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Analysis of the Influence of Product, Price, and Promotion on Consumer Purchase Interest of PT. Bukit Asam Tbk Briquettes

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Abstract: *Increasing competition in the alternative energy industry requires companies to understand the factors that influence consumer purchase intention, especially in marketing environmentally friendly briquette products. This study aims to analyze the influence of product, price, and promotion on consumer purchase intention towards PT Bukit Asam Tbk briquettes. Using a quantitative approach with a survey method involving 100 respondents, the data were analyzed through Partial Least Square (PLS) with SmartPLS software. The results showed that product, price, and promotion have a significant positive effect on consumer purchase intention, with an R-square value of 0.720, indicating that these three variables explain 72% of the variation in purchase intention. Among them, product has the strongest influence, followed by promotion and price. These findings highlight that improving product quality, establishing an appropriate pricing strategy, and implementing effective promotions are key factors in increasing consumer purchase intention towards PT Bukit Asam Tbk briquette products.*

Keywords : *Product, Price, Promotion, Purchase Interest, PT Bukit Asam Tbk, Briquettes*

1. Introduction

Technological developments and increasingly complex market dynamics require companies to compete not only through product innovation but also through a deep understanding of consumer behavior and purchasing intentions. Today's consumers have extensive access to information and tend to be more selective in making purchasing decisions (Ardianto & Tunjungsari, 2024). Therefore, a business's success depends heavily on its ability to build strong emotional connections with consumers and create tangible, perceived value. In this context, consumer purchasing intention serves as a strategic indicator that reflects a person's likelihood of purchasing a product or service (Siregar & Saktiana, 2024).

According to Theory of Planned Behavior (TPB) developed by Ajzen (1991), a person's behavior is predicted by intention, which is influenced by attitudes, subjective norms, and perceived behavioral control. Within this framework, factors such as product, price, and promotion play a role in shaping consumer attitudes toward purchases, while consumer trust

plays a role as part of *perceived behavioral control* , as it provides a sense of confidence and security in making purchasing decisions. Thus , TPB is relevant to explain how external and psychological factors shape consumer purchasing interest in a product (Prayogo & Hapsari, 2021) .

Factors influencing purchase intention have been extensively researched, including trust, product quality, brand image, and social media promotions (Budiono & Slamet 2022) . However, research shows that not all variables have the same strong influence; for example, price promotions or *celebrity endorsements* do not always increase purchase intention if they are not supported by strong trust and perceived quality (Nuriska & Cokki 2024) .

In recent years, business competition in the alternative energy sector, particularly coal briquette products, has intensified. Although companies have offered high-quality products at competitive prices and intensive promotions, many consumers remain hesitant to purchase. This phenomenon occurred at PT Bukit Asam Tbk (PTBA), a producer of environmentally friendly briquettes, which faced low purchasing interest despite implementing various marketing strategies. This raises questions about whether product, price, and promotion factors are effective enough, or whether other factors, such as consumer trust, play a key role in determining purchasing decisions (Hidayatullah et al., 2024) .

Product factors play a crucial role in shaping consumer perceptions and purchasing intentions, encompassing quality, design, packaging, and product benefits. In the context of PTBA briquettes, product success is determined not only by combustion efficiency and low emissions, but also by perceived utility and uniqueness compared to other energy alternatives. Previous research has shown that high-quality products with tangible benefits can increase purchasing intentions (Mahmudah & Nugroho 2023) . However, other research (Amalia et al., 2021) found that perceived product quality does not always significantly influence purchasing intentions.

Price is also a crucial factor influencing consumer purchasing interest because it reflects the value sacrificed to acquire a product. Perceived fair prices commensurate with product quality can increase purchasing interest. In the context of PTBA, competitive briquette prices can be an advantage because consumers consider energy efficiency compared to other fuels (Vilaningrum 2024) . However, prices that are too low can create negative perceptions of quality, while prices that are too high can be a barrier for price-sensitive consumers (Hussain et al., 2021). Therefore, fair and transparent pricing is key to building positive perceptions and trust in the company.

Meanwhile, promotion is a crucial communication element in a marketing strategy that aims to inform, persuade, and remind consumers about a product (Solihin, 2020) . Effective promotion can increase awareness, create a positive image, and strengthen the product's perceived value. In the case of PTBA, the promotion was not entirely successful in generating purchase intention because the message conveyed did not emphasize functional benefits and environmental desirability. Research shows that promotions significantly influence purchase intention when packaged appropriately and build brand credibility (Sari et al., 2023) . However, promotions that are irrelevant to consumer preferences often have no significant impact (Auliani, 2021).

This research is crucial for providing empirical and theoretical insights into how the marketing mix and psychological factors synergistically shape purchasing interest in alternative energy products. Practically, the results are expected to provide strategic recommendations for PT Bukit Asam Tbk to increase the competitiveness of environmentally friendly briquettes, strengthen consumer trust, and support the transition to more sustainable energy.

