

Improving Purchasing Decisions Through Service Quality and Digital Marketing

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Abstract. *The formulation of the problem in this study is 1) How does service quality affect purchase interest?; 2) How does service quality affect purchasing decisions?; 3) How does digital marketing affect purchase interest?; 4) How does digital marketing affect purchasing decisions?; 5) How does purchase interest affect purchasing decisions?; 6) How does service quality affect purchasing decisions through purchase interest as an intervening variable?; 7) How does digital marketing affect purchasing decisions through purchase interest as an intervening variable?. This study uses a quantitative approach. In this study, the population consisted of 8879 swimming pool visitors in the October-December period. This study uses a purposive sampling technique, the number of samples used in this study was 100 respondents. The instrument used in data collection was a questionnaire. This study uses data analysis including descriptive analysis and Data Analysis with Structural Equation Model (PLS). The results of the study obtained 1) service quality has a positive and significant effect on purchase interest to the East Rejosari Swimming Pool based on the Tstatistic value of (5.283) and the Sig. value. $0.001 < 0.05$. 2) service quality has a positive and significant influence on purchasing decisions to the Rejosari Timur Swimming Pool based on the Tstatistic value of (4.862) and the Sig. value of $0.005 < 0.05$. 3) digital marketing has a positive and significant influence on purchasing interest to the Rejosari Timur Swimming Pool based on the Tstatistic value of (5.322) and the Sig. value of $0.000 < 0.05$. 4) digital marketing has a positive and significant influence on purchasing decisions to the Rejosari Timur Swimming Pool based on the Tstatistic value of (6.450) and the Sig. value of $0.000 < 0.05$. 5) purchasing interest has a positive and significant influence on purchasing decisions to the Rejosari Timur Swimming Pool based on the Tstatistic value of (5.470) and the Sig. value of $0.002 < 0.05$. 6) service quality has a positive and significant influence on purchasing decisions to the Rejosari Timur Swimming Pool through purchasing interest with a specific indirect effect (Specific Indirect Effect) based on the Tstatistic value of (5.342) and a Sig. value of $0.000 < 0.05$. 7) digital marketing has a positive and significant influence on purchasing decisions to the Rejosari Timur Swimming Pool through purchasing interest with a specific indirect effect (Specific Indirect Effect) based on the Tstatistic value of (4.321) and a Sig. value of $0.003 < 0.05$.*

Keywords: Digital; Purchase; Services; Quality.

1. Introduction

Tourist attractions are one of the means to relieve boredom and fatigue from the density of our daily routines and also as a means of vacationing with family. Tourist attractions are currently starting to vary, one of which is a swimming pool as a water and bathing tour. An important component in tourism development according to George McIntyre in the book Muljadi AJ (2016: 65) is a sustainable tourism development that has a relationship between tourists, local residents and community leaders who want a better life.

In this case it is clear that a tourist spot must contain these components to become a good tourist attraction in order to attract, make tourists satisfied with the intended tour and increase tourist visits. Tourist attractions are one of the most important elements in the world of tourism. Tourist objects and attractions can make the government's program in preserving the nation's customs and culture a success as assets that can be sold to tourists. In managing the tourism business, the decision of tourists to purchase tourist attractions is an important issue because it is related to the benefits and sustainability of tourist attractions. One of the factors that influences the purchase decision is service quality.

Service quality or it can be interpreted that service quality is a response to visitors or consumers with the aim of providing comfort and convenience so that tourists can make repeat purchases. According to Kasmir in (Siti, 2022), service is an attitude or activity carried out by a person or organization to provide satisfaction to customers, fellow employees, and also leaders. According to Parasuraman, service quality has five indicators as a benchmark for assessing service quality, including: tangible, empathy, reliability, responsiveness, assurance (Siti Apriliyani, 2022).

From the observations made, the services provided meet the service quality standards, which include the existence of physical facilities, concern shown by the organizers, the level of politeness given to consumers, cleanliness, comfort, and others. This contributes to creating trust from visitors. Research related to the influence of service quality was conducted by Syahrul (2021) with the title "The Influence of Promotion and Service Quality on Domestic Tourist Purchase Interests to the Surabaya Museum" with the results stating that service quality has a significant effect on Purchase Interest.

In addition, one of the factors that influences purchasing decisions is digital marketing. Digital Marketing according to Tarigan (Yanti, 2020) is a marketing activity including advertising through various mass media such as websites, emails, AdWords, and social media. With digital marketing, companies are aggressively taking place in social media to market their products or services. In other words, digital marketing attracts the interest of tourists to purchase through online platforms. According to Kim, digital marketing has several indicators including coordination, commerce, community, content and communication (Romadlon, Marlien, & Widayarsi, 2020).

Ilham (2016) said that the more often the tourist attraction holds promotions through various social media, the more tourists will be interested in purchasing at the tourist attraction. Digital marketing in increasing purchasing decisions in the tourism sector can be done through social

media, either through Facebook, Instagram or through the web and electronic advertising. Based on interviews that have been conducted with the marketing supervisor of the Rejosari Timur Village Tourism Swimming Pool, the promotions that have been carried out are through mass media such as Instagram, Facebook, websites, and radio broadcasts.

