

THE INFLUENCE OF AD APPEAL AND COMPETITIVE PRICING ON PURCHASE DECISIONS WITH CONSUMER BUYING INTEREST AS AN INTERVENING VARIABLE IN INDOMIE CONSUMERS

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ABSTRACT

This research aims to find out how much influence Advertising Attractiveness (DTI), Competitive Prices (HK) and Consumer Purchase Interest (MBK) have on Purchasing Decisions (KP) for Indomie Products. The population used in this research is consumers who have accessed the Shopee application. The sample in this study was 100 respondents using the Non-Probability Sampling technique with a purposive sampling approach (sampling based on certain criteria, with the criteria being that respondents had purchased Indomie after seeing the advertisement. Data was taken using a questionnaire via Google Form, after the questionnaire results were collected then Data was tabulated using MS Excel and analyzed using SPSS version 29. The results of this research show that advertising attractiveness has an effect on consumer buying interest, competitive prices (HK) have a significant effect on consumer buying interest (MBK), consumer buying interest (MBK) has a positive and significant effect on purchasing decisions (KP) Influence of advertising attractiveness (DTI) on Purchasing Decisions (KP) through Consumer Purchase Intentions (MBK) as an accepted intervening variable. The influence of Competitive Prices on Purchasing Decisions (KP) through Consumer Purchase Interest (MBK) as an accepted intervening variable.

KEYWORDS Advertising Attractiveness; Competitive Price; Consumer Purchase Interest; Buying decision

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INTRODUCTION

Nowadays, the variety of instant noodle products is growing rapidly. Instant noodles are one of the substitute food products that are in demand by the people of Indonesia. There are many instant noodle brands on the market, so consumers have various choices in determining which instant noodle products to consume. This is a challenge for companies, so that consumers can make their choices to consume certain instant noodle products (Tiong et al. 2023).

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Indomie was first pioneered by Djajadi Djaja through PT Djangkar Djati, together with Wahyu Tjuandi in 1972. The location of the Indomie factory is located in Ancol, North Jakarta. Indomie appears on the market only has two flavors, namely chicken broth and shrimp broth. Then in 1982 the sales of Indomie products experienced a very significant increase, with the launch of a variety of Indomie chicken curry flavored sauce. The first peak of Indomie sales occurred in 1983, Indomie products became increasingly popular with the launch of fried Indomie variations. Until now, Indomie has had 36 flavor variations in Indomie products, namely Indomie fried noodles, Indomie gravy, Indomie jumbo, selera nusantara, kriting noodles, and taste of asia. In 1982-1983 the Indomie company began exporting to neighboring countries, such as Brunei, Malaysia, and Singapore, as well as to Europe, Australia, and the United States (Rizky et al. 2023).

PT Indofood CBP Sukses Makmur Tbk CBP posted a net profit from sales in 2023 of IDR 3.95 trillion. Meanwhile, net profit in 2024 is IDR 2.35 trillion, but there is a decrease of 40.52% in 2024. This indicates a decrease in purchase decisions. One of the causes includes public awareness to live a healthy life and the adverse effects caused by consuming instant noodles. Consumers' decisions in purchasing products will determine the company's success rate (Tiong, et al. 2023).

According to Mujahid, (2021) the purchase decision is a decision-making process in purchasing a product. Purchase decisions are important things that companies must pay attention to. This is because the purchase decision is the basis for the company's consideration in developing the next marketing strategy. The success of the marketing strategy prepared by the company will determine how the purchase decision is taken by consumers. During the decision-making process, consumers are faced with several choices in making decisions. Manufacturers need to make products that consumers like (Idris, 2023). The company's success in influencing consumers is greatly supported by building communication to consumers. Building product appeal to consumers with marketing strategies, as well as innovating for new variations in a product.

Consumer buying interest is consumer behavior, that consumers want to buy or choose a product based on use, consumption, and even something cold (Philip Kotler and Kevin Lane Keller, 2020). Buying interest is determined by a sense of interest in a product, then consumers feel interested and the desire to buy it arises (Kusumawardani, 2016). Consumer buying interest is how likely consumers are to buy a brand or how likely consumers are to move from one brand to another (Willy, et al. 2018). If the benefits felt are greater than the sacrifice to get it, then the incentive to buy it is even higher. Consumer behavior is usually initiated and influenced by many stimuli (stimuli) from outside themselves, both in the form of marketing stimuli and stimuli from their environment. (Literature, 2023). Based on research conducted by (Solihin et al. 2020), the results of the study show that buying interest has a positive and significant influence on purchase decisions. This has proven that the more interested consumers are in the product, the more consumer confidence will be attracted in buying the product.

