

The Effect of Marketing Communication toward Purchase Intention of Multimedia Products from Pt. Balai Pustaka (Persero) Consumer Attitude Mediation

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Abstract:-

➤ Purpose:

This study aims to examine and analyze the influence of marketing communication on consumer purchase intention mediation customer attitude in the Multimedia product PT. BALAI PUSTAKA (Persero). Little is known about whether consumers have a relatively positive or negative attitude toward relationship marketing practices.

➤ Design/Methodology/Approach:

The data used in this research are primary data derived from questionnaires to 175 respondents using purposive sampling in Indonesia. This research uses descriptive method and explanatory with a quantitative approach, the analysis was carried out using SEM Lisrel 8.8.

➤ Findings:

The study resulted in the finding that marketing communication, does not influence directly toward purchase intention but if intervening with customer attitude, all the indicators will have an effect on purchase intention.

➤ Research Limitations/Implications:

The findings provide guidelines for PT. Balai Pustaka to make customer attitude more positive toward selling product, developing a value proposition and have better promotion mix for multimedia product promotion. The limitation in this research is only focused on marketing communication, for future research can using another variable such as promotion mix, 4p, etc.

Keywords:- Marketing Communication, Attitude, SEM, Theory Planned Behavior, Purchase Intention.

I. INTRODUCTION

Nowadays the development of a technology and information greatly affects business organizations are required to carry out various innovations and marketing through a variety of media and activities to compete with competitors through its competitive advance. One of the innovations that must be carried out by a business organization is to innovate in digitalization which has become a part of the lives of

Indonesian people. The Indonesian government also requires The collapse of the glory of Balai Pustaka occurred, when government policy changed with the issuance of Business Organizations such as BUMN (State-Owned Enterprises) to continue to innovate, in the form of Go Digital and Go Global strategies. This also applies to the State-owned publishing company, PT. Balai Pustaka (Persero). Of the many names of publishers, PT. Balai Pustaka (Persero) is the first and oldest publishing company established in Indonesia which is now part of a state-owned company. (Indonesian Publisher Association, 2018).

Minister of National Education Regulation No. 5 of 2005, where the right to publish Textbooks and Reading Books in schools that had been granted to Balai Pustaka was revoked by the government. PT. Balai Pustaka (Persero) also lost its monopoly rights, so it was unable to compete in the market. The decline was almost 10 years with its peak at the time of PT. Balai Pustaka (Persero) was almost closed in 2013 by SOE Minister Dahlan Iskan, because it was considered to not provide benefits to the business side and unable to compete with the private sector.

Year	Total Revenue (Rp)	Remarks
2013	20,148,117,716	
2014	73,652,777,166	Project Dana Alokasi Khusus (DAK), ballot paper for President election
2015	19,165,363,519	
2016	23,070,221,717	
2017	48,183,323,166	

Table 1:- Internal data of PT. Balai Pustaka

In Table 1 for the past five years the revenue of PT Balai Pustaka (Persero) has continued to fluctuate. Although revenue from Balai Pustaka in 2014 increased significantly with the existence of several Special Allocation Funds (DAK) projects and printing of ballot cards for the Legislative and Presidential elections in 2014, it was followed by a very drastic decrease in 2015

from the previous two years, then slowly increasing until 2017.

The cancellation of the closure of Balai Pustaka as one of the state-owned companies in 2013, became a driving force for management to innovate in improving Balai Pustaka's condition. One strategy is to create innovations that can meet the needs of the community, namely in the rapidly developing field of digital technology.

Balai Pustaka in collaboration with other state-owned companies made new breakthroughs in the digital field in 2014 with educational content and cultural literature in the form of multimedia products such as

Digital Library (PADI), e-Books, Audio books, animations, e-libraries, and feature films adjusted to market needs.

