Research Article

The Role of Purchase Interest Mediates the Influence of Price, Location, and Facilities on Home-Buying Decisions

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Abstract: PT. X chooses a strategic location for running its business. Interviewing buyers conducted this research directly. A total of 75 buyers were made responses. PT. X chooses a strategic location for running its business. The variables analyzed include price, facilitation, buying interest, and buyer decisions. The data was analyzed using the Partial Least Square (PLS) method. The results showed that: a) price had a significant and positive effect on buying interest; b) location has a significant and positive effect on buying interest; c) facilities have a significant and positive effect on buying interest; d) price has no significant effect on buying decisions; e) location has a significant and positive influence on buying decisions; f) the facility has no significant effect on the purchase decision; g) buying interest has a significant and positive effect on buying decisions; h) buying interest can mediate the influence of price on buying decisions; i) purchase interest can mediate the influence of location on buying decisions; and j) purchase interest can mediate the influence of facilities on buying decisions.

Keywords: Buying Interest; Price; Location; Facilities; Purchase decision; House.

I. INTRODUCTION

PT. X is a company engaged in property. The company has built many residences in Mojokerto. There are several types of houses built by PT. PT offers each type of house. Depending on the area and location of the house ordered or purchased by the buyer. Housing developers will generally choose a strategic location to run their business. There are three types of houses built by PT. The first type is type 49/90. For special edits, the down payment charged is IDR 33,000,000.00. The price offered from type two is also more expensive, Rp. 420,000,000.00. The last type is type 70/120. If the buyer chooses the credit method in his purchase, then the down payment that must be paid is IDR 55,000,000.00. For housing locations built by PT. X has a strategic location and is easy to reach. PT X has considered in terms of location so that buyers can easily access housing and close to locations that are many community destinations. The location of housing built by the company is close to private and government offices. Companies think about this because, in general, private employees and government employees have employees who come from outside the region. The housing built by the company is close to the village market. The location of housing built by PT. So that the residents do not travel long distances to meet their children's educational needs.

One of the differentiators of housing built by PT X. PT X provides many housing facilities. The facilities for the house provided are one house consisting of two bedrooms, one kitchen, and one bathroom, and buyers could order certain facilities if the facilities provided are still lacking. The other facilities are roads that have been made of paving, so puddles will not hit buyers during the rainy season, and buyers avoid dust during the dry season. Some housing does not care about support such as this road, but PT. Other facilities provided by PT. However expensive health is, companies are very supportive of it. Many types of flowers and other plants are planted to beautify residential parks.

For housing security issues, it has provided security that is on guard for 24 hours so that residents are more comfortable. Every morning there is a janitor who picks up the garbage in the garbage can. For water quality, there is no need to doubt that the water flowing in housing is certainly fresh and clean. For electricity, each house is installed with an electricity token that connects to electricity from PLN.

II. LITERATURE REVIEW

A behavior known as buying interest develops in reaction to items that indicate a consumer's willingness to invest in purchases (Hilmawan, 2019). The factors that shape buying interest, according to Wijaya et al. (2021), are product quality factors, brand factors, packaging factors, price factors, goods availability factors, and promotional factors. In addition, there are other factors of buying interest, namely location and facilities (Muhtarom et al., 2022) (Tarigan et al., 2022). According to Rokhmawati et al. (2022), price has a significant influence on buying interest from consumers. Affordable prices can increase buying interest, but if the price given is not reasonable, it will have an impact on decreasing consumer buying interest. According to Tania and Haris Hemawan (2022), a strategic location has a significant effect on buying interest. The choice of a

strategic location in entrepreneurship aims to make it easier for customers to reach the place. So does PT. X chose a strategic location for running its business. Locations that are difficult to reach and not strategic can reduce buying interest from buyers. Another factor that can affect buying interest from buyers is facilities (Wijaya et al., 2021).

PT. X chooses a strategic location for running its business. Locations that are difficult to reach and not strategic can reduce buying interest from buyers. Another factor that can affect buying interest from buyers is facilities. Facilities that are comfortable, complete, and to the needs of buyers can increase consumer purchasing interest. Consumers will choose products that have advantages over other products. One of the supports of these advantages is the facilities offered. PT offers many facilities. The more appropriate facilities provided with the needs can increase the buying interest from consumers.

