



The Impact of Value Price and Promotion on Purchase Decisions Through Customers Buying Intention as an Intervening Variable (A Study on OTI Fried Chicken Consumers)

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Abstract. *The appropriate value pricing and promotion strategies enable businesses to attract consumer interest. Purchase decisions tend to increase if customer buying intention towards a product or service is high. This study aims to develop a comprehensive model and examine the relationships between value price, promotion, and purchase decisions, with customer buying intention as an intervening variable. Previous research gaps exist regarding the impact of value price on purchase decisions and promotion on purchase decisions. The data analysis technique used is quantitative analysis with the assistance of SmartPLS 0.4 software, and data collection is conducted through questionnaires. The population consists of all OTI Fried Chicken consumers, with a sample size of 100 OTI Fried Chicken consumers. The data analysis technique utilizes SmartPLS 0.4 software. The results of this study are: (1) Customer buying intention can be significantly influenced by value price and promotion; (2) Purchase decisions can be significantly influenced by value price but not by promotion, which has no effect; (3) Customer buying intention has a significant influence on purchase decisions; and (4) Customer buying intention successfully serves as an intervening variable in the relationship between value price, promotion, and purchase decisions.*

Keywords: *Value price, Promotion, Customer Buying Intention, Purchasing Decision .*

1. INTRODUCTION

The fast food industry in Indonesia is experiencing rapid growth driven by changing lifestyles and increasingly modern consumer consumption patterns. One of the key players in this industry is OTI Fried Chicken, which was established in 2015 and has expanded to 16 branches in Semarang by 2024. There is a significant price comparison between OTI Fried Chicken and its competitors in the same market segment, where OTI offers higher prices and has less effective promotions. Despite these conditions, OTI Fried Chicken's sales continue to perform well. This raises questions about the influence of price and promotion on consumers' purchasing decisions.

This study aims to explore the factors that influence purchasing decisions at OTI Fried Chicken, with a specific focus on the impact of price and promotion. The development of these variables is based on the identification of gaps in previous

research. Research by [1] shows a positive effect of promotion on purchasing decisions, while studies by [2], [3], and [4] indicate that promotions do not always enhance purchasing decisions. On the other hand, [5] found a positive relationship between value price and purchasing decisions, but research by [5] also suggests that value price does not always contribute to increased purchasing decisions.

Considering the business phenomenon and the gaps in the research mentioned, this study will focus on an in-depth analysis of the influence of value price and the impact of promotion on purchasing decisions. The variable of consumer buying intention is expected to serve as a bridge connecting these two factors, providing deeper insights into the dynamics of consumer purchasing decisions at OTI Fried Chicken. This research is expected to make significant contributions to the development of marketing strategies in the fast food industry.

2. LITERATURE REVIEW

2.1 Value Price

Value price refers to the monetary amount consumers are willing to pay for a product based on its perceived benefits [6]. It involves both economic and psychological aspects, impacting consumer behavior and marketing strategies [7]. Kotler as cited [8], defines it as the exchange value that reflects the benefits derived from a product.

Effective value pricing strategies, such as premium, penetration, and dynamic pricing, ensure competitiveness and profitability [9]. Ultimately, value price influences purchase decisions, with appropriate pricing crucial for business success. Key factors in setting value price include affordability, product quality alignment, competitiveness, and purchasing power Artika & Sasi, cited in [10]

2.2 Promotion

Promotion refers to strategies used to influence consumer purchasing decisions, not just to increase sales, but to affect consumer attitudes and behavior [11]. [12] defines promotion as a tool for providing information on product benefits. Ernestivita, cited in [13], identifies five key aspects of promotion:

1. Advertising: Using various media to convey promotional messages.
2. Sales Promotion: Strategies like discounts and coupons to boost sales.
3. Personal Selling: Two-way communication aimed at reaching purchase agreements.
4. Public Relations: Building brand trust and positive image through events and online presence.
5. Direct Marketing: Direct consumer outreach through brochures, kiosks, and telemarketing.

In essence, promotion involves activities designed to influence consumer behavior and build long-term brand value.

