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Model of Purchase Decision Analysis

Stiven Wijaya¹, Yudi Yulius², Nandan Limakrisna³

¹ Universitas Persada Indonesia Y.A.I. Jakarta, Indonesia, stiven8@hotmail.com

² Universitas Persada Indonesia Y.A.I. Jakarta, Indonesia, yudiyulius@upi-yai.ac.id

³ Universitas Persada Indonesia Y.A.I. Jakarta, Indonesia, amarta.nandan@gmail.com

Corresponding Author: **Stiven Wijaya**

Abstract: Moo light brick acquiring choices develops and genuine bequest company in Medan Common supposedly caused by item, dissemination, advancement and client esteem are still moo. The reason of this inquire about is to decide and analyze the impact of item, dispersion and advancement of fractional or mutually to client esteem. To decide and analyze the impact of item, conveyance, advancement and client esteem in part or together to the obtaining choice. The populace in this investigate produced to 964 extend supervisors of 241 development and genuine bequest companies in Medan. The strategy utilized in this inquire about was a expressive study strategy and informative overview with a test measure 295 respondents, and the information examination strategies utilized are SEM (Auxiliary Condition Modeling) with utilize Lisrel 8.70 application. Based on the comes about of the investigate, the taking after investigate discoveries gotten item positive and noteworthy impact on client esteem. Dissemination of critical impact on client esteem. Advancement noteworthy impact on client esteem. Item, dispersion and advancement together critical impact on client esteem is rise to to 47% whereas the remaining 53% are affected by other components. In part advancement of the foremost prevailing impact on client esteem. The item does not influence the buy choice. Dissemination of positive and critical impact on obtaining choices. Advancement of positive and critical affect on obtaining choices. Client esteem of positive and critical impact on obtaining choices. Item, dispersion, advancement and client esteem together positive and noteworthy impact on acquiring choices is break even with to 81% whereas the remaining 19% are impacted by other variables. Somewhat clients esteem the foremost prevailing impact on buy choices.

Keywords: Product, Distribution, Promotion, Customers Value, Purchase Decision.

INTRODUCTION

Ruddy brick is one of the building materials that gotten to be portion of the establishment of a building property. Recently, the fabric could be a bit troublesome to discover since the generation prepare is exceptionally complicated and still a reliance with customary warming which is one of Worldwide Warming components, since the combustion

prepare cause discuss contamination are certainly not ecologically inviting coupled with climate conditions and seasons of instability that influence the cost and accessibility of these materials (A. F. Anggraeni et al., 2021; A. F. Anggraeni & Winarningsih, 2021).

The utilize of ordinary bricks will be supplanted with the lightweight brick innovation; sooner or afterward the utilize of ruddy brick will switch to lightweight brick. This outline can be utilized as benchmarks so quick development innovations make the switch. Lightweight brick is one of the items to bolster the program's "Green Peace". Greening for repressing "Worldwide Warming" since the fabricating handle without the combustion handle and utilize normal fixings one of which is the seed Lerak (*Saparindus rarak*) or commonly known as seed receptionist. Alludes to those conditions, through inquire about, advancement and development that make a lightweight brick which is the nation's revelation of the children's work (Arianto et al., 2022; Limakrisna, 2008a, 2008b, 2008c, 2018a, 2018b; Limakrisna & Yoserizal, 2016).

This lightweight bricks are arrangements to issues in Indonesia, particularly the advancement of the property industry. Since of light brick has numerous focal points. There are a few preferences when utilized as a substitution brick light brick ruddy (Lusiana et al., 2021; Romansyah et al., 2021; Roswinna et al., 2020; Widanengsih & Yulianti, 2022; Yulianti & Lasminingrat, 2021), which are:

lightweight, vigorous, quick in; naturally inviting; flame resistant; seismic tremor safe; soundproof; can be specifically in plamir without mortar; predisposition establishment utilizing waterway sand or calcium blended with cement process. Another advantage of the light brick ruddy brick and concrete square based on the "Unit Cost Examination Work With Work Unit Cost Approach Field Hypothesis and the" Office of Lodging and Framework Division of Open Works (2009) and "Building Fabric Determinations Portion A (Non Metallic Building Materials)" Office of Open Works (2009) is the efficiency of the work more rapidly, speeding the basic way, cost-effective, and longer solidness of development..

With a wide target showcase, seem really be categorized into a few segments, to be specific private, tall rise buildings, government ventures and commercial ventures with the target client is the designer, temporary worker and proprietor of the building itself. So with an awfully wide showcase, upheld the require for lightweight bricks nowadays and long haul, lightweight brick needs straightforwardly corresponding to the wants of existing ventures (Kurniawan et al., 2020; Romansyah et al., 2021):. So with reference to the wide target advertise, particularly in Medan, at that point on the off chance that it alludes to financial development within the territory of Medan, particularly within the development of development and genuine domain appeared a positive slant.