According to Marpaung et al. (2021), prices that are by the ability of buyers can increase buying decisions from consumers. The suitability of the price is one of the factors that need to be a concern for producers so that their products can be accepted in the market. Location is another factor that must be considered by producers so that buying decisions from consumers increase. A strategic location can improve buying decisions. Facilities that suit the wishes of consumers can improve the buying decisions of these consumers. The current phenomenon at PT. X is the housing unit built by the company that always sells quickly.

Many enthusiasts buy products from these companies. All types offered by the company sell well. Based on the phenomenon that occurred and previous studies, this study aims to analyze the role of buying interest that mediates the influence of price, location, and facilities on the decision to buy a house at PT X.

III. METHODS

This study analyzed the perception of PT. X, so the population of this study is the home buyer. Based on information from the management, 75 buyers bought PT. X. 75 buyers consist of buyers of three types of homes. Type 49/90 has 35 buyers, type 55/105 has 24 buyers, and type 70/120 has 16 buyers. Given that the population in this study was only 75 buyers, this study did not use samples, but the entire population was used as respondents. To obtain research data, researchers conducted interviews directly with PT. X. Data obtained in the form of perceptions from research statements.

A) Research Variable

To analyze the mentioned problem above, the conducted research utilizes a few variables. The definition and function of the variables are as follows:

a. Price

In this study, the price variable is exogenous. For variable prices are symbolized by the symbol X1. According to Maramis et al. (2018), the indicators that make price variables are:
1. Price (X1.1)
2. Discount (X1.2)
3. Payment Terms (X1.3)
4. Fairness (X1.4)

b. Facilities

In this study, the facility variable is exogenous. The facility variable is symbolized by the symbol X3. According to Mongkaren (2013) stated that the facility indicators are as follows:
1. Equipment (X3.1)
2. Comfortable environment (X3.2)
3. Clean environment (X3.3)
4. Availability of public facilities (X3.4)

c. Buying Interest

In this study, the variable of buying interest is a mediating variable. The variable of buying interest is symbolized by the symbol Z. There are four indicators of buying interest, namely (Wirastri & Utami, 2022):
1. Transactional interest (Z1)
2. Referential interest (Z2)
3. Preferential interest (Z3)
4. Exploratory interest (Z4)

d. Buying Decision

In this study, the buying decision variable is endogenous. The variable of buying decisions is symbolized by the symbol Y. There are four indicators of buying decisions, namely (Elpanso et al., 2022):

1. Ability to buy products (Y1)
2. Buyer habits in buying products (Y2)
3. Giving recommendations to others on products (Y3)
4. Make a repurchase of the product (Y4).

B) Data Analysis

This study employs a variant-based structural equation (SEM) analysis technique called partial least squares (PLS), which enables the testing of both structural and measurement models at the same time. While causality (hypothesis testing with prediction models) is tested using structural models, validity and reliability are tested using measurement models. The PLS approach can be used in the following steps:

a. Designing Structural Models

The structural model in this study can be seen in Figure 1 below:
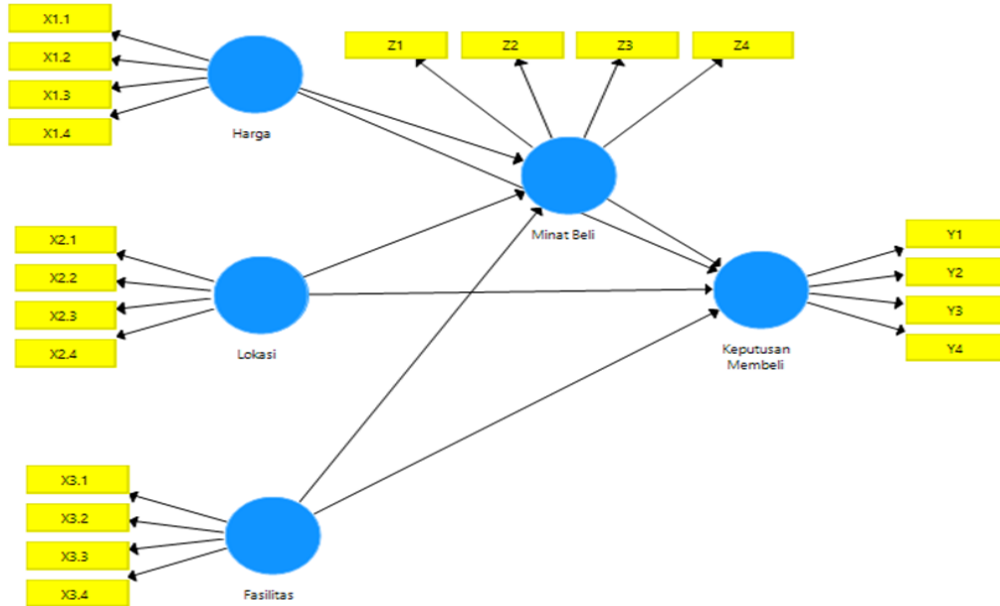

Fig. 1 Research Structural Model

The conversion into the mathematical equation is as follows:

1. Mathematical equations of relationships between latent variables
   - Buying Interest $= \beta1*Price+\beta2*Location+\beta3*Facility+e1$
   - Buying Satisfaction $= \beta1*Price+ \beta2*Location+\beta3*Facility+\beta4*Buying\ Interest +e2$
2. Mathematical equations of the relationship between indicators and variables:
- Price
   a) Price $= \lambda\ 1\ X1.1 + e1$
   b) Price $= \lambda\ 2\ X1.2 + e2$
   c) Price $= \lambda\ 3\ X1.3 + e3$
   d) Price $= \lambda\ 4\ X1.4 + e4$
- Location
   a) Location $= \lambda\ 1\ X2.1 + e1$
   b) Location $= \lambda\ 2\ X2.2 + e2$
   c) Location $= \lambda\ 3\ X2.3 + e3$
   d) Location $= \lambda\ 4\ X2.4 + e4$
- Facilities
   a) Facilities $= \lambda\ 1\ X3.1 + e1$
   b) Facilities $= \lambda\ 2\ X3.2 + e2$
   c) Facilities $= \lambda\ 3\ X3.3 + e3$
   d) Facilities $= \lambda\ 4\ X3.4 + e4$
- Buying Interest

a) Buy Interest = λ 1 Z1 + e1
b) Buy Interest = λ 2 Z2 + e2
c) Buy Interest = λ 3 Z3 + e3
d) Buy Interest = λ 4 Z4 + e4

- Buying Decision
  a) Buy Decision   = λ 1 Y1 + e1
  b) Buy Decision   = λ 2 Y2 + e2
  c) Buying Decision = λ 3 Y3 + e3
  d) Buy Decision   = λ 4 Y4 + e4

b. Evaluation of the Measurement Model (Outer Model)

In the study, three ways of measurement were used, namely: convergent validity, discriminant validity, and composite reliability. The convergent validity of the model is measured by the indicator reflective model, assessed based on the correlation between the indicator and the total indicator score calculated with PLS. The reflective size is said to be high if it correlates more than 0.6 with the construct you want to measure. The model's discriminant validity is evaluated using cross-loading measures with constructs and reflection indicators. Suppose the corrective construct with the measurement item has a higher correlation than the correlation with other constructs. In that case, hidden structures forecast the size of a block that is superior to the size of a different block. Composite reliability measures a construct's actual reliability rating and provides a more accurate estimate of its internal consistency. Cronbach's alpha measures the bottom bound of a construct's reliability value. The composite reliability value, or rule of thumb alpha, ought to be higher than 0.7.

c. Structural Model Evaluation (Inner Model)

Additionally, the R-square, a goodness-of-fit model test, is examined in order to assess the structural model once the measurement evaluation is complete. This analysis is to ensure that the model built is accurate.

d. Hypothesis Testing

➢ Hypothesis testing is done by looking at the t-statistical values in the output path coefficients (Mean, STDEV, T-Values).

