Analysis of The Influence Of Price, Promotion, Brand Image, Product Quality And Service Quality On Consumer Purchase Interest At AEON DP MALL, Semarang City

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Abstract: *This study focuses on analyzing how prices, promotions, brand image, service quality and product quality can affect the Purchase interest of AEON DP MALL Semarang City customers This study uses a quantitative approach by distributing questionnaires to AEON customers. Samples were taken using the purposive sampling method with a total of 189 respondents. Multiple linear regression analysis was employed to analyze the data using SPSS. The results demonstrate that improving competitive price strategy, effective promotions, a strong brand image, good service quality, and uncompromising product quality can increase customer Purchase interest in AEON DP Mall Semarang City. Thus, it can be implied that customers can increase their Purchase interest in a significant and positive way from each variable.*

INTRODUCTION

The retail business in Indonesia is growing very rapidly, especially in big cities such as Semarang City. Shopping centers that are the main choice of people to meet their daily needs and lifestyles. To survive and compete in an era of increasingly fierce retail competitors, companies need to understand the needs of consumers' desires. The modern retail industry such as AEON DP Mall Semarang is one of the fastest-growing. In addition, AEON is a retail company that meets various consumer needs such as food, beverages, cosmetics, and other household needs. AEON offers a variety of quality products and modern shopping concepts by providing consumer pleasure and comfort including price, promotion, brand image, service quality, and product quality which may play an important role in increasing consumer Purchase interest.

However, during its operations, AEON has faced stiff competition with various other retail companies that may have been known by the public for a long time and have a wide market segmentation, not only that, consumers tend to compare relatively affordable prices as well as attractive promotions.

Intense competition among retail businesses requires companies to formulate appropriate marketing strategies in order to attract consumers and increase their intention to purchase. In this context, AEON must have such a marketing strategy. In addition, there are various factors that must be considered in the business world because these factors will also have an impact on retail competition.

Price is one of the factors that affect consumer Purchase interest, because in shopping

consumers tend to choose prices that are in accordance with the quality and profits they get. In previous research Indrawan Adi (2018) has researched that prices have a positive effect on consumer Purchase interest and in research from Suharto et al., (2016) stating that price variables have a negative effect on Purchase interest. Hutabarat et al., (2026) states that the price has no effect on Purchase interest.

The second factor is promotion according to previous research Hermansah (2023) The findings indicate that promotional activities exert a positive and statistically significant effect on consumers' purchase intention.Meanwhile, according to Pahlevi (2022) stating that promotions have a negative effect on Purchase interest. Martina & Sriwiyanti (2020) stating that the promotional variable has no effect on Purchase interest. Promotion is a promotional activity that is carried out to introduce and inform consumers directly or online that can attract consumers through various media such as advertising, discount discounts and customer loyalty programs, in such promotional strategies it can help companies to attract consumers in Purchase interest.

In addition, there is also a brand image factor that can also affect consumers, companies that have a good brand image reputation will be easier to trust by consumers than businesspeople who have a bad reputation. According to Citra et al., (2016) The results of the research on brand image affect Purchase interest with very strong relationships. In previous research from Sari et al., (2022) stating that the brand image has a negative effect on Purchase interest. Fatmalawati & Andrian (2021)stating that the brand image has no effect on Purchase interest.

The next factor is the quality of service in a company that has good service quality in responding to consumers in a friendly, responsive and responsive manner will be a benefit for the company because consumers have felt satisfaction in shopping, and consumers are entitled to loyalty from the company. In research Andari & Mathori (2023) stating that there is no positive influence of service quality on consumer Purchase interest. Masruroh et al., (2023) stated that the quality of service has a positive effect on Purchase interest.

And the next factor regarding the quality of high-quality products will give consumers confidence that the goods are worth Purchase and can meet their needs. From the results of the research Antonia & Alexander (2022) stating that product quality has a negative and significant influence on consumer Purchase interest. According to Economics et al., (2020) stating product quality has positive effect on Purchase interest. Kasman et al., (2023) has researched that product quality has no effect on Purchase interest.

One of the important elements that determines the success of a retail company is consumer Purchase interest, which is the desire or tendency of consumers to buy goods. If consumer Purchase interest is high, it shows that the retail company is able to create a positive perception in the eyes of consumers. Conversely, if the consumer's Purchase interest is low, it can indicate that the consumer is less satisfied with the company.