2. Research Methods

This study uses a quantitative approach with a survey method to analyze the influence of product, price, and promotion on consumer purchasing interest of PT Bukit Asam Tbk briquettes, with trust as an intervening variable. The quantitative approach was chosen because it is able to measure the relationship between variables objectively based on numerical data obtained through the distribution of questionnaires to 100 PTBA briquette consumer respondents. The sampling technique used was purposive sampling, with the criteria for respondents who have known or used PTBA briquette products. Each variable was measured using a five-point Likert scale to measure the level of agreement with the statements issued (Sugiyono, 2019).

The collected data were analyzed using Partial Least Squares (PLS) through SmartPLS software, which allows researchers to test direct and indirect relationships between variables, including the mediating role of consumer trust. The analysis was conducted in two stages: evaluation of the measurement model (outer model) to test the validity and reliability of the construct, and evaluation of the structural model (inner model) to test the causal relationship between variables (Hair et al., 2019). Validity Test done with see loading factor value, Average Variance Extracted (AVE), and discriminant validity, while reliability tested through composite reliability value and Cronbach's alpha. The results of the model testing show that all over indicator fulfil criteria validity and reliability, so that the model is stated worthy For test hypothesis study.

3. Results and Discussion

Results

Evaluation Model Measurement (Outer Model)

Discriminant Validity

Discriminant Validity measurement, each variable can be considered valid based on the *Fornell-Lacker Criterium value*. The findings of this study, based on *the Fornell-Lacker Criterium value*, show that the *Fornell-Lacker Criterium value* generated by each variable used is greater than 0.7. The following are the results of *the Fornell-Lacker Criterium* for each variable:

Table 1. Fornell-Lacker criteria

	HR	MBK	PM	PR
HR	0.852			
MBK	0.685	0.826		
PM	0.588	0.691	0.796	
PR	0.588	0.728	0.444	0.820

Source : 2025 SmartPls 4.1.1.2 processed data

Based on table 1 above, it shows that the criteria value of *the Fornell-Lacker Criterion* is more than 0.7 which is considered valid. In the Product variable (X1) it is 0.820, Price (X2) is 0.852, Promotion (X3) is 0.795, Consumer Purchase Interest (Y) is 0.826.

Reliability and Validity

Testing reliability done with count mark *Composite Reliability* and *Cornbach's Alpha* for each construction . In general , the value that is considered fulfil condition reliability is >0.70 , although mark between 0.60-0.70 still considered can accepted in context study exploratory . The findings of the research This Also see *Average Variance Extracted (AVE)* value shows that the resulting AVE value every variables used more big from 0.5 . Here results test calculations Reliability and Validity:

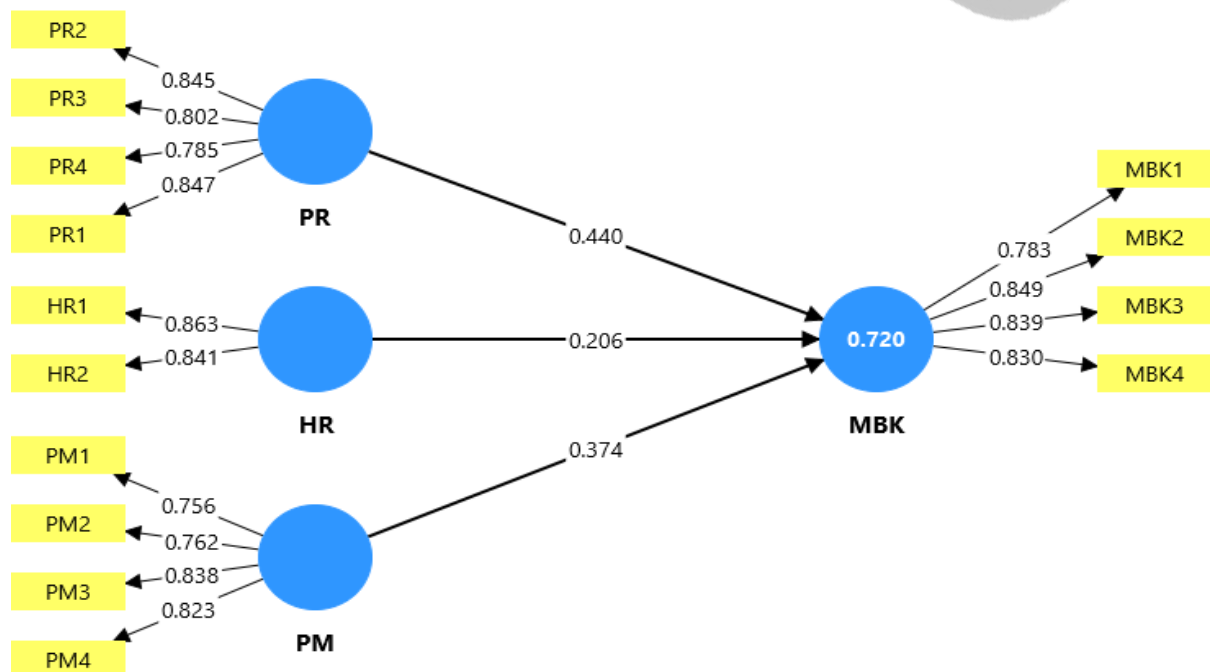
Table 2. Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
HR	0.623	0.625	0.841	0.726
MBK	0.844	0.844	0.895	0.682
PM	0.808	0.822	0.873	0.633
Public Relations	0.837	0.839	0.891	0.672

