

# The Effect of the Effectiveness of E-commerce Applications and Promotion Media on Public Purchase Interest to Increase MSMEs in Indonesia in the Middle of the Covid-19 Pandemic Brand Image Mediated

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**Abstract** Associative research is research that describes the relationship between the dependent variable and the independent variable mediated by the intervening variable. This type of research is known as causal associative quantitative research. Cross section data or cross data are the processed data that only contain one object but require other subobjects. After that, statistical techniques are used to process the cross section data. The population used in this study is the infinite population, whose total number is unknown. Non-probability sampling was used as the sampling method in this study because the size of the sample could not be determined with certainty. Accidental sampling (also known as "incidental sampling") was selected as the method of non-probability sampling. The results showed that the effectiveness of e-commerce application media increased interest in a significant way, demonstrating that the promotion had a significant and positive impact on interest as well as the brand's image. According to the test results, the problem formulation and hypotheses of this study were answered by the effect of the effectiveness of e-commerce applications on buying interest mediated by the brand image variable. It is demonstrated by the path analysis model results of the inner model that brand image acts as a mediator between promotion and interest in purchasing.

**Keywords:** effectiveness of e-commerce application media; promotion; buying interest; brand image

## 1 Introduction

The ongoing peculiarity of the world exchange war and the flare-up of the Coronavirus crown pandemic significantly affect the economy in Indonesia. Various businesses that have been affected include restaurants, markets, shopping centers, online transportation, to SME owners (Small and Medium Enterprises). However, this time, SMEs are one of the most vulnerable to the impact of COVID-19. Based on a survey from UNDP and LPEM UI involving 1,180 respondents from MSME actors, it was found that at that time more than 48% of MSMEs had problems with raw materials, 77% of their income decreased, 88% of MSMEs experienced a decline in product demand, and even 97% of MSMEs experienced a decline asset value. This condition makes a total of 65 million MSMEs in Indonesia need assistance to try to survive.

Internet users in Indonesia are expected to continue to increase in line with the increasing use of these services through broadband technology. Nowadays, the internet has become one of

the marketing and sales media that is cheap, fast and has a wide reach to penetrate national boundaries. Along with the widespread use of the internet in the late 90s, various online shops emerged that offer products/services through websites or applications designed to be able to conduct online transactions, and the term e-commerce was born [1].

To face competition in the e-commerce business, every e-commerce entrepreneur needs to have services that have characteristics as a differentiating point to attract consumer buying interest. Efforts to fulfill consumer needs and desires through appropriate delivery are expected to encourage consumer buying interest and produce a longer customer life time value for the company. Observing and learning about customers' preferences for a product can lead to buying interest, or a desire to buy that product. Shoppers who have purchasing interest in an item show their consideration and delight towards the item, which is trailed by the acknowledgment of purchasing conduct [2].

High or low purchaser purchasing interest should be visible from customer energy for the item being advanced, and one of the factors that can invigorate shoppers to have an interest in purchasing an item is electronic business. Electronic business, or online business, is the method involved with trading upheld by electronic means. From picking items to making installments, internet business makes trading exchanges more straightforward for the two purchasers and merchants [3].

This study will examine consumer application users on the digital E-commerce platform to help increase community MSMEs during the Covid-19 pandemic. Several factors that influence buying interest include Brand Image [4].

One way that is done in order to increase market share and reach new consumers is by instilling a good brand image in the eyes of consumers, MSME owners continue to try to pay attention to excellent service by providing facilities for consumers. The likelihood that a consumer will make a purchase or take any other action related to a purchase is known as buying interest. In addition, several factors, such as applications on e-commerce platforms, influence the brand image of MSMEs in Indonesia [1].

Promotion is another factor that influences consumer interest in purchasing and the brand's image. One of the parts of the company's marketing mix that is used to educate, remind, and persuade customers about the products it sells is promotion. As a method of communicating with the market through the use of the "promotional mix," promotion is a part of marketing strategy.

