Table 5. Results of the Description of Respondents' Answers in Variables Purchase Decision

Variable	Indicator	Score								Amount	Average Statement
		1 (STS)	2 (TS)	3 (S)	4 (SS)	1 (STS)	2 (TS)	3 (S)	4 (SS)		
Purchase Decisio (Y)	kp_1	7	24	46	77	7	48	138	308	501	5,01
	kp_2	8	19	62	65	8	38	186	260	492	4,92
	kp_3	6	12	60	76	6	24	180	304	514	5,14
	kp_4	5	17	55	77	5	34	165	308	512	5,12
	kp_5	7	22	42	83	7	44	126	332	509	5,09

Source: Stata Version 14

Based on Table 5 it can be determined that the indicator kp_3 has the greatest average, at 5.14. This indicates that the majority of respondents strongly concur (SS) with this Purchase Decision indicator. While the lowest kp_2 indicator average is 4.92.

e. Buying Interest Variable

Table 6. Results of the Description of Respondents' Answers in the Purchase Interest Variable

Variable	Indicator	Score								Amount	Average Statement
		1 (STS)	2 (TS)	3 (S)	4 (SS)	1 (STS)	2 (TS)	3 (S)	4 (SS)		
Purchase Interest (Z)	mb_1	14	16	47	77	14	32	141	308	495	4,95
	mb_2	10	30	48	66	10	60	144	264	478	4,78
	mb_3	10	28	45	71	10	56	135	284	485	4,85

Variable	Indicator	Score				1 (STS)	2 (TS)	3 (S)	4 (SS)	Amount	Average Statement
		1 (STS)	2 (TS)	3 (S)	4 (SS)						
	mb_4	11	25	57	61	11	50	171	244	476	4,76

Source: Stata Version 14

According to Table 6 the greatest average value for the mb_1 indicator is 4.95. This indicates that the majority of respondents strongly concur (SS) with this Buying Interest indicator. The lowest average mb_4 indicator is 4.76.

2. Instrument Test
a. Validity test

The following are the results of research validity tests using the Stata Application Version 14:

1) Product Quality Variable Validity Test (X1)

Table 7. Validity of Product Quality Variables

Variable	Indicator	r count	r table	Information
Product Quality (mortgage)	kpr_1	0,7899	0.1582	Valid
	kpr_2	0,7537	0.1582	Valid
	kpr_3	0,7248	0.1582	Valid
	kpr_4	0,6613	0.1582	Valid

Source: Stata Version 14

Table 7 shows the results of the validity test of the product quality variable (kpr) using the r table criterion of 0.1582. The results of the validity test show that all product quality variables (kpr) have a value of r count that is greater than r table, so that it can be said to be valid for use in research.

2) Promotional Variable Validity Test (X2)

Table 8. Promotion Variable Validity

Variable	Indicator	r count	r table	Information
Promotions (pr)	pr_1	0,8846	0.1582	Valid
	pr_2	0,7496	0.1582	Valid
	pr_3	0,7683	0.1582	Valid
	pr_4	0,8382	0.1582	Valid
	pr_5	0,4367	0.1582	Valid

Source: Stata Version 14

Table 8 shows the results of the promotion variable validity test (pr) using the r table criterion of 0.1582. The results of the validity test show that all promotion variables (pr) have a value of r count that is greater than r table, so that it can be said to be valid for use in research.

3) Test the Validity of Personal Selling Variables (X3)

Table 9. Validity of Personal Selling Variables

Variable	Indicator	r count	r table	Information
Personal Selling (ps)	ps_1	0,8545	0.1582	Valid
	ps_2	0,8584	0.1582	Valid
	ps_3	0,7546	0.1582	Valid
	ps_4	0,86443	0.1582	Valid

Source: Stata Version 14

Table 9 shows the results of the validity test of the price perception variable (ps) using the r table criterion of 0.1582. The results of the validity test show that all personal selling variables (ps) have a value of r count that is greater than r table, so that it can be said to be valid for use in research.