Source : 2025 SmartPls 4.1.1.2 processed data

Based on picture above , can seen that variables Promotion own lowest AVE value of 0.633, while For Price variable has highest AVE value of 0.726. Thus, it can be said that the construct in this study has a large value because it has met the requirements of a determinant coefficient of more than 0.50. Overall, the results of *Composite Reliability* and *Cornbach's Alpha* indicate that most of the constructs in the model can be said to be reliable .

Figure 1. External Model



Source : 2025 SmartPls 4.1.1.2 processed data

Figure 1 is results from “output composite reliability” and “ Cronbach's alpha ” for every variables latent own number > 0.7 so that Consequences that For all latent variables in testing This have good reliability . Based on the results of the " validity and reliability test " which have been done so stated all measurement models used is “valid and reliable ” and to outer model results can seen in Figure 1 which shows description from the results of the outer model which are results testing beginning before done bootstrap in a way overall from all variables . This will also serve as a basis for further testing to answer the research hypothesis. The results of the influence of each variable will be seen from the research relationship indicated by the arrows for each variable and the variable indicators.

Analysis Model Structural (Inner Model)

Evaluation at the final stage can be done in the inner model with How to analyze the results of the PLS and Blindfolding algorithms. Testing the inner model in this study uses *R-Square* (R2)

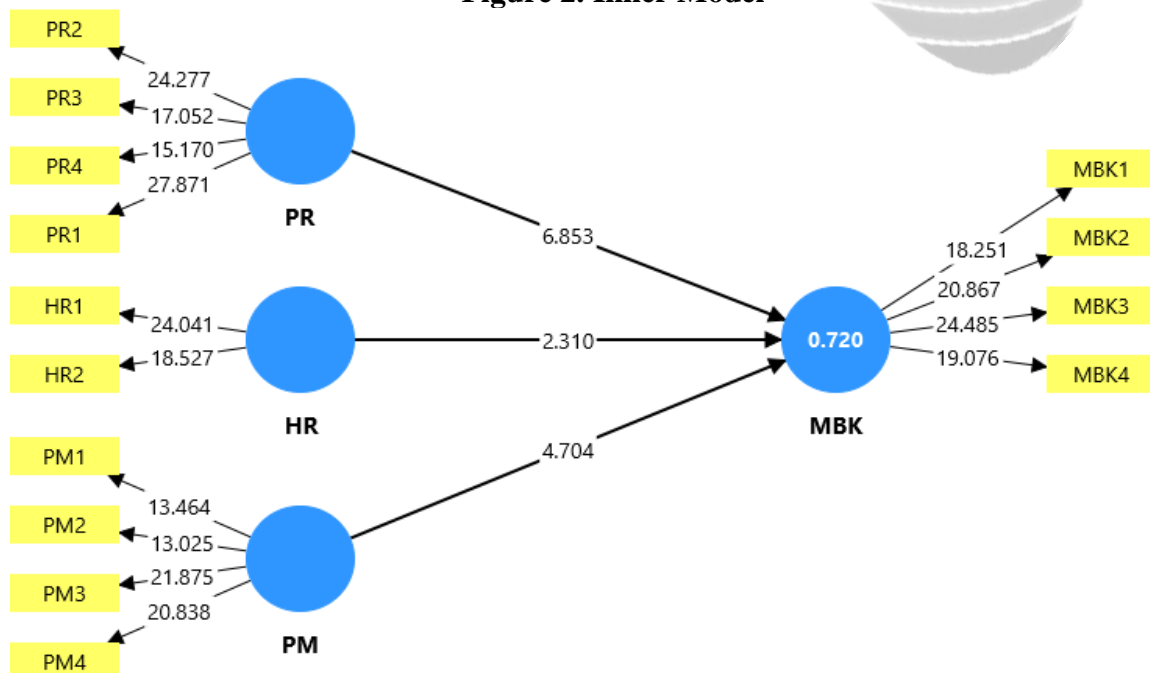
Table 3. R-Square Value

	R-squared	Adjusted R-squared
MBK	0.720	0.711

Source: 2025 SmartPls 4.1.1.2 processed data

In table 3 the *R-Square value* above indicates that the R-Square value for consumer purchasing interest reaches 0.720, from these results it can be concluded that product, price, and promotion provide 72% of consumer purchasing interest, while the remaining 26% illustrates that the influence on consumer purchasing interest also comes from other variables outside the model . These results indicate that the model is strong (large).

