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INVESTIGATING THE EFFECT OF MARKETING MIX THROUGH MOTIVATION ON PURCHASE INTENTION IN PERUMNAS GRIYA JETIS PERMAI MOJOKERTO

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Abstract:
This research examines the direct and indirect effects of Product, Price, Promotion, Place, and Motivation on Purchase Intention at Perumahan Griya Jetis Permai Mojokerto. The research sample consists of 255 respondents who are buyers that have gone through the marketing and sales process. The non-Probability Sampling method was used for data collection, employing a Likert scale questionnaire. The data analysis method used in this study is Partial Least Square-Structural Equation Modelling (PLS-SEM) through Outer Model, Inner Model, and Resampling Bootstrap. The study results show that Product, Price, Promotion, and Place positively and significantly influence Motivation. Motivation also has a positive and significant effect on Purchase Intention. Additionally, Product and Promotion positively and significantly impact Purchase Intention. However, Price and Place do not positively and significantly affect Purchase Intention. Overall, the research results indicate that Motivation plays a mediating role as an intervening variable between Product, Price, Promotion, and Place on Purchase Intention at Perumahan Griya Jetis Permai Mojokerto. The findings of this study can be used as a guide for Perumahan Griya Jetis Permai Mojokerto in designing effective marketing strategies to enhance Purchase Intention.

Keywords: Marketing, Partial Least Square, Purchase Intention, Structural Equation Modeling
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INTRODUCTION

Houses are crucial in human life, serving as shelters and expressions of identity and comfort needs. In Indonesia, there is a housing shortage or housing backlog of 12.75 million units, which has the potential to continue increasing (Gofur & Jumiati, 2021). Moreover, the property sector has also been impacted by the Covid-19 pandemic, leading to a decline in people's income and property sales (Nasution et al., 2020). The prices of most properties, such as houses, apartments, and motor vehicles, have experienced a significant decrease. This is due to the reduced demand for properties as people become more cautious about their expenditures amid the pandemic (Nurpita & Wardani, 2021).

Marketing management plays a crucial role in identifying and capitalizing on market opportunities. In this context, property sales in Indonesia have experienced an increase post-pandemic, significantly contributing to the GDP and surpassing pre-pandemic growth rates in the property sector (Magfirah & Habiburahman, 2022). The government has also supported stimulus policies and incentives to boost property sales. Perum Perumnas, a state-owned enterprise that provides housing for middle and lower-income communities, has the Perumnas Griya Jetis Permai

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project in Mojokerto Regency. However, house sales in this project have declined during and after the pandemic.

Table 1. Data on Housing Sales in Mojokerto

No.	Housing Developer	Housing Sale (unit)				
		2019	2020	2021	2022	2023*
1.	Garden View Residence	50	57	77	78	27
2.	The Khadefa Residence	77	71	80	80	32
3.	Star Garden Residence	58	62	81	85	30
4.	Zian Istana Residence	79	70	85	92	40
5.	Bumi Mojopahit	65	60	78	89	33
6.	Graha Permata Safir	90	75	105	107	43
7.	Green Jayanegara	76	99	90	102	45
8.	Perumnas Griya Jetis Permai	68	50	45	39	19

Note: *Data up to May 2023
Source: Compiled from various data sources (2023)

After the Covid-19 pandemic subsided, there was an increase in home purchases, as shown in the competitor table above. The rise in house sales could be attributed to several factors, the dominant factor being the increase in consumer purchase intention (Li et al., 2022). Purchase intention refers to a customer's desire to buy a product, even though it does not guarantee an actual purchase. It is a behavioral response of consumers to a product that creates a desire to purchase. According to Kotler & Keller (2012), purchase intention represents the consumer's action after receiving product stimuli, which leads them to desire and intend to purchase and possess the product. This involves a positive attitude towards an object that motivates individuals to strive for it through payment or sacrifice.