4) Purchasing Decision Variable Validity Test (Y)

Table 10. Purchasing Decision Variable Validity Test

Variable	Indicator	r count	r table	Information
Purchase Decision (kp)	kp_1	0,8622	0.1582	Valid
	kp_2	0,7917	0.1582	Valid
	kp_3	0,6831	0.1582	Valid
	kp_4	0,8473	0.1582	Valid
	kp_5	0,4213	0.1582	Valid

Source: Stata Version 14

Table 10 shows the results of the validity test of the purchasing decision variable (kp) using the r table criterion of 0.1582. The results of the validity test show that all purchase decision variables (kp) have a value of r count that is greater than r table, so that it can be said to be valid for use in research.

5) Test the Validity of Buying Interest Variable (Z)

Table 11. Validity Test of Buying Interest Variable

Variable	Indicator	r count	r table	Information
	mb_1	0,8746	0.1582	Valid
	mb_2	0,8305	0.1582	Valid
	mb_3	0,8395	0.1582	Valid
Purchase Interest (mb)	mb_4	0,6332	0.1582	Valid

Source: Stata Version 14

Table 11 shows the results of the validity test of the buying interest variable (mb) using the r table criterion of 0.1582. The results of the validity test show that all purchase intention variables (mb) have a value of r count that is greater than r table, so that it can be said to be valid for use in research.

b. Reliability Test

The most commonly known measure of reliability measurement is the coefficient*Cronbach Alpha*. If a variable shows a value*Cronbach Alpha* > 0.60, it can be concluded that these variables can be said to be reliable or consistent in measuring (Dewi et al. 2022: 6493). The following are the results of research reliability tests using the Stata Application Version 14:

Table 12. Reliability Test

Variable	Reliability	Alpha Cronbach	Information
Product Quality (mortgage)	0,6579	0,6	Reliable
Promotions (pr)	0,7401	0,6	Reliable
Personal Selling (ps)	0,8344	0,6	Reliable
Purchase Decision (kp)	0,7387	0,6	Reliable
Purchase Interest (mb)	0,7801	0,6	Reliable

Source: Stata Version 14

Based on Table 12 The 18 stage 1 reliability tests given, there are 5 research variables namely Product Quality (kpr), Promotion (pr), Personal Selling (ps), Purchase Decision (kp), and Purchase Intention (mb). Each variable has a fairly high Cronbach's Alpha reliability value, which is above 0.6. Therefore, it can be concluded that all of these variables can be considered as reliable or consistent measurement tools in measuring the construct to be measured.

3. Classic Assumption Test

   a. Normality test

   The following are the results of the research normality test using the Stata Application Version 14:

Table 13. Normality Test

Variable	Obs	Pr(Skewness)	Pr(Kurtosis)	adj chi2(2)	Prob>chi2
resid	154	0.6623	0.3187	1.20	0.5484

Source: Stata Version 14

Based on Table 13 above, it is known that the probability value (0.5484) is greater than the significance level (0.05). It was concluded that all variable data were normally distributed (Dwi et al. 2020: 45).

b. Multicollinearity Test

The following are the results of the research multicollinearity test using the Stata Application Version 14:

Table 14. Multicollinearity Test Results

Variable	VIF	1/VIF
pr	4.27	0.234217
mb	3.93	0.254442
ps	3.07	0.325873
kpr	2.10	0.476995
Mean VIF		3.34

Source: Stata Version 14

Based on Table 14. above, all research variables have a VIF value <10 and a 1/VIF value > 0.1, so it can be concluded that there is no significant multicollinearity problem in the regression model.

c. Heteroscedasticity Test

Following are the results of the research heteroscedasticity test using the Stata Application Version 14:

Table 15. Heteroscedasticity Test Results

chi2(1)	Prob > chi2
0.13	0.7233

Source: Stata Version 14

Based on Table 15 above, the results of the heteroscedasticity test show a chi-square value of 1.76 with one degree of freedom and a probability greater than alpha (0.05), which is 0.0646. Based on these results, it can be concluded that there is not enough statistical evidence to state the existence of heteroscedasticity in the data tested.