According to Putri and Ferdinand, (2022) competitive prices are affordable prices, competitive prices, and prices in accordance with product quality. Price is the amount of something that has value in general in the form of money, which must be sacrificed to get a product (Suparyanto, 2019). If the price is set correctly, then the price can be a weapon to compete in the market effectively, because the price is

the value of money that must be paid by consumers to the seller for the goods or services they buy (Chandra and Tjiptono, 2018). A company needs to set a competitive price, where the price is considered feasible by potential consumers because it is in accordance with the benefits of the product and affordable, and is expected to be able to compete with product prices from other companies (Yuliardi and Khasanah, 2019). According to the research of Arief, et al. (2019) explained that competitive price variables have a significant effect on purchase decisions. This proves that the better the competitive price in the minds of consumers will make consumers interested in buying a product.

Advertising is a promotional tool or medium for mostly short-term, designed to stimulate faster and greater purchases of certain products or services by consumers or merchants. (Mandey, 2019). Advertising attractiveness is an activity carried out by companies to sell and offer their products to the public by showing video footage in a TV media and other advertising media to attract consumers to buy the products offered (Willy, 2023). According to Tjiptono and Chandra (2017) Advertising attractiveness reflects the benefits that can be offered by sellers, in getting a response in the form of customer or distributor interaction, which is through advertising attractiveness. With medium goods and high-quality goods advertised, it will attract consumer purchasing power (Rahayu, et al. 2023). In the research of mita, et al. (2022) the attractiveness of advertising has a positive and significant effect on purchase decisions. This proves that the better an advertisement is in the minds of consumers, then consumers also trust to buy a product in the advertisement.

The results of research conducted by Solihin et al. (2020) show that the variable of consumer buying interest has a positive and significant effect on purchase decisions. This has proven that the more interested consumers are in the product, the more consumer confidence will be attracted to buying the product. Based on Arief's research, et al. (2019) explained that competitive price variables have a significant effect on purchase decisions. This proves that the better the competitive price in the minds of consumers will make consumers interested in buying a product. In the research of mita, et al. (2022) the attractiveness of advertising has a positive and significant effect on purchase decisions. This proves that the better an advertisement is in the minds of consumers, then consumers also trust to buy a product in the advertisement. Consumer buying interest, competitive prices, and advertising attractiveness, are important factors in influencing consumer purchasing decisions (Budi, 2022).

Based on this background, the researcher is interested in conducting research to test the influence of advertising attraction variables and competitive prices on purchase decisions with consumer buying interest as an intervening variable on Indomie consumers. The foundation of quantitative theory is based on the philosophy of positivism to research a specific population or sample. Random sampling accompanied by statistical analysis to test the correlation of a variable being researched using statistical applications (Sugiyono, 2018)

The purpose of this study is to find out whether the attractiveness of advertising has a positive and significant effect on consumer buying interest. To find out competitive prices have a positive and significant effect on purchase decisions. To find out the buying interest of consumers has a positive and significant effect on purchase decisions. To find out the attractiveness of advertising has a

positive and significant effect on purchase decisions. To find out competitive prices have a positive and significant effect on purchase decisions.

The benefits of this research are 2, namely practical and theoretical benefits. Practical Benefits: This research can be used as a reference for manufacturers of a product in developing strategies in sales to increase consumer buying interest in their products, and can be used as a consideration for the public to make purchase decisions for a product according to the criteria they want. Theoretical Benefits: The results of this study are expected to contribute to the development of marketing economics, especially regarding the factors that affect consumer purchasing decisions.

RESEARCH METHOD

This type of research uses a quantitative research methodology, namely a methodology based on data from measurement results based on existing research variables. The object of study of quantitative research methodology is exact or exact science. Quantitative research according to Sugiyono (2010:14) is a research method based on the philosophy of positivism, used to research on a certain population or sample, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative or statistical with the aim of testing hypotheses that have been determined.