Various factors can influence purchase intention, and one of them is Motivation. Motivation is a factor that affects consumers' desire to buy or possess a product (Christiarini & Rahmadilla, 2021). Consumers have motivations to acquire products that align with their wants and needs. The marketing mix also influences consumer motivation. An optimal marketing mix strategy can affect consumer motivation in achieving their purchase goals (Akgün et al., 2014). The marketing mix, comprising product, price, promotion, and place/distribution, is used by companies to achieve their marketing objectives in the target market. By combining these elements, companies can increase the number of customers and sales and gain profits and a positive image (Londhe, 2014).

In the context of Perumnas Griya Jetis Permai Mojokerto, the decrease in house sales can be related to an analysis of the 4P marketing mix, which is believed to influence Motivation as an intervening variable (Wichmann et al., 2022). Additionally, Motivation influences consumer purchase decisions when choosing a house positively. Considering these factors, this research examines the impact of the marketing mix through Motivation on purchase intention at Perumnas Griya Jetis Permai Mojokerto using the Partial Least Square-Structural Equation Modelling (PLS-SEM) method. By gaining a deeper understanding of these factors, it is expected to provide valuable insights for Perumnas Griya Jetis Permai Mojokerto in optimizing their marketing strategies to enhance consumer interest and purchase intent. This article consists of three parts. The second part presents the methodology and analytical steps, while the empirical results and conclusions are presented in the third part.

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METHODS

The data used in this research is primary data obtained through direct surveys with the consumers of Perumnas Griya Jetis Permai, specifically those who have purchased a housing unit and have gone through all marketing and sales stages, starting from the booking of a unit (NUP), down payment (DP) payment, until the Credit Agreement execution. The sampling technique employed in this study utilizes the sampling method from Hair et al. (2011) with the following sampling calculation:

$$N = \frac{5 \times \text{operational variable}}{\text{research indicator}}$$

If using five variables, with each variable divided into three dimensions and each dimension elaborated into three research indicators, the minimum number of respondents required for this study is N = 5 × 3 × 3 = 45. Therefore, a total of 45 respondents are needed for the sampling. However, the study involves six latent variables measured by 6 to 9 manifest variables (indicators). Table 2 summarizes all the variables examined and their relationships with the constructs under investigation. All indicators are measured on a Likert scale ranging from 1 to 5, where one indicates "strongly disagree," and five indicates "strongly agree."

Table 2. Constructs and Indicators

No	Variable	Indicator	Item
1.	Purchase Intention (Z)	1. Consumer Needs	Q1
		2. Product Information	Q2
		3. Product Benefits	Q3
		4. Consumer Trust in the Marketer	Q4
		5. Consumer Trust in the Product	Q5
		6. Consumer Trust in the Company	Q6
		7. Interest in Making Transactions	Q7
		8. Interest in Recommending or Referring	Q8
		9. Interest in Making it a Top Priority	Q9
2.	Motivation (Y)	1. Social Status	Q10
		2. Uniqueness	Q11
		3. Pride	Q12
		4. Ease of Purchase	Q13
		5. Improved Quality of Life	Q14
		6. Economic Value	Q15
3.	Product (X1)	1. Consistency of Product Quality	Q16
		2. Product Quality Meeting Expectations	Q17
		3. Good or Bad Reputation of the Product	Q18
		4. Product Design Meeting Functionality	Q19
		5. Product Design Meeting Expectations	Q20
		6. Product Design Becomes a Trend	Q21
		7. Adequate Supporting Facilities	Q22
		8. Sufficient Parking Area	Q23
		9. Convenient Shopping Places for Necessities	Q24
4.	Price (X2)	1. Competitive Pricing	Q25
		2. Pricing Reflecting Benefits	Q26
		3. Pricing Aligned with Value	Q27
		4. Quality Matching the Price	Q28

