

The Role of Purchasing Decisions in Enhancing Customer Value in Wedding Organizers

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Abstrak

Industri Wedding Organizer, sebuah sektor berbasis layanan yang membantu konsumen dalam mempersiapkan acara pernikahan dengan cermat, telah menyaksikan meningkatnya permintaan akan layanan ini di kalangan masyarakat Indonesia dari waktu ke waktu. Meskipun demikian, laju peningkatan permintaan akan wedding organizer relatif lambat dibandingkan dengan jumlah pernikahan. Oleh karena itu, perlu diterapkan strategi yang bertujuan untuk meningkatkan daya beli penyelenggara pernikahan. Penelitian ini meneliti variabel Komunikasi Pemasaran, Citra Merek, Inovasi Produk, Keputusan Pembelian, dan Nilai Pelanggan untuk melihat pola dampaknya. Penelitian ini menggunakan metode kuantitatif dengan pendekatan analisis deskriptif dan analisis verifikatif yang melibatkan 294 responden, dengan analisis Structural Equation Model (SEM) sebagai alat analisisnya. Temuan dari penelitian ini menunjukkan adanya pengaruh penting dari komunikasi pemasaran, citra merek, dan inovasi produk terhadap keputusan pembelian, yaitu sebesar 72,44%, serta dampak signifikan keputusan pembelian terhadap nilai pelanggan, yaitu sebesar 82,60%.

Kata Kunci: Wedding Organizer, Komunikasi Pemasaran, Citra Merek, Inovasi Produk.

Abstract

The Wedding Organizer industry, a service-based sector aiding consumers in meticulously preparing for wedding events, has witnessed growing demand for its services among Indonesians over time. Despite this, the rate of increase in demand for wedding organizers has been relatively sluggish compared to the number of weddings. Consequently, it is necessary to implement strategies aimed at augmenting wedding organizers' purchasing power. This study scrutinized the variables of Marketing Communication, Brand Image, Product Innovation, Purchasing Decisions, and Customer Value to discern their impact patterns. Employing quantitative methods with a descriptive analysis approach and verification analysis, the research encompassed 294 respondents, with a Structural Equation Model (SEM) analysis serving as the analytical tool. Findings from the study indicate a noteworthy influence of marketing communications, brand image, and product innovation on purchasing decisions, accounting for 72.44%, along with a significant impact of purchasing decisions on customer value, constituting 82.60%.

Keywords: Wedding Organizer, Marketing Communications, Brand Image, Product Innovation.

1. Introduction

Throughout one's life journey, marriage is a meaningful and significant event. Many couples undertake extensive preparations and intricate planning to ensure that they are fully ready for this momentous occasion, engaging in a wide array of processes and details to orchestrate their special day (Napompech, 2014). Many couples planning their

weddings find themselves constrained by time, making it challenging to visit multiple suppliers in person to realize their matrimonial aspirations. As a result, a range of businesses have emerged, offering an array of planning services to assist in bringing these wedding concepts to fruition (Kristin & Lisanti, 2014). Wedding planners are essential in managing timelines, bargaining with suppliers such as

florists, food service providers, stylists, and image-takers, and arranging consultations between betrothed couples and various service professionals (Melati, 2014). Moreover, the wedding industry experienced increased dynamism following the issuance of Presidential Decree No. 97 of 2019. This decree highlights the growing acknowledgment of the event and creative sectors (Handayani, 2020; Mansur, 2016)

This assertion finds backing in the market share segment and the longstanding tradition of marriage within society, which has deeply ingrained itself and remains in a constant presence (Mansur, 2016). Furthermore, the Indonesian wedding sector's growth is driven by events such as the Indonesian Professional Organizer Summit (IPOS). This organization conducts a yearly business forum for the MICE and Event industry, which is independently led and managed by the EGO Global Network in collaboration with the Indonesian Professional Organizer Society.

The 2020 Indonesia Wedding Business Summit revealed a significant increase in consumers' views of the wedding sector. The percentage of buyers who considered the industry outstanding rose from 23.21% in 2019 to 41.07% in 2020. This upward trend is further supported by the impressive worth of the wedding market, which has reached IDR 56 trillion, cementing its status as the premier market for wedding service providers in Southeast Asia. (Bridestory, 2019).

According to statistics from the West Java BPS, Bogor Regency leads to a distribution of marriages within West Java, comprising approximately 9.92% of all unions. Bandung City follows closely, accounting for 7.87% of marriages, while Garut holds the third position, at 6.42%. Cirebon claims the fourth spot, representing 5.77% of marriages, and Sukabumi rounds out the top five at approximately 5.75%. Furthermore, Sukabumi City contributed to approximately 0.63% of marriages. Considering Sukabumi's status as the largest area in West Java, encompassing 4,145.70 square kilometres and including Sukabumi City, the study centred on wedding organiser clients in both Sukabumi City and Regency.

