

**THE INFLUENCE OF CONSUMER PURCHASE INTENTION
ON PURCHASE DECISIONS WITH TESTIMONIALS
PROMOTION AS MODERATING VARIABLE OF PRODUCT
PT. MAHKOTA SUKSES INDONESIA (MSI) IN BENGKALIS
CITY**

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Abstract

This study aims to determine how much influence purchase intention has on consumer purchasing decisions with testimonial Promotion (as a moderating variable) in Bengkalis City partially and simultaneously. This study uses a quantitative method using a non-probability sampling method with Snowball sampling. The data collection technique was carried out using a questionnaire with a sample of 100 respondents. Data analysis used was descriptive analysis, classical assumptions, Moderated Regression Analysis, T Test, F Test and Coefficient of Determination. The results of this study indicate that: (1) There is a positive and significant influence between purchase intention on purchasing decisions with an R Square value of 0.779 or 77.9% which states that the Purchase Intention variable affects purchasing decisions and has a t table value of 8,273 with a sig value of 0.000. (2) There is no positive or significant effect between testimonial promotion and purchase intention on purchase decisions with the parameter coefficient value of - 0.039 with a significance level of $0.007 > 0.05$.

Keywords : Purchase Intention, Purchase Decisions, Testimonial Promotion