➢ Bootstrapping by comparing the p-value with the t-table with 5% significance. If the p-value is < 5%, then it is concluded that there is an influence, while if the p-value is > 5%, then it is concluded that there is no effect.

➢ Examine the value in the original sample that illustrates the kind of relationship that exists between the dependent variable and itself. The relationship between the two variables is positive if the initial sample value is positive. This implies that an increase in the independent variable's value will be followed by an increase in the dependent variable's value and vice versa.

IV. RESULT AND DISCUSSION

A) Respondent Demographics

Based on Table 1, many buyers who are respondents are male. The respondents who were male were 51 or 68% of the sample. While respondents who are female are as much as 24 or 32% of the sample. These results show that buyers or owners of production houses from PT. X Mojokerto is predominantly male.

Table 1: Respodent's Gender *(source: Researcher's Data)*

Gender	Frequency	Percentage
L	51	68
P	24	32
Total	75	100

Based on Table 2, it is found that many buyers who are respondents have jobs as private employees. The number of respondents who became private employees was 36 or 48% of the sample. In second place, most respondents have jobs as civil servants, with as many as 23 or 30.7% of the sample. Many buyers of housing are residents who come from outside the city. The residents settled in Mojokerto due to job demands. Therefore, they decided to buy a house in Mojokerto.

B) Descriptive Result of Respondent's Answers

The results of the analysis are as follows:

a. Respondent Results on Price Variable

For the minimum value of respondents' answers for all indicators on the price variable is 1, and the maximum score for all indicators on the price variable is 5. The averages for all indicators of the price variable are all categorized as

agreeable (Table 2). The average highest indicator of the price variable is the payment terms. According to respondents, housing payment terms are relatively not difficult, and they agree with the payment terms provided by PT. X Mojokerto is easy. The overall average score of the price variable is 3.89, where the value is categorized as agreeing. So, it is concluded that respondents agree with the statement items of the price variable.

Table 2: Respodent's Answer to Price Variable *(source: Researcher's Data)*

Indicators	At least	Maximum	Average Indicators	Variable Average
X11	1	5	3,88	
X12	1	5	3,84	3,89
X13	1	5	3,93	
X14	1	5	3,89	

b. Respondent Results on Location Variable

The averages for all indicators of the location variable were all categorized in agreement. The average of the highest indicators of the location variable is the surrounding environment. According to respondents, the neighborhood around the housing is very comfortable and has a good view. The overall average score of the location variable is 3.80, where the value is categorized as agreeable (Table 3). So, it was concluded that respondents agreed with the statement items from the location variable.

Table 3: Respondent's Answers to Location Variable *(source: Researcher's Data)*

Indicators	At least	Maximum	Average Indicators	Variable Average
X21	2	5	3,80	
X22	2	5	3,81	3,80
X23	2	5	3,72	
X24	1	5	3,85	

c. Respondent Results on Facility Variable

The averages for all indicators of the facility variable were all categorized as agreeing. The average highest indicator of the facility variable is equipment. According to respondents, the equipment of facilities from housing is good, and they agree that the completeness of facilities is good. The overall average score of the facility variable is 3.80, where the value is categorized as agreeable (Table 4). So, it was concluded that respondents agreed with the statement items of the facility variable.

Table 4. Respondent's Answers to Facility Variable *(source: Researcher's Data)*

Indicators	At least	Maximum	Average Indicators	Variable Average
X31	1	5	3,85	
X32	1	5	3,81	3,82
X33	2	5	3,76	
X34	1	5	3,84	

d. Respondent Results on Purchase Interest Variable

On average, all indicators of the buying interest variable were categorized as agreeing. The average highest indicator of the buying interest variable is transactional interest. The overall average score of the buying interest variable is 3.83, where the value is categorized as agreeing (Table 5). So, it was concluded that respondents agreed with the statement items from the buying interest variable.