2.3 Costumer buying intention

Customer buying intention refers to a consumer's desire to purchase a product, often originating from individuals who initially had no intent to buy but may do so in the future. This intention arises from learning and perception, with strong motivation driving purchasing behavior to fulfill needs. According to Kotler and Keller as cited in [14], customer buying intention is influenced by the experience of using a product. If the benefits outweigh the costs, buying intention increases; if not, consumers may reject the product. External factors, like marketing activities, also influence consumer behavior, which is processed based on personal characteristics before making a purchase decision. Purchase motivation plays a key role in this process. According to Ferdinand, as cited in [15], the indicators that can be used to understand a consumer's customer buying intention include:

1. Purchase Tendency: The consumer's intent or desire to buy a product.
2. Referral Tendency: The consumer's interest in a product based on recommendations from others.
3. Primary Choice Tendency: The consumer's preference for choosing one product over similar products.
4. Research Tendency: The consumer's habit of seeking further information about a product before purchasing.

2.4 Purchasing Decision

According to Indrasari, cited in [16], the purchasing decision is a decision regarding product choice. The purchasing decision is the final stage where consumers decide to buy goods or services after considering several factors. This purchasing decision reflects the extent to which marketing efforts have successfully influenced consumers. The indicators of purchasing decisions according to Tjiptono, cited in [17], are:

1. Product Choice Refers to the availability of various types of products for consumers to choose from.
2. Brand Choice The consumer's decision on a brand chosen from several available in the market. How consumers select a brand must be understood by business actors, possibly through brand trust or popularity.
3. Distributor Choice The selection of the place where they will buy the product. Considerations vary, such as how easily consumers can access the product and its availability to them.
4. Purchase Timing Refers to the selection of the time to buy the product. Discounts, urgent needs, or the launch time of a new product can influence consumers' purchase timing.
5. Purchase Quantity Refers to the quantity of product purchased by consumers at the time of purchase. Product availability must be able to meet consumer needs.

From a strategic perspective, [18] emphasize that companies need to understand each stage in the purchase decision process well. Companies need in-depth knowledge

to develop appropriate marketing strategies, ensure sufficient information availability for consumers, and ensure a positive post-purchase experience to maintain customer satisfaction and build strong brand loyalty. By thoroughly understanding the dynamics of purchase decisions, companies can enhance the effectiveness of their strategies in winning consumers' hearts and increasing sales.

3. HYPOTHESIS DEVELOPMENT

3.1 The Direct Influence of Value Price on Consumer Buying Intention

Setting a competitive and accurate value price is essential for competing effectively. According to Mardia in [19], value price represents the exchange consumers make to gain product benefits. When set properly, it can strongly impact customer buying intention. explain that buying intention arises from seeing a product and develops into the desire to purchase it. The closer the value price aligns with consumer expectations, the higher their interest in buying. [20] also found that value price significantly influences buying intention. Based on this assumption, we propose the following hypothesis:

H1: The more accurate and competitive the value price of OTI Fried Chicken, the more it can influence customer buying intention.

3.2 The Direct Influence of Promotion on Consumer Buying Intention

Promotion is an essential part of marketing strategy, aiming to increase sales. [12] mentions that promotion involves activities carried out by companies to communicate the advantages of their products to consumers. Appropriate and attractive promotions can influence customer buying intention. Priansa in [21] states that customer buying intention is the desire of consumers to purchase a product. With the right promotion, consumers will receive clear information about the benefits of the product, thus increasing their customer buying intention. Additionally, an attractive promotion can create a greater desire for consumers to purchase the product, especially if the promotion offers special deals or beneficial discounts. [22] concluded in their research that customer buying intention can be significantly influenced by promotion. Based on this assumption, the hypothesis in this study is:

H2: The more attractive the promotion of OTI Fried Chicken, the more it can influence customer buying intention.