A. Data analysis

Table 16. Path Diagram Results

	Coef.	Std. Err.	With	P>z	[95% Conf. Interval]	
Structural mb <-						
kpr	.2191946	.052626	4.17	0.000***	.1160496	.3223396
pr	.3089268	.0545145	5.67	0.000***	.2020803	.4157733
ps	.2899611	.0660554	4.39	0.000***	.1604948	.4194273
_cons	1.755957	.6670474	2.63	0.008***	.4485678	3.063346
kp <-						
mb	.0242919	.0882413	0.28	0.783	-.1486578	.1972416
kpr	.2787517	.0607872	4.59	0.000***	.159611	.3978923
pr	.3100504	.0656255	4.72	0.000***	.1814268	.438674
ps	.5586017	.0767257	7.28	0.000***	.4082221	.7089813
_cons	-.3884997	.7467008	-0.52	0.000	-1.852006	1.075007
var(e.mb)	.6561354	.0747736			.5247954	.8203456
var(e.kp)	.786788	.0896628			.629295	.9836965

Description: *** significant (p<0.01), ** significant (p<0.05), * significant (p<0.1)
Source: Stata Version 14

Based on Table 4. 22 which uses *standardized coefficients* processed with the Stata 14 application, two regression equations can be made as follows:

1. Test Equation 1 Direct Effect

Table 17. Equation Test 1

	Coef.	Std. Err.	With	P>z	[95% Conf. Interval]	
Structural mb <-						
kpr	.2191946	.052626	4.17	0.000***	.1160496	.3223396
pr	.3089268	.0545145	5.67	0.000***	.2020803	.4157733
ps	.2899611	.0660554	4.39	0.000***	.1604948	.4194273
_cons	1.755957	.6670474	2.63	0.008***	.4485678	3.063346
var(e.mb)	.6561354	.0747736			.5247954	.8203456

Description: *** significant (p<0.01), ** significant (p<0.05), * significant (p<0.1)
Source: Stata Version 14

The equation given in table 17 in equation 1 test is:

$mb = \beta_0 + \beta_1 \, kpr \, i + \beta_2 \, pr \, i + \beta_3 \, ps \, i + e \, mb \, i$

$mb = 1.77 + 0.22 * kpr + 0.31 * pr + 0.29 * ps + 0.66 * error.mb$

Information:

mb	= Interest to Buy
kp	= Product Quality
pr	= Promotion
ps	= Personal Selling
b0	= Constant
It is	= term error

I   = number of indicators

Variable Product Quality, Promotion and Personal Selling has a positive sign coefficient. This can be interpreted if Product Quality, Promotion and Personal Selling increases, there will be an increase in Buying Interest for Amazink Ink consumers in Cirebon City.

2. Test Equation 2 Direct Effect

Table 18. Equation Test 2

	Coef.	Std. Err.	z	P>z	[95% Conf. Interval]	
kp <-						
mb	.0242919	.0882413	0.28	0.783	-.1486578	.1972416
kpr	.2787517	.0607872	4.59	0.000***	.159611	.3978923
pr	.3100504	.0656255	4.72	0.000***	.1814268	.438674
ps	.5586017	.0767257	7.28	0.000***	.4082221	.7089813
_cons	-.3884997	.7467008	-0.52	0.000	-1.852006	1.075007
var(e.kp)	.786788	.0896628			.629295	.9836965

Description: *** significant (p<0.01), ** significant (p<0.05), * significant (p<0.1)
Source: Stata Version 14
The equations given in Table 18 in equation 2 test are:
kp = β0 + β1 kpr i + β2 pr i + β3 ps i + β4 mb i + e kp i
kp = -0,38 + 0,29 * kpr + 0,31 * pr + 0,56 * ps + 0,02 * mb + 0,79 * e.kp
Information:
kp   = Purchase Decision
mb   = Interest to Buy
kp   = Product Quality
pr   = Promotion
ps   = Personal Selling
b0   = Constant
It is   = term error
i   = number of indicators

Variable Product Quality, Promotion, Personal Selling and Buying Interest has a positive sign coefficient. This can be interpreted if Product, Promotion, Personal Selling and Buying Interest increases, there will be an increase in the Purchase Decision of Amazink Ink consumers in Cirebon City.