Drift of development in business within the development division appeared an increment each year, the most elevated development happened in 2012 which come to 7.20% compared with the past two a long time, coming to as it were 6.20% in 2010 and 7.08% in 2011, in spite of the drop development in 2013 were as it were able to reach 6.85%. Moreover, the development within the genuine bequest segment, where development appeared an increment until 2013 which come to 5.35% compared with the past three a long time that as it were 3.97% in 2010, 4.21% in 2011 and 5.31% in 2012. (Source:Government Back Report Area of Medan, 2013)

Expanded development within the development segment work and genuine bequest divisions in Medan ought to be went with by expanded rate of development in deals of lightweight brick within the territory of Medan, but in fact the lightweight brick deals development rate fluctuated quite tall. Lightweight brick deals development rate in 2011 diminished very strongly, which as it were come to 11.49% compared with the past year which come to 27.71% or diminish come to -16.22%. Whereas within the same period of development segment occupations expanded 7.08% from the past year which as it were come to 6.20% or an increment of 0.88%, as well as terms of the genuine domain segment

which rose 4.21% already come to as it were come to 3.98%, or an increment of 0.23% development. At that point drop in deals development happened in 2013 which as it were come to 34.54% compared with the past period to reach 45.32% or the diminish of -10.78%, whereas the development in employments within the genuine domain division has increase in 2013 which come to 5 , 35% compared with the past year 2012 which as it were come to 5.31%. (Source:Deals of three Lightweight brick Company, information prepared, 2014)

It appears that both the development segment and genuine bequest division in Medan, is still relatively low obtaining choices in selecting the utilize of lightweight bricks in executing and completing ventures.

Numerous variables are thought to cause the still relatively moo obtaining choices on the lightweight bricks made by the temporary worker the development and genuine domain in Medan. It is based on the comes about of the starting study analyst (2014) against a few temporary workers (designer) development and genuine bequest in Medan, that (1) there's a inclination for engineers to proceed the extend with red brick or piece, meaning that there are still numerous designers or engineer not to proceed the extend with a ruddy brick or bataco, so the number of designers who proceed the extend with lightweight brick, its will be challenged by the lightweight brick company. (2) The designers by and large favor ruddy brick which is considered to have demonstrated its quality, (3) In common, the designers lean toward ruddy brick or bataco who features a solid picture and great for the building, and (4) in common very frequently give suggestions to designers or other designers to utilize bricks that are right now utilized. (Source:Preparatory Study Comes about, 2014)

Choice making process is the act that includes an investigation of the coming about within the choice of a course of activity Among Several options". That the decision-making process is an action that includes analyzing comes about in choosing one course of action among a few options (Agustina et al., 2020; Ahmadi et al., 2020; Febrian et al., 2020; Harnani, Rudi Suprianto Ahmadi, et al., 2020).

Obtaining choices will be related with the conveyance of a message from the provider to the recipient of the message in question, with the reason of the message beneficiary can make choices in accordance with the wishes of the giver message. From a arrangement of communication prepare between the provider and the beneficiary, (Pratiwi Putri et al., 2020) gave the taking after articulation, "Ideally, the message ought to pick up consideration, hold intrigued, stimulate want and evoke activity. In hone, few messages conversation the customer all the way from mindfulness through buy, but the AIDA system proposes the alluring qualities of any communication".

Based on the introductory study (2014) that has been carried out on 30 venture supervisor of developer or engineer, found that 33% of the venture supervisor sufficient consideration to the part and work of brick for the completion of the venture, so it is still exceptionally much the venture chief who isn't concerned with the degree of the role and work of a brick the chosen to back the quality of the extend. A add up to of 28% of the extend chief of the comes about of a overview of 30 venture directors, it turns out they were not paying consideration span required utilizing bricks that have been chosen, and is hence imagined that there are numerous project managers who don't have a reference in the bricks of the sort of brick as a building fabric on the venture.

A add up to of 28% of venture directors based on the comes about of the over overview, have sufficient intrigued in brick bricks offered by the company, be that as it may, the overview cannot show the components that make them fascinated by the brick chosen, particularly the comes about of the overview appeared no concern the stature of the venture chief on the sort of brick and timescales of brick utilized on the project was doing. Moreover, as numerous as 25% of the extend director expressed they as it were require sufficient bricks to be utilized within the extend of the brick company, in other words they don't completely require real brick had they utilize.