Figure 2. Inner Model



Source: 2025 SmartPls 4.1.1.2 processed data

Thus, to see the closeness of the relationship between the indicators and their variables, as well as the closeness between the variables themselves, this can be seen based on the T-statistic in the structural model (Figure 2). The higher the T-statistic, the more dominant the indicator is in measuring the variable.

Testing Hypothesis

Table 4. Direct Effect Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P value
Product -> Consumer Purchase Interest	0.471	0.468	0.058	8,068	0.000
Price -> Consumer Purchase Interest	0.120	0.122	0.050	2,382	0.017
Promotion -> Consumer Purchase Interest	0.413	0.415	0.068	6,052	0.000

Source : 2025 SmartPls 4.1.1.2 processed data

The following are the results of the analysis of *the direct effect results* in table 4 above, which can be concluded as follows:

H1: Product has a significant influence on consumer purchasing interest

Based on Table 4, it can be seen that the relationship between the product and consumer purchasing interest shows a coefficient value of 0.471. The *p-value* of 0.000 is smaller than 0.050, and the T-statistic value of 8.068 is greater than 1.96. These results indicate that the product has a significant effect on consumer purchasing interest for PT. Bukit Asam Tbk briquettes .

H2: Price has a significant effect on consumer purchasing interest.

Based on Table 4, it can be seen that the relationship between price and consumer purchasing interest shows a coefficient value of 0.120. The *p-value* of 0.017 is smaller than 0.050, and the T-statistic value of 2.382 is greater than 1.96. These results indicate that price has a significant effect on consumer purchasing interest in PT. Bukit Asam Tbk briquettes .

H3: Promotion has a significant influence on consumer purchasing interest.

Based on Table 4, it can be seen that the relationship between promotion and consumer purchasing interest shows a coefficient value of 0.413. The *p-value* of 0.000 is smaller than 0.050, and the T-statistic value of 6.052 is greater than 1.96. These results indicate that promotion has a significant effect on consumer purchasing interest in PT. Bukit Asam Tbk briquettes .

Discussion

The Influence of Products on Consumer Purchasing Interest

Based on the results of the data analysis displayed in Table 4, the first hypothesis shows that the product variable has a significant effect on consumer purchasing interest in PT Bukit Asam Tbk's briquettes. This is indicated by the *p-value* of 0.000 which is smaller than 0.050, and the T-statistic value of 6.212 which is greater than 1.96. Thus, the H1 hypothesis is accepted, which means that the better the quality of the products offered by PT Bukit Asam, the higher the consumer's decision to purchase briquettes as an alternative energy.

This finding aligns with research conducted by (Shafitri et al. (2021) ; Betari et al. (2022) ; Sasambe et al. (2023)), which also stated that product quality significantly influences consumer purchasing interest. PT Bukit Asam Tbk briquette consumers tend to consider product quality as a primary factor before purchasing. Consumers consider briquettes to be highly effective, cost-effective, environmentally friendly, and can be used as an alternative energy source to replace kerosene and LPG. These advantages make consumers feel confident in the quality of the briquettes and are encouraged to continue purchasing, both for household and small business needs.

PT Bukit Asam briquette consumers assess product quality not only for its immediate benefits, but also for its consistent availability and intended use. Consumers, who are predominantly in the productive age group with middle incomes, view briquettes as an energy solution that aligns with their purchasing power, making product factors a key factor in maintaining customer loyalty. In other words, PT Bukit Asam's product quality has proven to provide satisfaction, encouraging repeat purchases and recommending the product to others.

The results of this study align with *the Theory of Planned Behavior* (TPB), where consumer confidence in the results of product use plays a role in shaping intentions and actual behavior. In this context, consumer confidence that PT Bukit Asam briquettes are high-quality, economical, and beneficial encourages the formation of positive intentions to purchase, which are ultimately manifested in actual behavior in the form of purchasing decisions. Thus, the TPB theory directly supports the findings of this study because product quality has been shown to influence consumer attitudes, intentions, and actions.

Furthermore, these results align with consumer behavior theory, which explains that purchasing decisions are largely determined by consumer perceptions of product attributes. PT Bukit Asam consumers perceive briquette product attributes such as combustion quality, cost efficiency, and supply availability as having added value compared to other energy sources. This positive perception encourages repeat purchases and ultimately increases consumer loyalty. This confirms that consumer behavior theory is truly implemented in this study's research subjects, namely PT Bukit Asam briquette consumers.

The Influence of Price on Consumer Purchasing Interest

Based on the results of the data analysis displayed in table 4, the second hypothesis shows that the price variable has a significant effect on consumer purchasing interest in PT Bukit Asam Tbk briquettes. This is indicated by the p-value of 0.000 which is smaller than 0.050, and the T-statistic value of 5.843 which is greater than 1.96. Thus, the H2 hypothesis is accepted, which means that the more appropriate the price offered by PT Bukit Asam is to consumers' purchasing power, the higher their decision to purchase briquettes as an alternative energy source.