Based on Table 4. 22 Path diagram results (*path diagram*), a path diagram is obtained (*path diagram*) as follows.
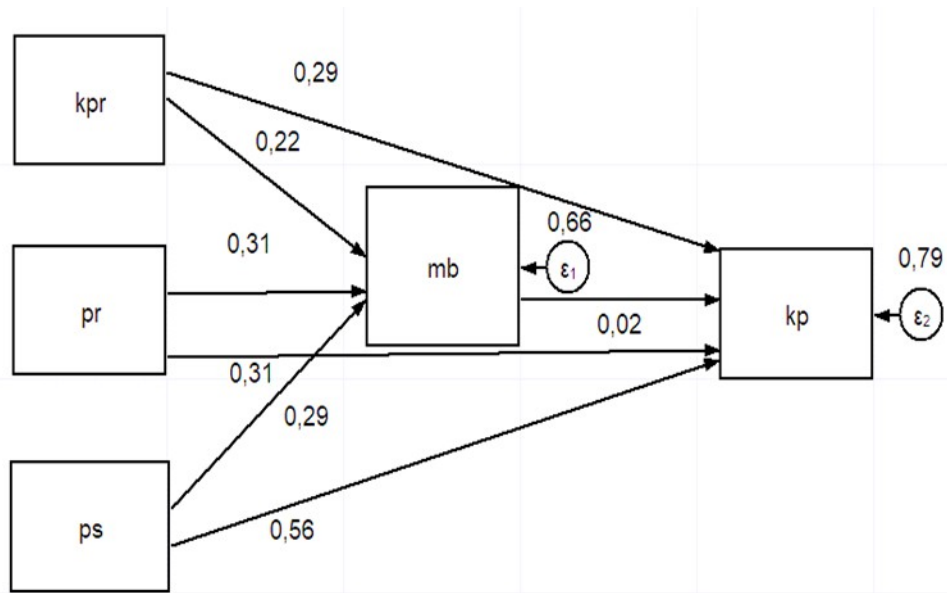
Figure 3. Path Diagram
Source: Stata Version 14

The magnitude of the value*error* on each effect of the independent variable on the dependent as follows:

$\varepsilon 1 = 0.66$

$\varepsilon 2 = 0.79$

In theory*trimming* testing the validity of the research model is observed through the calculation of the total determination coefficient as follows:

$Rm2 = 1 – (066^2)(0{,}79^2)$

$Rm2 = 1 – (0{,}436)(0{,}624)$

$Rm2 = 1 – 0{,}272$

$Rm2 = 0{,}728\ (72{,}8\%)$

The coefficient of determination value of 0.728 indicates that the model can explain 72.8% of the data's information, while the remaining 27.2% is explained by error and other variables outside the model. The coefficients in this model are sufficiently large to warrant additional interpretation.

a. Indirect Effect Test

In the causal step method of mediation analysis (Baron & Kenny, 1986), three stages are used to determine whether partial mediation occurs. If the z-value is greater than 1.96 or the level of statistical significance z (p-value) is less than 0.05, it indicates that the independent variable has an indirect effect on the dependent variable via a mediator. Using Stata 16 and the Sobel test, an analysis of the research hypothesis test regarding the indirect effect was conducted. The following are the results of this study's examination of indirect effects:

1) Indirect influence kpr → mb → kp

Table 19. Indirect Influence Test Results on Product Quality

Estimates	Estimates	Sobel	Montecarlo*
Indirect effect	0.390	0.390	0.393
Std. Err.	0.047	0.046	0.049
z-value	8.347	8.433	8.067
p-value	0.000	0.000	0.000
Conf. Interval	0.299 , 0.482	0.300 , 0.481	0.301 , 0.496

Source: Stata Version 14

The Baron and Kenny approach method is used to test mediation with three main steps:
a) Step 1: The relationship between the variable X (kpr) and the mediator M (mb) is assessed, and the results show a significant relationship, with a coefficient B of 0.693 and a very low p-value (p = 0.000).
b) Step 2: The relationship between mediator M (mb) and variable Y (kp) is evaluated, and the findings show a significant relationship, with a B coefficient of 0.563 and a very low p-value (p = 0.000).
c) Step 3: The direct relationship between variable X (kpr) and variable Y (kp) is investigated, and the results also indicate a significant relationship, with a coefficient B of 0.319 and a very low p-value (p = 0.000). The Sobel test also confirmed significant results.