Likewise, the Rejosari Timur swimming pool tourist destination uses digital marketing to introduce and promote the tour to the wider community. Based on the results of observations made by researchers, the Rejosari Timur swimming pool promotes through digital media in the form of an Instagram account @kolamrenang_RejosariTimur which has 1500 followers and 100 posts. Research related to the relationship between Digital Marketing and Purchase Interest has been studied by Fajriyatul Inayah (2020) with results stating that digital marketing has a positive influence on Purchase Interest.

Sariana's research (2022) The results of data analysis show that tourist attractions influence purchasing decisions, while facilities and accessibility do not influence purchasing decisions. Based on the research that has been conducted, to influence tourists to decide to purchase at the Bali Lestari Beach tourist attraction, changes are needed to the tourist attractions, facilities and accessibility. If this is done, it can increase the number of tourist visits to the Bali Lestari Beach tourist attraction.

Halimatussaddiah (2017) The results of the study showed that partially each independent variable had a significant effect on the dependent variable where for the attractiveness t count $(2.082) > t$ table (1.99) and sig < 0.05 which means that the attractiveness has a positive and significant effect on the purchase interest of tourists, as well as accessibility t count $(6.085) > t$ table (1.99) and sig < 0.05 means that accessibility has a positive and significant effect on the purchase interest of tourists. Simultaneously, the Attractiveness and Accessibility have a positive and significant effect on the Purchase Interest of Tourists to Ponot Waterfall, Tangga Village, Aek Songsongan District, Asahan Regency.

Swimming pool in the Rejosari Timur tourist village, Batang Regency. This swimming pool is open from 7 am to 4 pm. Many customers at the Rejosari Timur tourist village swimming pool include children, teenagers, parents and even the elderly. In addition, many schools also carry out routine extracurricular swimming activities in the swimming pool from elementary to high school. Here provide several facilities, namely swimming pools, wifi, canteens, prayer rooms, large parking lots. Researchers also interviewed other visitors, namely brother Arif, based on the researcher's interview with brother Arif, he said that he was very happy when swimming in this village swimming pool. In addition to attractive promotions, also because of the satisfactory service. A clean and comfortable place, as well as complete facilities and infrastructure.

Based on initial data that public visits to the East Rejosari Swimming Pool experience uncertain conditions sometimes increasing sometimes decreasing quantitatively. In general, visitors will increase on Saturdays and Sundays, on Mondays until the number of standard visitors does not reach the target set by the manager.

Rejosari Swimming Pool Visitor Data Table

| Year | Number of Visitors | Information |
|------|--------------------|-------------|
| 2023 | 650 | |
| 2022 | 540 | |
| 2020 | 123 | Pandemic |
| 2019 | 712 | |
| 2018 | 612 | |

Source: Manager (2023)

Based on the table above, it can be concluded that visitors to the Rejosari Timur swimming pool have experienced an irregular increase and have experienced ups and downs according to the conditions of the community. Based on the description of the problems above, the research title was formed, namely "Increasing Purchasing Decisions to the Rejosari Timur Swimming Pool Through Service Quality and Digital Marketing"

2. Research Methods

Research methods are basically scientific ways to obtain data with specific purposes and uses. Based on this, there are four keywords that need to be considered, namely, scientific methods, data, purposes and uses. Scientific methods mean that research activities are based on scientific characteristics, namely rational, empirical, and systematic. Rational means that it is carried out in reasonable ways, so that it is accessible to human reasoning. Empirical means that it can be observed by human senses, so that others can observe and know the methods used. Systematic means using certain logical steps.

Every research has a specific purpose and use. In general, there are three types of research objectives, namely discovery, proof and development. Discovery means that the data is truly new and previously unknown. Proof means that data is used to prove that there is doubt about information, and development means deepening and expanding existing knowledge (Sugiyono, 2017). Through research, humans can use the results. In general, data that has been obtained from research can be used to understand, solve and anticipate problems. Understanding means clarifying a problem or information that is unknown and then becoming known, solving means minimizing or eliminating the problem, and anticipating means trying to prevent the problem from occurring. The approach used in this research is a quantitative approach. According to Jusuf (2012), the quantitative approach is a type of research that is based on calculating percentages, averages, Ci squares and other statistical calculations, in other words, quantitative research involves calculations or numbers.³ This type of research is included in associative research. Associative research that aims to see the relationship between variables or more in research (Sugiyono, 2016).