This finding aligns with research conducted by Refilda & Sabariah (2023) ; Tsaniya & Telagawathi (2022) ; Aryani et al. (2024)), which also stated that price has a significant influence on purchasing decisions. This condition is relevant to consumers of PT Bukit Asam Tbk briquettes, which emphasizes that price is one of the main factors in the marketing mix that most quickly influences consumers, because prices are easily compared between products and are directly related to the buyer's financial ability. In other words, prices that are considered fair, affordable, and combined with product quality will increase consumer trust and encourage consumers to make purchases.

Consumers of PT Bukit Asam's briquettes consider the product's price relatively affordable compared to other energy sources such as LPG or kerosene. The majority of middle-income consumers feel the briquette price is within their means, ensuring it doesn't burden

household or small business expenses. Stable and competitive pricing makes consumers more confident in choosing PT Bukit Asam's briquettes as an economical and sustainable energy solution. Therefore, price is a strong reason why consumers continue to purchase and even recommend the product to others.

Furthermore, these results align with *the Theory of Planned Behavior* (TPB), which asserts that positive consumer attitudes develop when they believe the benefits of using a product are worth the cost. The perception that the price of PT Bukit Asam's briquettes matches their quality and benefits drives a strong intention to purchase, which ultimately translates into actual behavior in the form of a purchase decision.

Furthermore, these findings align with consumer behavior theory, which states that purchasing decisions are heavily influenced by rational considerations, such as comparing price and product value. PT Bukit Asam consumers believe that the price of briquettes offers a significant advantage because, in addition to being more economical than other energy sources, it also supports the desire to use alternative energy sources. This demonstrates that price perception plays a significant role in shaping consumer satisfaction and loyalty toward PT Bukit Asam's briquette products.

The Influence of Promotion on Consumer Purchase Interest

Based on the results of the data analysis displayed in Table 4, the third hypothesis shows that the promotion variable has a significant effect on consumer purchasing interest in PT Bukit Asam Tbk briquettes. This is indicated by the p-value of 0.000 which is smaller than 0.050, and the T-statistic value of 4.927 which is greater than 1.96. Thus, the H3 hypothesis is accepted, which means that the higher the consumer decision to purchase PT Bukit Asam briquettes.

This finding is in line with research conducted by (Sembada et al. (2022) ; Sutisna (2020) ; Nur et al. (2020)) which stated that promotion has a significant influence on purchasing decisions. The results of this study are relevant to the conditions experienced by PT Bukit Asam briquette consumers, where promotional activities carried out by the company, both through direct socialization, counseling on the benefits of briquettes, and marketing programs that reach the wider community, make consumers more familiar and understand the advantages of briquettes. Clear information and consistent promotions help consumers feel confident that briquettes are the right alternative energy choice, thus encouraging them to make purchases and even spread this positive information to their environment.

In the context of this research, these results indicate that promotion plays an important role in connecting products with consumers. PT Bukit Asam briquette consumers, who are mostly households and small businesses, feel helped by promotions that provide an understanding of the efficiency, affordable prices, and environmentally friendly benefits of briquettes. Without good promotion, most consumers may be less aware of the benefits of briquettes compared to other energy sources such as LPG, so it can be said that promotion is one of the important keys in increasing income and consumer loyalty to PT Bukit Asam products.

Furthermore, these results align with *the Theory of Planned Behavior* (TPB), which states that effective promotions can shape positive consumer beliefs about a product. Information obtained from promotions fosters positive attitudes, strengthens subjective norms through recommendations among consumers, and increases perceived behavioral control by providing easy access to information. All of these factors ultimately drive a strong intention to purchase PT Bukit Asam briquettes.

Furthermore, the results of this study support consumer behavior theory, which explains that purchasing decisions are influenced not only by rational factors such as price and information, but also by psychological factors such as marketing communications. PT Bukit Asam consumers who receive comprehensive product information through promotions will develop positive perceptions, thus encouraging them to make purchasing decisions and tend to be loyal to the product.

Conclusion

This study was conducted to analyze the influence of product, price, and promotion on consumer interest in purchasing briquettes at PT Bukit Asam Tbk, mediated by trust, using *the Theory of Planned Behavior (TPB) approach* and consumer behavior theory as the underlying context. Based on the results of data analysis and hypothesis testing, it can be concluded that all variables examined in this study have a significant influence, both directly and through variable mediation. The conclusions of this study can be stated as follows:

1. The product has a significant influence on consumer interest in purchasing PT Bukit Asam briquettes.
2. Price has a significant influence on consumer interest in purchasing PT Bukit Asam briquettes.
3. Promotion has a significant influence on consumer interest in purchasing PT Bukit Asam briquettes.