## **2 Study of Theory**

### **a. Definition of Marketing**

William J. Stanton in states that showcasing is a complete arrangement of business exercises intended to design, cost, advance, and disperse need fulfilling labor and products, both to current customers and purchasers potential [5].

### **b. Marketing Mix (Marketing Mix)**

Kotler and Keller showcasing blend (Promoting Blend) is a bunch of advertising devices that an organization can use to accomplish its advertising objectives in its objective market [6].

### **c. Buying Interest**

As per buy goal (eagerness to purchase) is important for the social part in consuming mentalities [7]. Shopper purchasing interest is the stage where customers structure their decisions among a few brands that are consolidated in the decision set, then eventually make a buy on an elective they like the most or the cycle that purchasers go through to purchase a thing or administration in light of different contemplations. Buying interest as per Schiffman and Kanuk in is a model of an individual's mentality towards the object of merchandise that is entirely reasonable in estimating perspectives towards specific gatherings of items, administrations, or brands [8]. From a portion of the above getting it, it very well may be presumed that purchasing interest is the genuineness of shoppers who emerge on the grounds that they are happy with the items given by the organization.

### **d. Brand Image**

As per expressing a brand (brand) is a term, name, image, sign, plan to recognize the labor and products of an individual or gathering of dealers and to recognize them from those of contenders. In the mean time, as per states that a positive or negative picture is all the more handily perceived by buyers, so makers generally attempt to keep up with, improve, and upgrade the brand picture of their items according to customers [9]. Brand Picture depicts the general impression of an item or brand that is shaped from data and previous encounters of the item or brand.

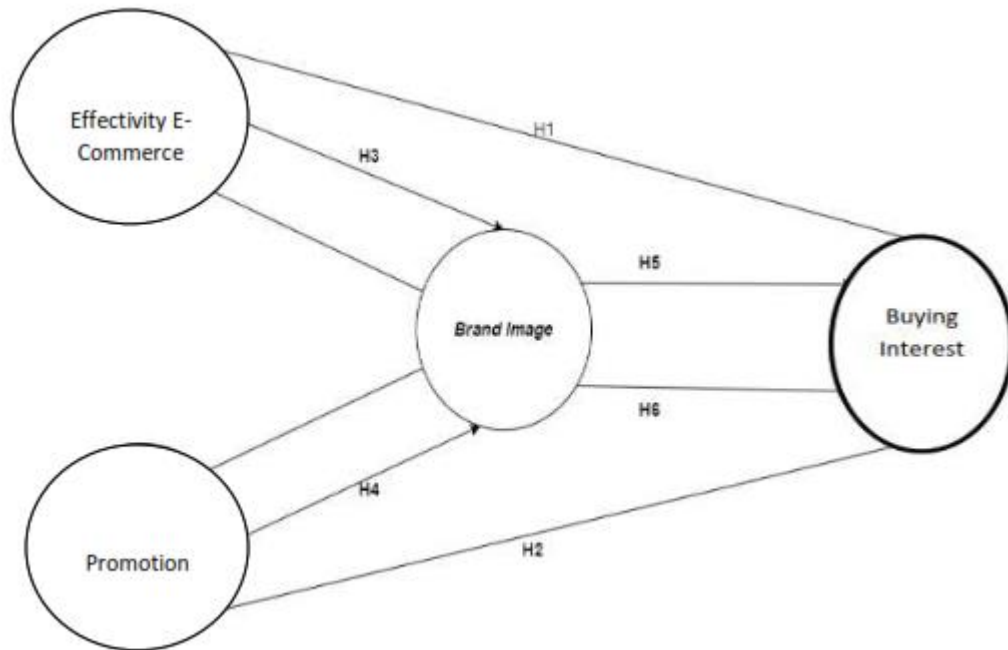
### **e. E-Commerce Application media effectiveness**

Viability is the accomplishment of objectives accurately or picking the right objectives from a progression of choices, viability can likewise be deciphered as an estimation of outcome in accomplishing foreordained objectives. Or then again likewise decisions made comparable to individual, bunch and hierarchical accomplishments. The nearer their exhibition is to the normal "standard" execution, the more viable they are [10]. So the thought of adequacy is the manner by which best to join explicit measures in conveyance timetables and specialized abilities [11] or how much is the degree of connection between the result (yield) accomplished and the normal result from the quantity of data sources (contributions to) an organization or individual [12].