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No	Variable	Indicator	Item
		5. Pricing According to Needs	Q29
		6. Pricing According to Desires	Q30
		7. Pricing in Line with Objectives	Q31
		8. Obtaining the Best Price	Q32
		9. Achieving the Targeted Profits	Q33
5.	Promotion (X3)	1. Advertising on Social Media	Q43
		2. Advertising on Television Media	Q44
		3. Advertising on Print Media	Q45
		4. Exhibitions	Q46
		5. Presentations	Q47
		6. Customer Relations	Q48
		7. Discounts Provided	Q49
		8. Events or Occasions	Q50
		9. Gifts	Q51
6.	Location (X4)	1. Accessible Location	Q43
		2. Availability of Transportation Facilities	Q44
		3. Wide Coverage Area	Q45
		4. Proximity to Residential Areas	Q46
		5. Nearness to Supporting Facilities	Q47
		6. Easy-to-Find Location	Q48
		7. Easy Toll Access	Q49
		8. Timeliness of Private and Public Transportation	Q50

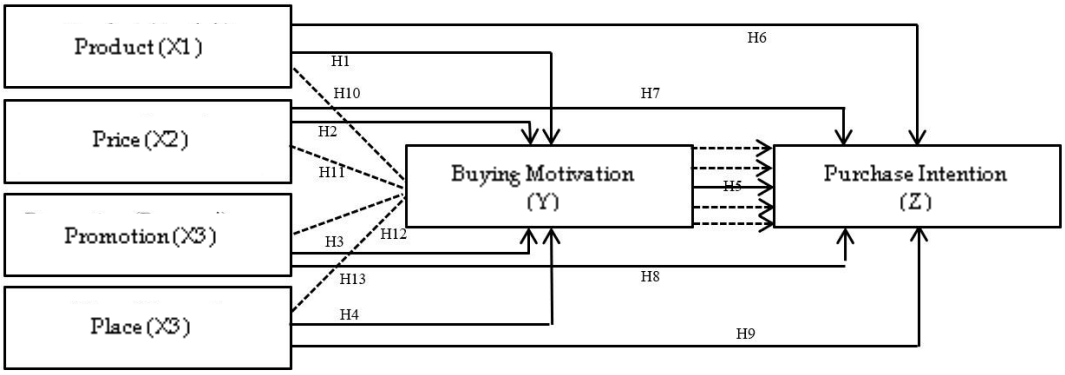

Figure 1. Idea Framework

Next, a theoretical framework is constructed to illustrate the thought process developed in this research. The framework depicts the following flow. The hypotheses proposed by the author for this research are as follows:

Direct Effect of the Latent Variable "Product" on "Motivation." H0: There is no direct positive effect of "Product" on "Motivation" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a direct positive effect of "Product" on "Motivation" for Perumnas Griya Jetis Permai Mojokerto property.

Direct Effect of the Latent Variable "Price" on "Motivation." H0: There is no direct positive effect of "Price" on "Motivation" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a direct positive effect of "Price" on "Motivation" for Perumnas Griya Jetis Permai Mojokerto property.

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Direct Effect of the Latent Variable "Promotion" on "Motivation." H0: There is no direct positive effect of "Promotion" on "Motivation" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a direct positive effect of "Promotion" on "Motivation" for Perumnas Griya Jetis Permai Mojokerto property.

Direct Effect of the Latent Variable "Place" on "Motivation." H0: There is no direct positive effect of "Place" on "Motivation" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a direct positive effect of "Place" on "Motivation" for Perumnas Griya Jetis Permai Mojokerto property.

Direct Effect of the Latent Variable "Motivation" on "Purchase Intention." H0: There is no direct positive effect of "Motivation" on "Purchase Intention" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a direct positive effect of "Motivation" on "Purchase Intention" for Perumnas Griya Jetis Permai Mojokerto property.

Direct Effect of the Latent Variable "Product" on "Purchase Intention." H0: There is no direct positive effect of "Product" on "Purchase Intention" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a direct positive effect of "Product" on "Purchase Intention" for Perumnas Griya Jetis Permai Mojokerto property.

Direct Effect of the Latent Variable "Price" on "Purchase Intention." H0: There is no direct positive effect of "Price" on "Purchase Intention" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a direct positive effect of "Price" on "Purchase Intention" for Perumnas Griya Jetis Permai Mojokerto property.

