THE INFLUENCE OF SALES PROMOTIONS ON PURCHASING DECISION GENERATOR SET (GENSET) WITH BRAND AWARENESS AS A MEDIATION VARIABLE

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ABSTRACT

This study analyzes the influence of sales promotions on purchasing decisions generator set (genset) with brand awareness as a mediating variable. The purpose of this study was to examine the sales promotion and brand awareness on purchase decisions in PT. Putra Jaya Indonesia, as well as examine the effect of sales promotion on purchase decisions with brand awareness as a mediating variable in PT. Putra Jaya Indonesia. The population in this study are all consumers who have made a purchase generator sets (gensets) at PT. Putra Jaya Indonesia. Data collection techniques used are questionnaire with likert scale, validity, and reliability. The analysis technique used is path analysis were processed using regression analysis with intervening variables. The results of this study show that sales promotions are directly and partially have significant and positive influence on consumer purchasing decisions for products genset PT Putra Jaya Indonesia. Brand awareness directly and partially has a positive and significant impact on consumer purchasing decisions for products genset PT Putra Jaya Indonesia. In addition, Effect of sales promotion conducted by PT Putra Jaya Indonesia on consumer purchasing decisions through brand awareness as a mediating variable.

Keywords: sales promotions, purchasing decisions, brand awareness

INTRODUCTION

Electrical energy is inseparable from everyday human life. Electrical energy is a means of production and means of daily life is very important in an effort to achieve development targets. Electricity demand has grown at an average of 7.1 percent per year since the end of the 2000s from 134.6 TWh in 2009 to 202.8 TWh in 2015.6 The islands of Java and Bali account for about three-quarters of Indonesia’s power consumption. At the end of 2015, Indonesia’s total power generation capacity was 55.5 GW, of which 70 percent was owned by PLN, 21 percent procured by PLN from contracted Independent Power Producers (IPPs) and the rest by private power utilities and captive power plants. Power capacity has doubled over the past decade (Cornot-Gandolphe, S, 2017). This reality is not balanced with the construction of adequate power plants due to large and long-term costs. So the crisis of this tendency continues prolonged (www.kaskus.co.id, 2014).

Java Island is one of East Java Province is one of the islands that have high electrical energy needs. Based on data from BPS and EMR, the use of electric energy in East Java Province in each household based on the main source of lighting in the period 2010-2014 shows that the energy needed by households in East Java based on the main lighting source in 2010 was 98.97% of electricity and 1.03% non electricity, in 2011 amounted to 99.30% of electricity and 0.70% non electricity, in 2012 99.57% of electricity and 0.43% non electricity, in 2013 of 99.70% electricity and 0.33% non electricity, and in 2014 99.90% electricity and 0.23% non electricity. The data shows that within the period of 2010-2014 the use of electricity in East Java
households continues to increase, while the use of primary sources of non-electric lighting continues to decline. This condition indicates that the greater the number of electric energy users in East Java (Bappeda East Java Province, 2015).

The power crisis that has not yet been found the solution has two sides of meaning. First, the concern is that fossils cannot be developed so that they will eventually run out, while people have a tendency to use electrical energy to support their activities. Second, the opportunity of this electrical energy crisis led to the initiative of certain parties to create a tool that is named generator set. The generator set is defined as a tool that can produce electrical energy from mechanical energy sources in the form of electromagnetic induction (www.kaskus.co.id, 2014).

Generator set business opportunities have a market share consisting of micro businesses including households and companies in remote areas. Some micro businesses that require generators such as telephone stalls cafe, confection, home industry, photocopy, restaurant including wedding venue. For households such as households with small children or babies and home air conditioners (www.kaskus.co.id, 2014).

One of the companies engaged in the provision of generators is Putra Jaya Indonesia (PJI) As a distributor, PJI is required to have its own strategy in the sale of generator products in order to survive and even grow in the midst of competition in the field of generator business, PJI product quality is quite good with the price which can compete with other companies by prioritizing after sales. One of the steps taken by the PJI in marketing their products by promoting both online and offline. The results of a survey conducted by PJI indicate that the majority of responses are interested in the promotion.