Based on this phenomenon, it is important to conduct research on Price, Promotion, Brand =Image, Service Quality, and Product Quality on the Purchase Interest of AEON DPMALL Semarang City Consumers. It is hoped that the researcher will assist companies in determining the right marketing strategy to increase their competitiveness against other retail businesses and can enhance consumer loyalty in the contemporary retail industry that is increasingly competitive.

LITERATURE REVIEW

Price

Price is a number of values that consumers must sacrifice to get goods or services that can provide certain benefits. According to Rosselivia & Ekowati (2023), price is the amount of

money that contains a particular utility or utility required to purchase a product. According to Kotler and Keller in Sugiyono (2017) states that the price dimension consists of:

1. Price List
2. Discount
3. Allowance
4. Payment Period

Some price indicators that can be used in marketing are price comparisons with competitors' products, price suitability with product quality, the price offered is in accordance with the quality of the product received, and price affordability, i.e. how far the price is offered by producers and consumers. Gligorijevic et al., (2019) Explains that price plays two important roles in marketing, the first is the allocation role that helps the buyer choose the best way to get the desired profit according to his capabilities. According to Indrawan Adi (2018) Price is the amount of money needed to get a certain number of combinations of goods and services.

Promotions

Promotion is a type of marketing communication carried out by a company to inform, persuade, and remind customers about the goods or services offered (Nilas Putri & Hardiyanto, 2020). Promotion can be done directly or indirectly through various media, with the selection of the right promotional media is very important because it can affect how well information reaches the target market. Promotions are a way to inform customers about the advantages of a product and encourage them to buy (Maino et al., 2022). To make a promotion successful, consumers can attract interest in Purchase goods through rewards, price bundling, exhibitions, and product samples (Laili & Subkhan, 2024). According to Ivantan et al., (2020) One of the very important components of marketing that businesses must do when marketing a product or service is promotion. Promotion indicators according to Wijayanti (2008) in Ristanto et al., (2021) namely:

1. Advertising
2. Sales Forces
3. Public Relations

Brand Image

According to Isna Familiana et al., (2025) Brand image is the perception and belief of consumers towards the brand aimed at by various associations embedded in their memories. According to Desiarsita & Triastuti (2011) Brand image is an interpretation of the different sets of information that consumers receive. Ahmad Maimun et al., (2020) A brand is a name, term, mark, symbol, design or combination to mark goods or services of a single seller or group of sellers and distinguish them from competitors. Consumer perception of a brand that consists of associations, reputation, and symbolic value is called brand image. A good brand reputation can increase trust, loyalty, and overall Purchase interest. Additionally, a brand image reputation can help to stay competitive in the retail market. Brand Image Indicators according to Xian, Gou Li (2011) namely:

1. Product Attributes
2. Consumer Integrity
3. Brand Personality

Product Quality

Utami & Saputra (2017) Explains that product quality is when the product can meet the tastes

and needs of consumers in terms of benefits, features, and appearance that can satisfy consumers with the value of money that has been spent. Gligorijevic et al., (2019) stating that the advantage offered by the product is its quality. Quality can be defined as the collection of features and characteristics inherent in a product or service that enables it to satisfy both stated and implicit consumer needs to Kotler and Keller (2012) in Muharam Wifky & Soliha Euis (2019). Product quality consists of functional features, such as durability, reliability, and efficiency as well as non-functional features, such as design, style, and suitability with customer preferences. One of the factors that greatly determines Purchase interest is the perception of product quality, products that are considered high quality can foster trust and increase intention to buy. There are Product Quality Indicators Economics et al., (2020) namely:

1. Performance
2. Product Features
3. Durability
4. Compatibility
5. Beauty/Aesthetics

Quality of Service

Service quality can be understood as a company's capability to satisfy consumer needs by providing appropriate products and services while ensuring that the delivery process meets or exceeds consumer expectations to Tjiptono (2011) in Hayden Rohaeni1 (2018). According to Hadi & Nastiti (2021) Service quality can be defined as the actions that a business or company takes to provide satisfaction to customers. Service quality includes determination, delivery to meet customer expectations and meet customer needs and wants. The extent to which the services provided by the retail provider meet or exceed customer expectations is referred to as the quality of service. According to Hermansah (2023) stating that physical appearance, reliability, responsiveness, assurance, empathy are dimensions of service quality.