Various strategies and improvements were carried out by Balai Pustaka to increase sales of its products to increase the interest in purchasing multimedia products that were only pioneered in 2013. This can be seen from the annual sales data of Balai Pustaka multimedia products which are still low, namely less than 10% of total revenue. Although in 2016 the contribution of multimedia products reached 16.30%, but in the following year, namely in 2017, sales of multimedia products decreased by almost 50% with a contribution rate of 8.08%.

Year	Published Product	Multimedia	Total Revenue	Company Contribution
2013	20,148,117,716	-	20,148,117,716	0.00%
2014	71,518,150,327	2,134,626,839	73,652,777,166	2.90%
2015	18,684,363,519	481,000,000	19,165,363,519	2.51%
2016	19,309,914,444	3,760,307,273	23,070,221,717	16.30%
2017	44,292,057,116	3,891,266,050	48,183,323,166	8.08%

Table 2:- Gross Data Avenue Multimedia product

After obtaining internal data, the next conducted a pre-survey on October 11, 2018. The questionnaire was conducted in 1 session with 4 part questions about consumer interest in multimedia products of PT. Balai Pustaka (Persero). The author gets the results, which are as follows:

Variable	Jumlah Pemilih	Kontribusi / total sampel
Marketing komunikasi	17	44.7%
Brand Awareness	2	5.3%
Brand Image	9	23.7%
Persepsi harga	6	15.8%
Persepsi kualitas produk	4	10.5%
TOTAL SAMPEL	38	100.0%

Table 3:- Pre-Survey Results Data

In the Pre Survey results of Table 3 it appears that 44.7% chose that the marketing communication of a product is an important factor for the interest in purchasing a product, and this affects prospective consumers in choosing Balai Pustaka multimedia products as the products needed. Data from the pre-survey results, from a total of 17 respondents interested in buying Balai Pustaka multimedia products if the product has good and interesting marketing communication.

II. LITERATURE REVIEW

A. Marketing communication

Marketing communication is often also called Promotion Mix or Marcomm Mix which is the development of Marketing Mix theory. (Shimp, 2014). The function of promotion in the marketing mix is to achieve the goal of communication with consumers. Kotler and Keller (2016:

580) "marketing communications are the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell" which means marketing communication is a means used by companies in an effort to inform, persuade, and remind consumers both directly and indirectly about the products and brands that are sold.

According to Shimp (2014) there are 8 main ways in marketing communication, namely: Advertising; Sales Promotion; Event and experiences; Public relations; Interactive marketing; Direct marketing; Personal selling.

The author analyzes several journals relating to marketing communication, consumer attitudes and interest in purchasing a multimedia product. Preliminary research conducted by Orzhan (2017) states that marketing communication has a large influence on consumer behavior. There are a number of media channels that directly influence purchasing behavior and consumption, which include TV, radio, Internet, print and advertising.

B. Customer Attitude

Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires (Kotler and Keller, 2012: 166). There are three factors that influence consumer behavior, namely cultural factors, social factors, and personality factors.

Attitudes are learned trends, this means that attitudes related to buying behavior are formed as a result of direct experience about the product, information orally obtained from other people or exposed by advertising in the mass media, the internet and various forms of direct marketing.

Attitude has three components of Schiffman and Kanuk (2010: 249), namely: Cognitive, Affective and Conative.

C. Theory of Planned Behavior

Theory of Planned Behavior (TPB) is a further development of the Theory of Reasoned Action (TRA) or Theory of Reasonable Action (Ajzen, 2008). TPB explains that behavior is done because individuals have the intention or desire to do so (behavioral intention). According to Ajzen (2008), intention has a high correlation with behavior, therefore it can be used to predict behavior. This can also apply to buying behavior. By measuring individual buying intentions, one can predict that the individual will engage in buying behavior. There are 3 aspects of buying intention originating from the behavioral intention aspects of Ajzen (2008), which are as follows:

- **Consumer attitudes toward buying behavior:** Someone who believes that a behavior can produce a positive outcome, then the individual will have a positive attitude, and vice versa.
- **Subjective norms of buying behavior:** motivation to conduct buying behavior on a product, then this will cause the individual to have subjective norms that place pressure on him to make a purchase of a product.
- **Behavioral control of buying behavior:** Behavioral control is a belief about the presence or absence of factors that facilitate and hinder an individual from engaging in a behavior. In this case, an example of facilitating factors is for example the existence of money that an individual can use to buy a product.