Promotion is one factor that can support the success of a sale. Promotion is an effort made to direct a person to get to know the company's product, to understand it, to change attitudes, to love, to believe, and to finally make a purchase and to always remember the product in mind (Tjiptono 1997: 219 in Giri and Jatra, 2014). Promotion is also defined as a seller and buyer communication that aims to change attitudes and behavior of buyers who previously did not know to be familiar so that buyers have the perception and memory of the product being introduced (Saladin, 2003 in Yudhiartika and Haryanto, 2012).

The thing known and remembered by the consumer of a new product is the brand of the product. While consumers who know and remember the brand is said to have had brand awareness (brand awareness). Brand awareness is a marketing concept that measures consumer knowledge about the existence of a brand (Yudhiartika and Haryanto, 2012). Brand awareness plays an important role in consumer purchasing decisions because consumers have a tendency to buy familiar or better-known products (Gunawan and Dharmayanti, 2014). The existence of brand awareness in consumers will encourage them to actualize the tendency to decide to buy or not to buy a product with a brand know it. Purchasing decision is a decision-making process conducted by the consumer before making a purchase of products offered or required by consumers (Yudhiartika and Haryanto, 2012). According to Giri and Jatra (2014) the decision to purchase a product in the consumer requires a process. The decision-making process begins with problem recognition, information retrieval, evaluation of some alternatives which then elicits purchasing decisions and may affect post-purchase behavior.

Previous research conducted by Yudhiartika and Haryanto (2012) has shown the result that promotion has a positive effect on brand awareness, and brand awareness has a positive effect on purchase intention. The purchase intention in research Yudhiartika and Haryanto (2012) is defined as a process of consumer decision making to a product. The results of research on the influence of promotion on purchasing decisions are also mentioned by Giri and Jatra (2014) with the results of his research indicating that the promotion has a significant positive effect on purchasing decisions.

LITERATURE REVIEW

Business to Government (B2G)

Business to Government is a business relationship between company and government (Oetomo, et al, 2011: 22). The same opinion was put forward by Gupta that Business to Government is a trade between companies and public sector organizations (government agencies) (Gupta, 2014). Another idea of B2G is proposed by Nemat (2011) which explains B2G is a derivative of B2B
marketing as public sector marketing, which includes marketing of products and services for various government needs through integrated marketing communications techniques such as public relations, branding, communications marketing, advertising, and communication through the website.

Characteristics of the B2G business model as follows (Sekerin et al, 2014):

1. Final consumers: SOEs, government agencies, or ministries.
2. Consumer motivation: rational encouragement
3. Process innovation process: medium or low.
4. Key factors of consumer motivation: organizational tasks, motivation to gain appreciation from the organization, and the possibility of taking risks for corruption.
5. Purchase decision process: formal through legislative body.
6. Target marketing: plan the proposal according to the factors that determine the minimum purchase and price.

**Purchase Decision**

According to Kotler & Keller (2012), the purchase decision is one of the evaluation stage performed by a consumer of the product to be bought. Purchasing decisions are also defined as the process by which consumers make decisions to purchase products and brands starting with the introduction of needs, information searching, information evaluation, making purchases and then evaluating decisions after buying (Wibowo & Karimah, 2012). Aditia & Suhaji (2012) defines purchasing decisions as consumers' understanding of the wants and needs of a product by assessing from existing sources by setting purchasing objectives and identifying alternatives so that decision making to purchase is accompanied by behavior after making a purchase.

**Promotion**

Promotion in its activities requires facilities and infrastructure, which is an effective way for information about the presence of a product or service, can be up to the consumer. The existence of promotions, manufacturers or distributors would expect an increase in sales figures. Promotion is a long-term and short-term incentive in promotional activities to stimulate the purchase of a product in a variety of ways (Santi, 2014). Promotion is essentially marketing communication which means marketing activities that seek to disseminate information, influence and remind the target market of the company and the resulting product in order to be willing to accept, buy and use the products offered by the company (Neha & Manoj, 2013). Suresh (2015) explains that the promotional activity is an effort or activity of the company in influencing consumers to be willing to make purchases of products offered for the present and the future. Promotion is also a corporate initiative that aims to drive increased sales (Yudhiartika & Haryanto, 2012). Based on the understanding described by some experts, it can be explained that the promotion is an initiative which is then applied in the form of efforts aimed at increasing the sales of a company's products.