Need of intrigued in and the need of need for a extend director to brick bricks offered by the company, cause they don't look for information about the greatest data around the bricks that have been chosen, it is appeared by the 30% of the venture chief of the overview were not looking for data on the whereabouts of brick. Referring to the overview that was conducted, it turns out 26% of the extend director wishes to utilize brick bricks advertised by the company, although cannot be depicted what underlies the venture chief needs to choose and use the bricks.

Based on the comes about of the study (2014), it isn't certain that the choice to select items advertised by the company will go through stages of AIDA (consideration, intrigued, crave, activity), as the extend chief appeared impressive intrigued but not completely paying consideration, at that point the venture chief appears but the choice isn't based on a solid want.

Numerous components can lead to moo acquiring choices by designers select lightweight brick when doing its projects. (Ahmadi et al., 2020; Harnani, 2020; Harnani, Amijaya, et al., 2020; Harnani, Rudi Suprianto Ahmadi, et al., 2020)clarifies that cause buyers choose to buy a item is client value itself which could be a comparison of the benefits / usefulness with the fetched of clients. Based on the above articulation affirmed that the engineers need the obtaining choice in choosing a lightweight brick in executing their projects tend to be caused by lightweight brick client esteem is still relatively low. Usually shown by the comes about of the initial overview analyst (2014) which has been carried out on 30 venture chief of designer or designer over, found that 33% of the project manager enough consideration to the benefits of lightweight bricks for the client, so it is still very much the extend supervisor who does not care the degree to which the part and function of the chosen brick can back the quality of the extend. A add up to of 28% of the extend chief of the comes about of a study of 30 venture supervisors, it turns out they were not paying consideration span required utilizing bricks that have been chosen, and is therefore envisaged that the client esteem of lightweight brick itself is still generally moo seen by the designers.

Amusat, (T. Anggraeni et al., 2021, 2022; Sukmayana, 2019) clarifies that limited time apparatuses can increment additional customer value, so that the items offered are known to have a high esteem on the off chance that the advancement is done right, and in line with item quality perceived by clients. Based on the above statement, the moo esteem client lightweight brick was supposedly caused by a lack of appropriate advancement. This can be shown by the campaign carried out by three producers of lightweight bricks are just doing advancement as the advancement was conducted using confront to confront planned customers, the advancement is done by making brochures and company profile, workshops, presentations and several occasions of mass is usually exhausted a few occasions, and the advancement budget as it were come to an average of 10% of add up to sales. While (Pratiwi Putri et al., 2020; Tisna Amijaya & Siti Komariah, 2020) clarify that the creation of client esteem can be improved through the dispersion movement. At that point (Roswinna et al., 2020; Yulianti & Lasminingrat, 2021) found that items that give tall benefits to clients can move forward client esteem itself. Based on a few master suppositions over, it can be said that the low esteem of lightweight brick clients tend to be caused by need of legitimate advancement exercises, the conveyance of which is less exact, as well as the benefits of the item are not known in detail by the developers. It can be seen based on the beginning overview (2014) which appeared that respondents considered: (1) The quality of lightweight brick is still relatively close to the bataco or other brick, but the taken a toll is at first greater, (2) a generally equal distribution with other brick items, and (3) Advancement of lightweight brick is still relatively less exact or less communicated the benefits, advantages compared to other brick.

So it is clear that the item is still relatively lightweight brick unknown in detail by the client community, counting engineers, because customers are as of now accustomed to using brick or bataco product that has been appeared to outlive within the long impairment (Priatna & Roswinna, 2019).

From all the above, the creators were interested and exceptionally vital to do inquire about on the examination of lightweight brick obtaining choices through client esteem made by item, conveyance, and advancement.

LITERATURE REVIEW

Literature Product

The item is something that can be advertised to the showcase to be considered, had, utilized or devoured in arrange to fulfill the crave or require (Priatna et al., 2017). Whereas (Limakrisna et al., 2016) states that it is the item konseptional subjective understanding of the producer on something that can be advertised as an attempt to realize organizational objectives through satisfying wants and wants of customers, in agreement with the competence and capacity of the organization as well as acquiring control (Ekonomi et al., 2021). states that the item could be a result of production that will be tossed to the shopper to be disseminated and utilized customers to meet their needs. The item is additionally a key component within the generally advertise supply (Priatna & Roswinna, 2019). In the interim, concurring to (Priatna et al., 2017), the item is anything that can be advertised to a showcase for consideration, had, utilized or expended in arrange to fulfill the wants and needs. Based on the depiction concluded that the item is characterized in this consider as a result of the generation to be showcased / sold to clients for disseminated and utilized in assembly client needs. The measurements of the items in this think about comprised of four measurements, ie the measurements of quality, highlights, plan, and brand.