3. Results and Discussion

Research Findings

1) Description of Research Respondents

The respondents used were 100 people, using *purposive sampling*. The results of the data in this study were obtained from a questionnaire distributed to respondents. The questionnaire in this study contains items of statements related to the research variables, the questionnaire

also contains respondent personal data consisting of name, age, gender and last education of the respondent. The data collected from respondents are presented as follows:

Respondent Characteristics Table

| No. | Characteristics | Amount | Percentage (%) |
|---------------|------------------|--------|----------------|
| 1. | Age | | |
| | a. < 20 years | 35 | 35 |
| | b. 21 – 30 years | 22 | 22 |
| | c. 31 – 40 years | 27 | 27 |
| | d. > 40 years | 16 | 16 |
| Amount | | 100 | 100 |
| 2. | Gender | | |
| | a. Man | 36 | 36 |
| | b. Woman | 64 | 64 |
| Amount | | 100 | 100 |
| 3. | Last education | | |
| | a. SD | 16 | 16 |
| | b. JUNIOR SCHOOL | 33 | 33 |
| | c. SENIOR SCHOOL | 44 | 44 |
| | d. S1/S2 | 7 | 7 |
| Amount | | 100 | 100 |

Source: Data Processing, 2024

The table above shows that swimming pool tourism visitors are dominated by respondents aged <20 years as many as 35 respondents or 35%, followed by respondents aged 31-40 years as many as 27 respondents or 27%, after that respondents aged 21-30 years as many as 22 respondents or 22% and the least respondents aged > 40 years as many as 16 respondents or 16%. Many children visit to bathe in the East Rejosari Swimming Pool so that many visitors are still aged <20 years.

Visitors to the East Rejosari Swimming Pool are also dominated by female respondents as many as 64 respondents or 64% while male respondents are only 36 respondents or 36%. Most of the visitors are parents or mothers who accompany their children to swim so that most of the visitors are women.

The last education of respondents was dominated by respondents with high school education as many as 44 respondents or 44%, followed by respondents with junior high school education as many as 33 respondents or 33%, after that respondents with elementary school education as many as 16 respondents or 16% and the least respondents with S1/S2 education as many as 7 respondents or 7%. Based on these data, it can be stated that the majority of visitors to the Rejosari Timur Swimming Pool are at the high school level or equivalent.

2) Variable Description

Descriptive variables are intended to analyze data based on the results of respondents' answers to each variable measurement indicator.

INDEX VALUE: $5 - 1 = \frac{4}{3} = 1.33$

3

1 - 2.33 = LOW

2.34 - 3.67 = MEDIUM

3.68 - 5. = HIGH

The results of the respondents' answers are presented in the following table:

Research Variable Description Table

| Variables | Indicator | Average | STANDARD DEVIATION | INFORMATI ON |
|--------------------------|---------------------------------|---------|--------------------|--------------|
| Service Quality | Tangible (physical evidence) | 3.66 | 2.34 - 3.67 | currently |
| | Reliability | 3.63 | 2.34 - 3.67 | Currently |
| | Responsiveness (responsiveness) | 3.69 | 3.68 - 5. | Tall |
| | Insurance (Guarantee) | 3.71 | 3.68 - 5. | Tall |
| | Empathy (empathy) | 3.65 | 2.34 - 3.67 | Currently |
| 3.66 | | | | |
| Digital Marketing | Accessibility (accessibility) | 3.70 | 3.68 - 5. | Tall |
| | Interactivity (interactivity) | 3.66 | 2.34 - 3.67 | Currently |
| | Entertainment | 3.67 | 2.34 - 3.67 | Currently |
| | Credibility (trust) | 3.74 | 3.68 - 5. | Tall |
| | Irritation (Disorder) | 3.58 | 2.34 - 3.67 | Currently |
| 3.67 | | | | |
| Purchase Interest | Transactional interest | 3.62 | 2.34 - 3.67 | Currently |
| | Referential interest | 3.60 | 2.34 - 3.67 | Currently |
| | Preferential interest | 3.75 | 3.68 - 5. | Tall |
| | Explorative interest | 3.63 | 2.34 - 3.67 | |
| 3.64 | | | | |
| Buying decision | Destination Area (destination) | 3.68 | 3.68 - 5. | Tall |
| | Traveling Mode (travel type) | 3.63 | 2.34 - 3.67 | Currently |
| | Time and cost (time and cost) | 3.62 | 2.34 - 3.67 | Currently |
| | Travel agent | 3.66 | 2.34 - 3.67 | Currently |
| | Service source (service source) | 3.64 | 2.34 - 3.67 | Currently |
| 3.65 | | | | |

Source: Data Processing, 2024

Based on the table above, it can be stated as follows:

- 1) The indicator that has the highest average score on the Service Quality variable is Insurance, which is 3.71, while the indicator that has the lowest average score is Reliability, which is 3.63.
- 2) The indicator that has the highest average score on the Digital Marketing variable is Credibility (trust), which is 3.74, while the indicator that has the lowest average score is Irritation (Irritation), which is 3.58.
- 3) The indicator that has the highest average score on the Purchase Interest variable is Preferential Interest, which is 3.75, while the indicator that has the lowest average score is Referential Interest, which is 3.60.

