The Effect of Sales Promotion on Buying Interest in E-Commerce Shopee with Trust as Intervening Variable

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Abstract
This study aims to determine the effect of sales promotion on buying interest with trust as an intervening variable. Data was collected by giving questionnaires to 80 students as respondents. The data analysis technique used is multiple linear regression analysis and path analysis . Testing the first hypothesis, it can be seen that tcount (2.580) > ttable (1.994), as well as the significance value of 0.01 <0.05, it can be concluded that the first hypothesis is accepted, meaning that the promotion variable (X) has a positive and significant effect on trust (Z). (2) Testing the second hypothesis, it can be seen that tcount (1.451) < ttable (1.994), and the significance value is 0.15 > 0.05, it can be concluded that the second hypothesis is rejected, meaning that promotion (X) has no positive and insignificant effect on buying interest (Y). (3) Testing the second hypothesis, it can be seen that tcount (3.575) > ttable (1.994), and the significance value is 0.00 <0.05, it can be concluded that the third hypothesis is accepted, meaning that trust (Z) has a positive and significant effect on buying interest. (Y). (4) Path analysis test shows the direct effect of variable X on variable Y of 0.163. Meanwhile, the indirect effect through the Z variable is 0.299 x 0.402 = 0.120. From the calculation results obtained, the indirect effect through the Z variable is smaller than the direct effect on the Y variable.
Keywords: Promotion, Packaging and buying interest

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I.   Introduction

The development of internet users encourages significant potential for the creation of online shopping. Online stores or online shopping in Indonesia are growing rapidly and rapidly. Now Indonesia is one of the trending countries with online stores. One of the most famous product items sold online is fashion products. Through online shopping, buyers can see the various products offered directly through the promoted website before the buyer decides to buy it. Online shopping or what is often referred to as an online shop is a new form of communication activity that does not require direct face-to-face communication, but can be done separately from all corners of the world through computers, notebooks, or mobile phones connected to internet access services.

According to Buchari Alma (2012: 179) promotion is a kind of communication that gives explanations that convince potential consumers about goods and services, promotional activities are a communication activity between buyers and sellers regarding the existence of products and services, convincing, persuading and increasing returns to products. and services thereby influencing attitudes and behaviors that encourage exchange in marketing. With the promotion, there are many benefits that can be obtained from both the buyer and seller side when making purchases with an online system, one of which is product marketing can reach customers throughout the region both in Java and even outside Java and can easily market products sold at a lower cost. inexpensive.

The fact that is currently happening The latest trend of today's society is a practical shopping lifestyle, most people are interested in clothes online because the models are very good and attractive. The following is student data using shopee products in the 6th semester student environment.

A.   Problem Formulation

In connection with the above, the problems to be answered in this study are:
1.   Does Sales Promotion affect buying interest in Shopee E-commerce for STIE Bina Karya Tebing Tinggi students?
2.   Does Sales Promotion Affect Trust in E-commerce Shoppe for STIE Bina Karya Tebing Tinggi Students?
3.   Does trust affect buying interest at E-commerce Shoppe for STIE Bina Karya Tebing Tinggi students?

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4.   Does Sales Promotion affect buying interest in Shopee E-commerce on STIE Bina Karya Tebing Tinggi students with trust as an intervening variable?

A.   Research Objectives

The objectives of this research are:

1.   To find out how the influence of Sales Promotion on buying interest in E-commerce Shopee on STIE Bina Karya Tebing Tinggi students.

2.   To find out how the influence of Sales Promotion on Trust in Shopee E-commerce on STIE Bina Karya Tebing Tinggi students.

3.   To find out how the influence of trust on buying interest in E-commerce Shopee on STIE Bina Karya Tebing Tinggi students

4.   To find out how the influence of Sales Promotion on buying interest in E-commerce Shopee on STIE Bina Karya Tebing Tinggi students with trust as an intervening variable..