**Brand Awareness**

Brand awareness is the ability of prospective buyers to recognize and recall that the brand is part of a particular brand category (Gunawan, 2014). Consciousness illustrates the existence of brands in the minds of consumers who have a key role in brand equity. Awareness of a brand can affect consumer perceptions and behavior. If consumer awareness of a brand is low, it can be explained that the brand equity known to consumers is also low (Durianto et al, 2010). Awareness refers to the power of a brand in the mind of the consumer. Increased awareness is one way to grow the market share of a brand. In a brand, brand awareness has a role that depends on the level of awareness achieved by a brand (Gunawan, 2014). Durianto (2010) explains that the role of brand awareness in helping the brand can be understood by examining the way of brand awareness creates a value. Brand awareness lies in the range between an uncertain feeling towards the introduction of a brand to the feeling that the brand is the only one in the class of the product. Consecutive level of brand awareness can be described in a pyramid following (Durianto, 2010):
The Influence of Brand Awareness on Purchase Decision
Brand awareness is the ability of potential customers to recall and recognize a product. Brand awareness explains a product has the power to influence consumer behavior to recognize the product. This explains that if the prospective consumer's awareness about the brand of a product is low then most likely the prospective consumer does not know about the equity of the goods concerned (Durianto, et al, 2010). The above description explains that theoretically brand awareness or brand awareness has an influence on purchasing decisions made by consumers. This condition can be shown when the consumer has a high brand awareness on a brand then the product will be the first option to be chosen by the consumer (Gunawan, 2014). As explained by Malik (2013) that brand awareness possessed by potential consumers have a direct and significant influence on consumer purchase intentions.

Influence of Promotion on Purchase Decision
In theory promotion and purchasing decisions have a relationship. When a company does not promote the product it produces, the consumer does not get information about the product, so the consumer will not buy the product. Conversely, when companies conduct promotional activities with appropriate strategies and frequent intensity then consumers will have information about the product concerned so as to improve the purchase decision of the product. This statement is supported by the results of research conducted by Malik (2014) which explains that the promotion has a positive and significant influence on consumer purchasing decisions. The most dominant form of promotion can influence consumer purchasing decisions is the provision of purchase bonuses, product competitions and ways of offering products that appeal to consumers (Neha & Manoj, 2013).

The Influence of Promotion on Purchase Decision with Brand Awareness as Mediation Variable
Promotion is one of the critical success factors of a marketing program, regardless of the quality of a product, if the consumer has never heard it and is not convinced that the product will be useful to them, then they will never buy it (Widaningsih, 2014). Another explanation says promotions describe incentives and rewards for getting customers to buy the company's goods now rather than later. The descriptions of both opinions indicate the promotion may influence the purchase decision. Promotion, on the one hand, can also affect brand awareness as said by Yudhiartika and Haryanto (2012) this unique and creative promotion can create awareness of the brand of the product. Brand awareness can also influence purchasing decisions. Brand awareness is a buyer's ability to recall that a brand he or she remembers is part of a particular product so that the consumer will buy the product he or she remembers (Dharma, 2015).
Research Hypothesis
Sharing and discussion of the issues posed in this research also includes the research that has been presented above, then the hypothesis proposed in this study are as follows:

\( H_1 \): Promotion has significant effect on Purchase decision.

\( H_2 \): Brand Awareness has a significant effect on Purchase decision.

\( H_3 \): Promotion has significant effect on Purchase decision with Brand Awareness as a mediation variable.