Direct Effect of the Latent Variable "Promotion" on "Purchase Intention." H0: There is no direct positive effect of "Promotion" on "Purchase Intention" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a direct positive effect of "Promotion" on "Purchase Intention" for Perumnas Griya Jetis Permai Mojokerto property.

Direct Effect of the Latent Variable "Place" on "Purchase Intention." H0: There is no direct positive effect of "Place" on "Purchase Intention" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a direct positive effect of "Place" on "Purchase Intention" for Perumnas Griya Jetis Permai Mojokerto property.

Indirect Effect of the Latent Variable "Product" on "Purchase Intention" through "Motivation." H0: There is no positive indirect effect of "Product" on "Purchase Intention" through "Motivation" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a positive indirect effect of "Product" on "Purchase Intention" through "Motivation" for Perumnas Griya Jetis Permai Mojokerto property.

Indirect Effect of the Latent Variable "Price" on "Purchase Intention" through "Motivation." H0: There is no positive indirect effect of "Price" on "Purchase Intention" through "Motivation" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a positive indirect effect of "Price" on "Purchase Intention" through "Motivation" for Perumnas Griya Jetis Permai Mojokerto property.

Indirect Effect of the Latent Variable "Promotion" on "Purchase Intention" through "Motivation." H0: There is no positive indirect effect of "Promotion" on "Purchase Intention" through "Motivation" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a positive indirect effect of "Promotion" on "Purchase Intention" through "Motivation" for Perumnas Griya Jetis Permai Mojokerto property.

Indirect Effect of the Latent Variable "Place" on "Purchase Intention" through "Motivation." H0: There is no positive indirect effect of "Place" on "Purchase Intention" through "Motivation" for Perumnas Griya Jetis Permai Mojokerto property. H1: There is a positive indirect effect of "Place" on "Purchase Intention" through "Motivation" for Perumnas Griya Jetis Permai Mojokerto property.

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This research uses PLS-SEM to analyze the influence of marketing mix on purchase motivation and purchase intention. Structural Equation Modeling (SEM) is a statistical method used to test and model complex relationships between variables in a study (Kline, 2016). Partial Least Squares Structural Equation Modeling (PLS-SEM) utilizes the principal component modeling approach to reduce the dimensionality of data and build a more straightforward and more interpretable model (Hair et al., 2011). The PLS-SEM analysis consists of evaluating the outer model and the inner model.

The Outer Model evaluates the measured variables that are part of the SEM or PLS-SEM model. This evaluation involves testing the validity and reliability of constructs and selecting the most appropriate variables to represent the measured constructs.

The validity testing in the outer model includes convergent validity and discriminant validity. Convergent validity is evaluated by examining how well the measured indicators contribute to measuring a specific construct. Several indicators represent a construct, and convergent validity is measured by assessing the strong positive correlations between these indicators and the same construct. One commonly used method to test convergent validity is by looking at the Average Variance Explained (AVE) value obtained through the following equation.

$$\text{AVE} = \frac{\sum_{i=1}^{n} \lambda_i^2}{\sum_{i=1}^{n} \lambda_i^2 + \sum_{i=1}^{n} \varepsilon_i}$$

Where λi represents the component loading to the indicator, and εi = 1 - λi, convergent validity is met if the AVE value is more significant than 0.5.

Discriminant validity is the ability of a latent variable to be distinguished from other latent variables. Indicators of a latent variable should be more strongly related to their underlying latent variable and less related to other latent variables. Discriminant validity testing involves examining the cross-loading values, where indicators should have stronger correlations with their latent variable than with other latent variables. The cross-loading values should be > 0.7 within one variable, or the cross-loading value of an indicator measuring its latent variable should be higher than that with other latent variables.