Table 5. Respondent's Answers to Buying Interest Variable *(source: Researcher's Data)*

Indicators	At least	Maximum	Average Indicators	Variable Average
Z1	2	5	3,89	
Z2	2	5	3,81	3,83
Z3	2	5	3,77	
Z4	2	5	3,84	

e. Respondent Results on Buying Decision Variable

The average for all indicators of the buying decision variable was categorized as agreeing. The average highest indicator of the buying decision variable is the ability to buy the product. The overall average score of the buying decision variable was 3.85, where the value was categorized as agreeing (Table 6). So, it was concluded that respondents agreed with the statement items from the buying decision variables.

Table 6. Respondent's Answers to Buying Decision Variable *(source: Researcher's Data)*

| Indicators	At least	Maximum	Average Indicators	Variable Average
Y1	2	5	3,95	
Y2	2	5	3,80	
Y3	2	5	3,83	3,85
Y4	2	5	3,81	

C) Inferential Analysis Results

The inferential analysis of the result of the research is as follows:

a. Structural Model

In Figure 2 two models show the relationship between the latent variables of the study. The models are as follows:
- Model 1: Buying interest =0,357Price+0,405Location+ 0,378Facility+e.
- Model 2: Buying Decision =   0,067Price + 0,305Location +0,049Facility+0,572 Buying Interest+e.
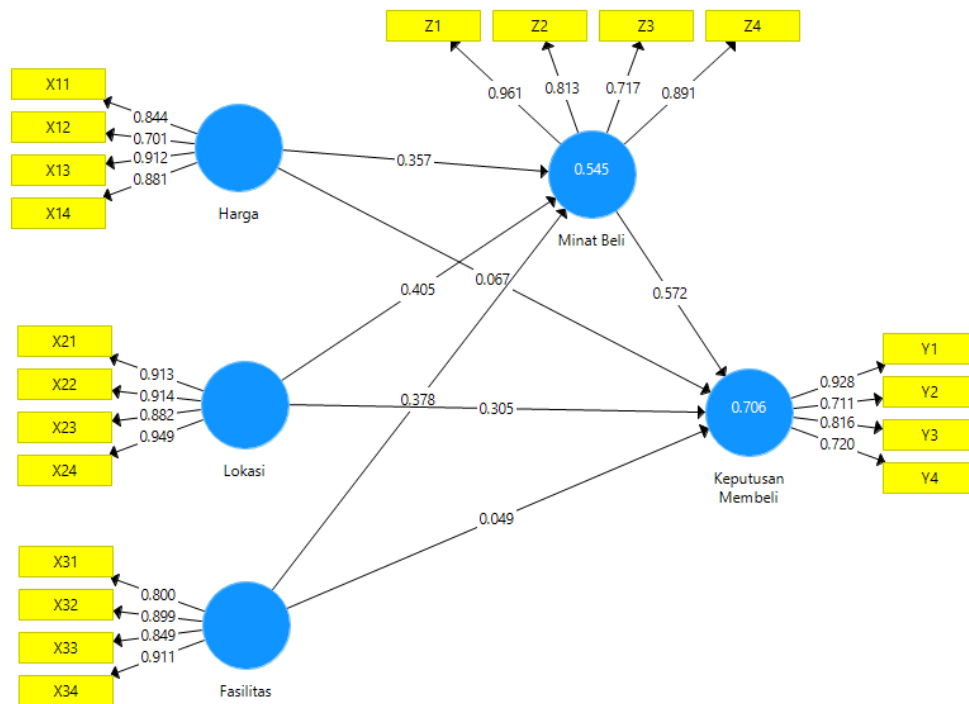
Fig. 2 Research Structural Model Result of Measurement Model

b. Evaluation (Outer Model)

This study uses a measurement model with reflective constructs. Measurement models on reflective constructs can be evaluated using several things, namely convergent validity, discriminant validity, and reliability. Convergent validity can be measured based on the value of the loading factor and Average Variance Extracted (AVE). Validity indicators are indicated through the value of the loading factor. The loading factor is a correlation between indicators and their constructs. Based on the results of the analysis, all indicators each have a loading factor value of more than 0.7, so it can be said that all indicators are valid and significant in forming their respective latent variables. Another method used to check convergent validity values is to perform an AVE evaluation of each latent variable. The AVE value is expected to be> 0.5 to ensure that each variable has a convergent validity parameter that is worth using. Table 4.10 obtained AVE values > 0.5 for all variables. So, it can be said that all research variables have convergent validity parameters that are worth using.