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MEMUTUSKAN

Menetapkan :
PERTAMA : Menunjuk dan menugaskan saudara:


Dr. Dewi Sartika, S.E, M.Si, Ak.

sebagai Pembimbing dalam penyusunan TESIS bagi mahasiswa dibawah ini:

Nama : ASWAN ZUHRI
NIM : 24251013P
Konsentrasi : MANAJEMEN PEMASARAN
Judul Tesis : PENGARUH PRODUK, HARGA, DAN PROMOSI TERHADAP MINAT BELI KONSUMEN BRIKET PT. BUKIT ASAM TBK DENGAN KEPERCAYAAN SEBAGAI VARIABEL INTERVENING

KEDUA : Surat Keputusan ini berlaku 6 (enam) bulan sejak tanggal ditetapkan dan apabila dalam waktu tersebut mahasiswa belum menyelesaikan TESIS, maka akan diterbitkan Surat Keputusan Pembimbing yang baru, dengan ketentuan apabila dikemudian hari terdapat kekeliruan dalam penetapan ini, akan diperbaiki sebagaimana mestinya;

KETIGA : Surat Keputusan asli ini diberikan kepada mahasiswa yang bersangkutan untuk dilaksanakan dan diindahkan sebagaimana mestinya.

Ditetapkan di: Palembang
Pada Tanggal: 17 Juni 2025
Direktur,

Universitas Bina Darma
PROGRAM PASCASARJANA
Prof. Dr. Ir. Achmad Syarifudin, M.Sc.

Tembusan:
1. Pembimbing
2. Arsip

Jl. Jend A. Yani No. 3 Palembang 30264 Indonesia Telp. (+62 711) 515679, 515581, 515582
Fax (+62 711) 515581, 515582 Website www.binadarma.ac.id, e-mail : universitas@mail.binadarma.ac.id

Lampiran 2 : SK Lulus Ujian Tesis

SURAT KETERANGAN
Nomor : 269/PPs-UBD/MM/VIII/2025

Direktur Program Pascasarjana Universitas Bina Darma menerangkan bahwa :

Nama : ASWAN ZUHRI
NIM : 24251013P
Konsentrasi : MANAJEMEN PEMASARAN

Telah menyelesaikan studinya di Program Pascasarjana Program Studi Manajemen – S2 Universitas Bina Darma dan dinyatakan **LULUS** pada hari **Kamis**, tanggal **28 Agustus 2025** dengan tesis berjudul :

“ANALISIS PENGARUH PRODUK, HARGA, DAN PROMOSI TERHADAP MINAT BELI KONSUMEN BRIKET PT. BUKIT ASAM TBK DENGAN KEPERCAYAAN SEBAGAI VARIABEL INTERVENING”

Dan yang bersangkutan juga telah berhak untuk menggunakan gelar akademik Strata – 2 (S2) dengan sebutan **MAGISTER MANAJEMEN (M.M)**.

Demikian Surat Keterangan ini dibuat untuk dipergunakan sebagaimana mestinya.

Dikeluarkan di : Palembang
Pada Tanggal : 28 Agustus 2025
Direktur,

Universitas **Bina
Darma** 
PROGRAM PASCASARJANA
Prof. Dr. Ir. Achmad Syarifudin, M.Sc.

Cc. Arzip

Lampiran 3 : Lembar Konsultasi

PROGRAM PASCASARJANA
PROGRAM STUDI MANAJEMEN – S2
UNIVERSITAS BINA DARMA



LEMBAR KONSULTASI TESIS

Nama : Aswan Zuhri
Nim : 24251013P
Konsentrasi : Manajemen Pemasaran
Judul : Analisis Pengaruh Produk, Harga, Dan Promosi Terhadap Minat Beli Konsumen Briket Pt. Bukit Asam Tbk Dengan Kepercayaan Sebagai Variabel Intervening
Pembimbing : Dr. Dewi Sartika, S.E., M.Si., Ak

No	Tanggal	Uraian Materi Konsultasi	Paraf
1	3 Juli 2025	Pertalkin Bab 1-3 setelah Ujian Proposal	
2	10 Juli 2025	Diskusi Bab 1-5 draft Tesis (landasan teori, Bab IV. perbaikan)	
3	15 Juli 2025	Pertalkin Bab IV. Karakteristik responden dan hasil persediaan data statistik	
4	2 Agustus 2025	Diskusi terkait draft artikel jurnal	
5	09 Agustus 25	Finishing semua bab dan lampiran	
6	21 Agustus 25	Acc Ujian Sidang Tesis	

Lampiran 4 : Halaman Persetujuan Ujian Tesis

HALAMAN PERSETUJUAN UJIAN TESIS

Judul Tesis : **ANALISIS PENGARUH PRODUK, HARGA, DAN PROMOSI TERHADAP
MINAT BELI KONSUMEN BRIKET PT. BUKIT ASAM TBK DENGAN
KEPERCAYAAN SEBAGAI VARIABEL INTERVENING**

Oleh AZWAN ZUHRI NIM 24251013P Tesis ini telah disetujui untuk diseminarkan di hadapan
Tim Penguji Program Studi Manajemen – S2 Konsentrasi Manajemen Pemasaran Program
Pascasarjana Universitas Bina Darma.