4) The indicator that has the highest average score on the Purchasing Decision variable is Destination Area, which is 3.68, while the indicator that has the lowest average score is Time and Cost, which

Data analysis

Data processing techniques with Partial Least Square (PLS) require 2 stages to assess the Fit Model of a research model. These stages are:

1) Assessing the Outer Model or Measurement Model

Outer model or measurement model that defines how each indicator relates to its latent variable. The outer model in this study can be seen in the following figure:

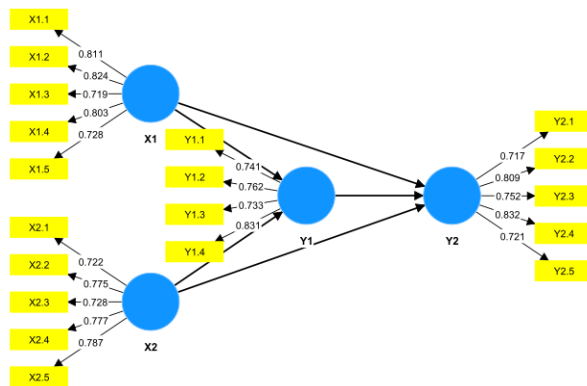


Figure Outer Model Results

There are three criteria in the use of data analysis techniques with SmartPLS to assess the outer model, namely convergent validity, discriminant validity and composite reliability.

1) Convergent Validity

Convergent validity assessment is based on the correlation between item scores/component scores estimated by SmartPLS software. The individual reflexive measure is said to be high if it correlates more than 0.70 with the construct being measured. However, for early research on the development of a measurement scale, a loading value of 0.5 to 0.6 is considered sufficient. In this study, a loading factor limit of 0.60 will be used.

Outer Loadings Table (Measurement Model)

| Variables | Indicator | Score | P value / sig | Information |
|------------------------|-----------|-------|---------------|-------------|
| Buying decision | Y2.1 | 0.717 | 0.000 | Valid |
| | Y2.2 | 0.809 | 0.000 | Valid |
| | Y2.3 | 0.752 | 0.000 | Valid |
| | Y2.4 | 0.832 | 0.000 | Valid |
| | Y2.5 | 0.721 | 0.000 | Valid |
| Service Quality | X1.1 | 0.811 | 0.000 | Valid |
| | X1.2 | 0.824 | 0.000 | Valid |
| | X1.3 | 0.719 | 0.000 | Valid |
| | X1.4 | 0.803 | 0.000 | Valid |
| | X1.5 | 0.728 | 0.000 | Valid |

| | | | | |
|--------------------------|------|-------|--------------|-------|
| Digital Marketing | X2.1 | 0.722 | 0.000 | Valid |
| | X2.2 | 0.775 | 0.000 | Valid |
| | X2.3 | 0.728 | 0.000 | Valid |
| | X2.4 | 0.777 | 0.000 | Valid |
| | X2.5 | 0.787 | 0.000 | Valid |
| Purchase Interest | Y1.1 | 0.741 | 0.000 | Valid |
| | Y1.2 | 0.762 | 0.000 | Valid |
| | Y1.3 | 0.733 | 0.000 | Valid |
| | Y1.4 | 0.831 | 0.000 | Valid |

Source: Data Processing, 2024

The results of processing using SmartPLS can be seen in the table above. The outer model value or correlation between constructs and variables has met convergent validity because the loading factor value is > 0.70 , the conclusion is that the constructs for all variables can be used for hypothesis testing.

2) Discriminant Validity

Discriminant validity namely a model is considered good each loading value of each indicator of a latent variable has the largest loading value with other loading values against other latent variables. The results of the discriminant validity test are obtained as follows:

Discriminant Validity Value Table (Cross Loading)