3.3 The Direct Influence of Value Price on Purchase Decisions

Value price is the amount of money consumers pay to obtain a product. [23] explain that value price is a medium of exchange to obtain ownership or use of a product or service. Didik states that a purchase decision is a process before deciding to buy a product or service to meet a need [24]. Consumers often consider value price as a major factor in their decision-making process, assessing whether the product's price aligns

with the desired benefits and quality. Setting an accurate and competitive value price is crucial in influencing consumers' purchase decisions, ensuring they feel they are getting value for their money, ultimately encouraging them to make a purchase. Research by [25] concluded that purchase decisions can be significantly influenced by value price. Based on this assumption, the hypothesis in this study is:

H3: The more accurate the value price of OTI Fried Chicken, the more it can influence purchase decisions.

3.4 The Direct Influence of Value Price on Purchase Decisions

Alma Promotion is a communication effort to inform and persuade potential consumers about a product's advantages [26], aiming to attract interest and encourage loyalty [27]. Purchase decision is the customer's final choice to buy a product after specific considerations.

Effective promotions influence consumer perceptions, capture attention, provide essential product information, and persuade purchase decisions. Attractive promotions enhance consumer confidence, increasing the likelihood of purchase. [28] found that promotion significantly impacts purchase decisions. Based on this assumption, the hypothesis in this study is:

H4: The more attractive the promotion of OTI Fried Chicken, the more it can influence purchase decisions.

3.5 Influence of Customer Buying Intention on Purchase Decision

Kotler & Keller, as cited in [29], state that customer buying intention is the likelihood of consumers purchasing a brand or service. Ferdinand adds that customer buying intention is the desire or intention of consumers to buy a product [30]. Meanwhile, Kotler and Armstrong mention that a purchase decision is the selection and purchase of the most preferred product or the one chosen by a consumer [31]. Customer buying intention reflects the level of interest and desire of consumers towards a product, which is the initial stage in the purchasing process. When customer buying intention is high, consumers show greater interest in a particular product, which then leads them to the act of purchasing. In more detail, customer buying intention serves as an initial indicator that directs consumer behavior. Based on this assumption, the hypothesis in this study is:

H5: The higher the customer buying intention, the more it can influence purchase decisions.

3.6 The Influence of Value Price on Purchase Decisions through Consumer Buying Intention

Price represents the exchange consumers provide to gain ownership or benefits of a product or service [32]. Beyond its nominal value, price reflects the consumer's sacrifice to obtain product benefits. A competitive price can enhance Consumer Buying Intention. as defined by Schiffman and Kanuk in [33], is the willingness to purchase a product based on its perceived benefits and costs. An affordable price aligned with the

benefits increases buying intention, which mediates the relationship between Price and Purchase Decision. Purchase decision is the final stage of evaluation, where consumers decide to buy after considering benefits, price, and perceived value. Thus, Price influences Purchase decision both directly and indirectly through.

H6: The more accurate and competitive the price, the more it will increase buying intention and influence purchase decisions.

3.7 The Influence of Promotion on Purchase Decisions through Consumer Buying Intention

Promotion is a crucial marketing tool that influences consumer behavior and drives purchase decisions Kotler & Armstrong in [34] It not only informs but also creates emotional connections, enhancing product perception. Attractive promotions, like discounts, increase Consumer Buying Intention by making the product more appealing and urgent [35]. This heightened intention leads consumers to evaluate the product's value, benefits, and price, ultimately influencing their Purchase Decision. Therefore, effective promotion strengthens both Consumer Buying Intention and the likelihood of making a purchase. Effective promotion can have a positive impact on Consumer Buying Intention, which will strengthen the likelihood of Purchase Decision.

H7: The more effective and appealing the promotion, the greater the increase in Consumer Buying Intention, which will influence the Purchase Decision.