THEORETICAL BASIS

A.   Marketing Management

Marketing management is the art and science of selecting target markets and getting, keeping, and growing customers by creating, delivering and communicating superior customer value. According to (Shinta, 2011: 2). Marketing management is an effort to plan, implement (which consists of organizing, directing, coordinating) and supervising or controlling marketing activities within an organization in order to achieve organizational goals efficiently and effectively. The definition can be concluded that basically the objectives and principles of marketing management are the same, namely the activities of analyzing, implementing, controlling the programs that have been set to achieve goals and gain profits.

B.   Promotion

According to Buchari Alma (2012: 179) promotion is a kind of communication that gives explanations that convince potential consumers about goods and services, promotional activities are a communication activity between buyers and sellers regarding the existence of products and services, convincing, persuading and increasing returns to products. and services thereby influencing attitudes and behaviors that encourage exchange in marketing. With the promotion, there are many benefits that can be obtained from both the buyer and seller side when making purchases with an online system, one of which is product marketing can reach customers throughout the region both in Java and even outside Java and can easily market products sold at a lower cost. inexpensive.

C.   Consumer Trust

According to Kotler & Keller (2012: 225) said that, "Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence. Trust depends on a number of interpersonal and interorganizational factors, such as corporate competence, integrity, honesty and kindness. The definition explains that trust is a willingness or willingness to rely on partners involved in an exchange of trust. Willingness is the result of a belief that the parties involved in the exchange will provide consistent quality, honesty, responsibility, light-heartedness and good heart. This belief will create a close relationship between the parties involved in the exchange. From these definitions it can be explained that trust is a general expectation that is maintained by individuals whose words from one party to another can be trusted. Trust is the most important variable in building long-term relationships between one party and another.

D. Buying Interest

Durianto (2013: 58), reveals that "Purchase interest is the desire to have a product, buying interest will arise if a consumer is already affected by the quality and quality of a product, information about the product, ex: price, how to buy and the weaknesses and advantages of the product. compared to other brands. Buying interest is the selection of two or more alternative choices which means that the condition for someone to be able to make a decision must be available various alternative choices. The decision to buy can affect how the decision-making process is carried out.

II.   Research Methods

A.   Location and Time of Research

This research was conducted at Campus III STIE Bina Karya Jln. Diponegoro (crossroads) Tebing Tinggi. The time of this research began in January 2020 to June 2020.

B.   Population and Sample

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and drawn conclusions (Sugiyono, 2017). In this study, the population was STIE Bina Karya Tebing Tinggi students, as many as 70 people based on the results of the

Pre-Survey in the field. Sample According to (Sugiyono, 2016:81) that: "The sample is part of the number and characteristics possessed by the population. Sample measurement is a step to determine the size of the sample taken in carrying out research on an object. To determine the sample size can be done with statistics or based on research estimates. This sampling must be carried out in such a way that a sample is obtained that can truly function or can describe the actual state of the population, in other terms it must be representative. Because the target population is less than 100, the sampling technique used is the census method, where the entire population of STIE Bina Karya Tebing Tinggi students is 70 people.

C. Data Analysis Techniques
Data analysis is a desire to group, make a sequence, manipulate and abbreviate data so that it is easy to read and understand. In other words, data analysis activities are raw data that has been collected and needs to be categorized or divided into several categories or groups, abbreviated in such a way that the data can answer the problem according to the research objectives and can test hypotheses (Silaen and Widiyono, 2013).
1. Test Instrument
2. Classical Assumption Test
3. Simple Linear Regression Analysis
4. Determinant Coefficient Analysis
5. Hypothesis Test

III. Discussion
A. Test Instrument
1. Reliability Test
Reliability is an index that shows the extent to which a measuring instrument can be trusted or reliable. According to Sugiyono (2013) a factor is declared reliable if the Cronbach Alpha is greater than 0.6. Based on the results of data processing using SPSS 25.00, the following results were obtained:

Table 1 Reliability Test Results

Variable	*Cronbach Alpha*	Konstanta	Reliabilitas
Promotion (X)	0,724	0,6	Reliabel
Buying Interest (Y)	0,727	0,6	Reliabel
Trust (Z)	0,735	0,6	Reliabel

Source: Data processed (2020)

Based on the reliability test using Cronbach Alpha, all research variables are reliable/reliable because Cronbach Alpha is greater than 0.6, so the results of this study indicate that the measurement tool in this study has met the reliability test (reliable and can be used as a measuring instrument).

B. Classical Assumption Test Equation 1
The testing of classical assumptions with the SPSS 25.00 program carried out in this study includes:
Data that is normally distributed will form a straight diagonal line and plotting the residual data will be compared with a diagonal line, if the distribution of residual data is normal, the line that describes the actual data will follow the diagonal line (Ghozali, 2016). The test results using SPSS 25.00 are as follows:

Table 2 Test One Sample Kolmogorov Smirnov Test
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			70
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.70970399
Most Extreme Differences	Absolute		.102
	Positive		.102
	Negative		-.088
Test Statistic			.102
Asymp. Sig. (2-tailed)			.069[c]
Monte Carlo Sig. (2-tailed)	Sig.		.486[d]
	99% Confidence Interval	Lower Bound	.332
		Upper Bound	.640

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 70 sampled tables with starting seed 2000000.

Source: Data processed (2020)

From the output in table 4.7, it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.486. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

1.   **Heteroscedasticity Test**
        The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is one with homoscedasticity or no heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is the Glejser test, in the Glejser test, if the independent variable is statistically significant in influencing the dependent variable, then there is an indication of heteroscedasticity. On the other hand, if the independent variable is not statistically significant in influencing the dependent variable, then there is no indication of heteroscedasticity. This is observed from the significance probability above the 5% confidence level (Ghozali, 2016).
The results of data processing using SPSS 25.00 show the results in the following table:

Table 3 Glejser Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.875	1.214		1.544	.127
	Promosi_X	-.046	.100	-.056	-.459	.647

a. Dependent Variable: Abs_RES
Source: Data processed (2020

Table 3 shows in the table the product quality variable X has a significant value of 0.647, which is entirely greater than 0.050, so it can be concluded that there are no symptoms of heteroscedasticity.

C.   **Simple Linear Regression Test**
Simple linear regression test explains the magnitude of the role of promotion (X) on trust (Z). Data analysis in this study used multiple linear regression analysis using SPSS 25.0 for windows. The analysis of each variable is described in the following description:

Table 4 Simple Linear Regression Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.563	1.935		5.459	.000		
	Promosi_X	.409	.159	.299	2.580	.012	1.000	1.000

a. Dependent Variable: Trust_Z
Source: Data processed (2020)

Based on these results, the multiple linear regression equation has the formulation: $Z = a + b1X + $, so that the equation is obtained: $Z = 10,563 + 0.409X + $
The description of the simple linear regression equation above is as follows:
a.   The constant value (a) of 10,563 indicates the amount of confidence (Y1) if the promotion (X) is equal to zero.
b.   The value of the promotion regression coefficient (X) (b1) of 0.409 indicates the magnitude of the promotion role (X) on trust (Z). This means that if the promotion factor (X) increases by 1 unit of value, it is predicted that trust (Z) will increase by 0.409 units.

D.   **Coefficient of Determination (R2)**
        The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R2) is getting bigger (closer to 1), it can be said that the influence of the X variable is large on the confidence (Z). The value used to see the coefficient of determination in this study is in the adjusted R square column. This is because the adjusted R square value is not susceptible to the addition of independent variables. The value of the coefficient of determination can be seen in Table 4.10 below:

Table 5 Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.299[a]	.089	.076	1.722	1.573

a. Predictors: (Constant), Promotion_X
b. Dependent Variable: Trust_Z

Source: Data processed (2020)

Based on table 5, it can be seen that the adjusted R square value is 0.076 or 07.6%. This shows that promotion (X) can explain trust (Z) by 07.6%, the remaining 92.4% (100% - 07.6%) is explained by other variables outside this research model. Such as service, quality, and accessibility.