| Indicator | Variables | | | | Conclusion |
|-------------|--------------|--------------|--------------|--------------|---------------------------|
| | X1 | X2 | Y1 | Y2 | |
| X1.1 | 0.811 | 0.699 | 0.693 | 0.728 | X1.1 > X2, Y1, Y2 = Valid |
| X1.2 | 0.824 | 0.634 | 0.713 | 0.616 | X1.2 > X2, Y1, Y2 = Valid |
| X1.3 | 0.719 | 0.623 | 0.629 | 0.590 | X1.3 > X2, Y1, Y2 = Valid |
| X1.4 | 0.803 | 0.800 | 0.741 | 0.705 | X1.4 > X2, Y1, Y2 = Valid |
| X1.5 | 0.728 | 0.642 | 0.657 | 0.651 | X1.5 > X2, Y1, Y2 = Valid |
| X2.1 | 0.587 | 0.722 | 0.602 | 0.665 | X2.1 > X1, Y1, Y2 = Valid |
| X2.2 | 0.694 | 0.775 | 0.717 | 0.671 | X2.2 > X1, Y1, Y2 = Valid |
| X2.3 | 0.625 | 0.728 | 0.691 | 0.696 | X2.3 > X1, Y1, Y2 = Valid |
| X2.4 | 0.675 | 0.777 | 0.693 | 0.655 | X2.4 > X1, Y1, Y2 = Valid |
| X2.5 | 0.752 | 0.787 | 0.741 | 0.763 | X2.5 > X1, Y1, Y2 = Valid |
| Y1.1 | 0.610 | 0.687 | 0.741 | 0.601 | Y1.1 > X1, X2, Y2 = Valid |
| Y1.2 | 0.734 | 0.666 | 0.762 | 0.676 | Y1.2 > X1, X2, Y2 = Valid |
| Y1.3 | 0.564 | 0.634 | 0.733 | 0.665 | Y1.3 > X1, X2, Y2 = Valid |
| Y1.4 | 0.696 | 0.714 | 0.831 | 0.752 | Y1.4 > X1, X2, Y2 = Valid |
| Y2.1 | 0.671 | 0.703 | 0.717 | 0.731 | Y2.1 > X1, X2, Y1 = Valid |
| Y2.2 | 0.653 | 0.671 | 0.625 | 0.809 | Y2.2 > X1, X2, Y1 = Valid |
| Y2.3 | 0.582 | 0.696 | 0.665 | 0.752 | Y2.3 > X1, X2, Y1 = Valid |
| Y2.4 | 0.710 | 0.761 | 0.711 | 0.832 | Y2.4 > X1, X2, Y1 = Valid |
| Y2.5 | 0.632 | 0.657 | 0.635 | 0.721 | Y2.5 > X1, X2, Y1 = Valid |

Source: Data Processing, 2024

Based on the table above, it can be seen that the loading factor value for the indicator of the latent variable has a greater loading factor value than the loading value of other latent variables. This means that the latent variable has good discriminant validity.

3) Evaluating Reliability and Average Variance Extracted (AVE)

Validity and reliability criteria can also be seen from the reliability value of a construct and the Average Variance Extracted (AVE) value of each construct. A construct is said to have high reliability if its value is 0.70 and the Average Variance Extracted (AVE) is above 0.50. The table below will present the Composite Reliability and Average Variance Extracted (AVE) values for all variables.

Composite Reliability and Average Variance Extracted (AVE) Table

| Variables | Composite Reliability | Average Extracted | Variance |
|-------------------|-----------------------|-------------------|----------|
| Service Quality | 0.839 | 0.605 | |
| Digital Marketing | 0.817 | 0.575 | |
| Purchase Interest | 0.770 | 0.589 | |
| Buying decision | 0.826 | 0.589 | |

Source: Data Processing, 2024

Based on the table above, it can be concluded that all constructs meet the reliable criteria, this is indicated by the Composite Reliability value > 0.70 and Average Variance Extracted (AVE) > 0.50 as recommended criteria.

4) Structural Model Testing (Inner Model)

The structural model or inner model is evaluated by looking at the percentage of explained variance, namely by looking at R2 for the dependent latent construct using the Stone-geisser Q Square test measures and also looking at its structural path coefficient. The stability of the estimate is tested using t-statistics through the bootstrapping procedure.

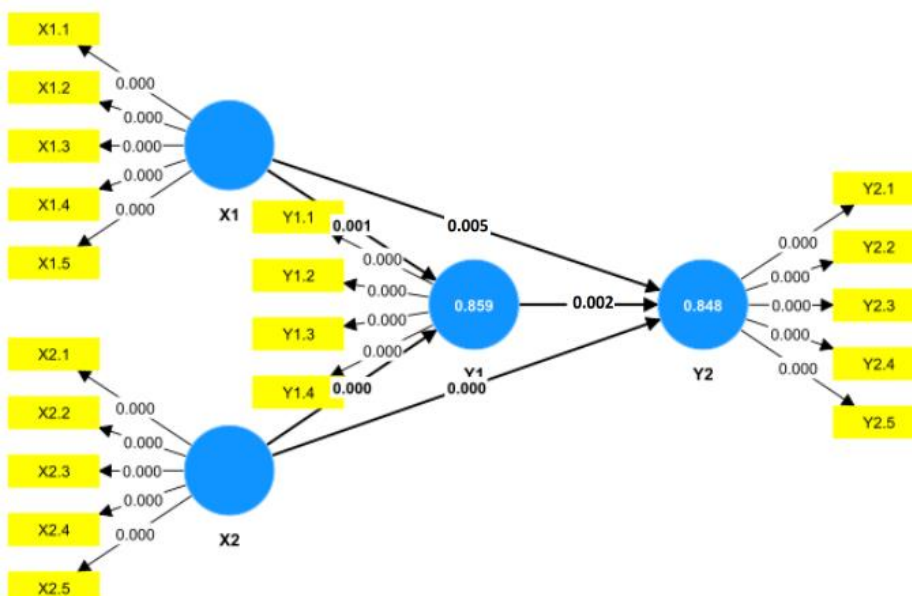


Figure Inner Model Results

Structural result testing (inner model) is conducted to ensure that the structural model built is robust and accurate. The analysis stages carried out in model testing, therefore the SRMR value is below 0.10, this PLS model is declared fit, so it is suitable for testing research hypotheses. The structural table is seen from several indicators, namely R-square, F-square and Goodness of Fit Model. The results of the structural model test can be explained as follows:

1) R-square test

The results of SmartPLS show that all the variance in the constructs explained by the model is represented by the R-square shown in the following table:

R-square Value Table

| Variables | R-square |
|------------------------|----------|
| Purchase Interest (Y1) | 0.859 |
| Purchase Decision (Y2) | 0.848 |

Source: Data Processing, 2024

The table above shows that in r-square model 1, purchase interest is obtained 0.859, then service quality (X1) and digital marketing (X2) have an effect on purchase interest (Y1) of 85.9%. Then, in r-square model 2, purchase decision is obtained 0.848, then service quality (X1), digital marketing (X2) and purchase interest (Y1) have an effect on purchase decision (Y2) of 84.8%.

2) F-square test

Researchers see the substantive influence of endogenous conception influenced by endogenous conception through the F-square (F2) value. The magnitude of the substantive influence is classified into 3, namely 0.02; 0.15; and 0.35 respectively into the categories of small, medium and large influence. The F2 value data can be seen in the following table.

F-square Value Table

| Connection | F2 | The Magnitude of Influence |
|------------|-------|----------------------------|
| X1 --> Y1 | 0.205 | Medium |
| X1 --> Y2 | 0.026 | Small |
| X2 --> Y1 | 0.551 | Big |
| X2 --> Y2 | 0.334 | Medium |
| Y1 --> Y2 | 0.052 | Small |

Source: Data Processing, 2024

Based on the table above, it shows that the influence of digital marketing (X2) on purchasing interest (Y1) is 0.551 which is in the large category, then included in the medium category is the influence of service quality (X1) on purchasing interest (Y1) of 0.205 and the influence of digital marketing (X2) on purchasing decisions (Y2) of 0.334, then included in the small category is the influence of service quality (X1) on purchasing decisions (Y2) of 0.026 and the influence of purchasing interest (Y1) on purchasing decisions (Y2) of 0.052.

3) Goodness of Fit Model Test

The Goodness of Fit Model test can be seen from the following values. The PLS model is declared to have met the Goodness of Fit Model criteria if the SRMR value is <0.10 and the model is declared a perfect fit if the SRMR value is <0.08 .

Goodness of Fit Model Test Results Table

| Structural Model | Estimated Model |
|------------------|-----------------|
| SRMR | 0.052 |
| d_ULS | 4,364 |
| d_G | 2,399 |
| Chi-square | 513,096 |
| NFI | 0.468 |

Source: Data Processing, 2024

The results of the Goodness of Fit Model test in the table above show that the SRMR value of the PLS model is 0.052. Therefore, the SRMR value of the model is below 0.10, so this model is declared fit, so it is suitable for testing the hypothesis.

5) Hypothesis Testing

a. Path Coefficient (Direct Impact)

This hypothesis testing is based on the results of the Partial Least Square (PLS) analysis by conducting a Bootstrapping test, using a confidence level of 95% (alpha 5%) and T-statistics with T-table (1.96). The hypothesis in this study is if the T-statistic value $> t$ -table then the hypothesis is accepted, if the T-statistic $< t$ -table then the hypothesis is rejected, and if the p-value $<$ confidence level (alpha = 0.5) then the hypothesis is accepted, if the p-value $>$ confidence level (alpha = 0.5) then the hypothesis is rejected. Based on the hypothesis test conducted, the results of the hypothesis test are in the following table.

Path Coefficient Table

| | | T Statistics | P Values | Results |
|---|-------|--------------|----------|----------|
| X1 (Service Quality) --> Y1 (Purchase Interest) | 0.596 | 5,283 | 0.001 | Accepted |
| X1 (Service Quality) --> Y2 (Purchase Decision) | 0.590 | 4,862 | 0.005 | Accepted |
| X2 (Digital Marketing) --> Y1 (Purchase Interest) | 0.592 | 5,322 | 0,000 | Accepted |
| X2 (Digital Marketing) --> Y2 (Purchase Decision) | 0.639 | 6,450 | 0,000 | Accepted |
| Y1 (Purchase Interest) --> Y2 (Purchase Decision) | 0.543 | 5,470 | 0.002 | Accepted |

Source: Data Processing, 2024

Based on the results of the Path Coefficient in the table above, it can be seen that the hypothesis proposed in this study is accepted or rejected, in detail it can be explained as follows:

1) The Influence of Service Quality on Purchase Intention

The path coefficient results show a Tstatistic value of (5.283) and a Sig. value of $0.001 < 0.05$, which means that hypothesis 1 can be accepted. These results indicate that Service Quality has a positive and significant effect on Purchase Interest.

2) The Influence of Service Quality on Purchasing Decisions

The path coefficient results show a Tstatistic value of (4.862) and a Sig. value of 0.005 <0.05, which means that hypothesis 2 can be accepted. These results indicate that Service Quality has a positive and significant effect on Purchasing Decisions.