Palembang, 21 Agustus 2025
Mengetahui,
Ketua Program Studi



Dr. Sulaiman Helmi, S.E., M.M

Pembimbing,



Dr. Dewi Sartika, S.E., M.Si., Ak

Lampiran 5 : Hasil Pengolahan Data SmartPLS

	HR	KP	MBK	PM	PR
Harga1	0.849				
Harga4	0.855				
Kepercayaan1		0.808			
Kepercayaan2		0.802			
Kepercayaan3		0.758			
Kepercayaan4		0.822			
Minat Beli Konsumen1			0.784		
Minat Beli Konsumen 2			0.851		
Minat Beli Konsumen 3			0.834		
Minat Beli Konsumen 4			0.833		
Promosi1				0.744	
Promosi 2				0.768	
Promosi 3				0.832	
Promosi 4				0.833	
Produk 1					0.859
Produk2					0.855
Produk 3					0.792
Produk 4					0.771

	HR	KP	MBK	PM	PR
Harga	0.852				
Kepercayaan	0.726	0.798			
Minat Beli Konsumen	0.685	0.797	0.826		
Promosi	0.586	0.664	0.692	0.795	
Produk	0.591	0.691	0.725	0.444	0.820

	Composite reliability (rho_a)
Produk	0.844
Harga	0.623
Promosi	0.828
Kepercayaan	0.816
Minat Beli Konsumen	0.844

	R-square	R-square adjusted
Minat Beli Konsumen	0.744	0.736
Kepercayaan	0.694	0.685

	Q-square	Q-square adjusted
Minat Beli Konsumen	0.698	Memiliki nilai predictive relevance
Kepercayaan	0.653	Memiliki nilai <i>predictive relevance</i>

	f-square
Harga -> Kepercayaan	0.188
Kepercayaan -> Minat beli Konsumen	0.183
Promosi -> Kepercayaan	0.203
Promosi -> Minat Beli Konsumen	0.198
Promosi -> Kepercayaan	0.264
Produk -> Minat Beli Konsumen	0.240

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Produk -> Minat Beli Konsumen	0.471	0.468	0.058	8.068	0.000
Harga -> Minat Beli Konsumen	0.120	0.122	0.050	2.382	0.017
Promosi -> Minat Beli Konsumen	0.413	0.415	0.068	6.052	0.000
Kepercayaan-> Minat Beli Konsumen	0.359	0.365	0.103	3.474	0.001
Produk -> Kepercayaan	0.356	0.349	0.075	4.766	0.000
Harga -> Kepercayaan	0.333	0.334	0.096	3.473	0.001
Promosi -> Kepercayaan	0.311	0.320	0.092	3.390	0.001

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Produk -> Kepercayaan -> Minat Beli Konsumen	0.128	0.127	0.043	2.954	0.003
Harga -> Kepercayaan -> Minat Beli Konsumen	0.120	0.122	0.050	2.382	0.017
Promosi -> Kepercayaan -> Minat Beli Konsumen	0.112	0.118	0.050	2.218	0.027

Lampiran 6 : Hasil Tabulasi

Variabel Produk				
PR1	PR2	PR3	PR4	PR5
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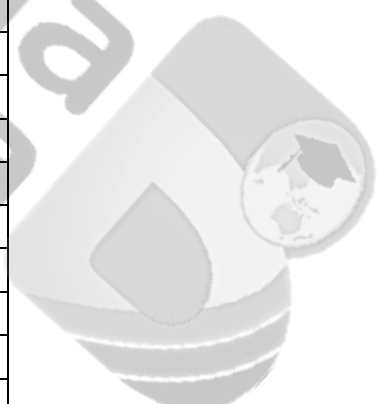
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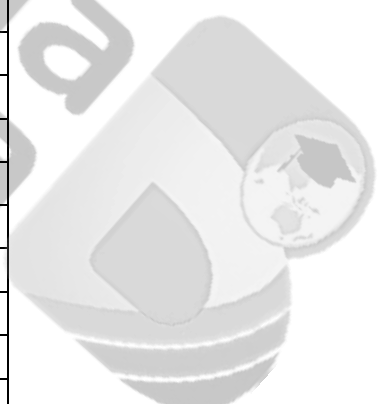
Variabel Harga

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Variabel Promosi

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Variabel Minat Beli Konsumen

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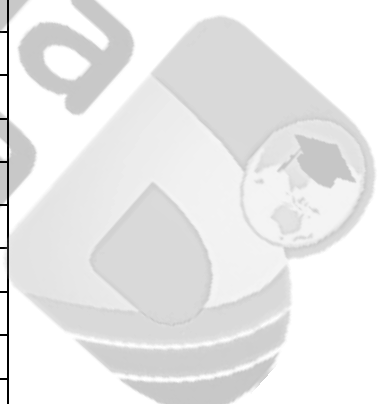
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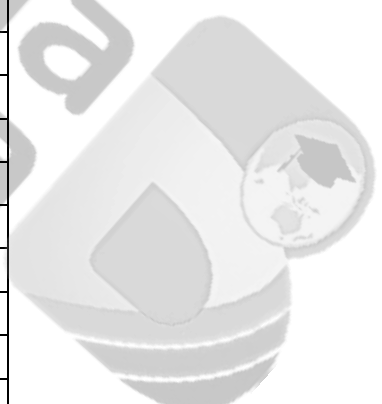
Variabel Kepercayaan