Reliability testing measures an indicator's consistency, accuracy, and precision in measurement. In SEM-PLS, reliability is tested using the Composite Reliability (CR) parameter, calculated using the following equation. An indicator is reliable if the CR value is more significant than 0.7.

$$\text{CR} = \frac{(\sum_{i=1}^{n} \lambda_i)^2}{(\sum_{i=1}^{n} \lambda_i)^2 + \sum_{i=1}^{n} \text{var}(\varepsilon_i)}$$

Composite Reliability (CR) describes the extent to which the indicators collectively obtain consistent information about the latent variable. CR values range from 0 to 1, with higher values indicating better reliability. In a study, CR values above 0.7 indicate that the used indicators are adequate.

Composite Reliability Convergent (CRC) is a reliability metric based on the convergence or consistency among the indicators used to measure the latent variable. On the other hand, Composite Reliability Average (CRA) is a reliability metric that measures reliability based on the average loading factor of indicators across all latent variables in the model.

The evaluation of the inner model is the process of assessing and testing the relationships between latent variables (constructs) in an SEM or PLS-SEM model. The evaluation aims to test the

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theoretical validity of the proposed hypotheses in the model and understand how well the model fits the available empirical data.

RESULT AND DISCUSSION

Perum Perumnas was established as a government solution to provide decent housing for lower and middle-income communities. With the enactment of Law No. 19 of 2003 concerning State-Owned Enterprises (BUMN), the establishment of Perum Perumnas was further perfected through Government Regulation No. 15 of 2004, dated May 10, 2004. Subsequently, the existence of Perum Perumnas was further refined with Government Regulation 83 of 2015 concerning the National Housing Development Public Company, which is a renewal of Government Regulation No. 15 of 2004. The issuance of Government Regulation No. 83 of 2015 has transformed Perum Perumnas into the National Housing & Urban Development Corporation.

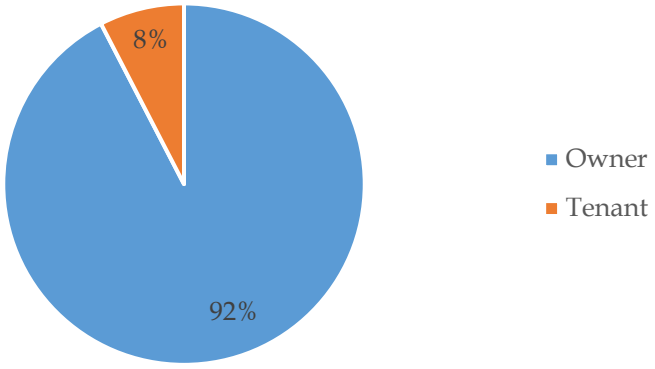

Figure 2. House Ownership Status

Based on the survey data of Perumnas Griya Jetis Permai Mojokerto residents, 92% of the 250 respondents are homeowners, and the remaining 8% are renters. This percentage means that 231 respondents are homeowners and 19 are renters occupying houses in Perumnas Griya Jetis Permai Mojokerto. In the context of this research, one respondent represents one household in the housing complex.

The results of the PLS-SEM analysis consist of evaluating the outer and inner models. The Measurement Model (Outer Model) measures latent variables or constructs observed through measured indicators. The Outer Model is evaluated based on the validity and reliability of the indicators used in the model.

Validity testing aims to ensure that the instruments or indicators used in the research are reliable and accurate in measuring the studied variables. Several evaluation metrics that measure validity in SEM-PLS are Convergent and Discriminant Validity.