E.   Classical Assumption Test
The testing of classical assumptions with the SPSS 25.00 program carried out in this study includes:
1.   Normality Test
Normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016). Testing the normality of the data can be done using two methods, graphs and statistics.
Data that is normally distributed will form a straight diagonal line and plotting the residual data will be compared with a diagonal line, if the distribution of residual data is normal, the line that describes the actual data will follow the diagonal line (Ghozali, 2016). The test results using SPSS 25.00 are as follows:

Table 6 One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			70
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.56023856
Most Extreme Differences	Absolute		.089
	Positive		.089
	Negative		-.085
Test Statistic			.089
Asymp. Sig. (2-tailed)			.200[c,d]
Monte Carlo Sig. (2-tailed)	Sig.		.586[e]
	99% Confidence Interval	Lower Bound	.434
		Upper Bound	.737

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Based on 70 sampled tables with starting seed 299883525.

Source: Data processed (2020)

From the output in table 4.11 it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.914. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

2.   Multicollinearity Test
The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. The multicollinearity test in this study is seen from the tolerance value or variance inflation factor (VIF). The calculation of the tolerance value or VIF with the SPSS 25.00 program for windows can be seen in Table 7 below:

Table 7 Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	6.634	2.134		3.109	.003		
	Promosi_X	.222	.153	.163	1.451	.151	.911	1.098
	Kepercayaan_Z	.399	.111	.402	3.575	.001	.911	1.098

a. Dependent Variable: INTEREST_Beli_Y

Source: Data processed (2020)

Based on table 7, it can be seen that the tolerance value of promotion (X) is 0.911, confidence (Z) is 0.911, all of which are greater than 0.10 while the VIF value of promotion (X) is 1.098, confidence (Z) is 1.098 where all of them are smaller than 10. Based on the calculation results above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also smaller than 10 so that there is no correlation symptom in the independent variables. So it can be concluded that there is no symptom of multicollinearity between independent variables in the regression model.

3. **Heteroscedasticity Test**

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is one with homoscedasticity or no heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is the Glejser test, in the Glejser test, if the independent variable is statistically significant in influencing the dependent variable, then there is an indication of heteroscedasticity. On the other hand, if the independent variable is not statistically significant in influencing the dependent variable, then there is no indication of heteroscedasticity. This is observed from the significance probability above the 5% confidence level (Ghozali, 2016).

The results of data processing using SPSS 25.00 show the results in the following table:

Table 8 Glejser Test Results

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.189	1.426		2.237	.029
	Promotion_X	-.089	.102	-.110	-.872	.386
	Trust_Z	-.063	.074	-.106	-.840	.404

a.   Dependent Variable: Abs_RES

Source: Data processed (2020)

Table 8 shows in the table the product quality variable X has a significant value of 0.386, the buying interest variable Z has a significant value of 0.404, which is entirely greater than 0.050, so it can be concluded that there are no symptoms of heteroscedasticity.

F. **Multiple Linear Regression Test**

Multiple linear regression testing explains the magnitude of the role of promotion (X) and trust (Z) on buying interest (Y). Data analysis in this study used multiple linear regression analysis using SPSS 25.0 for windows. The analysis of each variable is described in the following description:

Table 9 Multiple Linear Regression Results

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	6.634	2.134		3.109	.003		
	Promotion_X	.222	.153	.163	1.451	.151	.911	1.098
	Trust_Z	.399	.111	.402	3.575	.001	.911	1.098

a. Dependent Variable: INTEREST_Beli_Y

Source: Data processed (2020)

