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The Effect Of Product Differentiation And Promotion On Purchase Decisions Through Purchase Interest As An Intervening Variable (A Study On East Asian Drug Stores)

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Abstract

East Asia Drugstore in Medan City, which is known for providing traditional Chinese medicine and health consultation services, is facing declining consumer purchasing interest due to fierce competition from modern pharmacies. Contributing factors include a lack of product differentiation, innovation, and effective promotion, resulting in products appearing monotonous and unattractive. This situation reduces transaction frequency and customer loyalty, even though the demand for quality medications remains high. Increasing purchasing interest through product innovation, differentiation, and appropriate promotional strategies is key for stores to retain and attract customers. This study took the population of all consumers of the Eastern Drug Store, the number of which is not known with certainty, so the Lemeshow formula was used to determine the number of samples. The sampling method applied was accidental sampling, where respondents were selected randomly based on their availability and willingness to participate. Based on these calculations, the number of samples used in this study was 96 people. The results of the study indicate that product differentiation, promotion, and purchase intention have a significant influence on consumer purchasing decisions at the East Asia Drug Store in Medan. These findings can serve as a reference for other researchers to develop further research by adding additional variables, while also helping consumers understand the influence of products and promotions on their purchasing decisions. For the East Asia Drug Store, this study emphasizes the importance of increasing product variety, promotional strategies, and factors that increase purchase intention to strengthen competitiveness, while future researchers are

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advised to explore other aspects such as service quality, price, and brand image for a more comprehensive understanding.

Keywords: Product Differentiation, Promotion, Purchasing Decision, Purchase Interest

INTRODUCTION

Medicines play an important role in people's lives as the main means of maintaining, restoring and improving health. The existence of medicine is a basic need that cannot be separated from daily life, both in efforts to cure diseases, prevent health problems, and maintain optimal body condition. Therefore , the availability and access to quality medicines is a necessity in the public health service system.

The types of drugs circulating in society are very diverse, ranging from modern chemical drugs to traditional medicines. One type that continues to develop and is still in high demand is traditional Chinese medicine. This medicine is known for its holistic approach and use of natural ingredients, such as roots, leaves, and herbal remedies, which have been used for generations to treat various ailments. The popularity of traditional Chinese medicine is growing as public awareness of alternative treatments with minimal side effects increases .

In Medan, there are numerous drugstores offering a wide variety of health products, both modern and traditional. Residents have a wide choice of places to find the medications they need, from modern pharmacies to traditional drugstores. One of the drug stores that is quite well-known and has long served the community is the East Asia Drug Store, which provides various products including traditional Chinese medicines.

East Asia Drug Store is a drug store located in Medan City and has been operating for many years. This shop is known to the public for providing various kinds of health products, especially those based on herbs and traditional products. This shop not only serves direct purchases, but also provides consultations regarding health and drug use, especially for customers looking for alternatives to conventional medicine.

However, the increasing number of drug stores in Medan City and the development of modern pharmacies that offer fast service and various attractive promotions have created fierce competition in the pharmaceutical market. This competition has had a significant impact on traditional drug stores like East Asia Drugstore, which are facing challenges in maintaining their market share. Without the right strategy, these stores will struggle to compete and attract consumers.

East Asian Drugstores are currently facing a downturn in consumer purchasing decisions. Consumers become less interested in making repeat purchases, and there is a decrease in overall transaction frequency. This reflects the less than optimal strategy

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implemented to maintain customer loyalty and increase product attractiveness amidst increasingly competitive competition.

Purchase intention is a key factor driving consumer purchasing decisions. When purchase intention is high, consumers are more likely to continue the purchase process until a transaction occurs. Conversely, low purchase intention will hinder this process, even if the product offered is of high quality. Therefore, it is crucial for businesses to build and maintain consumer purchase intention through the right approach.

Unfortunately, East Asian Drugstores are experiencing a decline in consumer purchasing interest. Many customers appear hesitant to make purchases, even tending to switch to other stores or pharmacies. This low purchasing interest could be due to several factors, including a lack of product innovation, unattractive promotions, and service that is less responsive to consumer needs.

Various factors influence consumer purchasing interest in pharmaceutical products, including product differentiation and promotion. Product differentiation allows stores to highlight the uniqueness of their products, while promotion serves to attract attention and persuade consumers to purchase. When these two aspects are implemented effectively, consumer purchasing interest is likely to increase and positively impact purchasing decisions.

However, East Asian Drugstores still show weaknesses in terms of product differentiation. The products offered do not yet have any distinctive characteristics or advantages that significantly differentiate them from other drug stores. Lack of variety, monotonous product appearance, and the absence of innovation in packaging and benefits are the causes of the decline in consumer interest in the products offered.

In addition, the promotions carried out by East Asia Drug Store are still considered minimal and ineffective. Lack of marketing activities, limited use of social media, and the absence of discount or customer loyalty programs make this store less well-known among the wider public. As a result, the potential to attract new consumers or retain existing customers is very limited.