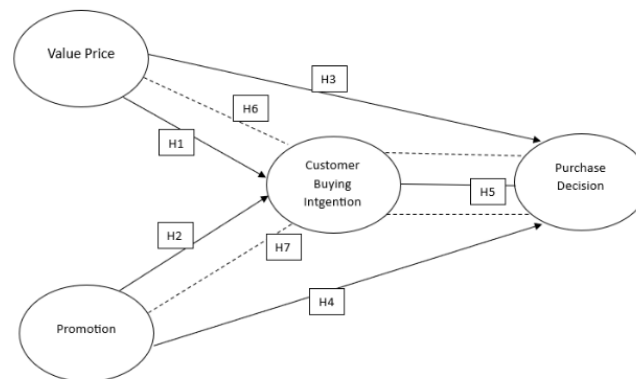


Fig. 1. Research model

4. RESEARCH METHOD

The data analysis technique used in this research is quantitative analysis, facilitated by the SmartPLS 4 application, with questionnaires as the data collection technique. The subjects of this study are consumers of OTI Fried Chicken, while the research objects include value price, promotion, customer buying intention, and purchase decision. The population consists of all OTI Fried Chicken consumers. The sample size for this research is 100 OTI Fried Chicken consumers.

5. Results

5.1 Pretest Validity and Reliability Test

In this study, the validity test uses the outer loading and average variance extracted (AVE). It meets the criteria for convergent validity if the AVE value is 0.5. Composite reliability is used to test reliability, with the composite reliability of each variable required to be above 0.6. All sample instruments are declared valid and reliable, as can be seen from Table 1 that the values meet the requirements.

Table 1. Factor Loading Value, Cronbachs Alpha, Composite Reliability, Average Variance Extracted(AVE)

Variabel	Item Pengukuran	Outer Loading	Cronbachs Alpha	Composite Reliability	AVE
Value Price	VP1	0.777	0.858	0.858	0.638
	VP2	0.842			
	VP3	0.809			
	VP4	0.769			
	VP5	0.794			
Promotion	PRM1	0.770	0.863	0.864	0.647
	PRM2	0.770			
	PRM3	0.850			
	PRM4	0.808			
	PRM5	0.821			
Customer Buying Intention	CBI1	0.600	0.878	0.882	0.684
	CBI2	0.854			
	CBI3	0.836			
	CBI4	0.895			
	CBI5	0.912			
Purchase Decision	PD1	0.788	0.839	0.842	0.608
	PD2	0.807			
	PD3	0.718			
	PD4	0.787			
	PD5	0.796			

The testing of the acceptance of the proposed hypotheses, developed previously, is presented in Figure 2, which contains the complete analysis results.

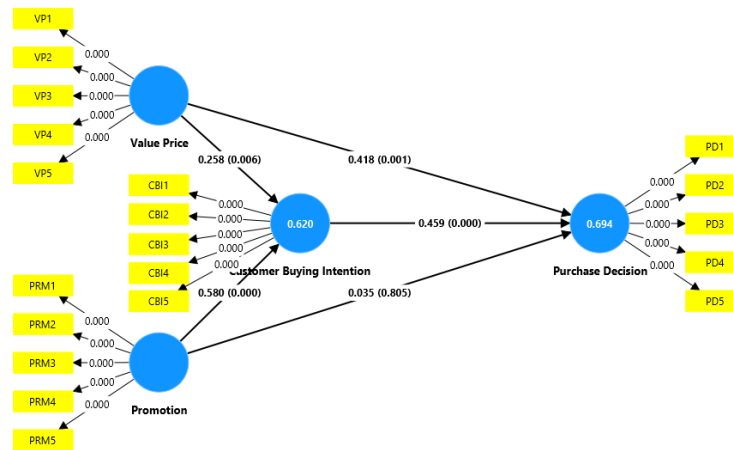


Fig. 2. Full Structural Analysis Model

From the model in Figure 2, the summary of hypothesis testing results is presented in Table 2, as follows:

Table 2. Results of Inter-Construct Correlations

Description Path	Path Coefficient	P value
$VP \rightarrow CBI$	0.258	0.006
$PRM \rightarrow CBI$	0.580	0.000
$VP \rightarrow PD$	0.418	0.001
$PRM \rightarrow PD$	0.035	0.805
$CBI \rightarrow PD$	0.459	0.000

Table 3. Mediation Testing

Description Path	Path Coefficient	P value
$VP \rightarrow CBI \rightarrow PD$	0.118	0.001
$PRM \rightarrow CBI \rightarrow PD$	0.266	0.005