Because the three steps and the Sobel test showed significant results, it can be concluded that the mediation in this study was partial.

The Indirect to Total Ratio (RIT) is obtained by dividing the indirect effect by the total effect, and yields a value of 0.551. This means that about 55% of the impact that the kpr variable has on the kp variable is explained through the mediator mb. The Indirect to Direct (RID) ratio is calculated by dividing the indirect effect by the direct effect, resulting in a value of approximately 1.225. That is, the effect mediated through the mediator mb is about 1.2 times greater than the direct effect that the kpr variable has on the kp variable.

Collectively, these results demonstrate the significance of the mediator mb in explaining the relationship between the variables kpr and kp. Approximately 55% of the effect of kpr on kp is mediated by mb, and this mediated effect is approximately 1.2 times greater than the direct effect of kpr on kp.

2) Indirect influence pr → mb → kp

Table 20. Promotion Indirect Influence Test Results

Estimates	Estimates	Sobel	Montecarlo*
Indirect effect	0.217	0.217	0.219
Std.Err.	0.060	0.060	0.062
z-value	3.597	3.605	3.563
p-value	0.000	0.000	0.000
Conf. Interval	0.099 , 0.335	0.099 , 0.334	0.102 , 0.338

Source: Stata Version 14

Within the framework of Baron and Kenny's approach to testing mediation, there are three important steps taken:

a) Step 1: The relationship between the variable X (pr) and the mediator M (mb) is evaluated, and the results show a significant relationship with a coefficient (B) of 0.827 and a very low p-value (p = 0.000).

b) Step 2: The relationship between mediator M (mb) and variable Y (kp) is assessed, and a significant relationship is found with a coefficient of 0.262 and a p-value of 0.000.

c) Step 3: The direct relationship between variable X (pr) and variable Y (kp) is explored, and the results also show a significant relationship with a coefficient of 0.631 and a p-value of 0.000. The Sobel significance test also confirmed the significant results.

Because the three steps and the Sobel test showed significant results, it can be concluded that there is partial mediation in this study.

The Indirect to Total Ratio (RIT) is calculated by dividing the indirect effect by the total effect, and yields a value of 0.255. This indicates that about 26% of the impact that the variable pr has on the variable kp is explained through the mediator mb.

The Indirect to Direct (RID) ratio is calculated by dividing the indirect effect by the direct effect, resulting in a value of approximately 0.343. That is, the effect mediated through the mediator mb is about 0.3 times greater than the direct effect that the pr variable has on the kp variable.

Overall, these findings demonstrate the important role of the mediator mb in explaining the relationship between the pr variable and the kp variable. About 26% of the impact of pr on kp is explained through the mediator mb, and this mediated effect is about 0.3 times greater than the direct effect of pr on kp.

3) Indirect effect ps→ mb → kp

Table 21. Indirect Personal Selling Effect Test Results

Estimates	Estimates	Sobel	Montecarlo*
Indirect effect	0.261	0.261	0.263
Std. Err.	0.049	0.049	0.050
z-value	5.328	8.433	5.228
p-value	0.000	0.000	0.000
Conf. Interval	0.165 , 0.357	0.165 , 0.356	0.167 , 0.365

Source: Stata Version 14

The Baron and Kenny approach is used to test mediation with the following steps:

a) Step 1: The relationship between the variable X (ps) and the mediator M (mb) was evaluated, and a significant relationship was found with a coefficient (B) of 0.769 and a very low p-value (p = 0.000).

b) Step 2: The relationship between mediator M (mb) and variable Y (kp) is assessed, and the results show a significant relationship with a coefficient of 0.339 and a p-value of 0.000.

c) Step 3: The direct relationship between variable X (ps) and variable Y (kp) is explored, and findings show a significant relationship with a coefficient of 0.579 and a p-value of 0.000. The Sobel test also confirmed significant results.

Because the three steps and the Sobel test showed significant results, it can be concluded that there is partial mediation in this study.