LITERATURE REVIEW

Product Differentiation

Product differentiation is a strategy used by companies to create a perception of uniqueness regarding the products offered compared to competitors' products. This strategy includes elements such as product features, quality, design, and after-sales service, with the aim of meeting the needs of certain market segments more specifically (Nofriansyah and Iskandar, 2022). Furthermore, product differentiation is also understood as a company's effort to create distinctive product characteristics through innovation, attractive packaging, or other additional benefits, so that consumers have a compelling

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reason to choose that product (Putri, 2023). On the other hand , product differentiation is considered a form of competitive advantage built on both functional and emotional aspects, which makes the product more valuable in the eyes of consumers (Rahmawati and Susanto, 2024).

Promotion

Promotion is a form of marketing communication that is systematically designed to influence, persuade, and inform consumers about a product with the main aim of increasing interest and purchasing decisions (Tjiptono, 2021). In this context, promotion is also defined as a series of activities to convey messages to potential consumers through various media and methods, so that they are interested and ultimately buy the product (Hidayat, 2022). Promotion is not only aimed at introducing the product, but also at creating a strong image and increasing the product's attractiveness in the market, thereby accelerating consumer decision-making (Wijaya and Lestari, 2024).

Purchase Interest

Purchase interest is a psychological tendency that arises within consumers as a result of internal and external motivations, which encourages them to purchase a particular product (Wardhana, 2024). This interest is usually the result of consumers' evaluation process of various available product alternatives, where consumers begin to show concrete intentions and plans to make a purchase (Bakti and Nugroho, 2022). Furthermore, purchase interest is also described as a form of mental readiness or psychological intention of consumers, which describes the extent to which they plan to purchase a particular product in the near future (Assel in Mubarok, 2024).

Buying decision

A purchasing decision is the final process in consumer behavior that reflects their choice of a particular product after evaluating various available alternatives (Andrian, 2022). This process demonstrates the concrete actions of consumers in fulfilling their needs or desires by purchasing the product they deem most appropriate (Nurieswara, 2021). In consumer behavior studies, purchasing decisions are also understood as the result of a selection process between two or more alternative actions that culminate in a concrete action, namely a purchase (Putri and Santoso, 2023).

Conceptual Framework

The following is a picture of the conceptual framework in this study which describes the relationship between the independent variable and the dependent variable through the intervening variable:

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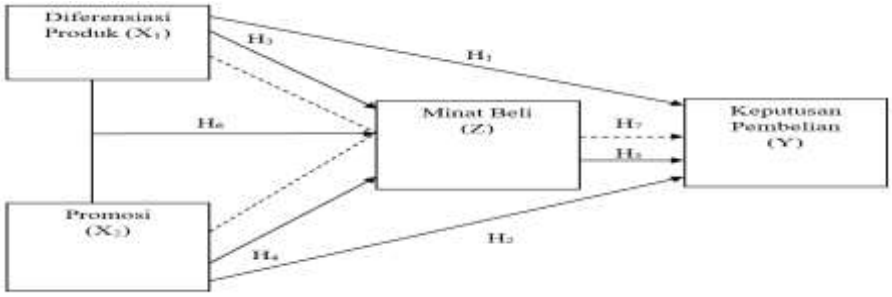


Figure 1. Conceptual Framework

Research Hypothesis

The hypothesis of this study is:

H 1 : Product Differentiation has a significant influence on Purchasing Decisions at East Asia Drug Stores in Medan .

H 2 : Promotion has a significant influence on purchasing decisions at the East Asia Drug Store in Medan .

H 3 : Product Differentiation has a significant effect on Purchase Interest at East Asia Drug Stores in Medan .

H 4 : Promotion has a significant influence on purchasing interest at the East Asia Drug Store in Medan .

H 5 : Purchase interest has a significant influence on purchasing decisions at the East Asia Drug Store in Medan .

H 6 : Product Differentiation and Promotion have a significant influence on Purchase Interest at East Asia Drug Stores in Medan .

H 7 : Product Differentiation, Promotion, and Purchase Interest have a significant influence on Purchase Decisions at the East Asia Drug Store in Medan .

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RESEARCH METHODOLOGY

Place and Time of Research

This research will be conducted at the East Asia Drug Store located in Medan . Research period June 2025 – December 2025 .

Research methods

This research approach uses a quantitative method because it has a systematic and well-structured flow. The type of research applied is quantitative research with a causal or explanatory nature, which aims to analyze the cause-and-effect relationship between two different variables. In this research, changes in one of the independent variables will influence or cause changes in the dependent variable.