RESEARCH METHODS
This research uses a kind of causal research with quantitative approach. In causal research will be directed into one or more other variables (Rizan, 2014). This research uses a survey method based on research that is related to human behavior, work process, natural phenomenon, and respondent that is not too big (Sugiyono, 2012). Then in this study are all consumers who have made a generator set (generator set) in PT. Putra Jaya Indonesia. The sample in this study are all users who have made a generator set at PT. Putra Jaya Indonesia during the period of January 2015 to February 2016.

Data processing technique in this research is the direct approach or direct approach. Data obtained in this study by using questionnaires. Variable in this research is a promotion (X). While the intervening variable which at this time is a brand awareness (Z). And the dependent variable which is currently a purchase decision (Y).

Before performing the data analysis, the data must be ascertained as valid and reliable. Perform analysis that can be done by using the instrument validity test and instrument reliability test. Validity test is done by looking at the product event of Pearson (r), while reliability test will be done by using Cronbach's alpha (\( \alpha \)) statistic test with the condition that the alpha (\( \alpha \)) variable is above 0.6.

Data analysis techniques in this study consist of 4 stages, First Line Analysis, Classic Assumption Test, Hypothesis Testing and Indirect Direct Effect. Path analysis (path analysis) is processed by using regression analysis with an intervening variable. Analysis of model paths used as follows:

\[ Z = \beta_1 X + e \]

Information: \( Z \) = Brand Awareness, \( B \) = Regression coefficient, \( X \) = Promotion.

The equations of hypotheses 2 and 3 use the equation formula as follows: (Nar Herrhyanto, 2012):
Information: \( Y = \beta_0 X + \beta_1 Z + \epsilon \)

Furthermore, the classical assumption test consists of (normality test, multicolinearity test, autocorrelation test, and linearity test and heterokedastisity test). The third test is hypothesis testing using \( t \) test and \( F \) test and last is using direct indirect effect which aims to know the direct and indirect effect.

**FINDINGS**

Validity test

Validity test is used to see the accuracy of the instrument used in the study. The instrument is said to be valid if the value of \( r_{\text{result}} > r_{\text{table}} \). In this study, the variables analyzed consist of three variables, namely promotion, brand awareness, and purchasing decisions. The following test results validity of the state that represents the promotion variable (X).

<table>
<thead>
<tr>
<th>Variable</th>
<th>Item Question</th>
<th>Pearson Correlation</th>
<th>Significance Pearson Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion (X)</td>
<td>PT Putra Jaya Indonesia provide coupons discounts</td>
<td>0,8 62</td>
<td>0,00 0</td>
</tr>
<tr>
<td></td>
<td>PT Putra Jaya Indonesia give a gift interesting on every make a purchase sense</td>
<td>0,8 42</td>
<td>0,00 0</td>
</tr>
<tr>
<td></td>
<td>Installation bids free make me interested to know more about Generator set products</td>
<td>0,7 76</td>
<td>0,00 0</td>
</tr>
<tr>
<td></td>
<td>Advertising about PT Putra Jaya Indonesia at very mass media interesting</td>
<td>0,7 19</td>
<td>0,00 0</td>
</tr>
</tbody>
</table>

Based on the results of the validity test shown in Table 1, it is known that the significance value of Pearson correlation shown in the four statements representing the promotion variable (X) has a value less than the critical value used, ie 0.05 (\( \alpha = 5\% \)). So it can be collected that every statement used to describe promotional variable (X) is a valid statement.

Next test results validity on variable brand awareness (Z) yang shown in Table 2 below:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Item Question</th>
<th>Pearson Correlation</th>
<th>Significance Pearson Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Generator set is wrong one best product from PT Putra Jaya</td>
<td>0,8 24</td>
<td>0,00 0</td>
</tr>
</tbody>
</table>
When I hear about generator set, then PJI brand is wrong one brand is on my mind.

PJI is a brand very familiar generator set with me.

PJI brand more quality compared other brands.

When I hear about generator set, then PJI brand is wrong one brand is on my mind.

PJI is a brand very familiar generator set with me.

PJI brand more quality compared other brands.