The Indirect to Total Ratio (RIT) is calculated by dividing the indirect effect by the total effect, and yields a value of 0.311. This indicates that about 31% of the impact that the ps variable has on the kp variable is explained through the mb mediator.

The Indirect to Direct (RID) ratio is calculated by dividing the indirect effects by the direct effects, and yields a value of 0.451. That is, the effect mediated through the mediator mb is about 0.5 times greater than the direct effect that the ps variable has on the kp variable.

In conclusion, these findings demonstrate the important role of the mediator mb in explaining the relationship between the ps variable and the kp variable. About 31% of the ps impact on kp is explained through the mediator mb, and this mediated effect is about 0.5 times greater than the direct effect of ps on kp.

b. Hypothesis Test Matrix

After going through a series of hypothesis testing related to direct and indirect effects, the test results can be explained through the following hypothesis test matrix.

Table 22. Hypothesis Testing Matrix

No	Connection	P value	Decision Ha
1	Product Quality (kpr) → Purchase Intention (mb)	0,000***	Accepted
2	Promotion (pr) → Purchase Intention (mb)	0,000***	Accepted
3	Personal Selling (ps) → Buying Interest (mb)	0,000***	Accepted
4	Product Quality (kpr) → Purchase Decision (kp)	0,008***	Accepted
5	Promotion (pr) → Purchase Decision (kp)	0,000***	Accepted
6	Personal Selling (ps) → Purchase Decision (kp)	0,000***	Accepted
7	Purchase Interest (mb) → Purchase Decision (kp)	0,783	Rejected
8	Product Quality (kpr) → Purchase Intention (mb) → Purchase Decision (kp)	0,000***	Accepted (Partial Mediation)
9	Promotion (pr) → Purchase Interest (mb) → Purchase Decision (kp)	0,000***	Accepted (Partial Mediation)
10	Personal Selling (ps) → Purchase Interest (mb) → Purchase Decision (kp)	0,000***	Accepted (Partial Mediation)

Description: *** significant (p<0.01), ** significant (p<0.05), * significant (p<0.1)

Source: Stata Version 14

In making decisions based on the results of hypothesis testing, the comparison of the calculated p-value with the compared p-value is as follows:
1) The influence between Product Quality (kpr) and Purchase Intention (mb) is very significant (p-value = 0.000 <0.01). Decision: Ha Accepted.
2) The influence between Promotion (pr) and Purchase Interest (mb) is also very significant (p-value = 0.000 <0.01). Decision: Ha Accepted.
3) The influence between Personal Selling (ps) and Purchase Intention (mb) is also very significant (p-value = 0.000 <0.01). Decision: Ha Accepted.
4) There is a significant influence between Product Quality (kpr) and Purchase Decision (kp) at a significance level of 0.01 (p-value = 0.008 <0.01). Decision: Ha Accepted.
5) The influence between Promotion (pr) and Purchase Decision (kp) is also very significant (p-value = 0.000 <0.01). Decision: Ha Accepted.
6) The influence between Personal Selling (ps) and Purchase Decision (kp) is also very significant (p-value = 0.000 <0.01). Decision: Ha Accepted.
7) However, there is no significant effect between Purchase Intention (mb) and Purchase Decision (kp) at the specified significance level (p-value = 0.783 > 0.05). Decision: Ha Rejected.
8) Influence through the Product Quality (kpr) → Purchase Intention (mb) → Purchase Decision (kp) is very significant (p-value = 0.000 <0.01). Partial mediation took place and the decision: Ha Accepted.
9) Influence through Promotion (pr) → Purchase Intention (mb) → Purchase Decision (kp) is also very significant (p-value = 0.000 <0.01). Partial mediation took place and the decision: Ha Accepted.
10) Influence through Personal Selling (ps) → Purchase Intention (mb) → Purchase Decision (kp) is also very significant (p-value = 0.000 <0.01). Partial mediation took place and the decision: Ha Accepted.