Whereas Simamora (2011: 106), said that purchase intention (purchase intention) for a product arises because of the basis of trust in the product accompanied by the ability to buy the product.

III. MODEL DEVELOPMENT

A. The proposed model

Based on the literature review, this study examines marketing communication and behavioral intention models of Ajzen's TPB. which consists of attitude, subjective norm, and perceived behavioral control affect purchase intention through mediating consumer attitudes. With the following framework:

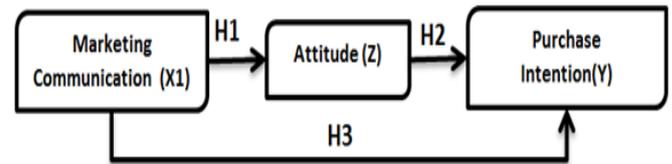


Fig 1

B. Hypotheses

From the results of previous studies the researchers took a temporary conclusion in the form of a hypothesis, where the hypothesis of this study are as follows:

In a study conducted by Mclaughin (2019), states that social media which is influenced by positive consumer attitudes can develop sales of a product; In addition, research conducted by Orzhan (2017) proves that product marketing communication has a great influence on consumer attitudes in marketing a product. then the hypothesis proposed is:

H1: *Marketing communication has a positive effect on consumer attitudes.*

In a study conducted by Priawan (2015), it showed that subjective attitudes and norms had a positive and significant effect on consumer buying intentions of Samsung smartphones. This is in line with research conducted by Malik (2016) which shows that brand image and advertising have a strong influence on consumer behavior. Based on many studies that have examined the relationship between consumer attitude variables and purchase interest variables, the hypothesis proposed is:

H2: *The attitude has a positive effect on purchase intention.*

Then in a study conducted by Kurnia (2013) found that advertising has an influence on consumer purchase intention for smartphone products. Advertising helps companies carry the message further and wider to spread to the target audience. Based on many studies that have examined the relationship between marketing communication variables and purchase intention variables, the proposed hypothesis is:

H3a: *Marketing communication has a direct positive effect on purchase intention*

H3b: *Marketing communication has an indirect positive effect on purchase intention*

According to Sugiyono (2012:

62) The sample is part of the number and characteristics possessed by the population. If the population is large, and researchers may not study everything in the population, for example due to limited funds, manpower and time, then researchers can use samples taken from that population. Samples taken from these populations must be truly representative (Sugiyono, 2012: 149).

Data collection methods in this study use non-probability sampling with purposive sampling method in selecting respondents. The type of research approach that I use is quantitative as a scientific method because the data used are concrete, objective, measurable, rational, and systematic. The research design that I use is a survey method with a questionnaire through Google Doc which is based on respondents' perceptions according to the Likert scale (1 strongly disagree - 5 strongly agree).

Regarding the minimum sample size with SEM analysis, according to Hair (2010: 361) states if in the analyzed model there are 5 (five) constructs or less where each construct is measured at least by 3 (three) indicators, then a minimum sample size between 100 - 300 observations.

The number of research samples above amounted to 100 people which included in the SEM analysis criteria, because according to Sugiyono (2012: 33) that the minimum sample that must be achieved to use SEM analysis is 100 samples depending on the number of parameters estimated then the number of indicators multiplied by 5. The design of this study has 35 indicators, so the number of samples is 175. The target sampling of respondents is all Indonesian citizens aged

20 years and over who are users of digital tools.

In this study quantitative analysis using SEM analysis Lisrel 8.80 software. According to Sugiyono (2012: 323) SEM can be described as an analysis that combines factor analysis approaches (factor analysis), structural models (structural models), and path analysis (path analysis). thus, in SEM analysis three types of activities can be carried out simultaneously, namely checking the validity and reliability of the instrument (related to confirmatory factor analysis), testing the model of relationships between variables (related to path analysis) and activities to obtain a suitable model for prediction (related to regression analysis or structural model analysis).