### **f. Promotion**

One of the factors that determines a marketing program's success is promotion. The quality of a product, on the other hand, will not pique consumers' interest if they are unsure whether the product is of high quality and useful to them. As a developer, the concept of integrated marketing (Integrated Marketing Communication / IMC) was developed. This type of communication places a greater emphasis on two-way communication, pointing to harmony and integration in terms of goals, focus, and strategic direction between the 16 components of the showcasing blend — individual selling, promoting, advertising, and internet showcasing — as well as between item, conveyance, cost, and promoting correspondences components. According to Daryanto said that, "Promotion is a one-way flow of information or persuasion that can encourage buyers and sellers to enter into transactions" [13].

### 3 Conceptual Framework



### 4 Methodology

#### a. Research Methods

This type of research is causal associative research, associative is research that describes the relationship between the dependent variable and the independent variable mediated by the intervening variable. A causal relationship can be interpreted as a causal relationship, independent variable (variable that affects) and dependent (influenced). This research is accompanied by accurate data collection. The processed data is cross section data or cross data where the data consists of one object but requires other sub objects. The cross section data is then processed using statistical methods so that the authors will obtain results and can provide conclusions on the results of this study.

#### b. Population and Sample

In this study, the population used is the infinite population, that is, the number of the population is unknown.

Non-probability sampling was used as the sampling method in this study because the size of the sample could not be determined with certainty. Accidental sampling, also known as "incidental sampling," is the method that was chosen for non-probability sampling. In other

words, anyone who meets the researcher can be used as a sample if that is viewed as a data source. Therefore, applying the Lemeshow rumus formula to sampling..

## 5 Results

### a. Measurement Model (Outer Model)

#### Convergent Validity

The external model — otherwise called the external connection or estimation model— depicts the connection between every marker block and inactive factors. Convergent validity is established on the premise that a construct's measures ought to be highly correlated [14]. Concurrent legitimacy of a build with intelligent markers was assessed by Normal Change Removed (AVE). The AVE value ought to be at least 0.5. If the construct has an AVE value of 0.5 or higher, it can account for at least 50% of the item variance [15].

**Table 1.** Convergent Validity Test Results

OUTER LOADING				
	x1_efectivity	x2_promotion	y1_brand image	y2_purchasing interest
X1.1	0,836			
X1.2	0,873			
X1.3	0,800			
X1.4	0,676			
X1.5	0,840			
X1.6	0,857			
X1.7	0,594			
X2.1		0,774		
X2.2		0,785		
X2.3		0,768		
X2.4		0,543		
X2.5		0,713		
X2.6		0,640		
X2.7		0,818		
Y1.1			0,805	
Y1.2			0,719	
Y1.3			0,628	
Y1.4			0,779	

OUTER LOADING				
	x1_effectivity	x2_promotion	y1_brand image	y2_purchasing interest
Y1.5			0,762	
Y1.6			0,675	
Y2.1				0,694
Y2.2				0,771
Y2.3				0,857
Y2.4				0,895
Y2.5				0,768
Y2.6				0,819
Y2.7				0,854

Source: Data Processed by Author (2022)

Based on the table above, it is found that the loading factor value is still a value smaller than the Rule of Thumb provision, which is 0.7 in the outer model on the item variables of the e-commerce platform application media effectiveness of  $0.676 < 0.7$  and  $0.594 < 0.7$ , the promotion variable is  $0.543 < 0.7$  and  $0.640 < 0.7$ , then the brand image variable items are  $0.628 < 0.7$  and  $0.675 < 0.7$  and the purchase interest variable item  $0.694 < 0.7$  is still not said to be valid. , and is still ambiguous so that the item can be omitted or the indicator item can be discriminated against to meet the validity requirements.