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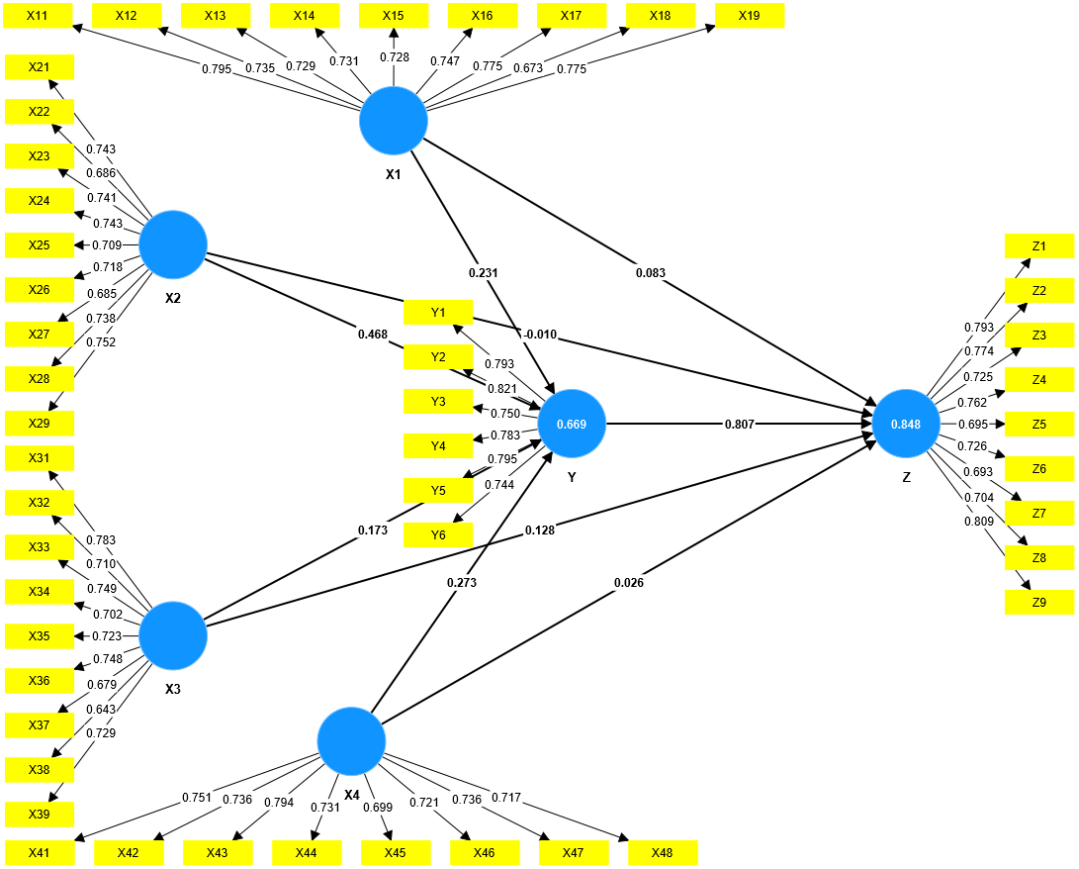

Figure 3. Model Result

Figure 3 presents the loading factor values of each indicator on the latent variables. The loading factor values can also be seen in the following Table 3.

Table 3. Loading Factor on Each Indicator

Indicator	X1	X2	X3	X4	Y	Z
X11	0.795	0.272	0.100	0.175	0.351	0.367
X12	0.735	0.296	0.193	0.198	0.428	0.431
X13	0.729	0.283	0.104	0.226	0.447	0.441
X14	0.731	0.257	0.076	0.144	0.336	0.324
X15	0.728	0.272	0.176	0.199	0.368	0.392
X16	0.747	0.197	0.190	0.193	0.333	0.381
X17	0.775	0.274	0.037	0.137	0.350	0.351
X18	0.673	0.231	0.020	0.085	0.276	0.260
X19	0.775	0.289	0.126	0.204	0.342	0.353
X21	0.222	0.743	0.296	0.272	0.518	0.457
X22	0.231	0.686	0.259	0.265	0.506	0.434
X23	0.233	0.741	0.270	0.259	0.507	0.474
X24	0.258	0.743	0.276	0.318	0.541	0.511
X25	0.228	0.709	0.295	0.158	0.457	0.398
X26	0.234	0.718	0.208	0.258	0.481	0.413
X27	0.289	0.685	0.212	0.216	0.452	0.454
X28	0.244	0.738	0.273	0.312	0.557	0.528
X29	0.373	0.752	0.220	0.262	0.583	0.523