Purchase Interest

The behavior of consumers who want a product based on their experience of Purchase or sorting and using the desired product Az-Zahra & Sukmalengkawati (2022). Rifka Alkhilyatul Ma'rifat, I Made Suraharta (2024) Stating that Purchase interest is behavior shown by consumers in response to goods that show a desire or impulse to make a purchase. A customer's desire to buy something in the future is known as "Purchase interest". According to Saputra et al., (2023), indicators of Purchase interest include interest in seeking information about the product, considering Purchase, interested in trying, wanting to know more about the product and wanting to own it. According to contemporary marketing research, Purchase interest is not only a customer's desire but also a strong clue about actual purchasing behavior, as they have passed evaluation measures such as value, trust, and satisfaction, consumers with high Purchase interest are more likely to make a purchase.

THEORETICAL FRAMEWORK

In developing the hypothesis below, the theoretical framework in this study can be described as follows:

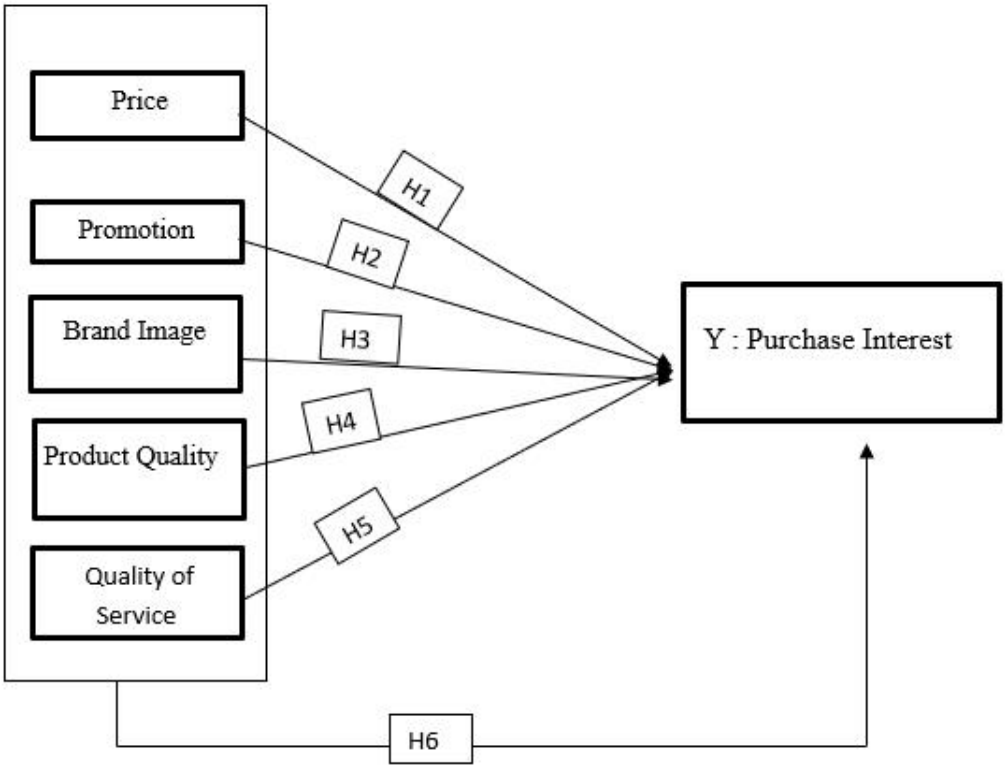


Figure 1. Theoretical Framework

H1 : Price affects consumer purchase interest
H2 : Promotions affect consumer purchase interest
H3 : Brand Image affects consumer purchase interest
H4 : Service Quality Affects Consumer Purchase Interest
H5 : Product Quality Affects Consumer Purchase Interest

METHOD

This study employed hypothesis testing using SPSS Statistics Version 25 as the primary analytical tool. The research was conducted at AEON DP Mall Semarang, with the analysis focusing on the effects of price, promotion, brand image, product quality, and service quality on consumers' purchase intention.

Population is an area of generalization that is independent of objects or subjects with certain features to draw conclusions Sugiono (2013) in Fajri et al., (2022). The population in this study is all consumers or prospective consumers who are in Semarang City, and have a desire to shop at AEON, because the number is not yet known for sure. Focused, relevant, and valid research by understanding the research population as a whole can contribute significantly to the existing knowledge pool in their respective fields of study (Candra Susanto et al., 2024).