The research was carried out in the city of Yogyakarta and its surroundings. In order for this research to be in accordance with what is expected, the author limits the scope of the research. The research lasted for approximately 2 months, starting from May to June.

RESULT AND DISCUSSION

Data Quality Test

Validity Test

Based on the 100 questionnaires obtained, it can be known about the demographics of respondents as a reference in looking at the characteristics of the respondents who are the research samples. The description of the demographics of respondents in this study is based on gender and age. In detail, the demographics of respondents can be seen in table 1 as follows:

Table 1. Ad Attractiveness Validity Test Results

Question	r calculate	r table	Information
Indomie ads are interesting to see with the characteristics of the archipelago.	0.54	0.51	Valid
Indomie offers a new taste in advertising.	0.57	0.51	Valid
Indomie ads attract buying interest.	0.60	0.51	Valid
The indomie ads displayed have a	0.57	0.51	Valid

Question	r calculate	r table	Information
different slogan from other competitors.			
The Indomie purchased is in accordance with the advertisement.	0.59	0.51	Valid
Indomie is trusted with a brand image that has been built for a long time.	0.53	0.51	Valid

Source : Data Processed (Output SPSS 29), 2024

Based on Table 2, it can be seen that the results of the r test calculate $>$ r table thus it can be concluded that all questions for the Ad Attractiveness variable (X1) have a valid status.

Table 2 Results of the Competitive Price Validity Test (X2)

Question	r calculate	r table	Information
The price of indomie products is quite affordable.	0.57	0.51	Valid
The price of indomie is relatively the same as competitors.	0.57	0.51	Valid
The price of indomie adjusts to the existing market.	0.60	0.51	Valid
The quality of the indomie that you buy is in accordance with the price.	0.57	0.51	Valid
The price of indomie products is quite cheap to buy.	0.59	0.51	Valid
The price of indomie is in accordance with the quality.	0.53	0.51	Valid

Source : Data Processed (Output SPSS 29), 2024

Based on Table 2, it can be seen that the results of the r test calculate $>$ r table. Thus it can be concluded that all questions for the Competitive Price variable (X2) have a valid status.

Table 3. Results of the Consumer Buying Interest Validity Test (Z)

Question	r calculate	r table	Information
Indomie's good quality makes consumers interested in buying.	0.53	0.51	Valid
Affordable indomie prices will be purchased by consumers.	0.65	0.51	Valid
The price of indomie adjusts to the existing market.	0.64	0.51	Valid
Interested in buying indomie on the recommendation of others.	0.58	0.51	Valid
I recommend indomie products to friends.	0.65	0.51	Valid
Consumers will buy Indomium products after knowing about the products offered in the advertisement.	0.60	0.51	Valid
I found out about indomie products from a friend when I wanted to buy it.	0.52	0.51	Valid

Source : Data Processed (Output SPSS 29), 2024

Based on Table 3, it can be seen that the results of the r test calculate $>$ r table. Thus, it can be concluded that all questions for the Consumer Buying Interest (Z) variable have a valid status.

Table 4 Results of the Validity Test of Purchase Decision (Y)

Question	r calculate	r table	Information
Indomie's good quality makes consumers interested in buying.	0.60	0.51	Valid
Affordable indomie prices will be purchased by consumers.	0.54	0.51	Valid
The price of indomie adjusts to the existing market.	0.59	0.51	Valid
Interested in buying indomie on the recommendation of others.	0.52	0.51	Valid

Question	r calculate	r table	Information
I recommend indomie products to friends.	0.63	0.51	Valid
Consumers will buy Indomium products after knowing about the products offered in the advertisement.	0.60	0.51	Valid
I found out about indomie products from a friend when I wanted to buy it.	0.52	0.51	Valid

Source : Data Processed (Output SPSS 29), 2024

Based on Table 4, it can be seen that the results of the r test calculate $>$ r table. Thus, it can be concluded that all questions for the Purchase Decision (Y) variable have a valid status.