Based on the results of the validity test shown in Table 2, it is known that the value of the significance of Pearson correlation shown in the four statements representing the variable brand awareness (Z) has a value less than the critical value used is 0.05 (α = 5%). So it can be collected that each statement used to explain the variable brand awareness (Z) is a valid statement.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Item Question</th>
<th>Pearson Value Correlation</th>
<th>Significance Pearson Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Decision (Y)</td>
<td>Purchase of generator products to meet needs</td>
<td>0,8</td>
<td>0,00</td>
</tr>
<tr>
<td>Purchase Decision (Y)</td>
<td>I am looking for information to a friend who already using generator set products</td>
<td>0,8</td>
<td>0,00</td>
</tr>
<tr>
<td>Purchase Decision (Y)</td>
<td>From various information about brands generator set I decided to select generator PJI brand</td>
<td>0,8</td>
<td>0,00</td>
</tr>
<tr>
<td>Purchase Decision (Y)</td>
<td>Generator set of PJI brand is the main choice when i buy brand genset</td>
<td>0,8</td>
<td>0,00</td>
</tr>
<tr>
<td>Purchase Decision (Y)</td>
<td>I'm satisfied after using the brand generator set of PJI</td>
<td>0,8</td>
<td>0,00</td>
</tr>
</tbody>
</table>

Based on the results of the validity test shown in Table 3, it is known that the Parson correlation significance value shown in the five statements representing the purchasing decision variable (Y) has a value less than the critical value used, ie 0.05 (α = 5%) which means the purchase decision variable (Y) is a valid statement. Each variable tested can be said to be statistically valid so it can proceed to the reliability test.

**Reliability Test**

Here are the results of the reliability test on each variable in this study, can seen below:

| Table 4. Reliability Test Results |
Reliability test results show the value of Cronbach's alpha more than 0.600, it can be concluded that the questionnaire of this research is said to be reliable.

**Data Analysis**

**Classic Assumption Test, Hypothesis Testing, Direct-Indirect Effect**

In path analysis, this research uses two models, namely model 1 with a simple regression equation and model 2 using simple multiple regression. The processing of data models 1 and 2 can be explained below:

**Data Processing Model 1**

Statistical analysis on model 1 in this study using simple linear regression analysis, with independent variables is promotion and the dependent variable is brand awareness.

1. **Classic Assumption Test**

The classical assumption test in model 1 is done by considering normality assumption, heteroscedasticity assumption, autocorrelation assumption and linearity assumption. The assumption of multicollinearity is not tested in model 1, because the independent variable is used only 1, while the assumption of multicollinearity is the assumption that explains the correlation between independent variables. Here are the results of the classic assumption test performed on model 1.

1) **Normality**

The following test results kolmogorov-smirnov performed, shown in Figure () follows:

<table>
<thead>
<tr>
<th>Table 5. Normality Test Data Model 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>N</strong></td>
</tr>
<tr>
<td><strong>Normal Parameters^a,b</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Most Extreme Differences</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Kolmogorov-Smirnov Z</strong></td>
</tr>
<tr>
<td><strong>Asymp. Sig. (2-tailed)</strong></td>
</tr>
</tbody>
</table>

Based on the test results shown in Table 5, it is known that the significance value is shown (Asymp Sig. (2-tailed) is 0.087. If this value is more than the critical value used, ie 0.05 (α = 5%) so it can be said that the data obtained has met the assumption of normality.

2) **Heteroscedasticity.**

The regression model passed the assumption of heteroscedasticity. The following test results from the assumption of heteroscedasticity:

<table>
<thead>
<tr>
<th>Table 6. Heteroscedasticity Test Data Model 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
</tr>
<tr>
<td>Promosi</td>
</tr>
</tbody>
</table>
Based on the results of the test letter value of significance = 0.498 more than 0.05 Therefore, the regression model 1 can proceed to the next classical assumption test, namely testing the assumption of autocorrelation.

3) Autocorrelation
This study uses the durbin watson test. The following test results durbin watson has been done.