Discriminant validity can be measured based on the cross-loading value. Cross-loading describes a latent variable as having a decent discriminant. In the cross-loading criterion, each indicator that measures its construct must correlate higher with its construct than with other constructs. The value of an indicator with a higher construct than other constructs indicates a high discriminant validity. Based on the results of this analysis, it is obtained that the indicator has the highest

cross-loading value against its variable compared to other variables. Therefore, the latent variable in this study has a decent discriminant.

A measuring device's accuracy, consistency, and precision in taking measurements are demonstrated by its reliability. Determining the internal consistency of measuring devices is the goal of reliability testing. Reliability tests in PLS can use composite reliability and Cronbach's alpha methods. The requirement that must be met from the Composite reliability and Cronbach's alpha value is that it must be > 0.7. The analysis results show that all variables' test results meet the required conditions, so all variables are said to be reliable.

c. Results of Structural Model Evaluation (Inner Model)

Analysis of structural or inner model models can be seen from the coefficient of determination (R-Square) and predictive relevance (Q2). In the model with endogenous variables of buying interest, an R-squared value of 54.5% was obtained, meaning that price, location, and facilities could explain buying interest by 54.5%; the remaining 45.5% was explained by other variables that were not in the model.

In the model with endogenous variables, namely buying decisions, R-Square values are obtained at 70.6%, meaning that price, location, facilities, and buying interest can explain buying decisions by 70.6%, and the remaining 29.4% is explained by other variables that are not in the model.

In addition to assessing the R-square, the PLS model is also evaluated by looking at predictive relevance (Q2) to measure how well the model produces the observation value and the parameter estimation. The results of the calculation of predictive relevance (Q2) are as follows:

$$Q2 = 1-(1-R1^2)(1-R2^2)$$
$$= 1-(1-54.5\%)(1-70.6\%)$$
$$= 86.6\%.$$

The predictive relevance (Q2) value obtained is 86.6%, where the value is more than 0, so it can be said that the predictive relevance (Q2) value has met the required conditions.

d. Direct Influence Test Results

Table 7. Direct Effect Test Results *(source: Researcher's Data)*

Test t	Coefficient	P Values
Price -> Buying Interest	0,357	0,013
Location -> Buying Interest	0,405	0,000
Facilities -> Buying Interest	0,378	0,002
Price -> Buying Decision	0,067	0,382
Location -> Buying Decision	0,305	0,039
Facilities -> Buying Decisions	0,049	0,480
Buying Interest -> Buying Decision	0,572	0,000

Based on Table 7 can be obtained some information as follows:

1. The results of the t-test in Table 7 show that price has a significant and positive effect on buying interest. The p-values show a number less than 0.05, and the coefficient value is 0.357. The coefficient figure shows that if there is an increase in price variables, it will increase consumer buying interest by 0.357 units. Based on the results of the hypothesis test, it can be decided that H1 research is acceptable.
2. The results of the t-test in Table 7 show that location has a significant and positive effect on buying interest. The p-values show a number less than 0.05, and the coefficient value is 0.405. The coefficient figure shows that if there is an increase in the location variable, it will increase consumer buying interest by 0.405 units. Based on the results of the hypothesis test, it can be decided that H2 research is acceptable.
3. The results of the t-test in Table 7 show that facilities have a significant and positive effect on buying interest. The p-values show a number less than 0.05, and the coefficient value is 0.378. The coefficient figure shows that if there is an increase in the facility variable, it will increase consumer buying interest by 0.378 units. Based on the results of the hypothesis test, it can be decided that H3 research is acceptable.
4. The results of the t-test in Table 7 show that price does not have a significant positive effect on buying decisions. The p-values show a number greater than 0.05. Based on the results of the hypothesis test, it can be decided that H4 research is not acceptable.
5. The t-test results in Table 7 show that location has a significant and positive effect on buying decisions. The p-values show a number less than 0.05, and the coefficient value is 0.305. The coefficient figure shows that if there is an increase

in the location variable, it will increase consumer buying decisions by 0.305 units. Based on the results of the hypothesis test, it can be decided that H5 research is acceptable.