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X31	0.113	0.324	0.783	0.138	0.375	0.393
X32	0.188	0.218	0.710	0.231	0.346	0.440
X33	0.140	0.242	0.749	0.188	0.352	0.416
X34	0.066	0.183	0.702	0.145	0.278	0.300
X35	0.134	0.255	0.723	0.125	0.281	0.296
X36	0.159	0.308	0.748	0.175	0.332	0.383
X37	0.119	0.288	0.679	0.171	0.297	0.357
X38	0.073	0.170	0.643	0.183	0.269	0.279
X39	0.003	0.283	0.729	0.215	0.302	0.327
X41	0.194	0.305	0.201	0.751	0.387	0.385
X42	0.152	0.263	0.223	0.736	0.384	0.373
X43	0.194	0.341	0.236	0.794	0.478	0.465
X44	0.246	0.275	0.225	0.731	0.445	0.421
X45	0.144	0.210	0.167	0.699	0.356	0.331
X46	0.192	0.203	0.131	0.721	0.343	0.294
X47	0.120	0.220	0.142	0.736	0.353	0.319
X48	0.150	0.264	0.082	0.717	0.390	0.359
Y1	0.339	0.563	0.384	0.403	0.793	0.721
Y2	0.431	0.604	0.383	0.435	0.821	0.750
Y3	0.366	0.564	0.298	0.408	0.750	0.676
Y4	0.380	0.486	0.267	0.424	0.783	0.690
Y5	0.385	0.554	0.305	0.390	0.795	0.708
Y6	0.397	0.549	0.424	0.462	0.744	0.721
Z1	0.412	0.546	0.462	0.359	0.724	0.793
Z2	0.446	0.515	0.319	0.398	0.718	0.774
Z3	0.363	0.465	0.252	0.416	0.671	0.725
Z4	0.417	0.464	0.415	0.348	0.680	0.762
Z5	0.401	0.471	0.232	0.436	0.664	0.695
Z6	0.343	0.455	0.379	0.435	0.646	0.726
Z7	0.296	0.442	0.341	0.346	0.653	0.693
Z8	0.241	0.447	0.427	0.370	0.618	0.704
Z9	0.418	0.515	0.506	0.305	0.715	0.809

Based on Table 3 and Figure 3, it can be observed that all indicators used to explain the latent variables are valid as they meet the criteria where the loading factor values are more significant than 0.6. Discriminant validity evaluates the extent to which different latent variables or constructs differ from one another and are not overly correlated. Discriminant validity is essential to distinguish different latent variables conceptually. Discriminant validity can be evaluated through the cross-loading of factors. Table 3 also shows that the correlation of each indicator with its corresponding latent variable is higher than the correlation with other latent variables. Thus, each indicator properly explains the latent variable and has good discriminant validity.

Discriminant validity can also be measured from each latent variable's Average Variance Extracted (AVE) values. AVE is a metric used to measure the extent to which the indicators used to measure the latent variables contribute to the variability of the constructs they measure. Discriminant validity is considered adequate if the AVE value is more significant than 0.5. The AVE values for each latent variable are displayed in the following Table 4.

Table 4. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Purchase Intention (Z)	0.610

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Buying Motivation (Y)	0.553
Product (X1)	0.553
Price (X2)	0.525
Promotion (X3)	0.518
Location (X4)	0.542

It can be seen from Table 4 that all latent variables have AVE values above 0.5. This means that the variables used in the model have adequate discriminant validity.

Reliability testing on the outer model in PLS-SEM analysis is conducted to ensure that the indicators used to measure latent variables have sufficient reliability. Reliability testing provides information about the consistency of the indicators in measuring the same latent variable. Some metrics that can be used to test reliability in the outer model are Cronbach's Alpha and Composite Reliability.