LISREL (linear structural relationship) is one of the SEM Software on the market, LISREL is the most widely used program and is published in various scientific journals in various disciplines. LISREL is the most informative program in presenting statistical results. Besides that, LISREL is the only program that is the most sophisticated and that can estimate various problems that are even almost impossible for other programs to do. (Sugiyono, 2012).

This study requires indicators, as well as structural measurement models, this study uses PLS consisting of descriptive statistical tests and hypothesis testing.

IV. FINDINGS

The number of questionnaires distributed as many as 200 questionnaires and those who meet the requirements of 175 questionnaires were used for data analysis samples. The distribution of questionnaire data is seen in table 4, as follows:

No	Area	Respondent	%
1	West Java	80	45.71%
2	DKI Jakarta	31	17.71%
3	East Java	12	6.86%
4	Other area in Indonesia	52	29.71%

Table 4:- Respondent Region

As can be seen in Table 4, respondents from the top 3 regions from the West Java region were 45.71%, followed by DKI Jakarta by 17.71% and East Java by 6.86%.

Based on the responses of 175 respondents about the research variables, the researcher will describe in detail the respondents' answers grouped in descriptive statistics. Submission of an empirical picture of the data used in descriptive statistical research is to use the average value, standard deviation, minimum value, and maximum value. In Table 5 (attached) Advertising, which consists of 2 question indicators KP01 - KP02, which has an average of 3.21. This dimension explains the respondent's knowledge of multimedia products in the mass media.

KP03 - KP04, which has an average of 3.45. This dimension explains the promotion. KP05, which has an average of 3.57. This dimension explains the promotion carried out by the company to enhance its image by conducting sponsorship at the events concerned.

On KP06 - KP07, which has an average of 3.35. This dimension explains the role of corporate public relations in marketing products to consumers. KP08, which has an average of 3.91. This dimension explains about marketing through social media such as the internet. KP09 - KP10, which has an average of 2.76. This dimension explains the marketing that is carried out directly to consumers via telephone online or online chatting. KP11 - KP12, which has an average of 2.52.

This dimension explains the marketing carried out by SPG or offers door to door.

The average result in this statement is 3.17, which means that the interpretation of intervals falls into the "Agree" category. These results indicate that Marketing Communication in the scope of its sample is in the good category. In addition, it can be seen that KP08 in Table 4.3. has the highest average of 3.91 with a rating point that "I see multimedia products on social media such as FB, IG, Line and other social media" into the highest category according to respondents or most agree in the Marketing Communication variable (X1).

Attitude 01-attitude 02 in Table 6 (attached), which has an average of 3.29. This dimension explains the knowledge and recommendations regarding the product. Attitude 03 - Attitude 04, which has an average of 3.51. This dimension explains the avoidance of the risk of incorrect product purchase along with the belief in the product being the product needed. Attitude 05 - Attitude 066, which has an average of 3.54. This dimension explains the product is the desired product or product attracts consumer interest

The average result in this statement is 3.45, which means that in the interpretation of intervals it falls into the "Agree" category. These results indicate that the attitude in the scope of the sample is in the good

category. In addition, it can be seen that Attitude 05 has the highest average of 3.66 with the respondent's assessment point that "I am interested because of need." Falls into the best category or most agrees according to respondents' responses in Attitude (Z) variable. this shows that consumers will buy a product that is a product that is needed.