So according to Hair suggest and give a choice of decisions to maintain or remove reflective indicators [16]. If these indicators are removed, it can increase the average variance extracted (AVE) and composite reliability. With other considerations, removing indicators will have an impact on construct content validity. Furthermore, to see the construct validity of the results of the significance test in table 4.5.

The following displays the results of the construct validity significance test in the Convergent validity table through bootstrapping, to see the construct validity:

**Table 2.** Convergent Validity

	Outer Loading				
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
X1.1 <- x1	0.867	0.863	0.036	23.829	0.000
X1.2 <- x1	0.905	0.903	0.023	39.487	0.000
X1.3 <- x1	0.778	0.777	0.090	8.613	0.000
X1.5 <- x1	0.862	0.859	0.031	28.163	0.000
X1.6 <- x1	0.860	0.856	0.033	25.817	0.000
X2.1 <- x2	0.807	0.806	0.040	20.005	0.000
X2.2 <- x2	0.808	0.801	0.058	13.978	0.000

<b>Outer Loading</b>					
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV))</b>	<b>P Values</b>
X2.3 <- x2	0.773	0.766	0.063	12.202	0.000
X2.5 <- x2	0.708	0.712	0.083	8.559	0.000
X2.7 <- x2	0.824	0.827	0.035	23.279	0.000
Y1.1 <- y1	0.838	0.838	0.034	24.362	0.000
Y1.2 <- y1	0.750	0.742	0.067	11.212	0.000
Y1.4 <- y1	0.800	0.799	0.050	15.992	0.000
Y1.5 <- y1	0.751	0.734	0.087	8.665	0.000
Y2.2 <- y2	0.743	0.734	0.095	7.839	0.000
Y2.3 <- y2	0.873	0.869	0.035	24.736	0.000
Y2.4 <- y2	0.904	0.902	0.024	36.940	0.000
Y2.5 <- y2	0.762	0.763	0.100	7.628	0.000
Y2.6 <- y2	0.843	0.840	0.036	23.284	0.000
Y2.7 <- y2	0.857	0.854	0.036	23.647	0.000

Source: Data Processed by Author (2022)

Based on the table above, the results of the outer loading value of the validity level and the level of significance are good for the original sample value or pure sample through bootstrapping  $> 0.7$  and t statistics  $> 1.96$ , so it can be concluded that the validity is fulfilled

#### **b. Discriminant Validity Test**

**Tabel 3.** Average Variance Extracted (AVE) Value

<b>Average Variance Extracted (AVE)</b>			
X1	0.732	$> 0,5$	Valid
X2	0.616	$> 0,5$	Valid
Y1	0.617	$> 0,5$	Valid
Y2	0.693	$> 0,5$	Valid

Source: Data processed by the author (2022)

Based on the table above, the AVE value is obtained from the value  $> 0.5$  which is found in the X1 variable of  $0.732 > 0.5$  then it is declared valid, the X2 variable is  $0.616 > 0.5$  then it is declared valid, the Y1 variable is  $0.617 > 0.5$  then it is declared valid, and the Y2 variable is  $0.693 > 0.5$  in this study, discriminant validity is declared valid and fulfilled.