Table 5. Pengukuran Reliabilitas Outer Model

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Purchase Intention (Z)	0.898	0.900	0.917
Buying Motivation (Y)	0.872	0.873	0.904
Product (X1)	0.899	0.903	0.918
Price (X2)	0.887	0.889	0.908
Promotion (X3)	0.884	0.888	0.906
Location (X4)	0.879	0.885	0.904

Cronbach's alpha is a commonly used metric to measure the internal reliability of measurement instruments. The value of Cronbach's alpha ranges from 0 to 1, and higher values indicate better reliability. A Cronbach's alpha value above 0.7 is acceptable in a research study. As shown in Table 4.3, Cronbach's alpha values for each variable are above 0.7, indicating that the used indicators have good reliability. Based on Table 5, the CRA and CRC values for each variable are above 0.7 and close to 1. Therefore, the indicators used have good reliability.

Hypothesis testing using the Resampling Bootstrap method is a statistical technique commonly used in PLS-SEM analysis to test the significance of model parameters. In this study, there are 13 hypotheses, including nine direct effects and four indirect effects. Using a significance level of 5%, the following are the t-statistic and p-value values from the hypothesis testing for direct effects. If the p-value is less than the significance level, then the H0 is rejected.

Table 6. Results of Hypothesis Testing for Direct Effects

	T-statistics	P-values
Product -> Buying Motivation	5.724	0.000
Product -> Purchase Intention	2.199	0.028
Price -> Buying Motivation	8.885	0.000
Price -> Purchase Intention	0.288	0.773
Promotion -> Buying Motivation	4.220	0.000
Promotion -> Purchase Intention	3.605	0.000
Place -> Buying Motivation	6.407	0.000
Place -> Purchase Intention	0.739	0.460

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Buying Motivation -> Purchase Intention	16.968	0.000

Based on the hypothesis testing using the Resampling Bootstrap method, it is evident that there is a direct positive influence of the variables Product, Price, Promotion, and Place on the Buying Motivation of Perumnas Griya Jetis Permai Mojokerto's properties. Moreover, Product, Place, and Buying Motivation significantly influence Purchase Intention. This is supported by the p-values being less than the significance level of 5%.

Next, we will examine the indirect effects of the variables Product, Price, Promotion, and Place on Purchase Intention through the mediating variable, Buying Motivation, with the following results.

Tabel 7. Hasil Pengujian Hipotesis Indirect Effect

	T-statistics	P-values
Price -> Buying Motivation -> Purchase Intention	8.764	0.000
Promotion -> Buying Motivation -> Purchase Intention	4.177	0.000
Product -> Buying Motivation -> Purchase Intention	4.989	0.000
Place -> Buying Motivation -> Purchase Intention	5.635	0.000

Based on the p-value in Table 7, which is less than 5%, it is known that the variables Product, Price, Promotion, and Place have a significant influence on Purchase Intention through Buying Motivation in the context of Perumnas Griya Jetis Permai Mojokerto.

Several metrics can be used to evaluate the structural model in SEM PLS analysis, one of which is the coefficient of determination R^2. The coefficient of determination R^2 measures how well the structural model can explain the endogenous or dependent latent variable variation. R^2 values range from 0 to 1, and the higher the value, the better the model explains the variation in the endogenous variables.

Table 8. Structural Model Evaluation

	R-square	Adjusted R-square
Buying Motivation	0.669	0.664
Purchase Intention	0.848	0.845

The R^2 value of 66.9% for the Buying Motivation variable indicates that 66.9% of the variability in the Buying Motivation variable can be explained by the exogenous (independent) variables in the model. Meanwhile, the R^2 value of 84.8% indicates that 84.8% of the variability in the Purchase Intention variable can be explained by the exogenous variables in the model.

CONCLUSION

Based on the evaluation of the outer model, it can be concluded that the indicators used to explain the latent variables have met the criteria of validity and reliability. Furthermore, based on the results of hypothesis testing from the evaluation of the inner model, it is found that the variables Product, Price, Promotion, and Place directly affect Purchase Intention through Buying Motivation in Perumnas Griya Jetis Permai Mojokerto. Additionally, Product, Price, Promotion, and Place indirectly affect Purchase Intention through Buying Motivation in Perumnas Griya Jetis Permai Mojokerto.

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