Tabel 1.1 Marriage Rate Data
2017-2021

Marriage Rate Data	2017	2018	2019	2020	2021
Sukabumi City	16.342	28.036	25.201	20.694	19.302
Sukabumi Regency	1.631	2.853	2.741	2.535	2.205
Total	17.973	30.889	27.942	23.229	21.507

This research focuses on Wedding Organizer vendors and their role in managing wedding events, including both the ceremony and reception on the same day. Preliminary investigations among wedding organizers in Sukabumi indicate that, on average, fewer than 5% of the total regional weddings employ their services annually. The vast majority, approximately 90%, either forgo the use of a wedding organizer or consider other alternatives, such as arranging the events themselves or deciding against hosting the occasion altogether. This is a gap and problem because of the slow growth of wedding organizer users compared with the growth of wedding numbers and business vendors in this field.

Management is a process or framework that guides or directs a group of people toward organizational goals or concrete purposes (Terry & Rue, 2019). As described by several experts, management entails a systematic process encompassing planning, organizing, coordinating, and controlling resources to achieve predefined objectives with optimal effectiveness and efficiency.

Customer Value

The concept of customer value is defined as the disparity between the total value and total costs perceived by customers. Total customer value encompasses an array of advantages that consumers anticipate for a specific product or service. In contrast, total customer costs represent the aggregate expenses buyers expect to incur throughout the process of evaluating, acquiring, utilizing, and ultimately disposing of the product or service in question. (Kotler & Keller, 2016).

According to (Rusmanto, 2020) customers can be grouped into several types:

- a. Loyal Customers: These consumers exhibit authentic content and demonstrate a steadfast commitment to the brand. Despite representing a relatively minor demographic, allegiance has the potential to substantially influence revenue and profitability.

- b. Discount Customers: These patrons consistently engage with the brand; however, they predominantly execute transactions exclusively when promotional reductions are available for particular items.
- c. Impulsive Customers: These consumers engage in impulsive acquisitions, frequently devoid of advance deliberation, and swayed by attractive and effective propositions.
- d. Needs-Oriented Customers: This category consists of consumers exhibiting specialized product requirements who generally undertake careful planning prior to executing a purchase.
- e. Competition Customers: These clients possess relatively limited experience with a particular product and typically consult the vendor to assess their options for that product. They are often categorized as less lucrative segments for the brand.
- f. Large Customers: This category includes customers who make significant purchases and consume large quantities of products
- g. High-value customers: These customers are identified as contributors to future profits for the brand.
- h. Reference Customers: These customers are often cited as references and serve as examples for other customers to follow.
- i. Customer Open Doors: They possess the ability to introduce the brand to new markets, potentially expanding the seller's reach.
- j. Inspirational Customers: These customers drive sellers to innovate and improve their offerings to improve the brand.

Buying decision

Consumers typically pass through five stages: problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (Kotler & Keller, 2018). The purchasing decision process goes through several stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. The consumer purchasing decision process consists of five stages: need recognition, information search, alternative evaluation, purchase decision,

and post-purchase behavior (Suparyanto & Rosad, 2020).

Decision-making occurs when individuals are presented with multiple options and must select the option that best aligns with their desires and needs. Within the consumer realm, purchasing decisions involve six distinct sub-decisions (Kotler & Keller, 2016):

- a. Product Selection: Consumers must decide whether to purchase a specific product or allocate funds elsewhere. Companies need to understand the preferences of potential buyers and the alternative products they consider.
- b. Brand Selection: Buyers must choose from which brand to purchase, considering the unique attributes of each brand. Understanding how consumers make brand decisions is crucial for companies.
- c. Selection of Distributor: Consumers need to select which retailer or dealer to patronize, considering factors such as proximity, pricing, and product availability. Different buyers may prioritize different aspects when choosing a dealer.
- d. Time of Purchase: Consumer decisions regarding when to make a purchase can vary, whether daily, weekly, or monthly. Companies must be aware of these patterns to optimize their marketing strategies.
- e. Purchase Amount: Consumers decide how much of a product to buy in a single transaction, and they may make multiple purchases over time. Companies should be prepared to cater to varying consumer demands.
- f. Payment Method: Buyers choose a payment method for their purchases, which may be influenced by technological advancements in payment transactions. Understanding these preferences is essential for companies to facilitate smooth transaction.

Marketing Communications

Marketing communication refers to various marketing activities that employ communication techniques with the aim of disseminating company information to its intended target market (Priansa, 2017). Communication is the process by which thoughts and understanding are conveyed between individuals or between organizations and individuals. Marketing is

the set of activities of companies and other organizations that transfer values between them and their customers. Marketing communication also presents a combination of all elements in the marketing mix that facilitate exchange by creating a meaning that is disseminated to customers or clients. Marketing communications are the means used by companies to inform, persuade, and remind consumers either directly or indirectly about the products and brands they sell (Kotler & Armstrong, 2018).

Marketing communication is a pivotal tool for fortifying marketing strategies to achieve broader segmentation. This study also endeavors to bolster customer loyalty towards a company's products, encompassing both goods and services. Marketers must understand that the efficacy of a marketing communication strategy is gauged by its impact on product sales or the revenue generated from service usage by consumers.