Dispersion

Dissemination can be characterized as promoting exercises are attempting to assist and encourage the conveyance of goods and administrations from makers to consumers, so it utilize as required. (Harnani, 2020), the conveyance is the way that it ought to be closer to clients. As a rule thought of seeing showcasing as a dissemination channel that takes the item from producer to consumer. (Sudaryo et al., 2022), is the conveyance of errands included in arranging, actualizing and controlling the stream of materials last products, and related information from point of origin to point of utilization to meet client needs in a condition to form a benefit. In the mean time, concurring to (Pahala et al., 2021) exercises that are utilized to move merchandise from the producer to the conclusion client, counting arrange handling, warehousing, transportation, and stock. From the portrayal of the hypothesis, it was concluded that the conveyance is characterized in this ponder is to move / switch things incorporate arranging, organizing, executing, and observing the stream of merchandise / item from the producer / merchant to the client and to meet client needs. The measurements of conveyance incorporates four measurements, specifically:the measurements of arrange administration, stock, warehousing, and transportation measurements.

Promotion

The campaign may be a seller and a buyer of data communication that points to alter states of mind and behavior of the buyer, who was not recognizable ended up commonplace with so that buying and keeping in intellect the item. Whereas (Sudaryo et al., 2021) states that the advancement is the company's endeavors to advise, persuade or remind buyers around companies, items and concepts so that the goal can be accomplished. In another sense, (Limakrisna et al., 2021) states that the advancement is the stream of data or influence in one heading are made to coordinate a individual or organization to act that made the exchange in

marketing. (Widiyanto et al., 2021) states that the advancement could be a communication from the dealer and buyer are inferred from exact data that points to alter demeanors and behavior of the buyer, who was not commonplace gotten to be commonplace with so that it gets to be a buyer and still review the item. (Makbul et al., 2020) states that the advancement could be a kind of communication that gives an clarification to persuade potential customers of products and administrations. Advancement mix a concoction of different special components that are inside. According to (Nuraeni et al., 2021), an component of the advancement blend (advancement blend) consists of five fundamental gadget, specifically publicizing, deals advancement, open relations, individual offering, and coordinate showcasing. Based on the depiction of the theory, we conclude that the advancement may be a way of communicating by the company to advise, convince or remind buyers approximately companies, products and concepts that point to change attitudes and behavior of imminent buyers, who don't know ended up commonplace with so that it gets to be a buyer and still review the item. The advancement comprises of five measurements, ie the dimensions of advertising, deals advancement, open relations, individual offering, and coordinate promoting measurement.

Client esteem

Esteem is the generally assessment that the shopper makes of a item based on perceptions of that given in trade for that which is gotten esteem conveyance. Alves too included that Client esteem may be a customer's seen inclination for and assessment of those item traits, ascribing exhibitions, and results emerging from utilize that facilitate (or square), accomplishing the customer's objectives and purposes in utilization circumstances (Reschiwati et al., 2019), client esteem is the contrast between add up to client esteem and total client taken a toll. Add up to client esteem (add up to customer value) is a set of benefits that clients anticipate from a specific item or benefit. Total customer costs (add up to client fetched) could be a set of expected costs brought about by the consumer to assess, secure, and dispose of the item or benefit. (Adriza et al., 2016) states that the esteem of the clients is a combination of quality, benefit, price of a product advertising. Ushered in client esteem is the distinction between the whole esteem for the customer and the overall fetched of the client, and the amount of esteem for the client may be a gather of clients anticipated benefits of specific merchandise or administrations. Whereas (Muksin et al., 2022) partitioned dimensions of customer esteem into a utilitarian esteem, financial esteem, passionate esteem and the esteem of give up.

Based on the hypothetical portrayal it was concluded that the esteem of the client is a customer an in general evaluation of the utility of a item based on recognitions of the gotten and given. The dimensions of client esteem comprises of four measurements of utilitarian esteem, social esteem, passionate esteem, and the esteem of give up.