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Population and Research Sample

The population in this study includes all consumers of the Eastern Drug Store, the number of which is not known with certainty or is biased. Therefore, the sampling technique used is the Lemeshow formula, which allows the calculation of the number of samples in conditions where the population is not known with certainty. The sampling method applied was accidental sampling, where respondents were selected randomly based on their availability and willingness to participate in the research.

$$n = \frac{Z^2.P.(1-P)}{d^2}$$

Information:
n = number of samples
z = z score at 90% confidence = 1 .96
p = maximum estimate
d = error rate

From this formula, the determination of the number of samples uses the Lemeshow formula with a maximum estimate of 50% and an error rate of 10%.

$$n = \frac{1{,}96^2.0{,}5\ (1-0{,}5)}{0{,}1^2} = \frac{3{,}8416\ .\ 0{,}5\ .\ 0{,}5}{0{,}01} = \frac{0{,}9604}{0{,}01} = 96$$

Data Types and Sources

Yusuf and Daris (2021) explain that data types are groupings of data based on certain criteria, which can be based on the source or collection technique. The selection of data type greatly influences the data analysis technique used. This research adopted a quantitative approach. Sugiyono (2021) stated that quantitative methods use numbers at every stage of the process, from data collection to analysis. This method also requires in-depth and careful study of various facts. According to Rachmad et al. (2024), data sources in research are divided into the following:

1. The primary data obtained is interpreted in the form of absolute numbers (parametric) so that its magnitude can be determined.
2. Secondary data is obtained indirectly (third parties) such as publication reports, guidebooks, libraries from certain institutions and in the form of certain nominal figures.

Data Quality Test

Validity Test

According to Aditya and Yasa (2024), a validity test is a test to check whether the measuring instrument used to obtain data (measure) is valid. A validity test is declared valid if each question item in the questionnaire can be used to reveal something that will

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be measured by the questionnaire. The instrument is said to be valid if the correlation of each factor is positive and the product moment correlation value of r-calculated is greater than r-table (0.3) , which is the minimum comparison to obtain a valid correlation.

Reliability Test

Herlina (2021) stated that decision making for reliability testing can use the Cronbach's alpha category, where a value of 0.6-0.79 indicates acceptable reliability.

Research Model

Quantitative Descriptive Analysis

According to Sugiyono (2021), descriptive statistics are used as a testing method related to the presentation and collection of data or test results, thus providing useful information in research. These statistics can also present information in the form of tables, diagrams, and graphs, neatly and concisely arranged. Quantitative descriptive research aims to describe, research, and explain observed phenomena, as well as draw conclusions from the data obtained using numbers.

Data Analysis Techniques

Classical Assumption Test

Normality Test

According to Kurniawan et al. (2024), a normality test is a statistical process used to determine whether a data sample or data distribution follows or approximates a normal distribution. The main purpose of a normality test is to determine whether the data comes from a normally distributed population. The assumption of normality is an essential prerequisite in many parametric statistical techniques, such as the t-test, regression analysis, and analysis of variance (ANOVA) . Priyatno (2022) also explains that the Normal Probability Plot of Regression output is used to assess the normal distribution of data. If the Normal Probability Plot of Regression graph follows a normal diagonal line, then the data is considered normally distributed. According to Riyanto and Hatmawan (2020), in testing normality using graphical analysis, researchers are often confused about determining whether the data is normally distributed or not. To avoid misperceptions when reading graphs, it is necessary to add statistical tests, such as the non-parametric Kolmogorov-Smirnov (KS) statistical test. If the sig value > 0.05, then the residual data is normally distributed; conversely, if the sig value < 0.05, then the residual data is not normally distributed.

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Multicollinearity Test

According to Terimajaya et al. (2024), to detect multicollinearity in multiple linear regression models, *the Variance Inflation Factor* (*VIF*) and *tolerance* (*TOL*) values can be used, with the condition that if *the VIF value* exceeds 10, then multicollinearity occurs in the regression model. Then, if *the TOL value* is equal to 1, then there is no multicollinearity in the regression model.

Heteroscedasticity Test

According to Siregar (2024), in multiple regression equations, it is necessary to test whether the variance of the residuals of one observation is the same as that of another observation. If the residuals have the same variance , it is called homoscedasticity, and if the variances are not the same, it is called heteroscedasticity. Analysis of the heteroscedasticity assumption test results from SPSS output through the Z prediction scatterplot graph (ZPRED) for the independent variable (XY axis of the predicted results) and its residual value (SRESID) is the dependent variable (YY axis of the real Y prediction). Homoscedasticity occurs if the points resulting from data processing between ZPRED and SRESID spread below or above the origin point (number (0) on the axis and do not have a certain pattern. Heteroscedasticity occurs if the points resulting from data processing between ZPRED and SRESID are spread below or above the origin point (number (0) on the Y axis and do not have a specific pattern.