While the sample is a small part of the population used for the study and the results are used to observe the population (Sulistiyowati, 2017). To take samples, namely by using the purposive sampling technique, which is a sampling technique where the subject is deliberately selected by the researcher based on criteria that are considered relevant. Primary data is the type of data used in this study. Primary data were collected through questionnaires and the respondents' responses to the research variables. By using the Lemeshow formula From the book by Hair et al. stated

that the number of good samples is 5-10 times the number of indicators used in the questionnaire (Amin & Riyoko, 2026).
The formula used is:

n = (Number of Indicators) x 5 x 1.5

Description :
N = Number of samples
Number of Indicators = total of all indicators
5 = number of respondents per indicator

The study gathered data by distributing questionnaires based on a five-point Likert scale. Previous studies have ensured that the variables in the test instrument data. Validity Test is to determine how reliable and valid the measurement tool used to obtain the data is valid or not (Andi Arsi, 2021). Reliability tests are instructions used in research to obtain information that is used as a data collection tool and is able to reveal real data in the field (Andi Arsi, 2021).

Prior to multiple linear regression analysis, classical assumption tests were used to ascertain whether the data met the basic assumptions of the regression model. If these assumptions are met, the regression results will be more accurate and reliable. The normality, Multicollinearity, and heteroscedasticity tests are part of the classical assumption test.
The Multicolony test determines whether independent variables (also called independent variables) have a succinct correlation with each other in a normal regression model, and the normality test is a statistical test that determines whether the residual value data in a normal regression model is valid. The heteroscedasticity test is conducted to assess whether the variance of residuals differs across observations within a regression model. When the residual variance is not constant, the condition is referred to as heteroscedasticity, whereas a constant residual variance indicates homoscedasticity. The magnitude of the relationship between the variables was assessed using multiple linear regression analysis. A partial hypothesis test, or t-test, was applied to examine the individual effect of each independent variable on the dependent variable. Meanwhile, the simultaneous test, or F-test, was used to evaluate the collective influence of all independent variables on the dependent variable. In addition, the coefficient of determination (R^2) was employed to measure the extent to which the regression model explains the variation in the dependent variable.

RESULT AND DISCUSSION

Description of Research Object

Using the purpose sampling method, the number of respondents reached 187.5 and was rounded to 189, but the author has collected data from 189 respondents which produced research descriptions and statistical descriptions of consumers of AEON DP MALL.

Table 1. Respondent Description

Respondent Category	Remarks	Frequency	Percentage
Gender	Male	76	40,2
	Women	113	59,8
Age	<18	19	10,1
	18th - 23th	100	52,9

Respondent Category	Remarks	Frequency	Percentage
	23th - 28th	48	25,4
	28th - 30th	8	4,2
	31th - 40th	3,2	3,2
	>40th	8	4,2
Jobs	PNS	6	3,2
	Private Employees	63	33,3
	Entrepreneurship	7	3,7
	Housewives	11	5,8
	Student/Student	89	47,1
	TNI/POLRI	13	6,9

According to Table 1 above, the majority of the 189 respondents were women (59.8%), and most respondents were between aged 18 to 23 years old (52.9%). Most of the people who answered were college students or students (47.7%).

Validity Test and Rehabilitation

By using R calculations in SPSS, it can be done a validity test. It is said to be valid if the value of r is greater than the r of the table and invalid if the value of r is calculated to be lower than the r value of the table. The results of the validity test with the variables of price, promotion, brand image, service quality, product quality and purchase interest can be shown in the following table.

Table 2. Validity Test

Variabel	Questions	R count	R table	Remarks
PRICE	XI.1	0,877	0,119	Valid
	X1.2	0.853	0,119	Valid
	X1.3	0,879	0,119	Valid
PROMOTION	X2.1	0,814	0,119	Valid
	X2.2	0,786	0,119	Valid
	X2.3	0,860	0,119	Valid
	X2.4	0,823	0,119	Valid
	X2.5	0,786	0,119	Valid
BRAND IMAGE	X3.1	0,859	0,119	Valid
	X3.2	0,843	0,119	Valid
	X3.3	0,851	0,119	Valid
	X3.4	0,775	0,119	Valid
SERVICE QUALITY	X4.1	0,805	0,119	Valid
	X4.2	0,860	0,119	Valid
	X4.3	0,829	0,119	Valid
	X4.4	0,863	0,119	Valid
	X4.5	0,859	0,119	Valid
PRODUCT QUALITY	X5.1	0,849	0,119	Valid
	X5.2	0,871	0,119	Valid
	X5.3	0,826	0,119	Valid
PURCHASE INTEREST	Y1	0,792	0,119	Valid
	Y2	0,776	0,119	Valid
	Y3	0,837	0,119	Valid
	Y4	0,855	0,119	Valid

It can be concluded from the validity test that all the questions used in the questionnaire are said to be valid.