Purchase Decision

Expressing the buy choice is taken by the customer choice handle for acquiring items / administrations advertised through the buy choice prepare that incorporates buyers some time recently making a buy choice and at the time of buy. The objective of any showcasing of a item is fulfilling wants and wants of customers or target clients. In this manner, buyers have significance in a company that's as a buyer of the item. Concurring to (Johannes et al., 2023) there are five choices made by the buyer, to be specific: (1) The determination of items and brands, buyers can make a decision to purchase a item or utilize the money for other purposes; (2) Channel Determination, buyers must make decisions almost which merchants will be gone by. (3) Time Buy, customer choices within the timing of purchase can shift; (4) Add up to buys, customers can make choices around how much of the item which can be bought at any one time; (5) Installment strategy, buyers can take a choice on the installment

strategy that will be utilized within the prepare of installment of the buy, for case, exchange, cash, charge and others. Based on the hypothetical portrayal over, it is concluded that the choice to buy is characterized as a prepare of buyer choice taken to buy items advertised through the buy choice prepare that incorporates customers some time recently making a buy choice and at the time of buy. The measurements of the buy choice comprises of five measurements, ie the dimensions of the choice of items and brands, the determination of buy channels, the time of purchase, sum / amount of buys, and the measurements of installment.

METHODS

The question of inquire about into the autonomous variable in this ponder is the item, dissemination and advancement. Whereas the subordinate variable is the esteem of client and obtaining choices. The nature of this inquire about is clear and confirmation. Given the nature of this inquire about is expressive and confirmation conducted through information collection within the field, the inquire about strategy utilized is graphic strategy overview and illustrative study strategy. The unit of analysis in this consider may be a corporate client within the development and genuine bequest company in Medan, the perception unit is the extend chief. Time skyline in this consider is cross-sectional, where investigate is tired one time at the same time.

1. Item (ξ_1) as free factors
2. Conveyance (ξ_2) as autonomous factors
3. Advancement (ξ_3) as free factors
4. Client esteem (η_1) as an middle of the road variable (mediating)
5. Buy choices (η_2) as the subordinate variable.

In this ponder, as question of investigation is the huge development company and genuine domain within the Medan with numbers is 241 companies, whereas the populace (the unit of investigation) is the Venture Supervisor of the development company and genuine bequest estimate in Medan, as numerous as 964 extend director. Taking into consideration the nearness of information exceptions (Hair et al., 2006:603) and the rule of the more prominent the test estimate the way better, at that point utilized a proportion of 1: 5, so with 59 parameters (markers) of the gotten test estimate of at slightest: $n = \text{number of parameters} \times \text{factors} = 59 \times 5 = 295$ respondens. To decide the 295 selected samples was done by random sampling is straightforward arbitrary examining in 71 companies Development and Genuine Bequest in Medan.

RESULT AND DISCUSSION

Table 1. Hybrid (Full SEM) Suitability Size Model

GOF Indicators	Expected size	Estimation results	Conclusion
Absolute Size Fit			
GFI	GFI > 0,90	0,98	Good Fit
RMSEA	RMSEA < 0,08	0,72	Good Fit
Incremental Size Fit			
NNFI	NNFI > 0,90	0,91	Good Fit
NFI	NFI > 0,90	0,90	Good Fit
AGFI	AGFI > 0,90	0,92	Good Fit
RFI	RFI > 0,90	0,87	Marginal Fit
IFI	IFI > 0,90	0,94	Good Fit
CFI	CFI > 0,90	0,94	Good Fit

Source: Results of Treatment with LISREL 8.70

Based on Table 1 over, there are seven records picked up wellness demonstrate includes a reasonableness list show (great fit), specifically:

RMSEA, GFI, NNFI, NFI, AGFI, IFI and CFI. There's as it were one list appropriateness models that are beneath estimate reasonableness great (RFI), but still be inside the scope of the reasonableness of the minimal (minimal fit). Negligible fit is the condition of the appropriateness of the estimation show beneath the criteria of outright estimate fit, as well as incremental fit, but still can be passed on advance examination, since it is near to the criteria of great measure fit (Hair, et.all, 2006:623). Hence it can be proceeded on the another examination.