Multiple Linear Regression Analysis

Priyatno (2022) explains that multiple regression analysis aims to determine whether there is a significant partial or simultaneous influence between two or more independent variables on a single dependent variable. The formula used is:

$$Z = a + b_1 X_1 + b_2 X_2$$

$$Y = a + b_1 X_1 + b_2 X_2 + Z$$

Information:

Y = Purchase Decision (dependent variable)
X_1 = Product Differentiation (independent variable)
X_2 = Promotion (independent variable)
Z = Purchase Interest (independent variable)
a = Constant
b = Regression coefficient

Coefficient of Determination (Adjusted R^2)

According to Rahmadhani (2021), the coefficient of determination measures how accurately a calculated value is based on observed values. The closer the coefficient of

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determination is to 1, the closer the predicted calculated value is to the experimental data. Priyatno (2022:115) explains that Adjusted R^2 is the adjusted R^2 value, which is usually used to measure the contribution of influence if the regression involves more than two independent variables.

Research Hypothesis Testing

Partial Hypothesis Testing (t-Test)

According to Robin et al. (2024), The t-test aims to partially examine the influence of the independent variable on the dependent variable. The decision-making requirements are as follows:

1. Ho is rejected if the $t_{\text{table value}} < t_{\text{count}}$ if the significance level < 0.05
2. Ho is accepted if the $t_{\text{table value}} > t_{\text{count}}$ if the significance level > 0.05

Simultaneous Hypothesis Testing (F Test)

According to Robin et al. (2024), The F test aims to simultaneously observe the influence of independent variables on dependent variables. The requirements for decision-making are as follows:

1. Ho is rejected if the $_{\text{calculated F value}} < F_{\text{table}}$, if the significance level < 0.05 .
2. $_{\text{calculated}}$ F value > F_{table} , if the significance level > 0.05 .

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RESEARCH RESULTS AND DISCUSSION

Research results

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Standard Deviation
Product Differentiation	96	16	36	25.93	4,454
Promotion	96	15	36	27.21	4,877
Purchase Interest	96	17	37	27.60	4,393
Buying decision	96	13	27	20.59	3,307
Valid N (listwise)	96				

Source: Research Results, 2025 (Data processed)

Based on the table above, Product Differentiation has a minimum value of 16 and a maximum value of 36, with an average value (mean) of 25.93. The Promotion variable shows a minimum value of 15 and a maximum value of 36, with an average value of 27.21 . For Purchase Intention, the minimum value is recorded at 17 and a maximum value of 37, with an average of 27.60 . Meanwhile, Purchase Decision has a minimum value of 13 and a maximum value of 27, with an average value of 20.59 .

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Classical Assumption Test Results

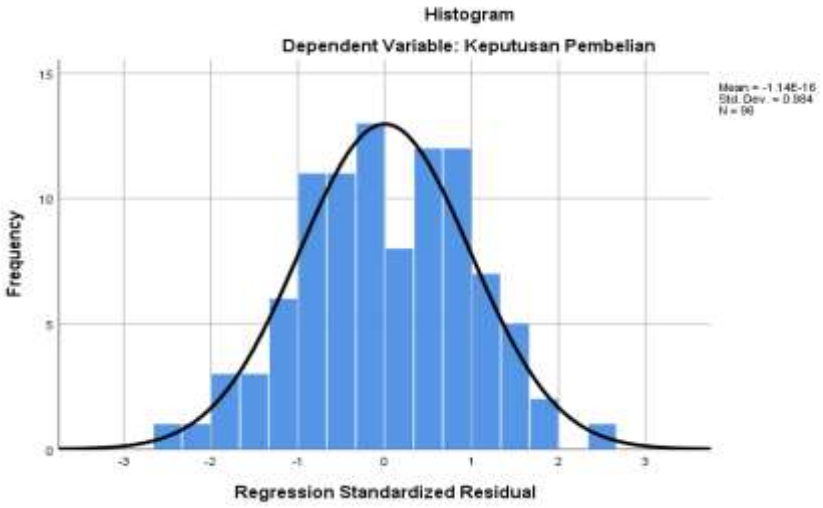


Figure 2. Histogram Graph of the Second Equation

Source: Research Results, 2025 (Data processed)

Based on the image above, it appears that the curve formed resembles a bell shape, not leaning to the left or to the right. This indicates that the data is normally distributed and meets the assumptions of normality.

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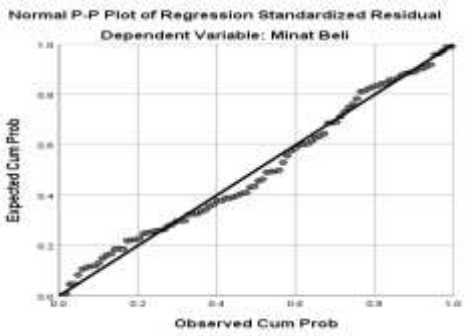


Figure 3. *Normal Probability Plot of Regression* Graph of the First Equation

Source: Research Results, 2025 (Data processed)

Based on the image above, it can be seen that the data points are spread around the diagonal line and follow the pattern of the line. Therefore, it can be concluded that the residuals of this regression model are normally distributed.

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Based on the image above, it can be seen that the data points are spread around the diagonal line and follow the pattern of the line. Therefore, it can be concluded that the residuals of this regression model are normally distributed.