5. Discussion

1. **Ha₁ = Product quality (X1) has a positive and significant influence on purchase intention (Z) Amazink ink at PT. Aston Sistem Indonesia Cirebon City Branch.**
   Product quality (X1) has a positive and significant effect on purchase intention (Z) Amazink ink at PT. Aston Sistem Indonesia Cirebon City Branch. So Ha1 is accepted and H01 is rejected. Promotion that is good and right on target can provide enough information to consumers about the quality of the product and the benefits offered, thereby increasing purchase interest.
   This research is in line with Arianto and Difa (2020: 8) that the results of the partial test (t test) between service quality and purchase intention show that there is an effect of service quality on purchase intention. This shows that the better the quality of the product offered, the higher the consumer's buying interest. However, keep in mind that other factors such as price and location can also influence consumer buying interest.

2. **Ha₂ = Promotion (X2) has a positive and significant influence on buying interest (Z) Amazink Ink at PT. Aston Sistem Indonesia Cirebon City Branch.**
   Promotion (X2) has a positive and significant effect on buying interest (Z) Amazink Ink at PT. Aston Sistem Indonesia Cirebon City Branch. The promotion strategy implemented by PT. Aston Sistem Indonesia Cirebon City Branch was successful in influencing consumer buying interest. Promotions that are attractive, right on target, and communicate product benefits effectively can influence buying interest.
   Research is in line with Baariq Ayumi & Agung Budiatmo (2021: 1169) which explains that there is a positive and significant influence on price on buying interest, promotion on buying interest, price on purchasing decisions, promotions on buying decisions.

3. **Ha3 = Personal selling (X3) has a positive and significant influence on buying interest (Z) Amazink Ink at PT. Aston Sistem Indonesia Cirebon City Branch.**
   Personal selling (X3) has a positive and significant effect on buying interest (Z) Amazink Ink at PT. Aston Sistem Indonesia Cirebon City Branch. If personal selling is done well, such as providing accurate information, answering consumer questions clearly, and providing the right solutions, this can build trust and influence positive perceptions of Amazink Ink products. Thus, personal selling can increase consumer buying interest in these products.
   This research is in line with Iriani et al. (2022:73) which explains that personal selling has a significant influence on buying interest. Consumers always accept when they come to a store want the best service. So it is necessary to realize the presence of waiters who are available in a friendly manner to help consumers find the product they want.

4. **Ha₄ = Product quality (X1) has a positive and significant influence on purchasing decisions (Y) Amazink Ink at PT. Aston Sistem Indonesia Cirebon City Branch**

Product quality (X1) has a positive and significant effect on Purchase Decision (Y) Amazink Ink at PT. Aston Sistem Indonesia Cirebon City Branch. The quality of Amazink Ink products is highly regarded by consumers, this can increase their confidence in the product's performance, durability and benefits. In this case, product quality can have a positive impact on consumers' perception of product value and directly influence their decision to buy Amazink Ink.

This research is not in line with Puspita and Budiatmo (2020: 273) product quality has a significant influence on purchase intention. the better the product quality, the better the purchasing decision will also be and shows that product quality is able to explain purchasing decisions. In addition, in this study the correlation between product quality and purchasing decisions is moderate or quite strong.

5. **Ha$_5$ = Promotion (X2) has a positive and significant influence on purchasing decisions (Y) Amazink Ink at PT. Aston Sistem Indonesia Cirebon City Branch.**

Promotion (X2) has a positive and significant effect on the Purchase Decision (Y) of Amazink Ink at PT. Aston Sistem Indonesia Cirebon City Branch. Consumers at PT. Aston Sistem Indonesia Cirebon City Branch has the same preference in choosing products. Some consumers choose promotions, while others consider other factors such as product quality or benefits.

This research is in line with Aprianto et al. (2022: 151) which shows that there is a positive and significant influence between promotions and purchasing decisions.

6. **Ha$_6$ = Personal selling (X3) has a positive and significant influence on purchasing decisions (Y) Amazink Ink at PT. Aston Sistem Indonesia Cirebon City Branch.**

Personal selling (X3) has a positive and significant effect on purchasing decisions (Y) Amazink Ink at PT. Aston Sistem Indonesia Cirebon City Branch. If personal selling is done properly, such as providing accurate information, answering consumer questions clearly, and providing the right solutions, then this can build trust and influence consumer purchasing decisions for Amazink Ink products. Thus, personal selling can improve consumer purchasing decisions for these products.