1. Reliability Test Reliability

Reliability tests are carried out on question items that are declared valid. A variable is said to be reliable or reliable if the answer to the question is always consistent. The reliability coefficient of the instrument is intended to see the consistency of the answers to the statements given by the respondents. The analysis tool uses the split half method by correlating the total odd versus even scores, then the reliability is calculated using the formula "Alpha Cronbach". The calculation was carried out with the help of the SPSS program computer. The reliability for each variable is presented in the following table.

Table 5 Reliability Test Results

Variable	Cronbach Alpha	Information
Ad Appeal	0,896	Reliable
Competitive Pricing	0,888	Reliable
8	0,886	Reliable
Purchase Decision	0,887	Reliable

Source: Data Processed (Output SPSS 29), 2024

Based on Table 5, the reliability test results of 100 respondents can be found that the Cronbach's Alpha value of the Advertising Attractiveness variable is 0.896, Competitive Price is 0.888, Consumer Buying Interest is 0.886, Purchase Decision is 0.887, so it can be concluded that all variables in the statement are declared reliable because they have met the required values, namely with a Cronbach Alpha value of $>$ 0.6.

Uji Hipotesis

After the classical assumption test is carried out, the next step is to test the hypothesis with the following results:

a. Partial Test (t-Test)

The partial t test was carried out to find out how far the influence of the front-end variables, namely, Advertising Attractiveness, Competitive Price, Consumer Buying Interest in explaining the variation of the front-end variable, namely Purchase Decision.

The results of the t-test are presented in Table 6 of equation I and Table 7 of equation II as follows:

Table 6 Results of Equation I T Test Analysis Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Mr.
	B	Std. Error	Beta		
(Constant)	9.984	2.944		3.391	.001
Ad appeal	.110	.149	.079	.734	.465
Competitive price	.240	.094	.212	2.540	.013

a. Dependent Variable: Consumer Buying Interest

Source : Data Processed (Output SPSS 29), 2024

Table 7 Results of Equation II T Test Analysis Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Mr.
	B	Std. Error	Beta		
1 (Constant)	9.984	2.944		3.391	.001
Ad appeal	.110	.149	.079	.734	.465
Competitive price	.240	.094	.212	2.540	.013
Consumer Buying Interest	.538	.096	.554	5.585	<.001

a. Dependent Variable: purchase decision

Source : Data Processed (Output SPSS 29), 2024

The following are the results of the analysis of the statistical test t based on tables 6 – 7 above by comparing the significant value of each variable with a significant probability value of 0.05:

1) Hypothesis Testing 1

H1 : Advertising Attractiveness affects consumer buying interest.

Based on the results of the hypothesis test, it shows that Ad Attractiveness (DTI) has a regression coefficient value of 0.079 with a significant value of 0.734 > 0.05. This means that H0 is accepted, so it can be concluded that the Ad Attractiveness variable affects Consumer Buying Interest in Indomie products.

2) Hypothesis Testing 2

H2 : Competitive Prices affect Consumer Buying Interest

Based on the results of the hypothesis test, it shows that Competitive Price has a regression coefficient value of 0.212 with a significant value of 0.254 > 0.05. This means that H0 is accepted, so it can be concluded that the Consumer Buying Interest variable affects the Purchase Decision on Indomie products.

3) Hypothesis Testing 3

H3 : Consumer Buying Interest affects Purchase Decisions.

Based on the results of hypothesis testing, it shows that Consumer Buying Interest has a regression coefficient value of 0.554 with a significant value of 0.558 > 0.05. This means that H0 is rejected, so it can be concluded that the Consumer Buying Interest variable affects the Purchase Decision on Indomie products.

4) Hypothesis Testing 4

H4 : Ad Appeal affects Purchase Decisions.

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Based on the results of the hypothesis test, it shows that Ad Attractiveness has a regression coefficient value of 0.079 with a significant value of $0.734 > 0.05$. This means that H_0 is rejected, so it can be concluded that the Ad Attractiveness variable affects the Purchase Decision on indomie products.

5) Hypothesis Testing 5

H5 : Competitive Pricing affects the Purchase Decision.