**c. Reliability Test**

**Table 4.** Reliability Test Results

	Nilai Construct	Reliability and Validity	
	Cronbach's Alpha	rho_A	Composite Reliability
x1_efektivitas	0.908	0.910	0.931
x2_promosi	0.844	0.855	0.889
y1_brand image	0.793	0.805	0.865
y2_minat beli	0.910	0.917	0.931

Source: Data processed by the author (2022)

Based on the table above, the Cronbach's alpha value obtained results for the effectiveness of the e-commerce application media variable (X1) of  $0.908 > 0.7$  and the composite reliability value was found to be  $0.931 > 0.7$  then it was declared reliable fulfilled, for the promotion variable (X2) of  $0.844 > 0.7$  and the composite reliability value obtained results of  $0.889 > 0.7$  then it was declared reliable fulfilled, for the brand image variable (Y1) of  $0.908 > 0.7$  and the composite reliability value was obtained the result of  $0.865 > 0.7$  then declared reliable fulfilled, and for the variable of buying interest (Y2) of  $0.910 > 0.7$  and the composite reliability value obtained results of  $0.931 > 0.7$  then it is declared reliable fulfilled. With this, the results of the research data reliability test are declared reliable.

**d. Structural Model (Inner Model)**

The standards in surveying the primary model utilizing SEM-PLS is that the inward model is assessed by taking a gander at the R-square for the reliant variable develop, seeing the importance esteem through bootstrapping (t-esteem 1.96 with 5% level).

**e. R-square**

R-square is valuable for survey and anticipating the model as per the measures. Where the models in the arrangements of the R-Square worth utilized incorporate in the event that the worth of  $R^2$  (changed) is 0.67 it is ordered areas of strength for as, the worth of  $R^2$  (changed) is 0.33 then it is classified as moderate (medium), and if the worth of  $R^2$  (changed) is 0.19, so it is ordered as powerless.

**Table 5** R-Square Nilai Value

	R Square	R Square Adjusted
y1_brand image	0.726	0.721
y2_minat beli	0.986	0.985

Sumber: Data diolah Penulis (2022)

In light of the outcomes in the table over, the outcomes got on the changed R-square incentive for each endogenous (subordinate) variable for the brand picture variable (Y1) of 0.721. It implies that the capacity of the adequacy variable (X1) and Advancement variable (X2) to make sense of brand Picture (Y1) is 72.1%, then, at that point, arrange it as (solid) and the



leftover 27.9% is affected by different factors outside the model. Furthermore, for the purchasing interest variable (Y2) of 0.985, it implies that the capacity of the web based business stage application media adequacy variable (X1) and the advancement variable (X2) to make sense of the purchasing interest variable (Y2) of 98.5% then ordered (areas of strength for as) the rest 1.5% is affected by different factors outside the model.

**f. Hypothesis Testing (Path Coefficient)**

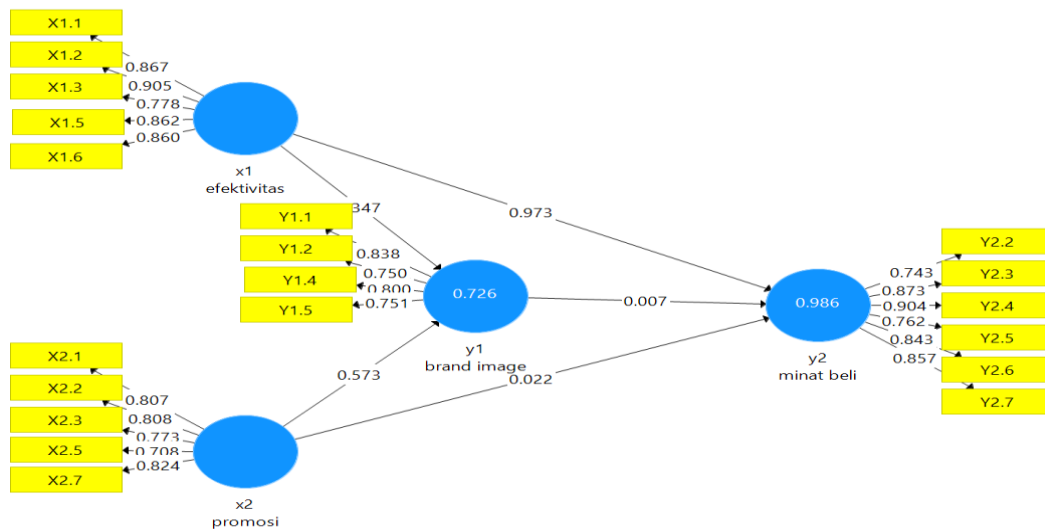


Figure 2 Path diagram  
Source: Data processed by the author (2022)