Table 2. One-Sample Kolmogorov-Smirnov Test of First Equation

		Unstandardized Residual
N		96
Normal Parameters [a,b]	Mean	.0000000
	Standard Deviation	2.88056884
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.054
Test Statistics		.070
Asymp. Sig. (2-tailed)		.200 [c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c . Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Research Results, 2025 (Data processed)

Based on the table above, the test results prove that the significant value produced is greater than 0.05 , namely 0.200, so it can be concluded that the data is classified as normally distributed.

Table 3. One-Sample Kolmogorov-Smirnov Test of the Second Equation

		Unstandardized Residual
N		96
Normal Parameters [a,b]	Mean	.0000000
	Standard Deviation	2.33358401
Most Extreme Differences	Absolute	.060
	Positive	.046
	Negative	-.060
Test Statistics		.060
Asymp. Sig. (2-tailed)		.200 [c,d]
a. Test distribution is Normal.		

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b. Calculated from data.
c . Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Research Results, 2025 (Data processed)

Based on the table above, the test results prove that the significant value produced is greater than 0.05 , namely 0.200, so it can be concluded that the data is classified as normally distributed.

Multicollinearity Test

Table 4. Results of the Multicollinearity Test (VIF Test) for the First Equation

Coefficients [a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6,703	1,916		3,499	.001		
	Product Differentiation	.363	.086	.368	4,242	.000	.613	1,631
	Promotion	.422	.078	.469	5,396	.000	.613	1,631
a. Dependent Variable: Purchase Interest								

Source: Research Results, 2025 (Data processed)

Based on the table above, it can be seen that each variable has a *tolerance value* > 0.1 and a VIF value < 10. Therefore, no multicollinearity problems were found in this study.

Table 5. Results of the Multicollinearity Test (VIF Test) for the Second Equation

Coefficients [a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4,917	1,660		2,962	.004		
	Product Differentiation	.186	.076	.250	2,435	.017	.514	1,946
	Promotion	.198	.073	.292	2,708	.008	.467	2,141

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	Purchase Interest	.199	.084	.264	2,353	.021	.430	2,325
a. Dependent Variable: Purchasing Decision								

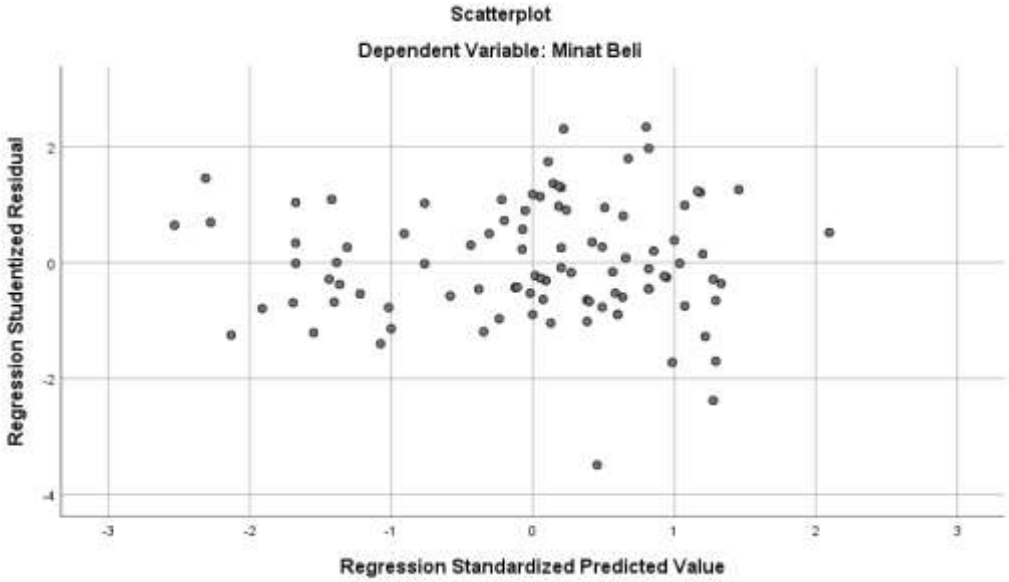
Source: Research Results, 2025 (Data processed)

Based on the table above, it can be seen that each variable has a *tolerance value* > 0.1 and a VIF value < 10. Therefore, no multicollinearity problems were found in this study.

Heteroscedasticity Test

The following graphical heteroscedasticity test can be seen in the image:

Figure 4. *Scatterplot* Graph of the First Equation



Source: Research Results, 2025 (Data processed)

Scatterplot graph presented, it can be seen that the points are spread randomly and do not form a clear pattern and are spread both above and below the number zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so that the regression model can be used to predict Purchasing Decisions based on the input of the independent variables.