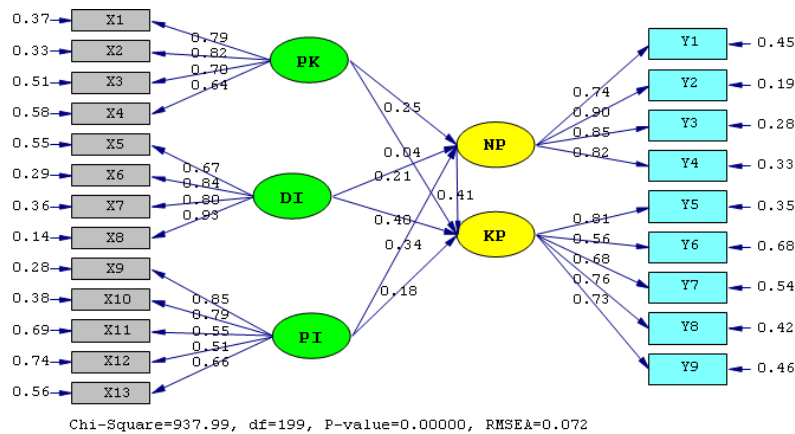


Figure 1. Hybrid (Full SEM) Standardized Model

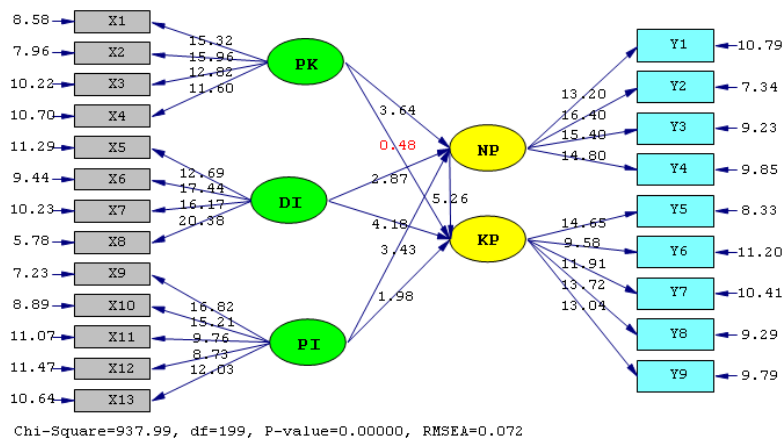


Figure 2. Hybrid (Full SEM) t-value Model

Based on Figure 1 and Figure 1 over, which is taken after by the investigation of crossover estimation demonstrate (full show) of each variable, where all sub-variables within the arrangement of the idle exogenous factors item, dispersion, advancement and endogenous inactive variable client esteem and obtaining decisions have validity well, this can be demonstrated by all sub-variables have the Standardized Stacking Figure (SLF) ≥ 0.5 and $|t| \geq 1,96$ esteem (at $\alpha = 0.05$) (Hair, et. all., 2006).

Table 2. Structural Equation Model

NP = 0.25*PK + 0.21*DI + 0.34*PI, Errorvar.= 0.53 , R ² = 0.47	(1)
(0.069) (0.073) (0.099) (0.080) (0.008)	
3.64 2.87 3.43 6.60 86.06	
KP = 0.41*NP + 0.042*PK + 0.40*DI + 0.18*PI, Errorvar.= 0.19 , R ² = 0.81	(2)
(0.078) (0.087) (0.092) (0.091) (0.026) (0.002)	

Table 3. Test of Variable Relationships

No	Structural Tracks	SLF/ R2	tvalue /Fvalue	ttable / Ftable	Test Results
1	Produk → Nilai Pelanggan	0.25	3.64	1,96	Significant
2	Distribusi → Nilai Pelanggan	0.21	2.87	1,96	Significant
3	Promosi → Nilai Pelanggan	0.34	3.43	1,96	Significant
4	Produk, Distribusi dan Promosi → Kepuasan Kerja	0.47	86.06	3,84	Significant
5	Produk → Keputusan Pembelian	0.04	0.48	1,96	No Significant
6	Distribusi → Keputusan Pembelian	0.40	4.18	1,96	Significant
7	Promosi → Keputusan Pembelian	0.18	1.98	1,96	Significant
8	Nilai Pelanggan → Keputusan Pembelian	0.41	5.26	1,96	Significant
9	Produk, Distribusi, Promosi dan Nilai Pelanggan → Loyalitas Pegawai	0.81	412.10	3,84	Significant

Based on the comes about of theory testing 1 to 4 in Table 3 over, the major coordinate and circuitous impacts of the items, conveyance and advancement of client esteem are as takes after:

Table 4. Calculation results of the Direct and Indirect Effects of Production (PK), Distribution (DI) and Promotion (PI) for Customer Value (NP)

Variables	Size of Influences		Remarks	Total
	Direct	Indirect		
Product (PK)	0,0625	0,0320 0,0476	trough DI trough PI	0,1421
Distribution (DI)	0,0441	0,0320 0,0464	trough PK trough PI	0,1225
Promotion (PI)	0,1156	0,0476 0,0464	trough PK trough DI	0,2096
Influence of PK, DI, PI together against NP			R2KMBOKO	0,4743
Beyond the influence of the variable NP			ζ1	0,5257

Source: Data Processing, 2014 (LISREL 8.70)

Though, the coordinate and backhanded impacts of the item, dispersion, advancement and client esteem to the obtaining choice agreeing to the comes about of theory testing 1 to 4 in Table 3 over, are as takes after:

Table 5. Calculation results of the Direct and Indirect Effects of Production (PK), Distribution (DI), Promotion (PI) and Customer Value (NP) of the Purchase Decision (KP)

Variabel	Besar Pengaruh		Ket.	Total
	Langsung	Tidak Langsung		
Produk (PK)	0,0016	0,0098 0,0040 0,0100	trought DI trought PI trought NP	0,0254
Distribusi (DI)	0,1600	0,0098 0,0468 0,1033	trought PK trought PI trought NP	0,3199
Promosi (PI)	0,0324	0,0040 0,0468	trought PK trought DI	0,1342

Variabel	Besar Pengaruh			Total
	Langsung	Tidak Langsung	Ket.	
	0,1681	0,0509	trought NP	
Customer Value (NP)		0,0100 0,1033 0,0509	trought PK trought DI trought PI	0,3323
Influence of PK,DI,PI,NP together against KP			R2KMBOKO DK	0,8118
Beyond the influence of the variable KP			ζ2	0,1882

Source: Data Processing, 2014 (LISREL 8.70)

Based on the over models, gotten a few of the taking after:

1. tvalue of the impact of the item against client esteem measured to $3.64 > 1.96$, so it can be said to be critical, somewhat wrapped up item altogether influence the esteem of the client, the way better the item implies that create company / producer of lightweight brick, at that point the esteem of clients the development and genuine bequest companies will increment, it is hence Theory 1 is acknowledged. Add up to commitments impact of Brick Light Item variable to variable client esteem summed to 14.21%.
2. tvalue to impact the dispersion of the halfway client esteem measured to $2.86 > 1.96$, hence altogether impact the dissemination of client esteem, implies the superior dispersion made by the company / producer of lightweight brick great in viewpoints of administration of orders, stock, warehousing and perspectives of transport, the client esteem of development and genuine domain companies will increment, it is hence Speculation 2 is acknowledged. The whole commitment of the impact of variable to variable Client Esteem Dispersion is 12.25%.
3. tvalue to impact the advancement of client esteem is mostly of $3.43 > 1.96$, so that limited time critical impact on client esteem, meaning that the higher deal of the company / producer of lightweight bricks on the advertise, the client esteem of development and genuine bequest companies will be expanded, it is in this way Speculation 3 is gotten. Add up to commitments impact Advancements variable to variable client esteem summed to 20.96%.
4. Fvalue esteem of the impact of item, dissemination and advancement of together towards client esteem summed to $86.06 > 3.84$, so it can be said to be critical, in this way the item, dispersion and advancement mutually positive and noteworthy affect on client esteem, it is hence speculation 4 is gotten. The major commitment together variable items, dissemination and advancement of client esteem is 47%, the remaining 53% are impacted by other components. The foremost overwhelming calculate is the calculate fractional campaign with a commitment of 20.96%.
5. tvalue of item impact on obtaining choices is $0.48 < 1.96$, so that the dissemination essentially impact obtaining choices, implies the way better dispersion made by the company / producer of lightweight brick great in angles of administration of orders, stock, warehousing and viewpoints of transport, the acquiring choices of development and genuine bequest companies will increment, it is thus accepted theory 6. The overall commitment of the impact of the variable conveyance of the variable buy choice measured to 31.99%.
6. tvalue for advancement impact on buy choices mostly produced to $1.98 > 1.96$, so that the advancement of critical impact on acquiring choices, meaning that the higher deal

of the company / producer of lightweight bricks on the showcase, the acquiring choice is made and development company genuine domain will increment, it is in this way acknowledged theory 7. Add up to commitments impact Advancements variable to variable execution summed to 13.42%.

7. tvalue to impact client esteem to the acquiring choice in part produced to $5.26 > 1.96$, so that the client esteem altogether impact the obtaining choice, meaning that the higher the esteem of clients obtained construction and genuine domain companies in Medan, the buy choice performed development and genuine domain companies will increment, it is hence speculation 8 acknowledged. Add up to commitment Client Esteem variable impact on the buy choice variable is rise to to 33.23%.
8. Fvalue of the impact of item, dispersion, advancement and client esteem together on obtaining choices measured to $412.10 > 3.84$, so it can be said to be critical, hence the item, conveyance, advancement and client esteem together a positive impact and critical affect on the buy choice, it is in this way speculation 9 is gotten. The major commitment together variable item, conveyance, advancement and client esteem to the obtaining choice is at 81%, the remaining 19% are impacted by other variables. The foremost prevailing figure is the fractional figure Client Esteem with a commitment of 33.23D44 The over test comes about appear that the coordinate variable Items, Conveyance and Advancement impact on the variable commitment Client Esteem with a commitment of 47%. At that point the variable Items, Dispersion and Advancement straightforwardly influences the buy choice variable with a commitment of 31.52%. But with through Client Esteem, variable Items, Dissemination and Advancement impact the buying choice expanded with a commitment of 81%. So the comes about of this think about moreover appeared that:
 - a. Client esteem is Full intervening factors influence the variable Item Buy Choice
 - b. Client esteem is the Fractional Dissemination and Advancement interceding factors impact the buying choice.