In Table 7 (attached) purchase intention, MB01 - MB01, which has an average of 3.59. This dimension explains the positive perception of consumers towards the product or company. MB03, which has an average of 3.65. This dimension explains the products referenced by others. MB04, which has an average of 3.78. This dimension explains the impulse buying when the consumer has a budget or not to buy the desired product. The average result in this statement is 3.65, which means that the interpretation of intervals falls into the "Agree" category. These results indicate that Buy Interest in the scope of the sample is already in the good category. In addition, it can be seen that MB04 has the highest average of 3.78 with the respondent's assessment point that "I am interested if I have the funds at that time to buy multimedia products." It is in the best category or the most agreed according to the respondents' responses in the Buy Interest (Z) variable . This shows that consumers will buy a product if at that time have a budget.

A. Validity test

Measurement Model		Standardized	Standard Errors	t-value	Remarks	Reliability
Variabel Laten	Indicator Code	Loading Factor (SLF) > 0.5				CR > 0,70
Marketing communications (X1)	KP01	0.47	0.86	9.07	Not Valid	0.863
	KP02	0.46	1.02	9.08	Not Valid	
	KP03	0.64	0.80	8.70	Valid	
	KP04	0.63	0.76	8.73	Valid	
	KP05	0.60	0.66	8.82	Valid	
	KP06	0.79	0.41	7.77	Valid	
	KP07	0.77	0.46	7.99	Valid	
	KP08	0.56	0.83	8.91	Valid	
	KP09	0.67	0.86	8.60	Valid	
	KP10	0.76	0.64	8.07	Valid	
	KP11	0.64	0.73	8.70	Valid	
	KP12	0.52	0.95	8.99	Valid	

Table 8:- Test Validity and Reliability

Table 8 shows that there are 12 indicator variables observed in the latent variable Marketing Communication (X1) that have passed the validity test, because of the 10 indicator variables all loading factors > 0.50, and t-value > 1.97. Whereas for KP01 and KP02 indicators have SLF

value = 0.47, and 0.46, and do not meet the loading factor criteria > 0.5, because the validity test is done again by removing the two indicators from the construct model of Marketing Communication Variable, with the following results:

Measurement Model		Standardized Loading Factor (SLF) > 0.5	Standard Errors	t-value	Remarks	Reliability
Variabel Laten	Indicator Code					CR > 0,70
Marketing communications (X1)	KP03	0.64	0.80	8.70	Valid	0.863
	KP04	0.63	0.76	8.73	Valid	
	KP05	0.60	0.66	8.82	Valid	
	KP06	0.79	0.41	7.77	Valid	
	KP07	0.77	0.46	7.99	Valid	
	KP08	0.56	0.83	8.91	Valid	
	KP09	0.67	0.86	8.60	Valid	
	KP10	0.76	0.64	8.07	Valid	
	KP11	0.64	0.73	8.70	Valid	
	KP12	0.52	0.95	8.99	Valid	

Table 9:- Second Validity and Reliability Test

Table 9, shows that there are 10 indicator variables observed in the latent variable Marketing Communication (X1) that have passed the validity test, because of the 10 indicator variables all loading factors > 0.50, and t-value > 1.97. While the reliability test results of Marketing

Communication (X1) produce good reliability values where the results of the Constructability (CR) value = 0.855 > 0.7. Thus the latent variable Marketing Communication (X1) has fulfilled the validity and reliability test requirements.

Measurement Model		Standardized Loading Factor (SLF) > 0.5	Standard Errors	t-value	Remarks	Reliability
Variabel Laten	Indicator Code					CR > 0,70
Attitude (Z)	Sikap01	0.85	0.35	7.83	Valid	0.896
	Sikap02	0.87	0.33	7.53	Valid	
	Sikap03	0.85	0.30	7.72	Valid	
	Sikap04	0.79	0.35	8.35	Valid	
	Sikap05	0.64	0.59	8.91	Valid	
	Sikap06	0.61	0.55	8.97	Valid	

Table 10:- Test Validity and Reliability Attitude

Table 10, shows that there are 6 indicator variables observed in Attitude (Y) latent variables that have passed the validity test, because of the 6 indicator variables all loading factors > 0.50, and t-value > 1.97. While the results of the variable reliability test Attitude (Y) produces a good reliability value where the results of the value of Construct

Reliability (CR) = 0.896 > 0.7. Thus the latent variable Attitude (Y) meets the validity and reliability test requirements.