Reliability Test

Test Reliability is a tool to measure a questionnaire according to Ghozali in (Al Amin M, Erni A, 2020) An instrument is declared reliable if the significant value of Cronbach's alpha > 0.60 is declared reliable, while if the significant value of Cronbach's alpha < 0.60 is declared unreliable.

Table 3. Reliability Test

Variabel	*Cronbach's alpha*	Standardization Values	Remarks
Price	0,836	0,60	reliabel
Promotion	0,877	0,60	reliabel
Brand Image	0,850	0,60	reliabel
Quality of Service	0,898	0,60	reliabel
Product Quality	0,801	0,60	reliabel
Purchase Interest	0,829	0,60	reliabel

Based on table 3, the results of the reliability test can be determined from the variables of price, promotion, brand image, quality Service, product quality and purchase interest lead to Cronbach's alpha value > 0.60.

Normality Test

To prove the free variable and the normal distributed bound variable, this test uses a dotted point on the normal standard P-plot. The results can be seen as follows:

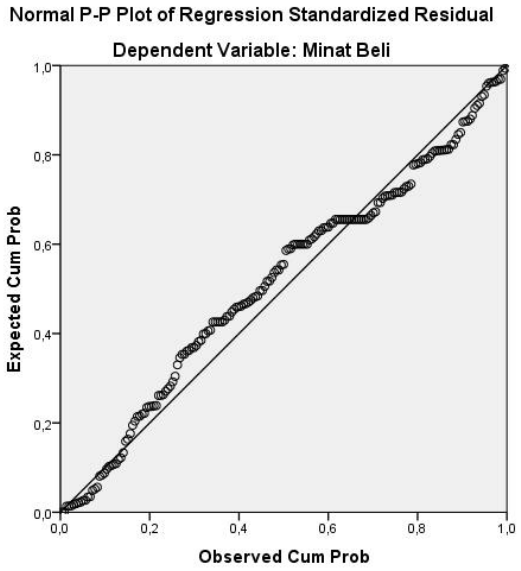


Figure 2. Normality Tester Graph

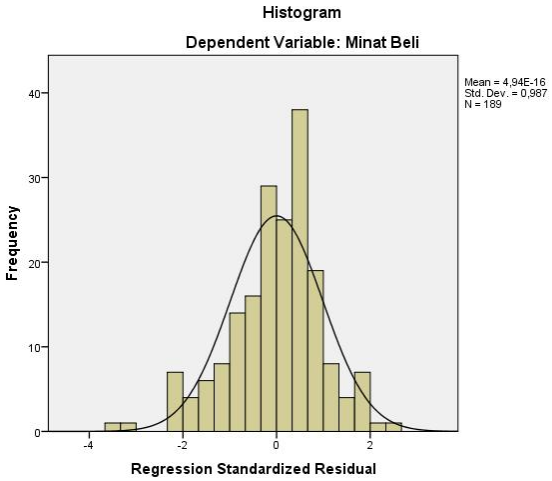


Figure 3. Normality Tester Histogram

The normality of the data distribution can be assessed by examining the Normal P–P Plot, in which the observed points should follow the diagonal line, as well as the histogram, which should display a symmetrical bell-shaped distribution. Based on the results shown in both graphs, the regression model satisfies the normality assumption and is therefore considered appropriate for further analysis. Thus, the multiple linear regression model used in this study demonstrates that the data are normally distributed.

Multicollinearity Test

The Multicollinearity Test is a test that is needed to find out if there is a correlation (similarity) between independent variables. To find out which variables are similar or not, it can be seen from the *tolerance* and VIF (*Variance Iflation Factor*) numbers.

Table 4 Multicollinearity Test

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	,752	,704		1,068	,287		
	Price	,009	,106	,007	,084	,933	,249	4,017
	Promotion	,271	,065	,346	4,194	,000	,236	4,238
	Brand Image	-,100	,083	-,093	-1,201	,231	,266	3,758
	Quality of Service	,249	,068	,295	3,686	,000	,251	3,988
	Product Quality	,481	,096	,364	5,015	,000	,305	3,278
a. Variable Dependent: Purchase Interest								

The results of the multicollinearity test showed that the VIF value of each free variable was more than 10% which showed that there was no correlation between free variables, which means that the free variable was declared as free of multicollinericity.