The discoveries from this consider is that the client buy choice on the clients lightweight brick development and genuine domain company in Medan can be progressed, particularly within the determination of products and brand components (Y5) in case the Producer / lightweight brick company can move forward client esteem, particularly the components of social esteem (Y2) , where the Client Esteem in lightweight brick clients will be able to be expanded on the off chance that the producer / company is able to extend the lightweight brick lightweight brick Advancements fundamentally components Promoting (X9) and bolstered by the expanding lightweight brick items, particularly in lightweight brick include (X2) and upheld moreover by expanding the dispersion of brick particularly light transport component (X8).

CONCLUSION

Lightweight brick items and noteworthy positive impact on client esteem, it implies that the increment in lightweight brick items will result in expanded client esteem on the user's lightweight brick development and genuine domain company in Medan. The foremost prevailing component in forming the lightweight brick items are lightweight brick highlight components particularly in terms of the level of congruity with the features needed, compliance highlights to supply more esteem and highlights at a cost level of similarity.

Conveyance of lightweight brick and noteworthy positive effect on client esteem, meaning that an increment within the dispersion of lightweight brick doing will result in expanded client esteem on the user's lightweight brick development and genuine domain company in Medan. The foremost overwhelming component in forming the conveyance of

lightweight brick is an component of transport, particularly in terms of the accessibility of the armada / transport satisfactory, speed of transport, and the level of item quality remains great.

Advancement of lightweight bricks positive and critical affect on client esteem, it implies that the increment in lightweight brick campaign will result in expanded client esteem on the user's lightweight brick development and genuine bequest company in Medan. The foremost overwhelming component in forming the lightweight brick campaign is publicizing components, particularly in terms of the level of special media utilized, the way of advancement, and shapes on show

Items, Distribution and Advancement of lightweight bricks together positive ad critical affect on client esteem on the user's lightweight brick development and genuine bequest company in Medan with the coefficient of determination (R²) by 47%, that 47% Client Esteem variable can be clarified by mutually by the variable Items, Dissemination and Advancement whereas 53% is affected by other than Products, Distribution and Advancement. Change Items, Dissemination and Advancement will result in increased customer esteem, with the foremost dominant calculate in increasing customer esteem could be a Advancement of lightweight brick. Lightweight brick items mostly and not critical positive impact on client esteem, it implies that the increment in lightweight brick item will not result in expanded client obtaining choices on the user's lightweight brick development and genuine domain company in Medan.

Dispersion of lightweight brick and critical positive impact on obtaining choices, it implies that the increment within the dissemination of lightweight brick doing will result in expanded acquiring choices on the user's lightweight brick construction and genuine bequest company in Medan. The foremost overwhelming component in forming the conveyance of lightweight brick is an component of transport, particularly in terms of the accessibility of the armada / transport adequate, speed of transport, and the level of item quality remains great.

Advancement of lightweight bricks positive and noteworthy impact on acquiring choices, it implies that the increase in lightweight brick campaign will result in expanded obtaining choices on the user's lightweight brick development and genuine estate company in Medan. The foremost dominant component in forming the lightweight brick campaign is promoting components, especially in terms of the level of special media used, the way of promotion, and shapes on show.

Lightweight bricks client esteem has critical positive impact on acquiring choices; it implies that the increment in esteem will result in expanded client acquiring choices on the user's lightweight brick construction and genuine estate company in Medan. The foremost dominant component within the shape of client esteem lightweight brick may be a social esteem, particularly in terms of the level of social ties of the item and the certainty to utilize the item.

Items, Conveyance, Advancement and Client Esteem of lightweight brick have at the same time positive and critical impact on the buy choice in lightweight brick clients of development and genuine bequest company in Medan with the coefficient of assurance (R²) by 81%, that 81% variable Buy Choice can be clarified together by the variable Items, Dissemination and Advancement whereas 19% is affected by other than Items, Dispersion, Advancement and Client Esteem. Enhancement Items, Dissemination, Advancement and Customer Value will result in expanded client buying choice at lightweight brick development and genuine domain company in Medan, the most dominant figure in expanding the buying choice is customer value components lightweight brick.

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