3) The Influence of Digital Marketing on Purchase Interest

The path coefficient results show a Tstatistic value of (5.322) and a Sig. value of 0.000 <0.05, which means that hypothesis 3 can be accepted. These results indicate that Digital Marketing has a positive and significant effect on Purchase Interest.

4) The Influence of Digital Marketing on Purchasing Decisions

The path coefficient results show a Tstatistic value of (6.450) and a Sig. value of 0.000 <0.05, which means that hypothesis 4 can be accepted. These results indicate that Digital Marketing has a positive and significant effect on Purchasing Decisions.

5) The Influence of Purchase Interest on Purchase Decisions

The path coefficient results show a Tstatistic value of (5.470) and a Sig. value of 0.002 <0.05, which means that hypothesis 5 can be accepted. These results indicate that Purchase Interest has a positive and significant effect on Purchase Decisions.

b. *Indirect Effect*(Indirect Influence)

To see the intervening variable, namely by comparing the value of the direct effect with the indirect effect, it can be said that the mediating variable has an indirect influence on the relationship between the two variables. The following is a table to see the mediation between variables.

Specific Indirect Effect Table

| | T Statistics | P Values | Results |
|---|--------------|----------|----------|
| X1 (Service Quality) --> Y1 (Purchase Interest) --> Y2 (Purchase Decision) | 5,342 | 0,000 | Accepted |
| X2 (Digital Marketing) --> Y1 (Purchase Interest) --> Y2 (Purchase Decision) | 4,321 | 0.003 | Accepted |

Source: Data Processing, 2024

1) The Influence of Service Quality on Purchasing Decisions through Purchasing Interest

This study shows that purchase intention is able to mediate the influence between service quality on purchasing decisions, this is proven by the specific indirect effect with a Tstatistic value of (5.342) and a Sig. value of 0.000 <0.05 which means that hypothesis 6 can be accepted. These results indicate that between Service Quality has a positive and significant effect on Purchasing Decisions through Purchase Intention.

2) The Influence of Digital Marketing on Purchasing Decisions through Purchasing Interest

This study shows that purchase interest is able to mediate the influence between digital marketing on purchasing decisions, this is evidenced by the specific indirect effect with a Tstatistic value of (4.321) and a Sig. value of 0.003 <0.05, which means that hypothesis 7 can be accepted. These results indicate that between Digital Marketing has a positive and significant effect on Purchasing Decisions through Purchase Interest.

The Influence of Service Quality on Purchase Interest at Rejosari Timur Swimming Pool

Based on the results of the hypothesis test, it can be concluded that service quality has a positive and significant effect on purchasing interest in the Rejosari Timur Swimming Pool. The value is determined by calculation using the SmartPLS program based on the Tstatistic value of (5.283) and the Sig. value of $0.001 < 0.05$. These results indicate that service quality that is carried out well tends to increase the purchasing interest of visitors to the Rejosari Timur Swimming Pool.

These results are in line with research by Rusmaulid (2023) which shows that service quality has a positive and significant effect on people's purchasing interest at Locaahands Dining Club Surabaya. Companies must improve the quality of service provided to customers in order to create customer satisfaction with what is given and can lead to repeat purchasing intentions by. This shows that service quality is one of the main factors considered by consumers to determine purchasing interest.

The Influence of Service Quality on Purchasing Decisions at Rejosari Timur Swimming Pool

Based on the results of the hypothesis test, it can be concluded that service quality has a positive and significant effect on purchasing decisions to the Rejosari Timur Swimming Pool. The value is determined by calculation using the SmartPLS program based on the Tstatistic value of (4.862) and the Sig. value of $0.005 < 0.05$. These results indicate that service quality that is carried out well tends to increase the purchasing decisions of visitors to the Rejosari Timur Swimming Pool.

This result is in line with research by Firdausy & Idawati (2017) which revealed that service quality has a positive influence on purchasing decisions. With good and quality service, trust in a purchasing decision arises. If service users really feel the service provided is in accordance with the purchase received, service users will tell others that the company is good and will be willing to recommend using services in the same place.

The Influence of Digital Marketing on Purchase Interest at Rejosari Timur Swimming Pool

Based on the results of the hypothesis test, it can be concluded that digital marketing has a positive and significant effect on purchasing interest in the Rejosari Timur Swimming Pool. The value is determined by calculation using the SmartPLS program based on the Tstatistic value of (5.322) and the Sig. value of $0.000 < 0.05$. These results indicate that digital marketing that is carried out well tends to increase the purchasing interest of visitors to the Rejosari Timur Swimming Pool.

This result is in line with research by Masyithoh & Novitaningtyas (2019) which shows that digital marketing variables have a positive and significant influence on consumer purchasing interest. With this online shopping system, someone can make purchases by opening their cellphone and can choose the desired items. From the activity of selecting products to regular products arriving at home, consumers do not need to pick them up because the goods or products purchased will be delivered to their home and consumers can wait for them.