This research is in line with Iriani et al. (2022:73) personal selling has a significant influence on purchasing decisions. And Nurjaya et al. (2022:96) Personal selling has a significant effect on purchasing decisions with a coefficient value.

7. **Ha$_7$ = Purchase intention (Z) does not have a positive and significant influence on purchasing decisions (Y) Amazink ink at PT. Aston Sistem Indonesia Cirebon City Branch.**

Purchase intention (Z) has no positive and significant effect on purchasing decisions (Y) Amazink Ink at PT. Aston Sistem Indonesia Cirebon City Branch. The decision to buy a product like Amazink Ink can involve more complex considerations than based solely on purchase interest. Consumers may consider other factors such as needs, budget, brand preferences, testimonials or user reviews before making a purchase decision.

This research is in line with Meli et al. (2022:1) which explains that buying interest has no direct and insignificant effect on the purchase decision variable.

8. **Ha$_8$ = There is a partial indirect effect of product quality (X1) on purchasing decisions (Y) Amazink Ink through interest (Z) to buy at PT. Aston Sistem Indonesia Cirebon City Branch.**

There is a partial indirect effect of product quality on purchasing decisions for Amazink Ink through buying interest at PT. Aston Sistem Indonesia Cirebon City Branch. This research is in line with Puspita and Budiatmo Puspita and Budiatmo (2020: 268) which shows that there is a positive and significant effect of price on purchase decisions through purchase intention, as well as promotion of purchase decisions through purchase intention.

9. **Ha$_9$ = There is a partial indirect effect of promotion (X2) on purchasing decisions (Y) Amazink ink through buying interest (Z) at PT. Aston Sistem Indonesia Cirebon City Branch.**

There is a partial indirect effect of promotion on purchasing decisions for Amazink Ink through buying interest at PT. Aston Sistem Indonesia Cirebon City Branch. This research is in line with Baariq Ayumi & Agung Budiatmo (2021: 1169) who explain that there is a positive and significant influence of promotion on purchasing decisions through purchase intention, as well as on purchasing decisions through purchase intention.

10. **Ha$_{10}$ = There is a partial indirect effect of personal selling (X3) on purchasing decisions (Y) Amazink ink through buying interest (Z) at PT. Aston Sistem Indonesia Cirebon City Branch.**

There is a partial indirect influence from *personal selling* on the purchase decision of Amazink Ink through buying interest at PT. Aston Sistem Indonesia Cirebon City Branch.

This research is in line with Iriani et al. (2022: 68) which explains that through the Sobel test, buying interest significantly mediates the effect of personal selling on purchasing decisions.

6. Conclusions

According to the description of the discussion above, the conclusions in this study are:

1. Product Quality has a positive and significant effect on Purchase Intention among Amazink ink consumers in Cirebon City.
2. There is a significant and positive relationship between Promotion (pr) and Purchase Intention (mb) for Amazink ink consumers in Cirebon City.
3. There is a significant and positive relationship between Personal Selling (ps) and Purchase Intention (mb) among Amazink ink consumers in Cirebon City.
4. There is a positive and significant relationship between Product Quality (kpr) and Purchasing Decisions (kp) for consumers of Amazink ink in Cirebon City.
5. Promotion has a positive and significant impact on Purchasing Decisions (kp) among Amazink ink consumers in Cirebon City.
6. There is a positive and statistically significant relationship between Personal Selling (ps) and Purchasing Decisions (kp) among Amazink ink consumers in Cirebon City.
7. There is no significant relationship between Purchase Intention (mb) and Purchase Decision (kp) among Amazink ink purchasers in Cirebon City.

8. There is a positive and significant partial mediation: Product Quality (kpr) Purchase Intention (mb) Purchase Decision (kp) for consumers of Amazink ink in Cirebon City.

9. Promotion (pr) Purchase Intention (mb) Purchase Decision (kp) is a positive and significant partial mediation for Amazink ink consumers in Cirebon City.

10. There is a positive and significant partial mediation: Personal Selling Purchase Intention Purchase Decision for Amazink ink consumers in Cirebon City

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