B. Uji Goodness of Fit

Measurement Model		Standardized Loading Factor (SLF) > 0.5	Standard Errors	t-value	Remarks	Reliability
Variabel Laten	Indicator Code					CR > 0,70
Purchase Intention (Y)	MB01	0.80	0.27	7.34	Valid	0.870
	MB02	0.81	0.27	7.14	Valid	
	MB03	0.68	0.49	8.38	Valid	
	MB04	0.78	0.38	7.65	Valid	

Table 11:- Test Validity and Reliability Purchase intention

Table 11 shows that there are 4 indicator variables observed in the Buy Intention latent variable (Z) that have passed the validity test, because of the 4 indicator variables all loading factors > 0.50, and t-value > 1.97. While the results of the reliability test variable Interest in Buy (Z) produce good reliability values where the results of the value of Construct Reliability (CR) = 0.870 > 0.7. Thus the latent variable Interest in Buy (Z) meets the test requirements for validity and reliability.

By looking at the output results in Table 12. From the GOF Test, according to Wijanto (2007) there are several models of suitability in SEM and the assessment of model compatibility is assessed based on how many model sizes can be met by the suitability value of the research model. The more matching target values from the Goodness of Fit measure are met by the model, the better the research model. GOF, it can be concluded that the structural model in this study can be declared good (good fit).

C. Structural Model Match Test

Significant relationships will be marked with a black t-value on the path diagram with a value ≥ 1.97 . While the insignificant relationship is indicated by the red t-value in the path diagram with a value below 1.97. Following below is the path diagram of the results of the hypothesis test model:

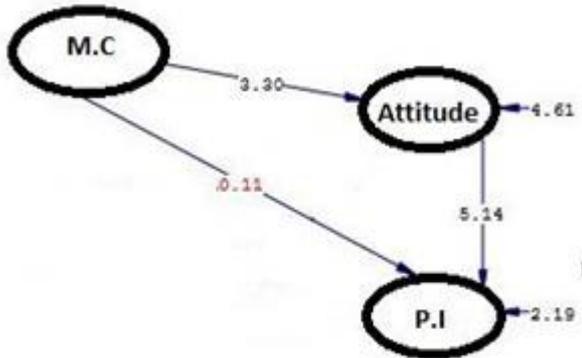


Fig 2:- Structural model compatibility test

Can be seen from the path diagram Figure 2, the test results of the model show that the relationship between Marketing Communication and Purchase Interest has a t-value of 0.11 with a red number, which means the value of t-value < 1.97 thus indicating that the relationship between Marketing Communication and Purchase Interest is insignificant. Furthermore, the exogenous variable Marketing Communication towards Attitude shows a t-value of 3.30. This also shows that this relationship fulfills the criteria because the t-value ≥ 1.97 with black color. So it can be interpreted that there is a significant influence of Marketing Communication on Attitude.

Likewise, with the exogenous variable, Attitude to Purchase Interest shows a t-value of 5.140. This also shows that this relationship fulfills the criteria because the t-value ≥ 1.97 with black color. So it can be interpreted that there is a significant influence on attitude towards buying interest. Structural model compatibility test results in this study showed positive results. This gives the meaning that the variables in this study are related.

Based on the results of the structural model compatibility test conducted previously, 3 of the 4 research hypotheses have been proven to have a significant relationship with t value > 1.97 . In general, the conclusions of the results of hypothesis testing, indirect effects, or direct effects can be seen in the following table:

Construct Relation	Estimates	T-Values
Marketing Communication -> Attitude	0.190	3.300
Marketing Communication-> Purchase Intention	0.010	0.110
Attitude -> Purchase Intention	0.880	5.140
Marketing Communication -> Attitude -> Purchase Intention	0.160	2.840

Table 12:- Hypothesis Results

Based on table 12, it is known that the value of t-Values = 3.30 > 1.97 . The coefficient value is positive that is influence on consumer attitudes, balanced with consumer attitudes that affect consumer buying interest in purchasing a product. On the other side of the 4 hypotheses there is 1 hypothesis which is partially rejected, that is the effect of direct marketing communication on buying interest is not significant Equal to 0.190 meaning that the Marketing Communication variable (X1) has a positive effect on the Attitude variable (Z). Thus the H1 hypothesis in this study which states that "Marketing Communication (X1) significantly influences Attitude (Z)" is **accepted**.