Based on the results of hypothesis testing, it shows that Competitive Price has a regression coefficient value of -0.212 with a significant value of $0.254 > 0.05$. This means that H_0 is rejected, so it can be concluded that the Competitive Price variable affects the Purchase Decision on indomie products.

b. Coefficient of Determination Test

The Coefficient of Determination (R^2) is carried out to measure how far the model is able to explain the variation of the frontal variable. The results of the determination coefficient test are presented in Table 4.25 of equation I & Table 4.26 of equation II as follows:

Table 8 Results of Determination Coefficient Test of Equation I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677a	.458	.741	2.407
a. Predictors: (Constant), consumer buying interest, competitive prices, advertising attractiveness				

Based on table 4.25 above, it can be seen that the value of the determination coefficient (Adjusted R^2) in this study is 0.741. This value means that the independent variables, namely Advertising Attractiveness (DTI), Competitive Price (HK) in influencing Consumer Buying Interest (MBK) by 70.41% while the remaining 26.4% are influenced by other factors that are not studied in this study.

Table 9 Results of Equation Determination Coefficient Test II

Model Summary ^b					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.531a	.282	.334	2.75606	2,533
a. Predictors: (Constant), Purchase Decisions, Competitive Prices, Advertising Appeal.					

Based on table 4.25 - 4.26 above, it can be seen that the value of the determination coefficient (Adjusted R^2) in this study is 0.334. This value means that the independent variables, namely Advertising Attractiveness (DTI, Competitive Price (HK) and Consumer Buying Interest (MBK) in influencing Purchase Decisions (KP) by 33.4% while the remaining 66.6% are influenced by other factors that are not studied in this study.

Uji Sobel Test

In the Sobel Test, this test is used to determine the influence of mediation variables, namely Consumer Buying Interest. According to Baron and Kenny (1986) in Ghazali (2011) a variable is called intervening if the variable also affects the relationship between the independent variable and the dependent variable.

The Sobel Test is to test the strength of the indirect influence of the independent variable (X) to the dependent variable (Y) through the intervening variable (Z). By calculation multiply the indirect influence of X to Y through Z by multiplying the path X – Z (a) with the path Z – Y (b) or ab .

- 1) The Effect of Advertising Attractiveness (DTI) on Consumer Buying Interest (MBK) as an intervening variable.

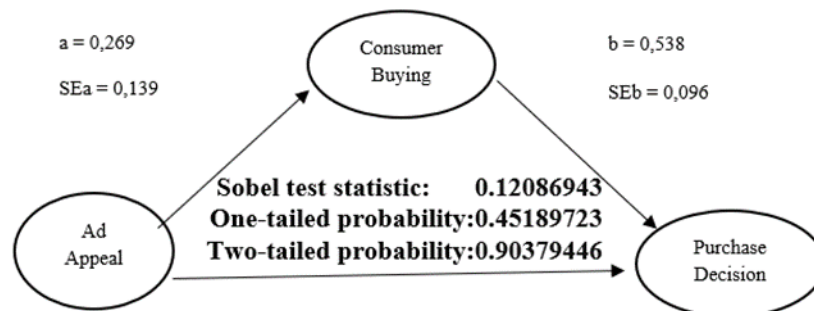


Figure 1 Analysis of Sobel Test Model I

From the results of the sobel test above with a One-tailed probability value of 0.45189723 which means > 0.05 and a sobel test value of $0.12086943 > 1.96$, conclusions can be drawn for the influence of Advertising Attractiveness on Purchase Decisions (KP) with Consumer Buying Interest (MBK) as the intervening variable rejected.

- 2) The Effect of Competitive Price (HK) on Purchase Decisions (KP) Consumer Buying Interest (MBK) as an intervening variable.