<table>
<thead>
<tr>
<th>Table 7. Durbin Watson Data Model 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>The value of Durbin Watson</td>
</tr>
<tr>
<td>du</td>
</tr>
<tr>
<td>1,913</td>
</tr>
<tr>
<td>4-du</td>
</tr>
<tr>
<td>1,4894</td>
</tr>
<tr>
<td>2,5106</td>
</tr>
</tbody>
</table>

Based on the test results Durbin Watson note that the value of Durbin Watson obtained is between the du and the value of 4-du. So it can be concluded that the regression model used in this study passed the assumption of autocorrelation.

4) Linearity
The following test results linearity assumptions are shown in the following table:

<table>
<thead>
<tr>
<th>Table 8. Linearity Data Model 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>df</td>
</tr>
<tr>
<td>Brand awareness *Promotion</td>
</tr>
<tr>
<td>29</td>
</tr>
<tr>
<td>1,722</td>
</tr>
<tr>
<td>0,178</td>
</tr>
</tbody>
</table>

Based on the test results note that the significance value shown is greater than the critical value used, ie 0.05 (α = 5%). These results explain that the model 1 used in this study passed the assumption of linearity.

Based on the results of the classical assumption test as a whole, that in model one can be said the regression model 1 used in this study has passed the classical assumption test.

2. Hypothesis Testing Model 1
Hypothesis testing performed on regression model 1 using simple linear regression analysis with test results presented in Table 9. The following:

<table>
<thead>
<tr>
<th>Table 9. Results of Multiple Linear Regression Testing Data Model 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>Promosi</td>
</tr>
</tbody>
</table>

1) The value of the coefficient of promotion (X) is known at 0.842, meaning that when the promotion variables change one unit, the brand awareness will increase the value of 0.842. So it can be explained that when the promotion has increased it will be followed by an increase in brand awareness of the consumer product generator set PT Putra Jaya Indonesia.

2) Based on the results of Test t and Test F shows promotional variables (X1) has a significance value of 0.000 smaller than 0.05 So it can be said that the promotion has a significant effect on purchasing decisions.

3) The value of R-squared is 0.699. The value of R-squared explains that the promotion ability in explaining brand awareness is 69%. Then the remaining value, ie 31% is explained by variables other than promotions not included in model 1.
**Data Processing Model 2**

Next is to do a statistical analysis on model 2 by using multiple linear regression analysis. The dependent variable used is the purchase decision and the independent variable used is promotion and brand awareness.

1. **Classic Assumption Test**

   In model 2, the classical assumption test is done by taking into account five classical assumptions, consisting of normality assumptions, heteroscedasticity assumptions, multicollinearity assumptions, autocorrelation assumptions and linearity assumptions. Here are the results of classic assumption testing performed on model 2.

   1) **Normality**

   The following test results Kolmogorov-Smirnov performed, shown in Table 10 follows:

   ![Table 10. Normality Test Data Model 2](image)

   Based on the test results shown in Table 5.16, it is known that the significance value shown (Asymp Sig. (2-tailed)) is 0.200, which means the data has met the assumption of normality.

   2) **Heteroscedasticity**

   Test results from the assumption of Heteroscedasticity in model 2 can be seen in the table below.

   ![Table 11. Heteroscedasticity Test Data Model 2](image)

   Promotion does not meet the assumption of heteroscedasticity because the significance value of 0.028 is less than 0.05. But the value is > 0.01, so it can be said there is no heteroscedasticity at the level of 0.01. Therefore, the regression model 2 can proceed to the next classical assumption test, ie testing autocorrelation assumptions.

   3) **Multicollinearity**

   Here are the results of multicollinearity testing that has been done can seen in the table below:

   ![Table 12. Multicollinearity Test Data Model 2](image)

   VIF values obtained by each independent variable from this study indicate that the VIF value is less than 10. So it can be concluded that the model 2 used in this study is free from multicollinearity.

   4) **Autocorrelation**
The following test results Durbin Watson has been done can be seen in the table below:

Table 13. Durbin Watson Test Data Model 2

<table>
<thead>
<tr>
<th>The value of Durbin Watson</th>
<th>Durbin Watson table</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>du</td>
</tr>
<tr>
<td>1,970</td>
<td>1,566</td>
</tr>
</tbody>
</table>

The value of Durbin Watson obtained is between the du and the 4-du values indicating that the regression model used in this study passes the autocorrelation assumption.