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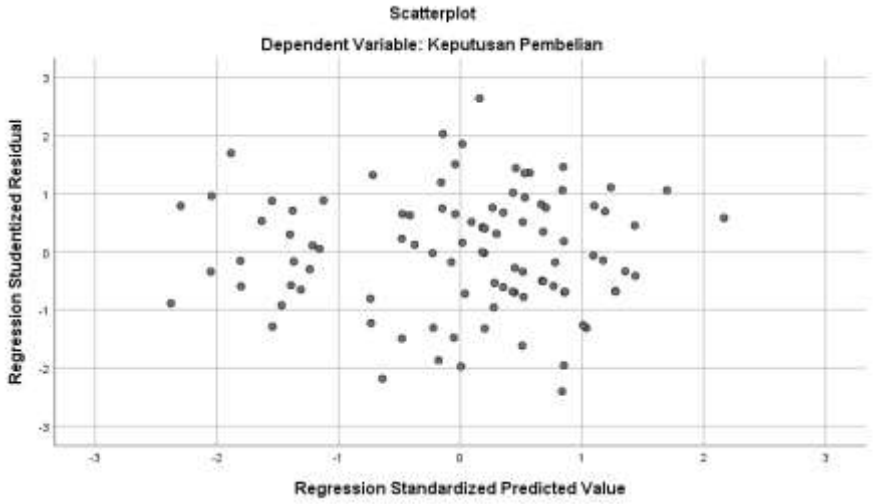


Figure 5. *Scatterplot* Graph of the Second Equation

Source: Research Results, 2025 (Data processed)

Scatterplot graph presented, it can be seen that the points are spread randomly and do not form a clear pattern and are spread both above and below the number zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so that the regression model can be used to predict Purchasing Decisions based on the input of the independent variables.

Heteroscedasticity testing can be seen in the table below :

Table 6. Results of the Glejser Test (Heteroscedasticity) for the First Equation

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,160	1,151		1,007	.316
	Product Differentiation	.031	.051	.079	.600	.550
	Promotion	.012	.047	.033	.252	.802
a. Dependent Variable: Purchase Interest						

Source: Research Results, 2025 (Data processed)

Based on the table above, it can be seen that the significance level of each variable is greater than 0.05 . Based on the calculation results and significance levels above, no heteroscedasticity was found.

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Table 7. Results of the Glejser Test (Heteroscedasticity) for the Second Equation

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,546	.929		1,664	.100
	Product Differentiation	.072	.043	.243	1,698	.093
	Promotion	-.038	.041	-.141	-.940	.350
	Purchase Interest	-.017	.047	-.056	-.360	.720
a. Dependent Variable: Purchase Decision						

Source: Research Results, 2025 (Data processed)

Based on the table above, it can be seen that the significance level of each variable is greater than 0.05 . Based on the calculation results and significance levels above, no heteroscedasticity was found.

Research Data Analysis Results

Research Model

The results of the multiple linear regression analysis test can be seen in the table below:

Table 8. Results of the Multiple Regression Coefficient Test for the First Equation

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,703	1,916		3,499	.001		
	Product Differentiation	.363	.086	.368	4,242	.000	.613	1,631
	Promotion	.422	.078	.469	5,396	.000	.613	1,631
a. Dependent Variable: Purchase Interest								

Source: Research Results, 2025 (Data processed)

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Purchase Interest = 6.703 + 0.363 Product Differentiation + 0.422 Promotion + e

1. Constant (6.703)
   The constant value shows that when Product Differentiation and Promotion are at a value of 0, Purchase Interest is estimated at 6.703.
2. Product Differentiation (B = 0.363)
   This positive coefficient indicates that each increase in Product Differentiation will increase Purchase Intention by 0.363 units. This means that the better the product differentiation implemented, the higher the consumer Purchase Intention.
3. Promotion (B = 0.422)
   This positive coefficient value means that each increase in promotion will increase purchase intention by 0.422 units. Therefore, the more intense or effective the promotion, the greater the incentive for consumers to purchase.

Table 9. Results of the Multiple Regression Coefficient Test for the Second Equation

Coefficients [a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4,917	1,660		2,962	.004		
	Product Differentiation	.186	.076	.250	2,435	.017	.514	1,946
	Promotion	.198	.073	.292	2,708	.008	.467	2,141
	Purchase Interest	.199	.084	.264	2,353	.021	.430	2,325
a. Dependent Variable: Purchasing Decision								

Source: Research Results, 2025 (Data processed)

Purchase Decision = 4.917 + 0.186 Product Differentiation + 0.198 Promotion + 0.199 Purchase Interest + e

1. Constant (4.917) where if all independent variables, namely Product Differentiation, Promotion, and Purchase Interest, are considered to have a value of 0, then the Purchase Decision value is estimated at 4.917. This value is the starting point before the influence of the three variables.
2. Product Differentiation (coefficient = 0.186) where each increase in Product Differentiation will increase the Purchase Decision by 0.186 units. This means that the better the product differentiation provided, the higher the consumer's tendency to make a purchase decision.

