

**MINAT BELI MEMEDIASI PENGARUH PROMOSI TERHADAP  
KEPUTUSAN PEMBELIAN JAMU JAHE MERAH PANJI  
HERBAL DI KECAMATAN BULELENG**

**Oleh**

**Kadek Gita Chandra Handayani, NIM 1917041018**

**Jurusan Manajemen**

**Abstrak**

Studi ini memiliki tujuan mengujikan pengaruh (1) promosi bagi keputusan pembelian, (2) promosi bagi minat beli, (3) minat beli bagi keputusan pembelian, dan (4) promosi bagi keputusan pembelian dimediasi minat beli. Penggunaan sampel pada studi ini sebanyak 69 orang masyarakat di Kecamatan Buleleng yang pernah mengonsumsi Jamu Jahe Merah Panji Herbal. Rancangan studi ini termasuk studi kuantitatif kausal. Teknik mengumpulkan datanya mempergunakan kuesioner melalui angket selaku instrumennya. Data diaalisis melalui penggunaan analisis jalur (*path analysis*). Hasil studi inipun memberi bukti (1) promosi menyumbang pengaruhnya dengan positif dan substansial bagi keputusan pembelian, (2) promosi menyumbang pengaruhnya dengan positif dan substansial bagi minat beli, (3) minat beli menyumbang pengaruhnya dengan positif dan substansial bagi keputusan pembelian, dan (4) promosi menyumbang pengaruhnya dengan positif dan substansial bagi keputusan pembelian melalui minat beli pada Jamu Jahe Merah Panji Herbal di Kecamatan Buleleng.

Kata-kata kunci : promosi, minat beli, keputusan pembelian

***BUYING INTEREST MEDIATES THE INFLUENCE OF PROMOTIONS ON  
DECISIONS TO PURCHASE PANJI RED GINGER JAMU  
HERBAL IN BULELENG DISTRICT***

***By***

***Kadek Gita Chandra Handayani, NIM 1917041018***

***Management major***

**Abstract**

*This study aims to test the influence of (1) promotion on purchasing decisions, (2) promotion on purchasing interest, (3) purchasing interest on purchasing decisions, and (4) promotion on purchasing decisions mediated by purchasing interest. The samples used in this study were 69 people in the Buleleng District who had consumed Panji Herbal Red Ginger Herbal Medicine. This study design includes a causal quantitative study. The technique for collecting data uses questionnaires through questionnaires as the instrument. Data was analyzed using path analysis. The results of this study also provide evidence that (1) promotion contributes a positive and substantial influence to purchasing decisions, (2) promotion contributes a positive and substantial influence to purchasing intention, (3) purchasing interest contributes a positive and substantial influence to purchasing decisions, and (4) promotions contribute positively and substantially to purchasing decisions through purchase interest in Panji Herbal Red Ginger Herbal Medicine in Buleleng District.*

***Key words: promotion, purchase interest, purchase decision***