According to the path coefficient, if the value of the variable is positive, then the influence on other variables is unidirectional. On the other hand, if the value of the variable goes up, then the value of other variables also goes up. Additionally, the influence on the variable is said to be in the opposite direction if the value of the path coefficient is negative. Additionally, if the output p value on Path Coefficients is significant (0.05), it indicates that there is a significant effect.

Direct relationship between constructs (direct effect).

**Table 6**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
x1_efektivitas -> y2_Buying Interest	0.973	0.971	0.022	44.805	0.000
x2_promosi -> y2_minat beli	0.022	0.023	0.033	0.652	0.257
x1_efektivitas -> y1_brand image	0.347	0.348	0.137	2.542	0.006
x2_promosi -> y1_brand image	0.573	0.575	0.115	4.974	0.000

Source: Data processed by the author (2022)

With a t-statistic > t-table worth of 44,805 > 1.98 and a p-worth of 0.000 < 0.05, the speculation is acknowledged and it is expressed that the viability of the web based business stage application media impacts purchasing interest (Y2). This is known in light of the consequences of the table above. The way coefficient for the variable viability of the web based business stage application media (X1) on purchasing interest (Y2) was found.

The way coefficient brings about a t-measurement worth of 0.652 < 1.98 for the advancement variable (X2) on purchasing interest (Y2) and a p-worth of 0.257 > 0.05. The speculation is invalidated, and it is expressed that advancement has a positive however irrelevant impact.

The speculation that the viability of the web based business stage application media impacts brand picture is expressed to be valid, as the way coefficient results with a t-measurement esteem > t-table of 2.542 > 1.98 and a p-worth of 0.006 < 0.05 on the internet business application media viability variable (X1) on brand picture (Y1).

What's more, the way coefficient has a t-measurement worth of 4.974 > 1.98 and a p-worth of 0.000 < 0.05 for the brand picture (Y1) advancement variable (X2). It is expressed that advancement fundamentally affects brand picture, and the speculation is acknowledged.

#### g. Intervening Test

**Table 7 Intervening Test**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
x1 -> y1 -> y2	0.002	0.003	0.012	0.188	0.425
x2 -> y1 -> y2	0.004	0.004	0.020	0.192	0.424

Sumber: Data diolah Penulis (2022)

The results of the intervening test of the effectiveness of the e-commerce platform application media on buying interest are mediated by the brand image variable, which has a positive but not significant effect, according to the table above. The indirect effect is the result of the calculation of the indirect relationship between constructs. with a p-value of 0.425 or higher than 0.05 and the t-table results (0.188 < 1.98). According to the findings of this study, the relationship between the effectiveness of e-commerce platform application media and buying interest could not be mediated by brand image.

In addition, it has a positive effect, but not a significant one, on the calculations of the indirect relationship between the promotion variable and buying interest mediated by the brand image variable. According to this study's t-table results (0.192 < 1.98) and p-value of 0.424 > 0.05, brand image was not able to mediate the relationship between promotion and purchase intention.

## **6 Discussion of Research Results**

### **a. Effect of Effectiveness of E-commerce Platform Application Media on Buying Interest in MSMEs in Indonesia**

Based on the results of this study on the path analysis test, the results of H1 were accepted, indicating that the effectiveness of e-commerce application media had a positive and significant effect on interest. This is because the effectiveness of the e-commerce platform application media has a good level of trust in the eyes of consumers. The effectiveness of the e-commerce application application media has a high level of credibility, so that it can be trusted and can influence some consumers to make buying interest. "The company will continue to maintain the effectiveness of the e-commerce platform application media in accordance with the specified time period. According to Putri [17] using the same independent and dependent variables The Effectiveness of Online Advertising on Buying Intentions of Wholesale Cheap Consumers, and according to Triadinda [2] using effectiveness as an independent variable and buying interest as the dependent variable, the difference between the two in this study the effectiveness of advertising affect buying interest while on discovery, stated that effectiveness has no effect on buying interest. In previous studies, the place of research was the trigger for differences in population and sample.

