

## Influence Advertisement, Consumer Trust, Consumer Motivation Against Consumer Buying Interest at PT Darul Umroh Haramain Medan

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### ABSTRACT

The purpose of this study is to test and analyze the effect of Advertisement, Consumer Trust, Consumer Motivation on Consumer Purchase Interest at PT Darul Umroh Haramain Medan. The population and sample in this study amounted to 64 consumers. The research method uses multiple linear regression analysis techniques. The results of the calculation of partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $2.806 > 2,000$  and significant obtained  $0.007 < 0.05$ , means that partially Advertisement positive and significant effect on Consumer Buying Interest at PT Darul Umroh Haramain Medan. The results of the calculation of partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $2,193 > 2,000$  and significant obtained  $0.032 < 0.05$ , means that partially consumer confidence has a positive and significant effect on consumer buying interest at PT Darul Umroh Haramain Medan. The results of the calculation of partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $2,059 > 2,000$  and significant obtained  $0,044 < 0,05$ , means that partially Advertisement Consumer Motivation positive and significant effect on Consumer Buying Interest at PT Darul Umroh Haramain Medan. The test results obtained the calculated F value  $(11.240) > F$  table  $(2.76)$  and a significance probability of  $0.000 < 0.05$ , meaning that simultaneously Advertisement, Consumer Trust, Consumer Motivation positive and significant effect on Consumer Buying Interest at PT Darul Umroh Haramain Medan.

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### 1. Introduction

Buying interest is something related to consumers' plans to buy certain products, as well as how many units of product are needed in a certain period. Needs can be in the form of daily needs (family), study needs, work, economic status, social status, and other needs. In making a purchase plan, consumers are faced with various alternatives. PT Darul Umroh Haramain Medan is a company engaged in the field of travel and tours. Interest in buying flight tickets at PT Darul Umroh Haramain Medan has decreased. This decrease was due to the decline in flight ticket sales for the company PT Darul Umroh Haramain Medan. The company PT Darul Umroh Haramain Medan does not take advantage of advertising either through electronic or non-electronic. Especially not intensively in advertising promotions using social media which are now widely used by competitors by making endorsements to several celebrities and artists. Then so far the advertisements used have only been in the form of leaflets distributed in locations around the company and flyers near the company's location. Consumer trust in PT Darul Umroh Haramain Medan has decreased due to the long and unclear management of ticket returns during this pandemic, so many consumers are disappointed. to the company. This can be seen from consumers who made complaints where the majority were more related to ticket returns which were canceled by the airline because the flight was temporarily closed. Less motivation is given to consumers to be able to make more purchases or more often seen from motivational activities in the form of promotions that are carried out a little. Such as price cuts given or gifts to consumers.

## 2. Literature Review

According to Sangadji and Sopiiah (2013: 225), advertising is one of four types of promotions used by marketers to beat persuasive communication to consumers and potential consumers.

According to Priansa (2016: 89), consumer trust is a willingness of one party to accept the risk of the actions of another party based on the expectation that the other party will take important actions for those who trust it.

According to Hasan (2013: 168), motivation is a need drive that forms biological and psychological behavior as well as optimal actualization.

### 2.1 conceptual framework

The conceptual framework can be described as follows:

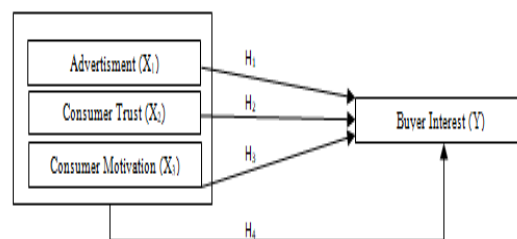


Fig 1 Conceptual Framework

## 3. Research Methods

The research used is descriptive explanatory. Researchers took the population in this study as many as 64 consumers. The sample in this study amounted to 64 consumers and for testing the validity and reliability of 30 people at PT Prima Megah Wisata Medan. The sampling technique is census sampling.

In this study, data collection was carried out by:

1. Questionnaire, distributed to all consumers in the company.
2. Interviews, conducted with consumers at the company.
3. Documentation studies are books, journals, company profiles.

## 4. Results

### 4.1 Normality test

The histogram graph in Figure IV.1 shows real data forming curve lines tend to be symmetrical (U) does not deviate to the left or to the right then it can be said that the data are motivated by normal consumers. The PP Plot Normality Graph shows that the data is spread around the diagonal line, the distribution is mostly close to the diagonal line. This means that the data is motivated by normal consumers. The results of the normality test using the Kolmogorov Smirnov test show a significant value of  $0.735 > 0.05$ . Thus, the results of the Kolmogorov Smirnov test show that the data are motivated by normal consumers.

### 4.2 Multicollinearity Test

The tolerance value for the advertising variable is  $0.820 > 0.1$ , consumer confidence is  $0.820 > 0.1$  and consumer motivation is  $0.802 > 0.1$  while the VIF value for the advertising-free variable is  $1.172 < 10$ , consumer confidence is  $1.219 < 10$  and consumer motivation is  $1,248 < 10$ . Thus, in the multicollinearity test there is no correlation between the independent variables.