Based on these results, the multiple linear regression equation has the formulation: $Y = a + b_1X + b_2Z +$, so that the equation is obtained: $Y = 6.634 + 0.222X + 0.399Z +$

The description of the multiple linear regression equation above is as follows:

a.   The constant value (a) of 6.634 indicates the amount of buying interest (Y) if promotion (X) and trust (Z) are equal to zero.

b.   The value of the promotion regression coefficient (X) (b_1) of 0.222 indicates the magnitude of the role of promotion (X) on buying interest (Y) with the assumption that the confidence variable (Z) is constant. This means that if the promotion factor (X) increases by 1 unit of value, it is predicted that buying interest (Y) will increase by 0.222 units of value with the assumption that confidence (Z) is constant.

c.   The value of the confidence regression coefficient (Z) (b_2) of 0.399 indicates the magnitude of the role of trust (Z) on buying interest (Y) with the assumption that the promotion variable (X) is constant. This means that if the confidence factor (Z) increases by 1 unit value, it is predicted that buying interest (Y) will increase by 0.399 units of value with the assumption that promotion (X) is constant.

G.   Coefficient of Determination (R2)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R2) is getting bigger (closer to 1), it can be said that the influence of the X variable is large on the confidence (Z). The value used to see the coefficient of determination in this study is in the adjusted R square column. This is because the adjusted R square value is not susceptible to the addition of independent variables. The value of the coefficient of determination can be seen in Table 4.15 below:

Table 10 Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.477^a	.228	.205	1.583	1.906

a. Predictors: (Constant), Trust_Z, Promotion_X
b. Dependent Variable: INTEREST_Beli_Y

Source: Data processed (2020)

Based on table 4.15, it can be seen that the adjusted R square value is 0.205 or 20.5%. This shows that trust (Z) and promotion (X) can explain buying interest (Y) by 20.5%. , where the independent variable belongs to the low category, the remaining 79.5% (100% - 20.5%) is explained by other variables outside this research model. Such as service, quality, and accessibility.

H.   Hypothesis Test
1.   t test (Partial)

The t statistic test is also known as the individual significance test. This test shows how far the influence of the independent variable partially on the dependent variable. In this study, partial hypothesis testing was carried out on each independent variable as shown in Table 11 below

Table 11 Partial Test (t) Equation 1
Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	10.563	1.935		5.459	.000		
	Promotion_X	.409	.159	.299	2.580	.012	1.000	1.000

a. Dependent Variable: Trust_Z

Source: Data processed (2020)

Hypothesis Testing the effect of the promotion variable (X) on the trust variable (Z).
The form of hypothesis testing based on statistics can be described as follows:
Decision Making Criteria:
a)   Accept H0 If tcount < ttable or -tcount > - ttable or Sig value. > 0.05
b)   Reject H0 If tcount ttable or -tcount - ttable or Sig. < 0.05
From table 11, the tcount value is 2,580. With = 5%, ttable (5%; nk = 68) the ttable value is 1,995. 0.01 <0.05, it can be concluded that the first hypothesis is accepted, meaning that the promotion variable (X) has a positive and significant effect on trust (Z). This research is in accordance with Amida Yulianti 1620210037 2019 STIE Multi Data Palembang. The influence of perceptions of trust, convenience, motivation and promotion offered on buying interest of e-commerce users in Palembang city students (study on shopee online stores).