Heteroscedasticity Test

The heteroscedasticity test was conducted to assess whether the variance of residuals differs among observations in the regression model. This assumption can be examined using a scatterplot, in which the absence of a specific pattern or the random distribution of points indicates that the regression model is free from heteroscedasticity. Alternatively, when the significance value of each independent variable exceeds 0.05, the model can be considered to have no heteroscedasticity problem.

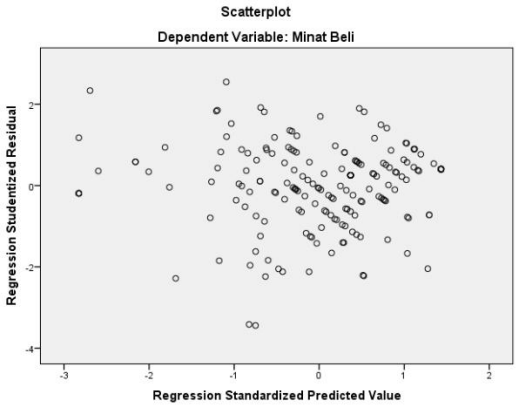


Figure 4 Heteroscedasticity Test

The figure above shows that the dots are randomly scattered from scattered both above and below the number 0 on the Y axis.

Multiple Linear Regression Analysis

This analysis can be seen how much the influence of price, promotion, brand image, service quality, and product quality affects Purchase interest.

a) T test (Partial test)

The T test is a statistical test used to measure the influence of each independent variable (x) partially on the dependent variable (Y). If sig. < 0.05 or t compute > t table, and significant if sig. > 0.05 or t calculate < t table, the variable has no significant effect.

Table 5 t-test (Partial test)

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	,752	,704		1,068	,287
	Price	,009	,106	,007	,084	,933
	Promotion	,271	,065	,346	4,194	,000
	Brand Image	-,100	,083	-,093	-1,201	,231
	Quality of Service	,249	,068	,295	3,686	,000
	Product Quality	,481	,096	,364	5,015	,000

a. Variable Dependent: Purchase Interest

Based on the table above, it can be seen that the multiple linear regression equations formed are:

Y=0.752 + 0.009X1 + 0.271X2 + -0.100X3 + 0.249X4 + 0.481X5 + e

Description:

a	= Konstanta
b1... B4	= Regression Coefficient
Y	= Purchase Interest
X1	= Price
X2	= Promotion
X3	= Brand Image
X4	= Quality of Service
X5	= Product Quality

Regression analysis was conducted to examine whether the independent variables exerted a statistically significant effect on the dependent variable. The significance level was established at 5% (α = 0.05). Based on the statistical results presented in the table above, the regression model includes price (X1), promotion (X2), brand image (X3), service quality (X4), and product quality (X5) as the independent variables, with purchase intention as the dependent variable. The constant value of 0.752 represents the expected value of purchase intention when all independent variables are held constant.

HI: Price to Purchase Interest

The price variable obtained a t-value of 0.084 and a significance level of 0.933, while the critical t-value was 1.985. Since the calculated t-value (0.084) is lower than the critical t-value (1.985), and the significance value (0.933) exceeds the 0.05 threshold, H1 is rejected. These results indicate that price does not have a statistically significant effect on consumers' purchase intention.

H2: Promotion of Purchase Interest

The promotion variable yielded a calculated t-value of 4.194 with a significance value of 0.000, while the critical t-value was 1.985. Since the calculated t-value (4.194) exceeds the critical t-value (1.985) and the significance value (0.000) is below 0.05, H2 is accepted. Therefore, the results indicate that promotion has a statistically significant effect on consumers' purchase intention.

H3: Brand Image to Purchase Interest

The brand image variable produced a calculated t-value of −1.201 and a significance value of 0.231, while the critical t-value was 1.985. Because the absolute value of the calculated t-value (1.201) is lower than the critical t-value (1.985), and the significance value (0.231) is greater than 0.05, H3 is rejected. Therefore, the results indicate that brand image does not have a statistically significant effect on consumers' purchase intention.

H4: Quality of Service to Purchase Interest

The service quality variable generated a calculated t-value of 3.686 and a significance value of 0.000, while the critical t-value was 1.985. Since the calculated t-value (3.686) is greater than the critical t-value (1.985) and the significance value (0.000) is lower than 0.05, H4 is accepted. Thus, the findings demonstrate that service quality has a statistically significant effect on consumers' purchase intention.