### 4.3 Heteroscedasticity Test

Heteroscedasticity test aims to test the difference *variance* residual from one observation period to another observation period. From the scatterplot graph, it can be seen that the points spread with an unclear pattern both above and below zero (0) on the Y axis, do not gather in one place, so from the scatterplot graph it can be concluded that there is no heteroscedasticity in the regression model. The presence or absence of heteroscedasticity can be seen from the probability of its significance, if the significance value is above the 5% confidence level, it can be concluded that there is no heteroscedasticity. NThe significant value of the independent variable is  $0.964 > 0.05$ , the independent variable is  $0.991 > 0.05$  and the independent variable is

consumer motivation  $0.194 > 0.05$ . Thus, from the Gletjer test results, it can be said that there is no heteroscedasticity problem.

#### **4.4 Research Data Analysis Results**

##### **a Research Model**

The regression model used is as follows:

$$Y = 4.881 + 0.247 X1 + 0.231 X2 + 0.171 X3 + e$$

The explanation of multiple linear regression above is:

- 1) The constant of 4.881 states that if the independent variables of advertising, consumer confidence and consumer motivation do not exist or are constant then the dependent variable is buying interest on of 4.881 units.
- 2) The regression coefficient of the advertising-free variable is 0.247 and is positive, this means that if each increase in the advertising-free variable by 1 unit will increase the dependent variable of buying interest by 0.247 units assuming the other variables are fixed.
- 3) The regression coefficient of the independent variable of consumer confidence is 0.231 and is positive, this means that if every increase in the independent variable of consumer confidence 1 unit will increase the dependent variable of buying interest by 0.231 units with the assumption that the other variables are fixed.
- 4) The regression coefficient of the independent variable of consumer motivation is 0.171 and is positive, this means that if every increase in the independent variable of consumer motivation by 1 unit will increase the dependent variable of buying interest by 0.171 units with the assumption that the other variables are fixed.

##### **b. Hypothesis Determination Coefficient**

The results of the coefficient of determination test obtained the Adjusted R Square value of 0.328, this means 32.8% of the variation in the dependent variable, namely buying interest which can be explained by variations in the independent variables, namely free advertising, consumer confidence and consumer motivation while the remaining 67.2% (100 % - 32.8%) is explained by other variables not examined in this study.

##### **c. Simultaneous Hypothesis Testing (F Test)**

The F statistic test basically shows whether all the independent variables included in the model have a simultaneous effect on the dependent variable.

The test results obtained the calculated F value (11.240) > F table (2.76) and a significance probability of  $0.000 < 0.05$ , meaning that  $H_0$  is rejected and  $H_a$  is accepted, namely advertising, consumer confidence and consumer motivation have a positive and significant effect on buying interest in PT. Darul Umrah Haramain Medan.

##### **d. Partial Hypothesis Testing (t Test)**

The t test is used to determine whether there is a significant (significant) relationship or influence between the independent variables partially on the dependent variable. The results of the calculation of partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $2.806 > 2,000$  and significant obtained  $0.007 < 0.05$ , means that  $H_0$  is rejected and  $H_a$  is accepted that is partially advertising has a positive and significant effect on the buying interest of PT Darul Umroh Haramain Medan. The results of the calculation of partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $2,193 > 2,000$  and significant obtained  $0.032 < 0.05$ , means that  $H_0$  is rejected and  $H_a$  is accepted partially. Consumer trust has a positive and significant effect on buying interest in PT Darul Umroh Haramain Medan. The results of the calculation of partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $2,059 > 2,000$  and significant obtained  $0,044 < 0,05$ , means that  $H_0$  is rejected and  $H_a$  is accepted, namely partially consumer motivation has a positive and significant effect on buying interest in PT Darul Umroh Haramain Medan.

## **5. Conclusions**

Based on the results and discussion, it can be concluded that:

1. The results of the calculation of partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $2.806 > 2,000$  and significant obtained  $0.007 < 0.05$ , means that  $H_0$  is rejected and  $H_a$  is accepted, that is partially

advertising has a positive and significant effect on consumer buying interest at PT Darul Umroh Haramain Medan.

2. The results of the calculation of partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $2,193 > 2,000$  and significant obtained  $0,032 < 0,05$ , means that  $H_0$  is rejected and  $H_a$  is accepted, namely partially consumer trust has a positive and significant effect on consumer buying interest at PT Darul Umroh Haramain Medan.
3. The results of the calculation of partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $2,059 > 2,000$  and significant obtained  $0,044 < 0,05$ , means that  $H_0$  is rejected and  $H_a$  is accepted, namely partially consumer motivation has a positive and significant effect on consumer buying interest at PT Darul Umroh Haramain Medan.
4. The test results obtained the calculated F value ( $11.240$ )  $>$  F table ( $2.76$ ) and a significance probability of  $0.000 < 0.05$ , meaning that  $H_0$  is rejected and  $H_a$  is accepted, namely simultaneously advertising, consumer confidence and consumer motivation have a positive and significant effect on buying interest. consumers at PT Darul Umroh Haramain Medan.

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