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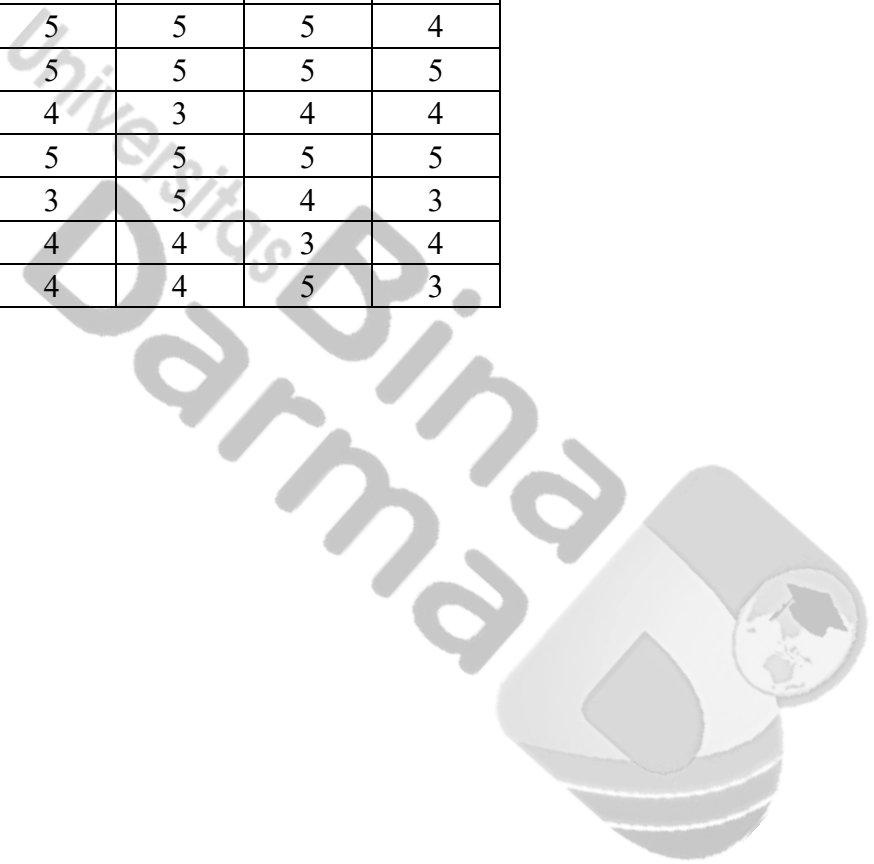
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Lampiran 7 : Hasil Turnitin Tesis

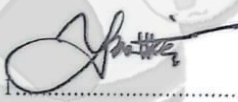


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 NIM : 24251013P
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 Judul Tesis : ANALISIS PENGARUH PRODUK, HARGA, DAN PROMOSI TERHADAP MINAT BELI KONSUMEN BRIKET PT. BUKIT ASAM TBK DENGAN KEPERCAYAAN SEBAGAI VARIABEL INTERVENING
 Dosen Pembimbing : Dr. Dewi Sartika, S.E., M.Si., Ak.
 Tanggal Ujian : 28 Agustus 2025

Telah diperbaiki dan dikonsultasikan dengan Pembimbing/Penguji Tesis.


No.	Nama Dosen Penguji	Tanggal	Tanda Persetujuan
1.	Dr. Dewi Sartika, S.E., M.Si., Ak.	25/11/25	
2.	Dr. Sulaiman Helmi, S.E., M.M.	2/12/2025	
3.	Dr. Trisninawati, S.E., M.M.	18/10/2025	

*Nb.
 Pembimbing harap memeriksa kembali format dari tesis yang telah diperbaiki dan keabsahan tanda tangan penguji

Palembang, 28 Agustus 2025
 Program Studi Manajemen – S2
 Ketua,


 Dr. Sulaiman Helmi, S.E., M.M.

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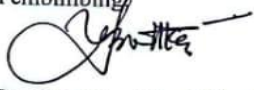
Nama : ASWAN ZUHRI
 NIM : 24251013P
 Konsentrasi : MANAJEMEN PEMASARAN
 Judul Tesis / GSP : ANALISIS PENGARUH PRODUK, HARGA, DAN PROMOSI TERHADAP MINAT BELI KONSUMEN BRIKET PT. BUKIT ASAM TBK DENGAN KEPERCAYAAN SEBAGAI VARIABEL INTERVENING

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13. DAFTAR LAMPIRAN	
14. ISI TESIS (BAB I S/D BAB VI)	
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