In the digital era, a lot of e-commerce has emerged to help the company's effectiveness, the e-commerce platform application is one form of e-commerce in making it easier for customers to make product purchase transactions at MSMEs. With this application, customers can check stock, descriptions product-specific. With this application, customers and companies get their own benefits, time efficiency and convenience in conducting transactions so that with these convenience facilities, they can make customers interested in buying MSME products [1].

### **b. The Effect of Promotion on Buying Interest in E-commerce Applications**

Based on the results of this study on the path analysis test, the results of H2 were accepted, indicating that promotion had a positive and significant effect on interest. This is because the promotion has a good level of trust in the eyes of consumers. Promotion has a high level of credibility, so it can be trusted and can influence some consumers to make buying interest. "The company will continue to maintain promotions on the e-commerce platform application media in accordance with the specified time period. Because every month the promotion will always be updated.

As per Fitriani [18] there is an irregularity between Electronic Verbal (eWOM) research, advancement of interest in purchasing Instagram devotees on upnormal warunk Get various discoveries in research Expressing that advancement impacts purchasing interest, while research on Special Blend on Purchasing Interest with Brand Picture Intercession expresses that advancement affects purchasing interest. In research on the advancement variable (X2) on purchasing interest (Y2), the consequences of the way coefficient with a t-measurement esteem  $<t\text{-table of } 0.652 < 1.98$ , and a p-worth of  $0.257 > 0.05$  the speculation is dismissed, it is announced advancement has a positive however not huge impact.

Each company has its own advantages, for example offering advantages in the form of convenience, price, selected products, product quality, attractive interior displays, product quality and promotions are often the main considerations for consumers in buying and using a product. Good quality only reasonable and vigorous promotion are the main requirements that must be met by companies if they want their products to sell well in the market. For customers

to buy in, they should initially have the option to attempt or research the products delivered by the organization, yet they won't do this in the event that they are don't know about the merchandise. This is where the need to hold coordinated advancement since affecting expanding sellers is normal [7].

**c. Effect of Variable Effectiveness of E-commerce Application Media on Brand Image of MSMEs in Indonesia**

In light of the consequences of this concentrate on the way examination test, the aftereffects of H3 were acknowledged, demonstrating that the viability of the Web based business application media affected brand picture. This is because the effectiveness of the e-commerce platform application media has a good level of trust in the eyes of consumers who believe in the brand image. The effectiveness of the e-commerce platform application media has a high level of credibility, so it can be trusted and can affect some consumers. "The company will continue to maintain a brand image that has been trusted by consumers."

To increase the value of the company's brand image in society, it is better for companies to use traditional media as the main communication medium because the effectiveness of e-commerce platform applications shows a significant influence on brand image in SMEs.

With the e-commerce application, it is also very efficient so that companies do not need to spend a lot of money on advertising campaigns. The e-commerce platform application has better attractiveness, completeness of information, clarity of information, and ease of access compared to traditional media so that companies will be better off if they are able to use the e-commerce platform more effectively and in a planned manner so as to have a greater influence on the brand corporate image [19].

**d. The Effect of Promotional Variables on Brand Image on MSMEs in Indonesia based on the Results of this Study on the Path Analysis Test**

The results of h4 were accepted, indicating that promotion had a positive and significant effect on brand image. This is because the promotion has a good level of trust in the eyes of consumers. Promotion has a high level of credibility, so it can be trusted and can influence some consumers to make buying interest. "The company will continue to maintain the promotion in accordance with the specified time period".