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3. Promotion (coefficient = 0.198) where each increase in Promotion will increase Purchase Decision by 0.198 units. This indicates that more intensive or effective promotional activities can encourage increased purchase decisions.
4. Purchase Intention (coefficient = 0.199) where each increase in Purchase Intention will increase the Purchase Decision by 0.199 units. In other words , the higher a consumer's purchase intention, the more likely they are to make a purchase.

Coefficient of Determination (R^2)

The results of the coefficient of determination test can be seen in the table below:

Table 10. Coefficient of Determination (R^2) First Equation

Model Summary [b]				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.755 [a]	.570	.561	2,911
a. Predictors: (Constant), Promotion, Product Differentiation				
b. Dependent Variable: Purchase Interest				

Source: Research Results, 2025 (Data processed)

Based on the table, the Adjusted R Square value of 0.561 indicates that the Product Differentiation (X1) and Promotion (X2) variables are able to explain 56.1% of the variation in changes in Purchase Intention (Z). This means that this regression model can explain more than half of the changes in Purchase Intention. Meanwhile, the remaining 43.9 % is influenced by other factors not examined in this study.

Table 11. Coefficient of Determination (R^2) of the Second Equation

Model Summary [b]				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.709 [a]	.502	.486	2,371
a. Predictors: (Constant), Purchase Interest, Product Differentiation, Promotion				
b. Dependent Variable: Purchase Decision				

Source: Research Results, 2025 (Data processed)

Based on the table, the Adjusted R Square value of 0.486 indicates that the variables Purchase Intention (Z), Product Differentiation (X1), and Promotion (X2) are able to explain the variation in changes in Purchase Decisions (Y) by 48.6%. Thus, this model is able to explain almost half of the changes in Purchase Decisions. Meanwhile, the remaining 51.4 % is influenced by other variables outside this study.

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Simultaneous Hypothesis Testing (F-Test)

The results of simultaneous hypothesis testing can be seen in the table below as follows:

Table 12. Simultaneous Hypothesis of the First Equation

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1044.679	2	522,340	61,625	.000 [b]
	Residual	788,279	93	8,476		
	Total	1832,958	95			
a. Dependent Variable: Purchase Interest						
b. Predictors: (Constant), Promotion, Product Differentiation						

Source: Research Results, 2025 (Data processed)

In the first equation, the F test results show that the calculated F value is 61.625 with a significance value of 0.000. This value is greater than the F table of 3.09 at a significance level of 5% with df (2;93). This condition indicates that the regression model is simultaneously significant. This means that together the Product Differentiation and Promotion variables have a significant influence on Purchase Interest. Thus, the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected in the first equation.

Table 13. Simultaneous Hypothesis of the Second Equation

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	521,823	3	173,941	30,933	.000 [b]
	Residual	517,333	92	5,623		
	Total	1039.156	95			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), Purchase Interest, Product Differentiation, Promotion						

Source: Research Results, 2025 (Data processed)

In the second equation, the F-count value was recorded at 30.933 with a significance value of 0.000. This value is higher than the F-table of 2.70 at a significance level of 5% with df (3; 92), so the regression model was declared significant simultaneously. This proves that Purchase Intention, Product Differentiation, and Promotion together have a significant influence on Purchase Decisions. Thus, the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected in the second equation.

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Partial Hypothesis Testing (t-Test)

The results of partial hypothesis testing can be seen in the table below as follows:

Table 14. Results of Partial Testing of the First Equation

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,703	1,916		3,499	.001		
	Product Differentiation	.363	.086	.368	4,242	.000	.613	1,631
	Promotion	.422	.078	.469	5,396	.000	.613	1,631
a. Dependent Variable: Purchase Interest								

Source: 2025 Research Results, (Processed Data)

Based on the table above, it can be seen that:

1. For the Product Differentiation variable (X1), the calculated t value of 4.242 is greater than the t table (1.987) with a significance level of 0.000 which is smaller than 0.05. This indicates that Product Differentiation has a partial significant effect on Purchase Intention.
2. In the Promotion variable (X2), the t-count value was recorded at 5.396, which is also greater than the t-table (1.987) with a significance level of 0.000 which is smaller than 0.05 . Thus, it can be concluded that Promotion has a partial significant effect on Purchase Interest.