Then it is known that the value of t-Values = 5.140 is greater than t = 1.97. The coefficient value is positive that is equal to 0.880 meaning that the variable Attitude (Z) has a positive effect on the variable Interest in Purchase intention (Y). Thus the H4 hypothesis in this study which states that "Attitude (Z) significantly influences Purchase Interest (Y)" is **accepted**.

While the known value of t- Values = 0.11 < 1.97 . The coefficient value is positive that is equal to 0.010 meaning that the Marketing Communication variable (X1) has no effect on the purchase intention (Y) variable. Thus the H3a hypothesis in this study which states that "Marketing Communication (X1) has a significant direct effect on Purchase Interest (Y)" is **rejected**.

Then the value of t-Values = 2.840 > 1.97 . The coefficient value is positive that is equal to 0.160 meaning that the Marketing Communication variable (X1) has a positive effect indirectly through the Attitude (Z) variable to the variable purchase intention (Y). Thus the H3b hypothesis in this study which states that "Marketing Communication (X1) has an indirect effect through the Attitude Variable (Z) significantly on Buying Interest (Y)" is **accepted**.

V. DISCUSSION AND CONCLUSION

A. Discussion of Major findings

Based on the results of the study concluded that marketing communication has a significant influence on consumer attitudes, balanced with consumer attitudes that affect consumer buying interest in purchasing a product. On the other side of the 4 hypotheses there is 1 hypothesis which is partially rejected, that is the effect of direct marketing communication on buying interest is not significant.

The results of this study indicate that marketing communication has a positive influence on consumer attitudes. Confirming the findings in a study conducted by McLaughlin (2019), stated that social media influenced by positive consumer attitudes can develop sales of a product, retain customers and get new customers for products in Ireland. The Balai Pustaka company, if it can provide good marketing communication to its consumers, will increase consumer attitudes by 19% towards more positive direction, this shows that the better the marketing communication of multimedia products, the better the consumer's attitude towards the product. In addition, consumer attitudes have a significant influence on buying interest, this confirms that good consumer attitudes towards Balai Pustaka multimedia products will have an impact on buying interest in these products. The higher consumer attitude towards a product will increase buying interest by 88%. The results of this study are in line with research conducted by Priawan (2015), showing that attitudes and subjective norms have a positive and significant effect on consumer purchase intentions on digital products. This proves that the more positive the consumer's attitude toward the product, the higher the purchase interest is seen both from the positive perception of the company, the product and the references given about a product.

Direct marketing communication does not have a significant influence on buying interest seen from the attitude of purchase, subjective norms and control of consumer behavior. This contrasts with previous research conducted by Farias (2017) which states that the higher the influence of marketing communication, the higher the level of interest in buying advergames products abroad. This research proves that for the Indonesian people good marketing communication is not enough to make the interest in purchasing a product even higher. This study also contradicts the results of research conducted by Manorek (2016), who found that advertising has a significant influence on buying interest.

In the H3b research result which implies that indirectly marketing communication influences the buying interest of Balai Pustaka multimedia products, it is better for Balai Pustaka companies to implement a strategy to increase the positive attitude of consumers in marketing communication so as to increase consumer buying interest. The results also show that the intensity of the use of social media positively influences subjective norms reinforced by trust in information on social media. The impact on purchase intentions is entirely mediated by attitudes towards Balai Pustaka multimedia products. This research is in line with research conducted by Kerrebroeck (2017), which states that the better marketing communication influenced by consumer attitudes can stimulate higher product purchase interest.