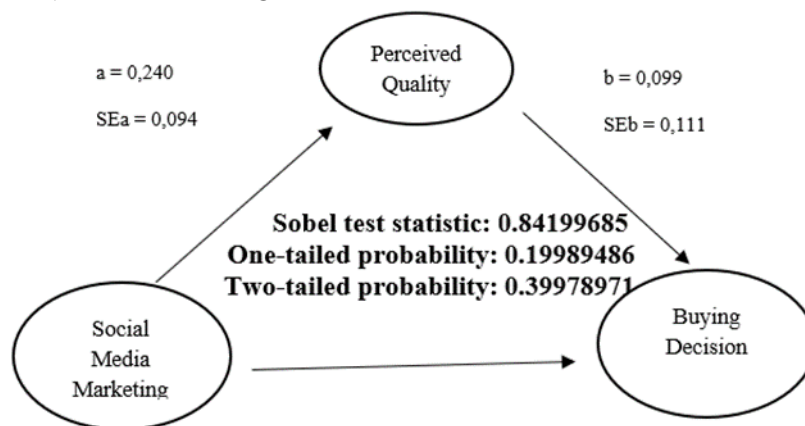


Figure 2 Analysis of Sobel Test Model II

From the results of the sobel test above with a One-tailed probability value of 0.19989486 which means > 0.05 and a sobel test value of $0.39978971 > 1.96$, conclusions can be drawn for the influence of Competitive Price on Purchase Decisions (KP) with Consumer Buying Interest (MBK) as the intervening variable rejected.

The Effect of Advertising Attractiveness on Consumer Buying Interest

Based on the results of the hypothesis test, it shows that Ad Attractiveness (DTI) has a regression coefficient value of 0.079 with a significant value of $0.734 > 0.05$. This means that H_0 is accepted, so it can be concluded that the Ad Attractiveness variable affects Consumer Buying Interest in Indomie products.

It can be concluded that the effect of advertising attractiveness on consumer buying interest can be seen from the meaning of these two variables which are interconnected. Advertising attractiveness is interpreted as a company's effort to inform, persuade and remind consumers of the products and brands it sells both directly and indirectly. Meanwhile, consumer buying interest is interpreted as a consumer assessment of a product or service that can affect brand loyalty. Looking at the meaning of these two variables, it can be seen that advertising attractiveness affects consumer buying interest because advertising attractiveness focuses on the steps taken by the indomie company to market the product, while consumer buying interest is a consumer assessment of an indomie product after it is purchased or used as well as an assessment of the consumer's experience in buying an indomie product which has to do with the way or steps taken by the consumer. Indomie to market products.

The attractiveness of advertising affects consumers' buying interest can also be seen from the highest mean value of the respondents' assessment results. The highest mean value on the advertising attraction variable was 4.33 with the statement that indomie advertising was interesting to see with the characteristics of the archipelago and 4.13 with a statement of affordable indomie prices that consumers would buy. This result is supported by the results of research conducted by yuni, et al. (2018) which stated that Advertising Attractiveness has an effect on Consumer Buying Interest.

The Effect of Competitive Prices on Consumer Buying Interest

Based on the results of the hypothesis test, it shows that Competitive Price has a regression coefficient value of 0.458 with a significant value of $0.094 > 0.05$. This means that H_0 is rejected, so it can be concluded that the Competitive Price variable has a positive and significant effect on Consumer Buying Interest in indomie product advertisements.

It can be concluded that the effect of Competitive Prices on Consumer Buying Interest can be seen from the meaning of these two variables which are interconnected. Competitive Pricing is interpreted as a company's effort to inform affordable prices and remind consumers of the products and brands it sells either directly or indirectly. Meanwhile, consumer buying interest is interpreted as a consumer assessment of a product or service that can affect brand loyalty. Looking at the meaning of these two variables, it can be seen that Competitive Prices affect Consumer Buying Interest because Competitive Prices focus on the steps taken by indomie companies to offer affordable indomie products, while consumer buying interest is a consumer assessment of an indomie product after being purchased or used as well as an assessment of consumer experience in buying indomie products which has to do with the way or step which Indomie has taken to market Indomie products at low and affordable prices.

Competitive Prices affect Consumer Buying Interest can also be seen from the highest mean value of the respondents' assessment results. The highest mean value in the Competitive Price variable is 4.20 with the statement that the price of indomie products is quite affordable, while the Consumer Buying Interest variable is 4.13 with the statement of affordable indomie prices that consumers will buy. This result is supported by the results of research conducted According to Arief, et al. (2017) which stated that Competitive Prices have a positive and significant effect on Consumer Buying Interest.

Influence of Buying Interest on Purchase Decisions

Based on the results of the hypothesis test, it shows that Consumer Buying Interest has a regression coefficient value of 0.418 with a significant value of $0.94 > 0.05$. This means that H_0 is accepted, so it can be concluded that the Consumer Buying Interest variable has a positive and significant effect on Purchase Decisions on indomie products.