5) Linearity

The following test results linearity assumptions shown in Table 14 follows:

Table 14. Linearity Data Model 2

<table>
<thead>
<tr>
<th>Purchase Decision *Promotion</th>
<th>df</th>
<th>F</th>
<th>significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Decision *Brand awareness</td>
<td>24</td>
<td>2,257</td>
<td>0.093</td>
</tr>
<tr>
<td>Purchase Decision *Brand awareness</td>
<td></td>
<td></td>
<td>0.208</td>
</tr>
</tbody>
</table>

Based on the test results shown in Table 5.19, it is known that the significance value is greater than the critical value used, i.e., 0.05 (α = 5%). These results explain that the model 2 used in this study passed the assumption of linearity.

Referring to the result of the classic assumption test as a whole in model 2, it is known that regression 2 mode used in this research has passed the classical assumption test. So that model 2 can be continued analysis to test the hypothesis which is the relationship between variables.

2. Hypothesis Testing Model 2

Hypothesis testing performed on regression model 2 using multiple linear regression analysis with test results presented in Table 15 Following:

Table 15. Results of Multiple Linear Regression Testing Model 2

<table>
<thead>
<tr>
<th>Model (Constant)</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>Promosi</td>
<td>.439</td>
<td>.185</td>
<td>.376</td>
<td>2.373</td>
</tr>
<tr>
<td>Brand awareness</td>
<td>.570</td>
<td>.163</td>
<td>.555</td>
<td>3.502</td>
</tr>
</tbody>
</table>

Based on the results of the analysis shown in Table 15, it is known that the regression equation obtained is as follows: Y = 0.376X + 0.555Z. So that can be explained by the influence of promotion, brand awareness of the purchase decision as follows:

1. The value of coefficient on promotion (X) is known at 0.376, so it can be explained that when the promotion is increased it will be followed by an increase in brand awareness of the consumer product generator PT Putra Jaya Indonesia.

2. The value of the coefficient on brand awareness (Z) is known at 0.555, which explains that when the brand awareness variables change one unit, then consumer purchasing decisions will increase the value of 0.555 with the assumption that the value of promotional variables is considered constant. So it can be explained that when the consumer brand awareness is increased then it will be followed by an increase in consumer purchasing decisions on generator products PT Putra Jaya Indonesia.

3. The value of R-squared is 0.800. R-squared value explains that the ability of promotion and brand awareness in explaining consumer purchasing decisions is equal to 80%. Then
the remaining value, which is 20% is explained by variables other than promotion and brand awareness not included in model 2.

4. The t-test results show promotional variables (X) and Brand Awareness (Z) each having a significance value of 0.025 and 0.02 which is smaller than 0.05. So it can be said that promotion and Brand Awareness individually (partial) significant effect on purchasing decisions F Test Result shows F significance value that is equal to 0.0000. Where the value is less than the critical value (α = 5%) so it can be concluded that the promotion and brand awareness in model 2 simultaneously have a significant influence on consumer purchasing decisions.

**Direct-Indirect Effect**

Testing of path analysis is done by determining the indirect influence of the existing analysis model first. To know the indirect effect is calculated by multiplying the coefficient of the path of direct influence that is passed. The model of analysis is as follows:

\[
\begin{align*}
\text{Promotion} & \rightarrow \text{Purchase Decision} \quad 0,376 \\
\text{Promotion} & \rightarrow \text{Brand awareness} \quad 0,840 \\
\text{Direct effect Brand awareness} & \rightarrow \text{Purchase Decision} \quad 0,555
\end{align*}
\]

Indirect effect = 0,555 x 0,840 = 0,466

Then the results of the calculations are presented in the table showing the coefficients of the direct and indirect effects generated in this study:

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Dependent Variable</th>
<th>Direct Effect</th>
<th>Indirect Effect</th>
<th>Total Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness</td>
<td>Purchase Decision</td>
<td>0,555</td>
<td>(0,555) x (0,840) = 0,466</td>
<td>1,021</td>
</tr>
<tr>
<td>Promotion</td>
<td>Purchase Decision</td>
<td>0,376</td>
<td>-</td>
<td>0,376</td>
</tr>
</tbody>
</table>

These results explain that the variable brand awareness in this study proved to have a role as a mediator between the influence of promotion of consumer purchasing decisions. So it can be stated that the hypothesis 3 proposed in this study is acceptable.
DISCUSSION

Influence of Promotion on Purchasing Decision at PT. Putra Jaya Indonesia

Based on the results of the statistical analysis that has been done in the previous section, it is known that the promotion has a direct and significant influence on consumer purchasing decisions will be generator products offered by PT Putra Jaya Indonesia. Consumer purchasing decisions are theoretically one of the evaluation phases done by consumers of a product that will be purchased (Kotler & Keller, 2012). Where in evaluating there are many factors that can influence consumer purchase decision, where one of them is a promotion. Similar results are also shown by research conducted by Malik (2014) that promotion has a positive and significant influence on consumer purchasing decisions. The results of this study also prove the statement expressed by Santi (2014) that promotion is a form of communication, incentives, and persuasion to prospective consumers to be able to direct consumers to buy products offered.

The influence of Brand awareness in Purchasing Decision at PT. Putra Jaya Indonesia

Based on the results of research that has been done is known that brand awareness has a direct and significant influence on consumer purchasing decisions will be generator products offered by PT Putra Jaya Indonesia. As stated by Durianto, et. al (2010) that the awareness of prospective consumers about the brand of a product is low then it is likely that prospective customers do not know about the equity of the goods concerned. This then encourages consumers to not make purchases of the product concerned. Gunawan (2014) adds that brand awareness is the first option that consumers choose before purchasing a product. Further explained by Gunawan (2014) that brand awareness is one important factor that can increase consumer buying interest in a product.

Influence of Promotion To Purchase Decision With Brand Awareness As Variable Mediation at PT. Putra Jaya Indonesia

Based on the results of the statistical analysis that has been done, known comparison of direct and indirect influence between promotion of purchasing decisions a greater value indirect influence through brand awareness as a variable mediation. Where the coefficient value shown on indirect influence between promotion variable to purchase decision is equal to 0,466, whereas the coefficient value is shown the indirect influence of promotion on consumer purchase decision is equal to 0,376. This explains that brand awareness has a role as a mediator in the influence of promotion of consumer purchasing decisions will product generator PT Putra Jaya Indonesia. Where this brand awareness according to Dharma (2015) is the ability owned by consumers to be able to recall the brand that is part of a certain product, then when consumers can remember well about the brand of the product, then the consumer will have a tendency to buy the product he remembers. The above statement is also supported by opinions submitted by Widianingsih (2014) that consumers will never buy products that have not been heard or even recognized. Therefore, to be able to persuade potential consumers to recognize the generator product offered by PT Putra Jaya Indonesia, an attractive and high-intensity promotion can support the introduction of the product.

CONCLUSION

Based on the results of the analysis and discussion that have been described in the previous section, the conclusions of this study can be described as follows:

1. Direct and partial promotions have a significant and positive influence on consumer purchasing decisions on PT Putra Jaya Indonesia's generator product. These results explain that the more PT Putra Jaya Indonesia promotes a high level of intensity and attractive format can affect the increase in consumer tendency to purchase generators PT Putra Jaya Indonesia.

2. Brand awareness directly and partially has a positive and significant influence on consumer purchasing decisions will product generator PT Putra Jaya Indonesia. This result explains that the increasing brand awareness of consumers of PT Putra Jaya Indonesia generator product can increase consumer's tendency to purchase a generator.

3. The influence of promotion by PT Putra Jaya Indonesia on consumer purchasing decision through brand awareness as mediation variable shows a higher coefficient value from the direct influence of promotion to consumer purchasing decision. So it can be explained that
brand awareness has important roles in mediating promotions to create increased consumer tendency to purchase generators PT Putra Jaya Indonesia.

REFERENCE