6. The t-test results in Table 7 show that facilities do not have a significant and positive effect on purchasing decisions. The p-values show a number greater than 0.05. Based on the results of the hypothesis test, it can be decided that H6 research is not acceptable.

7. The results of the t-test in Table 7 show that buying interest has a significant and positive effect on buying decisions. The p-values show a number less than 0.05, and the coefficient value is 0.572. The coefficient figure shows that if there is an increase in the variable of buying interest, it will increase consumer buying decisions by 0.572 units. Based on the results of the hypothesis test, it can be decided that H7 research is acceptable.

e. Indirect Influence Test Results

Table 8. Indirect Effect Test Results *(source: Researcher's Data)*

Variable Test	Coefficient	P-Values
Price -> Buying Interest -> Buying Decision	0,204	0,038
Location -> Buying Interest -> Buying Decision	0,232	0,001
Facilities -> Buying Interest -> Buying Decisions	0,216	0,007

The test results of the indirect influence of exogenous variables on endogenous variables are presented in Table 8 as follows. Based on Table 8 obtained information that:

1. The test results show that buying interest can mediate the influence of price on buying decisions. This is because the p-value is less than 0.05. Based on the results of the hypothesis test, it can be decided that H8 research is acceptable.

2. The test results show that buying interest can mediate the influence of location on buying decisions. This is because the p-value is less than 0.05. Based on the results of the hypothesis test, it can be decided that H9 research is acceptable.

3. The test results show that buying interest can mediate the influence of facilities on buying decisions. This is because the p-value is less than 0.05. Based on the results of the hypothesis test, it can be decided that H10 research is acceptable.

D) Discussion

The test results show that the price has a significant and positive effect on buying interest. One of the considerations in buying goods or services is price. The prices given by producers influence the purchasing ability of consumers. Prices that are still affordable by consumers will create buying interest. Vice versa, unaffordable prices will make consumers' buying interest decrease. Therefore, the importance of providing appropriate prices needs to be considered by producers by taking into account the ability of consumers and the prices of goods from competitors. The price of the house given by PT. X Mojokerto has adjusted to the quality of its products and the capabilities of its consumers. The results obtained in this study are from previous studies, namely Rokhmawati et al. (2022) and Satria (2017), which stated that price has a significant effect on buying interest. Price has a positive influence on consumer buying interest. The more affordable the price offered, the more consumer buying interest will follow. Conversely, if the price offered is increasingly unaffordable, it will reduce consumer buying interest.

The test results show that location has a significant and positive effect on buying interest. Consumer buying interest will increase if the location of the product or the seller's place is strategic. Easy to reach and access is a consideration for consumers because they have consideration to buy a product. Pihak PT. X Mojokerto has considered in terms of location so that buyers can easily access housing and close to locations that are many community destinations. The location of housing built by the company is close to offices, both private offices and government offices. The results of this study support the results of previous studies, namely Tania & Haris Hemawan (2022) and Latief (2018) stated that location has a significant effect on buying interest. The location has a positive influence on consumer buying interest. The more affordable the location of the place of business, the increase in consumer buying interest will follow. Conversely, if the location of the business is increasingly unreachable, it will reduce consumer buying interest.

The test results show that the facility has a significant and positive effect on buying interest. Complete facilities and consumer needs will increase consumer buying interest. PT provides many housing facilities. X so that housing residents are more comfortable. The facilities for the house provided are one house consisting of two bedrooms, one kitchen, and one bathroom, and buyers could order certain facilities if the facilities provided are still lacking. The results of this study support the results of previous studies, namely Wijaya et al. (2021) and Siburian et al. (2017), which stated that facilities have a significant effect on buying interest. Facilities have a positive influence on consumer buying interest. The more appropriate the facilities provided, the more consumer buying interest will follow. Conversely, if the more inappropriate the facilities provided, it will reduce consumer buying interest.