Hypothesis Testing Results in This Study Can Be Answered by the Variable Relationships in Table 2

- *H1: Value Price (VP) significantly influences Customer Buying Intention (CBI).* with a path coefficient of 0.258 (P-value = 0.006), indicating a positive effect of 25.8%. Hypothesis 1 is accepted.
- *H2: Promotion (PRM) strongly impacts CBI.* with a coefficient of 0.580 (P-value = 0.000), showing a significant effect of 58%. Hypothesis 2 is accepted.
- *H3: VP significantly affects Purchase Decision (PD).* with a coefficient of 0.418 (P-value = 0.001), reflecting a 41.8% influence. Hypothesis 3 is accepted.

- *H4: PRM has an insignificant direct impact on PD.* with a coefficient of 0.035 (P-value = 0.805). Promotion alone does not strongly affect the purchase decision. Hypothesis 4 is accepted.
- *H5: CBI significantly drives PD.* with a coefficient of 0.459 (P-value = 0.000), contributing 45.9% to the decision-making process. Hypothesis 5 is accepted.

Indirect Influence (Mediation)

- *H6: CBI mediates the effect of VP on PD,* with an indirect influence of 11.8% (coefficient 0.118, P-value = 0.001). VP impacts PD more effectively through CBI. Hypothesis 6 is accepted.
- *H7: CBI mediates PRM's effect on PD,* with an indirect influence of 26.6% (coefficient 0.266, P-value = 0.005). PRM is more effective on PD via CBI. Hypothesis 7 is accepted..

Tabel 4. Goodness of Fit for the Structural Model.

Criteria	Parameter	Rule Of Thumb
Average path coefficient (APC)	0.349, P<0.001	Acceptable P <0.05
Average R-squared (ARS)	0.653, P<0.001	Acceptable P <0.05
Average adjusted R-squared (AARS)	0.644, P<0.001	Acceptable P <0.05
Average block VIF (AVIF)	2.435	Acceptable if ≤ 5 , ideally ≤ 3.3
Average full collinearity VIF (AFVIF)	2.965	Acceptable if ≤ 5 , ideally ≤ 3.3
Tenenhaus GoF (GoF)	0.649	small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36
Simpson's paradox ratio (SPR)	1	acceptable if ≥ 0.7 , ideally = 1
R-squared contribution ratio (RSCR)	1	acceptable if ≥ 0.9 , ideally = 1
Statistical suppression ratio (SSR)	1	acceptable if ≥ 0.7
Nonlinear bivariate causality ratio	1	acceptable if ≥ 0.7

The suitability of this research model is good. The AVIF and AFVIF values are both <3.3 , indicating that the collinearity among the predictor variables is acceptable. The model fit is acceptable with a GoF (Goodness of Fit) of 0.649, which is greater than the threshold of 0.1. The Simpson's paradox ratio, R-squared contribution ratio, statistical suppression ratio, and the result of the non-linear bivariate causal direction ratio for this model are all 1, which means that there are no issues with causality.

6. DISCUSSION

Consumer buying intention plays an important role in purchase decisions and is influenced by value pricing and promotions. Research shows that value pricing has a significant direct impact on purchase decisions, while promotions indirectly influence them by increasing buying intention. Buying intention acts as a mediator that strengthens the relationship between value pricing, promotions, and purchase decisions.

OTI Fried Chicken's marketing strategy should focus on competitive pricing and attractive promotions to enhance buying intention, thereby driving purchase decisions. This research emphasizes the importance of buying intention as a key factor in increasing sales and customer satisfaction.

Limitation and Implication. This study faces several limitations. First, the research is geographically limited to Semarang, which may affect the generalizability of the findings to other regions. Second, the study is restricted to OTI Fried Chicken, specifically within the fast-food sector, which may limit the applicability of the results to other types of businesses. Third, the data collection was conducted using an online questionnaire with only four variables and a five-point scale, which may restrict the depth and nuance of the responses. Additionally, the analysis was constrained by the capabilities of SmartPLS 4. Future research could address these limitations by exploring different geographical areas, varying business sectors, and employing more diverse and comprehensive measurement tools.

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