Table 15. Results of Partial Testing of the Second Equation

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,917	1,660		2,962	.004		
	Product Differentiation	.186	.076	.250	2,435	.017	.514	1,946
	Promotion	.198	.073	.292	2,708	.008	.467	2,141
	Purchase Interest	.199	.084	.264	2,353	.021	.430	2,325
a. Dependent Variable: Purchasing Decision								

Source: 2025 Research Results, (Processed Data)

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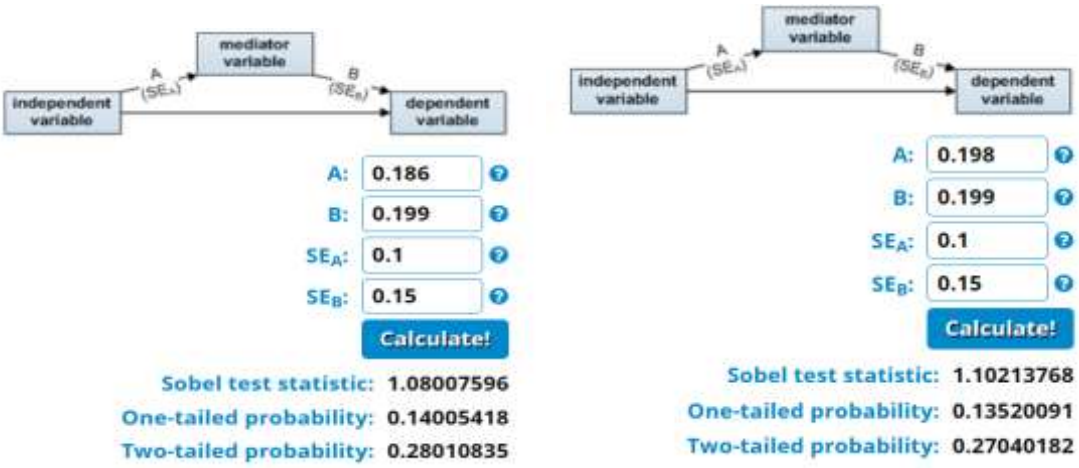
Based on the table above, it can be seen that:

1. For the Product Differentiation variable (X1), the calculated t value of 2.435 is greater than the t table (1.987) with a significance level of 0.017 which is smaller than 0.05. This indicates that Product Differentiation has a partial significant effect on Purchasing Decisions.
2. In the Promotion variable (X2), the t-count value obtained was 2.708, greater than the t-table (1.987) with a significance level of 0.008 which is also smaller than 0.05 . This finding indicates that Promotion has a partial significant effect on Purchasing Decisions.
3. For the Purchase Intention variable (X3), the calculated t value of 2.353 is greater than the t table (1.987) with a significance level of 0.021 which is smaller than 0.05. This indicates that Purchase Intention has a partial significant influence on Purchase Decisions.

Sobel test

The results of the Sobel test can be seen in the table below as follows:

Figure 6. Sobel Test Results



Source: Research Results, 2025 (Data processed)

Based on the results of the Sobel Test in the image above, it can be seen that the Sobel test statistic value in the first model is 1.080 with a one-tailed probability value of 0.140 and two tails of 0.281, while in the second model the Sobel test statistic value is recorded as 1.102 with a one-tailed probability of 0.135 and two tails of 0.274. All probability values are greater than the significance limit of 0.05 , so it can be concluded that Purchase Intention does not play a significant role as a mediator in the relationship between the independent variable and the dependent variable in both tests. Thus, the influence of Product Differentiation and Promotion on Purchase Decisions is not

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significantly mediated by Purchase Intention, so that the relationship that occurs remains direct without a strong mediating role.

CONCLUSION AND SUGGESTIONS

Conclusion

The conclusions that can be drawn by researchers from the results of this study are as follows:

1. Product Differentiation has a significant influence on Purchasing Decisions at East Asia Drug Stores in Medan.
2. Promotion has a significant influence on Purchasing Decisions at East Asia Drug Stores in Medan.
3. Product Differentiation has a significant influence on Purchase Interest at East Asia Drug Stores in Medan.
4. Promotion has a significant influence on Purchase Interest at East Asia Drug Store Medan.
5. Purchase Interest has a significant influence on Purchase Decisions at East Asia Drug Store Medan.
6. Product Differentiation and Promotion have a significant influence on Purchase Interest at East Asia Drug Stores in Medan.
7. Product Differentiation, Promotion, and Purchase Interest have a significant influence on Purchasing Decisions at East Asia Drug Stores in Medan.

Suggestion

Here are some suggestions that can be given:

1. For Researchers
   other researchers to develop further research on the factors influencing consumer purchase intention and purchasing decisions. Future researchers can add other variables beyond product differentiation, promotion, and purchase intention to gain a broader understanding of consumer behavior in the pharmaceutical retail sector.
2. For Consumers
   The findings of this study can help consumers understand how product differentiation and promotions influence interest and purchasing decisions. This understanding can encourage consumers to be more selective in assessing the quality of products and promotional offers presented by the East Asia Drug Store Medan.
3. For East Asia Drug Store Medan
   The research results show that product differentiation, promotion, and purchasing interest play an important role in increasing purchasing decisions. Therefore,

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stores are expected to continue to develop superior product variations, improve effective promotional strategies, and pay attention to factors that can increase consumer purchasing interest to strengthen competitiveness.

4. For Further Researchers

To obtain a more comprehensive picture, future researchers are advised to add other variables such as service quality, price, or brand image. These additional variables could broaden our understanding of the aspects that influence consumer purchase intention and purchasing decisions.

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