H5: Product Quality to Purchase Interest

The product quality variable obtained a calculated t-value of 5.015 and a significance value of 0.000, while the critical t-value was 1.985. Since the calculated t-value (5.015) is greater than the critical t-value (1.985) and the significance value (0.000) is below 0.05, H5 is accepted. Therefore, the findings indicate that product quality has a statistically significant effect on

consumers' purchase intention.

b. F Test (Simultaneous Test)

The F-test is a statistical procedure used to assess the simultaneous effect of all independent variables (X) on the dependent variable (Y). The regression model is considered statistically significant when the significance value is less than 0.05 or the calculated F-value exceeds the critical F-value. Conversely, if the significance value is greater than 0.05 or the calculated F-value is lower than the critical F-value, the regression model is considered statistically insignificant.

Table 6. ANOVA
Test Table f (Simultaneous Test)
ANOVA

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	2232,627	5	446,525	87,807	,000b
	Residual	930,611	183	5,085		
	Total	3163,238	188			

a. Variable Dependent: Purchase Interest
b. Predictors: (Constant), Product Quality, Price, Brand Image, Service Quality, Promotion

The results of the analysis indicate that price, promotion, brand image, service quality, and product quality collectively have a significant effect on purchase intention. This is supported by the calculated F-value of 87.807, which is greater than the critical F-value of 2.26, along with a significance value of 0.000, which is below the 0.05 significance threshold. These findings confirm that purchase intention, as the dependent variable, is significantly influenced simultaneously by the five independent variables.

c. Determination Coefficient Test (R2)

A determination test is a statistical test used to determine how well an independent variable (X) can explain a dependent variable (Y). This is indicated by the value of R Square (R2), the greater the contribution of the variable X to Y.

Table 7. Determination Coefficient Test (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,840a	,706	,698	2,25506

a. Predictors: (Constant), Product Quality, Price, Brand Image, Service Quality, Promotion

The coefficient of determination test (R^2) produced an R value of 0.804, indicating a strong relationship between the independent variables price, promotion, brand image, service quality, and product quality—and the dependent variable, namely purchase intention. The R Square value of 0.706 indicates that these five independent variables collectively explain 70.6% of the

variation in purchase intention. Since this study involves more than one independent variable, the Adjusted R Square value provides a more appropriate measure of the model's explanatory power. With an Adjusted R Square value of 0.698, the independent variables collectively explain 69.8% of the variation in purchase intention, while the remaining 30.2% is attributable to other factors not included in the research model.

Hypothesis Discussion

H1. The Effect of Price on Purchase Interest

Based on the t-test, the price variable obtained a calculated t-value of 0.804 with a significant value of 0.933 > 0.05. Thus, it can be concluded that H1 is rejected, so that the price variable does not have a significant effect on Purchase interest. As previous research Hutabarat et al(2026) stating that the price has no significant effect. This shows that AEON DP MALL consumers do not make price the main consideration in Purchase interest, but are influenced by other factors.

H2. The Influence of Promotions on Purchase Interest

Based on the results of the t-test, the promotion variable obtained a calculated t-value of 4.194 with a significance value of 0.000, which is lower than the 0.05 threshold. Therefore, H2 is accepted, indicating that promotion has a positive and statistically significant effect on consumers' purchase intention. These findings suggest that effective promotional activities can attract consumer attention and stimulate purchasing interest. Consequently, the more effectively promotional strategies are implemented, the greater the potential to increase consumers' purchase intention. This research is in line with Hermansah(2023) The findings indicate that promotional activities have a positive effect on consumers' purchase intention. Effective promotional strategies can encourage consumers to make purchasing decisions by offering additional value, benefits, and appealing incentives that enhance the attractiveness of the products or services offered.

H3. The Influence of Brand Image on Purchase Interest

The statistical analysis reveals that the relationship between brand image and purchase intention is not statistically significant. With a t-value of 1.201 and a significance value of 0.231 (> 0.05), the evidence does not support H3. Thus, brand image cannot be considered a significant determinant of consumers' purchase intention in this research.. Previous research Desi Sari Fatmalawati & Ana Noor Andriana(2021) The findings demonstrate that the presence of a strong brand image does not necessarily lead to a higher level of purchase intention. In this study, consumers appear to consider other factors more important when forming their purchase decisions, indicating that brand image alone is insufficient to significantly encourage their intention to purchase.