Table 12 Partial Test (t) of Equation 2
Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	6.634	2.134		3.109	.003		
	Promotion_X	.222	.153	.163	1.451	.151	.911	1.098
	Trust_Z	.399	.111	.402	3.575	.001	.911	1.098

a.   Dependent Variable: INTEREST_Beli_Y

Source: Data processed (2020)
a.   Hypothesis Testing the effect of promotion (X) on buying interest (Y)
The form of hypothesis testing based on statistics can be described as follows:
Decision Making Criteria:

a)   Accept H0 If tcount < ttable or -tcount > - ttable or Sig value. > 0.05
b)   Reject H0 If tcount ttable or -tcount - ttable or Sig. < 0.05
From table 12, the tcount value is 1,451. With = 5%, ttable (5%; nk = 68) the ttable value is 1,994. From the description it can be seen that tcount (1,451) < ttable (1,994), and the significance value is 0, 15 > 0.05, it can be concluded that the second hypothesis is rejected, meaning that promotion (X) has no effect and is not significant on buying interest (Y). This study is not in accordance with Amida Yulianti 1620210037 2019 STIE Multi Data Palembang the influence of perceptions of trust, convenience, motivation and promotion offered on buying interest of e-commerce users in Palembang city students (study on shopee online stores)

b.   Hypothesis Testing the effect of trust (Z) on buying interest (Y)
The form of hypothesis testing based on statistics can be described as follows:
Decision Making Criteria:
a)   Accept H0 If tcount < ttable or -tcount > - ttable or Sig value. > 0.05
b)   Reject H0 If tcount ttable or -tcount - ttable or Sig. < 0.05
From table 12, the tcount value is 3.575. With = 5%, ttable (5%; nk = 68) the ttable value is 1.994. From the description it can be seen that tcount (3.575) > ttable (1.994), and the significance value is 0, 00 < 0.05, it can be concluded that the third hypothesis is accepted, meaning that trust (Z) has a positive and significant effect on buying interest (Y). This research is in accordance with Clara Adistya 2018 Management, Faculty of Economics and Business, University of Diponegor. ANALYSIS OF THE INFLUENCE OF ONLINE WORD-OF-MOUTH QUALITY AND SECURITY ON INTEREST TO BUY WITH TRUST AS INTERVENING VARIABLES (Study on Buying Fashion Products on the Zalora Indonesia Site in Semarang)

2.   Path Analysis
In order to prove that whether a variable is capable of being a variable that mediates the relationship between the independent variable and the dependent variable, the direct and indirect effects of the independent variable on the dependent variable will be calculated. If the indirect effect of the independent variable on the dependent variable through the intervening variable is greater than the direct effect of the independent variable on the dependent variable, then that variable can be a variable that mediates between the independent variable and the dependent variable (Ghozali, 2016). To perform the calculation directly and indirectly, it is carried out from the following standardized coefficients of regression equations I and II:

Table 13 Value of Standardized Coeffients Equation I

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1(Constant)	10.563	1.935	
Promotion _X	.409	.159	.299

a.   Dependent Variable: Trust_Z

Table 14 Value of Standardized Coeffients Equation II

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	6.634	2.134	
Promotion_X	.222	.153	.163
Trust_Y1	.399	.111	.402

a. Dependent Variable: Interest_Beli_Y

IV.   Conclusion

Based on the results of research and discussion in the previous chapter, it can be concluded as follows:
1.   It is concluded that the first hypothesis is accepted, meaning that the promotion variable (X) has a positive and significant effect on trust (Z). it means that promotion is a variable that is appropriate to be used to measure consumer confidence in making purchases.
2.   It is concluded that the second hypothesis is rejected, meaning that promotion (X) has no effect and is not significant on buying interest (Y). This means that promotions are not necessarily directly biased to attract consumers to buy.
3.   It is concluded that the third hypothesis is accepted, meaning that trust (Z) has a positive and significant effect on buying interest (Y). This means that consumer confidence in having an interest in certain products can trigger buying interest.
4.   Path analysis shows that the direct effect of variable X on variable Y shows that the indirect effect through variable Z is smaller than the direct effect on variable Y. This means that path analysis is rejected.

5.　　Promotion has appropriate criteria as an independent or independent variable as well as trust which has significant criteria as an intervening variable, meaning that the direct influence has a greater value than indirect, making this study already have a direct influence and does not need to use intervening variables.

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