A well-organized promotion will help the company increase turnover. When the company's turnover is good, then the promoted product also gets a positive response, of course, it affects the company's brand image, a good image can make customers feel satisfied and will subscribe continuously. However, if the promotion is not carried out properly, on the contrary, consumer buying interest decreases so that the company's brand image is also not good [20].

**e. Impact of Variable Viability of Web based Business Applications on Buy Interest through Brand Picture as a Mediating Variable on MSMEs in Indonesia**

The discussion in the test results of the effect of the effectiveness of e-commerce applications on buying interest mediated by the brand image variable answers the problem formulation and hypotheses in this study. Based on the results of research on the path analysis model of the inner model, the results show that brand image mediates the application effectiveness variable (X1) on buying interest.

That is, the brand image is able to mediate the influence of the relationship between the effectiveness of e-commerce platform applications on buying interest on the effectiveness of e-commerce applications is good too, so that it can encourage consumers to make purchases.

The existence of an e-commerce application can make it easier for every customer transaction who wants to buy an e-commerce application product. With this technology, MSMEs are able to compete with other companies, then the features provided are also very efficient and easy to understand so that they can trigger customers to make purchases due to the services and facilities provided is very well. The effectiveness of the application can affect the brand image with a good brand image in the company so that customers are more confident to buy products in MSME e-commerce applications. So it is thought that brand picture can intercede between the viability of web based business stage applications on purchasing interest.

#### **f. The Impact of the Advancement Variable on Purchasing Interest through Brand Picture as a Mediating Variable on MSMEs in Indonesia**

The conversation in the aftereffects of the trial of the impact of advancement on purchasing interest interceded by the brand picture variable responses the plan of the issue and speculation in this review. In view of the consequences of exploration on the way examination model of the internal model, it shows that brand picture intervenes advancement (X1) on purchasing interest.

That is, brand image is able to mediate the influence of the relationship between promotions on buying interest on promotion. The more popular and the better the brand image in the eyes of consumers, the promotion by the PT. HPM company must have a good level too, so that it can encourage consumers to make buying interest. According to K. Dewi & Yulianda. Brand Image can mediate promotion of consumer buying interest [21]. Because a promotional activity related to the company's brand image has been well received by consumers who know about these promotional activities. The corporate image dimension is the highest dimension in influencing consumer buying interest, this is because the concept that has been made by the company has been carried out well. In increasing buying interest, the concept of good and attractive promotional communication is important and needs to be considered by the company. So by paying attention to this it can make consumers interested and remember a product.

## **7 Conclusion**

- a. Based on the consequences of this concentrate on the way investigation test, the consequences of H1 are acknowledged, showing that the viability of internet business application media meaningfully affects revenue;
- b. In view of the consequences of this concentrate on the way examination test, the consequences of H2 were acknowledged, showing that advancement meaningfully affected interest;
- c. Based on the consequences of this concentrate on the way investigation test, the aftereffects of H3 are acknowledged, showing that the viability of the internet business stage application media affects brand picture;
- d. Based on the consequences of this concentrate on the way investigation test, the aftereffects of H4 were acknowledged, demonstrating that advancement affects brand picture;
- e. The conversation in the test consequences of the impact of the viability of web based business applications on purchasing interest interceded by the brand picture variable responses the issue definition and speculations in this review;

- f. Based on the results of research on the inner path analysis model, the results show that brand image mediates promotion (X1) on buying interest.

## 8 Recommendation

- a. With the application of media on the digital e-Commerce platform, it is able to increase consumer buying interest in Indonesia, especially for MSMEs;
- b. Promotions carried out through digital marketing can increase consumer buying interest in MSMEs in Indonesia;
- c. The existence of digital marketing can restore the Indonesian economy after the Covid-19 outbreak;
- d. As a reference material for MSME entrepreneurs as an effective and efficient marketing medium.

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