H4. The Effect of Service Quality on Purchase Interest

The statistical evidence supports the acceptance of H4, as the service quality variable recorded a t-value of 3.686 and a significance level of 0.000, which is below the 0.05 criterion. This result confirms that service quality has a positive and significant relationship with consumers' purchase intention. The finding further suggests that service characterized by friendliness, promptness, responsiveness, and the ability to address customer needs can encourage consumers to develop a stronger intention to purchase.. In previous research Masruroh

et al(2023) The findings indicate that service quality contributes positively to consumers' purchase intention. When customers receive reliable, responsive, and satisfactory service, they are more likely to develop a favorable experience with the company. Such positive experiences can strengthen consumer satisfaction and subsequently encourage greater interest in making a purchase.

H5. The Effect of Product Quality on Purchase Interest

The results of the hypothesis testing provide support for H5, as the product quality variable recorded a t-value of 5.015 with a significance level of 0.000, which is lower than 0.05. This indicates that product quality has a positive and statistically significant effect on consumers' purchase intention. In practical terms, product characteristics such as durability, functionality, and the ability to meet consumer expectations may play an important role in encouraging consumers to consider purchasing the product. In research Economics et al(2020) The findings suggest that product quality plays a significant role in shaping consumers' purchase intention. This relationship can be attributed to the close connection between the quality of a product and the level of satisfaction experienced by consumers, as products that meet their expectations are more likely to encourage purchasing interest.

H6. The Influence of Price, Promotion, Brand Image, Service Quality and Product Quality on Purchase Interest

Based on the F test results, the f-value was obtained at 87.807 with a significance value of 0.000 < 0.05. The value of f is calculated 87.807 > f table 2.26. Thus, H6 is accepted so that price, promotion, brand image, service quality, and product quality simultaneously have a positive and significant effect. The results of these five variables are able to jointly influence consumer Purchase interest.

Conclusion

The findings of this study demonstrate that price, promotion, brand image, service quality, and product quality collectively contribute to the formation of consumers' purchase intention. Effective and appealing promotional strategies can increase consumer awareness and understanding of the products offered, thereby encouraging greater interest in purchasing. Furthermore, consumers are more likely to develop purchase intention when the price is perceived as appropriate and proportional to the benefits and value they receive.

In addition, a good brand reputation instills a good perception in customers, increases trust and encourages them to make a purchase. Good service can also provide Experience positive customers, who encourage them to make a purchase. A good product that meets customer expectations is also an important factor in increasing Purchase interest. Consumer Purchase interest is influenced by price, promotion, brand image, service quality, and quality products. Therefore, increasing each of these variables can be an effective approach for businesses to increase consumer Purchase interest.

1. **Limitations**

   There are several limitations of the research that can be concluded by this study, namely:

   1) The researcher only used a few respondents (189 respondents) from the consumer population of AEON DP Mall in Semarang City, so this can happen because the research was only conducted on AEON DP MALL consumers in Semarang City.
   2) The distribution of the questionnaire was carried out online through social media. The

study has distributed questionnaires to 189 respondents which were then processed according to the characteristics of the sample so that 189 samples were still used.

2. Managerial Implications

Based on the findings of the research regarding price, promotion, brand image, service quality, and product quality have an impact on consumer Purchase interest, management can apply management consequences, namely:

1) Price Strategy

Management needs to set competitive prices and match the quality of the product so that the experience feels that it gets the value it deserves, thereby increasing Purchase interest.

2) Promotion Strategy

To attract customers' attention and encourage them to make purchasing decisions, the company's promotional strategy must be more creative and intense.

3) Brand Image Enhancement

Management must maintain and improve the brand's reputation through quality consistency, effective communication, and a pleasant shopping experience.

4) Improving Service Quality

Companies must improve the quality of service by training employees to provide friendly, fast, and professional service so that customers feel satisfied and interested in Purchase their products.

5) Product Quality Improvement

In order to meet the needs and expectations of customers regarding the quality of variety, and product availability, product quality improvement must be carried out by management.

3. Suggestions

Based on the results of the study, there are suggestions given:

a. For Companies

AEON DP MALL Semarang City is expected to pay more attention to the price policy to remain competitive and in accordance with the quality of the products offered, in addition to increasing promotions, improving service quality and product quality.

b. For the Author

The next research is suggested to add other variables outside of this study, as well as expand the number and scope of respondents so that the research results are comprehensive.

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