B. Theoretical and Managerial Implications

The results of this study are expected to have practical implications for PT. Balai Pustaka (Persero) to increase purchasing interest (buying attitude, subjective norms and behavior control) through consumer attitude variables towards Balai Pustaka multimedia products, namely by increasing consumer attitudes that are increasingly positive towards the company or its multimedia products by increasing the intensity of improvements in its marketing communication department by conducting various sales promotion strategies, sponsorships, active public relations, marketing that is more interactive and creative through social media, or marketing directly with the online system through direct chat and so on.

C. Limitations and Future Studies

As previously stated that the research model that was built in this study was confirmed by Structural Equation Modeling to examine the effect of marketing communication on buying interest of Balai Pustaka multimedia products mediated by consumer attitudes. For this reason, further research is needed to confirm this research.

D. Suggested research developments from this study include:

Limitations of research time so that the sample area of respondents did not reach 100% of the total area in Indonesia, for the future can conduct research with a sample that includes all regional representatives to represent the data.

The variable used is marketing communication, the researcher can then examine the study of other variables such as promotion, product quality, or WOM that influence consumer attitudes and interest in buying theory planned behavior.

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JOURNAL APPENDIX

Respondent Answer									
Indicator	Code	Strongly Disagree	Disagree	Netral	Agree	Strongly	Total	Average	Agree
X1.1 Advertisement	KP01	15	37	67	43	13	175	3.01	3.21
	KP02	13	17	67	43	35	175	3.40	
X1.2 Selling promotion	KP03	12	20	47	57	39	175	3.52	3.45
	KP04	10	28	55	51	31	175	3.37	
X1.3 Event Promotion	KP05	7	14	58	64	32	175	3.57	3.57
X1.4 Public Relation	KP06	8	21	65	51	30	175	3.42	3.35
	KP07	12	22	72	45	24	175	3.27	
X.1.5 Interactive Marketing	KP08	6	13	38	51	67	175	3.91	3.91
X1.6 Direct Marketing	KP09	44	42	48	27	14	175	2.57	2.76
	KP10	30	27	59	40	19	175	2.95	
X1.7 Personal Selling	KP11	24	41	59	41	10	175	2.84	2.52
	KP12	62	45	45	16	7	175	2.21	
Total		243	327	680	529	321	2100		3.17
Percentage		11.57%	15.57%	32.38%	25.19%	15.29%	100.00%		

Table 5:- Data Description Questionnaire Results Marketing Communication Variable (X1)

Respondent Answer									
Indicator	Code	Strongly Disagree	Disagree	Agree	Netral	Agree	Strongly	Total	Average
Z.1 Cognitive	Sikap01	13	25	57	56	24	175	3.30	3.29
	Sikap02	13	29	56	49	28	175	3.29	
Z.2 Affected	Sikap03	9	13	57	60	36	175	3.58	3.51
	Sikap04	6	16	74	53	26	175	3.44	
Y.3 Cognitive	Sikap05	4	15	59	56	41	175	3.66	3.54
	Sikap06	4	19	75	52	25	175	3.43	
Total		49	117	378	326	180	1050		3.45
Percentage		4.67%	11.14%	36.00%	31.05%	17.14%	100.00%		

Table 6:- Data Description Questionnaire Results Attitude Variable (Z)

Respondent Answer									
Indicator	Code	Strongly Disagree	Disagree	Agree	Netral	Agree	Strongly	Total	Average
Y.1 Customer behavior in buying	MB01	3	10	62	73	27	175	3.63	3.59
	MB02	3	13	68	66	25	175	3.55	
Y.2 Subjective Norm	MB03	5	12	56	69	33	175	3.65	3.65
Y.3 Control	MB04	5	9	49	68	44	175	3.78	3.78
Total		16	44	235	276	129	700		3.65
Percentage		2.29%	6.29%	33.57%	39.43%	18.43%	100.00%		

Table 7:- Data Description Questionnaire Results Buy Interest Variable (Y)