Based on research (Solihin et al. 2020) Buying interest has a positive and significant influence on purchase decisions. The higher the level of customer trust, the higher the customer's buying interest and purchase decision. The higher the promotion carried out, the higher the customer's buying interest and purchase decision. The higher the buying interest, the higher the purchase decision.

Consumers' Buying Interest affects Purchase Decisions can also be seen from the highest mean value of the respondents' assessment results. The highest mean value in the Consumer Buying Interest variable is 4.13 with a statement that affordable indomie prices will be purchased by consumers, while in the Purchase Decision variable of 4.16 with a statement that consumers will buy the required indomie products.

This result is supported by the results of research conducted by Mita, et al., (2021) Buying Interest has a positive and significant effect on purchase decisions.

The Effect of Ad Appeal on Purchase Decisions

Based on the results of the hypothesis test, it shows that Ad Attractiveness has a regression coefficient value of 0.079 with a significant value of $0.734 > 0.05$. This means that H_0 is rejected, so it can be concluded that the Ad Attractiveness variable has a positive and significant effect on Purchase Decisions on indomie products.

The results of the hypothesis test above both from the perspective of consumers who consume indomie show that there is a significant influence of Advertising Attractiveness on purchase decisions, Advertising Attractiveness variables, prices, promotions and product quality also have a partial influence on purchase decisions, where consumer buying interest in this case on purchase decisions. Where Attractiveness Marketing Advertising is used to influence Consumer Buying Interest on Purchase Decisions. Feedback from consumer interest is in the form of purchase decisions. So it can be concluded that strong Advertising Appeal to Indomie consumers will have an impact on increasing sales of Indomie products.

Advertising Attractiveness that affects Purchase Decisions can also be seen from the highest mean value of respondents' assessment results. The highest mean value in the Ad Attractiveness variable is 4.33 with the statement that indomie advertising is interesting to see with the characteristics of the archipelago, while in the Purchase Decision variable of 4.16 with the statement that consumers will buy the indomie products needed. This result is supported by the results of research conducted by Satria, et al. (2017) which stated that advertising attractiveness, competitive prices, and buying interest have a simultaneous effect on purchase decisions.

The Effect of Competitive Pricing on Purchase Decisions

Based on the results of the hypothesis test, it shows that Competitive Price has a regression coefficient value of 4.20 with a significant value of $0.094 > 0.05$. This means that H_0 is rejected, so it can be concluded that the Competitive Price variable affects the Purchase Decision on indomie products.

The Effect of Competitive Prices on Purchase Decisions on Indomie Products can be seen from the results of research that shows consumer satisfaction with the Competitive Price indicator carried out by the Indomie company. This can be seen from the assumption of consumers who consider that the application of affordable prices plays an active role in discussion forums involving consumers.

Competitive Pricing that affects Purchase Decisions can also be seen from the highest mean value of the respondents' assessment results. The highest mean value in the Competitive Price variable is 4.20 with the statement that the price of indomie products is quite affordable, while in the Purchase Decision variable of 4.16 with the statement that consumers will buy the required indomie products. This result is supported by the results of research conducted by Reven et al. (2017) The more competitive the price, the higher the purchase decision. Based on the results of the research, it can be concluded that H_0 was rejected and H_a was accepted.

CONCLUSION

The results of the above study regarding the Influence of Advertising Attractiveness, Competitive Price, on Purchase Decisions with Consumer Buying Interest as an intervening variable in Indomie consumers. Based on the results of data analysis and discussion, it can be concluded as follows: (1) H_1 is supported. Ad Appeal has a positive and significant effect on Consumer Buying Interest. This means that the more attractive an advertisement is, the higher the consumer interest. (2) H_2 is supported. Competitive Prices have a positive and significant effect on Consumer Buying Interest. This means that the more competitive a price is, the higher consumer interest. (3) H_3 is supported. Bali Consumer Interest has a positive and significant effect on Purchase Decisions. This means that the more interested consumers are, the higher the Purchase Decision Rate. (4) H_4 is supported. Ad Appeal has a positive and significant effect on Purchase Decisions. This means that the more attractive the ad is shown, the higher the purchase decision. (5) H_5 is supported. Competitive Pricing has a positive and significant effect on Purchase Decisions. This proves that the more competitive the selling price of the product, the higher the purchase decision.

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