The test results show that price does not have a significant and positive effect on buying decisions. One of the factors that influence buying decisions is price. Affordable prices will be a consideration for consumers to buy these products. The results of this study do not support the results of previous studies, namely Marpaung et al. (2021) and Lubis & Zulam (2016) stated that price has a significant effect on buying decisions. Price has a positive influence on consumers' buying decisions. The more affordable the price offered, the more it will be followed by an increase in consumer buying decisions. Conversely, if the price offered is increasingly unaffordable, it will reduce consumer buying decisions.

The test results show that location has a significant and positive influence on buying decisions. Another factor that influences buying decisions is location. One of the differentiators of housing built by PT. X is the location adjacent to the tourist attraction. The residential location is adjacent to the Pacet tourist attraction. So that residents are easy if they want a vacation with their family. The results of this study support the results of previous studies, namely Muhtarom et al. (2022) and Ardista & Wulandari (2020), which stated that location has a significant effect on buying decisions. The location has a positive influence on consumers' buying decisions. The more affordable the location of the place of business, the more affordable the decision to buy consumers will follow. Conversely, if the location of the business is increasingly unreachable, it will reduce consumer buying decisions.

The test results show that the facility does not have a significant and positive effect on the purchase decision. Supporting factors such as facilities can influence buying decisions. The results of this study do not support the results of research from Tarigan et al. (2022) and Muhtarom et al. (2022), that facilities have a significant effect on buying decisions. Facilities have a positive influence on consumers' buying decisions. The more appropriate the facilities provided, the increase in consumer buying decisions will follow. Conversely, if the more inappropriate the facilities provided, it will reduce consumer buying decisions.

The test results show that buying interest has a significant and positive effect on buying decisions. Buying interest is a behavior that arises in response to objects that indicate a consumer's desire to make a purchase. Buying interest will be followed by a decision to buy. The results of this study support the results of previous studies, namely Paramita et al. (2022) and Sriyanto (2018), which stated that buying interest has a significant effect on buying decisions. Buying interest has a positive influence on consumer buying decisions. The higher the consumer buying interest, the increase in consumer buying decisions will follow. Conversely, if the lower the consumer's buying interest, it will reduce the consumer's buying decision.

The test results show that buying interest can mediate the influence of price on buying decisions. The results of this study support the research results of Hilmawan (2019) and Sakinah and Firmansyah (2021). The price offered by the company will affect consumer buying interest. Consumer buying interest will influence consumer buying decisions. Indirectly, price affects buying decisions through buying interest. In other words, buying interest can mediate the influence of price on buying decisions.

The test results show that buying interest can mediate the influence of location on buying decisions. The results of this study support the results of research from Elba Septian (2021) and Puspita et al. (2022). A strategic location will affect consumer buying interest. Consumer buying interest will influence consumer buying decisions. Indirectly, location influences buying decisions through buying interest. In other words, buying interest can mediate the influence of location on buying decisions.

The test results show that buying interest can mediate the influence of facilities on buying decisions. The results of this study support the research results of Saputra (2022) and Solihin (2020). Facilities that are by consumer wishes will affect consumer buying interest. Consumer buying interest will influence consumer buying decisions. Indirectly, facilities influence buying decisions through buying interest. In other words, buying interest can mediate the influence of facilities on buying decisions.

V. CONCLUSION

The conclusions are:
1. Price has a significant and positive effect on buying interest.
2. The location has a significant and positive effect on buying interest.
3. Facilities have a significant and positive effect on buying interest.
4. Price has no significant effect on buying decisions.
5. The location has a significant and positive influence on buying decisions.
6. Facilities do not have a significant effect on buying decisions.
7. Buying interest has a significant and positive effect on buying decisions.
8. Buying interest can mediate the influence of price on buying decisions.
9. Buying interest can mediate the influence of location on buying decisions.

10. Buying interest can mediate the influence of facilities on buying decisions.

Recommendations for the management of PT. X Mojokerto is to improve its services by providing affordable prices, considering strategic locations, and facilities that suit consumer needs. These factors can increase buying interest and will have an impact on consumers' buying decisions. Recommendations for future research are to add other variables that can influence customers' buying decisions.

VI. REFERENCES

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