The Influence of Digital Marketing on Purchasing Decisions at Rejosari Timur Swimming Pool

Based on the results of the hypothesis test, it can be concluded that digital marketing has a positive and significant effect on purchasing decisions at the Rejosari Timur Swimming Pool. The value is determined by calculation using the SmartPLS program based on the Tstatistic value of (6.450) and the Sig. value of $0.000 < 0.05$. These results indicate that digital marketing that is carried out well tends to increase the purchasing decisions of visitors to the Rejosari Timur Swimming Pool.

This result is in line with research by Khoziyah & Lubis (2021) whose research results show that digital marketing has a significant influence on purchasing decisions. With consumer knowledge in using applications and websites for shopping, it can influence consumer decisions where some consumers who know how to shop using applications or websites are something that can make their shopping activities easier or can make shopping activities more practical.

The Influence of Purchase Interest on Purchase Decisions to the Rejosari Timur Swimming Pool

Based on the results of the hypothesis test, it can be concluded that purchase interest has a positive and significant effect on purchasing decisions to the East Rejosari Swimming Pool. The value is determined by calculation using the SmartPLS program based on the Tstatistic value of (5.470) and the Sig. value of $0.002 < 0.05$. These results indicate that the higher the purchase interest, the higher the purchasing decision of visitors to the East Rejosari Swimming Pool.

This result is in line with research by According to Sari (2020) which shows that there is a positive and significant relationship between purchase interest and purchase decisions in consumers of Amplang Crackers at Toko Karya Bahari Samarinda. The stage of respondent tendency to take action before actually deciding to make a purchase is called purchase interest. Consumer purchase interest to make a purchase can arise due to the stimulus offered by the company. Each of these stimuli is designed to influence consumer purchasing actions.

Indirect Influence of Service Quality on Purchasing Decisions to Rejosari Timur Swimming Pool through Purchase Interest as an Intervening Variable

The influence of service quality on purchasing decisions with purchase intention as an intervening variable shows a positive and significant relationship based on the Tstatistic value of (5.342) and the Sig. value of $0.000 < 0.05$. This means that the mediation parameter is significant. So the indirect influence model of the service quality variable on purchasing decisions with purchase intention as an intervening variable can be accepted.

This result is in line with research by Welsa (2023) which shows that the Influence of Service Quality on Purchasing Decisions through Purchase Interest as an intervening variable is accepted. Consumer purchasing decision making can be influenced by several factors, one of which is psychological factors (Service Quality). If consumers feel happy and satisfied in buying goods or services, it will strengthen their purchase interest, which ultimately makes consumers interested and decide to buy.

Indirect Influence of Digital Marketing on Purchasing Decisions to Rejosari Timur Swimming Pool through Purchase Interest as an Intervening Variable

The influence of digital marketing on purchasing decisions with purchase interest as an intervening variable shows a positive and significant relationship based on the Tstatistic value of (4.321) and the Sig. value of 0.003 <0.05. This means that the mediation parameter is significant. So the indirect influence model of digital marketing variables on purchasing decisions with purchase interest as an intervening variable can be accepted.

This result is in line with research by Amalana (2022) namely that digital marketing influences purchasing decisions of UMS students through purchasing interest as a mediating variable. Digital marketing is very much needed in today's market. There are many things that e-commerce can do today, such as increasing people's purchasing decisions from the digital marketing side through purchasing interest. This result means that digital marketing indirectly through purchasing interest as a mediating variable has a significant effect on UMS students' purchasing decisions.

4. Conclusion

Based on the results of the analysis and discussion of the data, the author obtained the following conclusions that can be drawn from this study: 1. The service quality variable has a positive and significant effect on purchasing interest in the East Rejosari Swimming Pool. This means that the better the service quality, the more likely it is to increase purchasing interest in the East Rejosari Swimming Pool. 2. The service quality variable has a positive and significant effect on purchasing decisions at the East Rejosari Swimming Pool. This means that the better the service quality, the more likely it is to increase purchasing decisions at the East Rejosari Swimming Pool. 3. The digital marketing variable has a positive and significant effect on purchasing interest in the East Rejosari Swimming Pool. This means that the better the digital marketing, the more likely it is to increase purchasing interest in the East Rejosari Swimming Pool. 4. The digital marketing variable has a positive and significant effect on purchasing decisions at the East Rejosari Swimming Pool. This means that the better the digital marketing, the more likely it is to increase purchasing decisions at the East Rejosari Swimming Pool. 5. The purchasing interest variable has a positive and significant effect on purchasing decisions at the East Rejosari Swimming Pool. This means that the higher the purchasing interest, the more likely it is to increase purchasing decisions at the East Rejosari Swimming Pool. 6. Indirectly, the service quality variable has a positive and significant influence on purchasing decisions to the East Rejosari Swimming Pool through purchasing interest as an intervening variable. This means that indirectly the service quality variable tends to increase purchasing decisions through purchasing interest.

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