To attain optimal communication objectives, communicators can opt for single or combined media approaches contingent upon the desired goals, message content, and techniques employed. Determining the most effective communication medium remains uncertain because each has its own set of advantages and drawbacks. Nonetheless, marketing communication is a paramount endeavor in acquainting, informing, offering, and influencing the public regarding a product (Firmansyah, 2020).

Brand Image

Brand image refers to consumers' perceptions and beliefs about a specific brand. It encompasses the associations and impressions that consumers have towards the brand, as reflected in their thoughts and memories. According to experts, a brand can be defined as a symbol, name, or term that marketers employ on their products or services to distinguish them from competitors and identify the product. Brands are crafted to fulfill consumer needs by conveying distinctive attributes, benefits, and services in a manner that is consistent and clear to consumers (Tjiptono & Chandra, 2018).

Indeed, a brand serves as a means of differentiation, typically encompassing a name or symbol such as a logo, trademark, or packaging design. Its primary purpose is to identify a product or service offered by a

particular producer or group of producers, distinguishing it from offerings provided by competing producers. Through branding, companies aim to create unique associations and perceptions in the minds of consumers, establishing recognition, trust, and loyalty towards their products or services (Gitosudarmo, 2020).

An organization's image is shaped by a combination of internal and external factors, and organizations can influence the desired image. Creating a brand image within an organization requires attention to several key aspects (Jefkins, 2018):

- a. **Mirror:** The leader of an organization plays a significant role in shaping its image. The image of the organization may endure as long as the leadership of a respected figure remains consistent. Changes in leadership can lead to shifts in an organization's image.
- b. **Current:** This refers to the image formed by external perceptions that can influence the overall perception of the organization. Public awareness of an organization's mistakes can tarnish its image, even if the organization performs other commendable actions that are not widely known.
- c. **Wish:** The organization's desired image is based on its stated ideals outlined in the vision and mission statements. These statements are intended to motivate employees and guide the organization's actions.
- d. **Corporate:** This pertains to the overall image of the organization, beyond just its products or services. Esteemed organizations typically have a well-established corporate image and strong reputation built over time.
- e. **Multiple:** This encompasses various elements within the organization that contribute to its image. Symbols, such as logos, can serve as representations of an organization's identity and contribute to shaping its image.

Product Innovation

Product innovation represents a compelling and fresh inspiration that holds potential for further development. Innovation serves as a deliberate means of fostering captivating progress and achieving strategic objectives and goals (Prasetyo et al., 2020). To remain competitive, companies must continuously engage in innovation and development. In

the global arena, companies are required to adapt their products to enhance their value propositions and cater to consumers' needs and preferences. This added value can be manifested through product design, models, and accompanying services. Innovation hinges on creativity and several other variables, including autonomy, access to information, reward systems, education and training opportunities, authority structures, participation in decision-making processes, and team cohesion. These factors collectively contribute to fostering an environment conducive to innovation within organizations.

There are six indicators of product innovation (Kotler & Keller, 2016):

- a. New product for the world: This refers to the introduction of a completely new product into the market, creating a new market segment in which no similar product previously existed. The novelty of the product differentiates it from existing offerings.
- b. New product line: This new product line involves the introduction of a new product into an established market for the first time, providing consumers with additional choices and influencing their product preferences.
- c. Additions to existing product lines: These are new products that complement or expand a company's existing product line, offering consumers a wider range of options, and increasing product diversity.
- d. Improvement and revision of existing products: This entails enhancing existing products by improving their performance or perceived value, thereby replacing older versions with updated versions that offer enhanced features and usability.
- e. Repositioning: Repositioning involves directing an existing product towards a new market or market segment, aiming to expand market reach and attract new consumers, thereby increasing sales.
- f. Cost reduction: Cost reduction involves offering a new product with similar performance or utility at a lower price point, influencing consumer purchasing decisions, and ultimately boosting sales volume.

The similarity in appearance among competitors' products serves as a catalyst for innovation. Competitors' products often

remain largely unchanged and stagnant over time. While this scenario may seem advantageous as it reduces the competitive pressure stemming from the emergence of rival products, it also presents an opportunity for companies to gain a competitive edge through product innovation. Product innovation involves functional advancements that propel a product beyond the capabilities of competing offerings, thus positioning it one step ahead of the market. By embracing innovation, companies can differentiate their products and capture the attention of consumers, thereby gaining strategic advantage over competitors.

Marketing Communication on Purchasing Decisions

Increasingly competitive business developments encourage brands to better understand consumer desires, because consumers are the main focus of a brand's existence. The more consumers understand a brand, the stronger it will be to compete with its competitors (Priansa, 2017). One of the main keys to understanding a brand for consumers is marketing communications that can be understood well. Marketing communications describes product knowledge to explain the capacity of the brand to consumers so that consumers understand and recognize the quality and existence of the brand.

H₁: There is a significant relationship between marketing and purchase decisions.

Brand Image on Purchasing Decisions

Brand image refers to the perceived superiority of a product's attributes compared with those of competing products, which enhances the product's value and forms its distinctive identity in the market. Robust brand image has the power to attract consumers and significantly influence purchasing decisions. It represents the culmination of the accumulated information that consumers receive, playing a vital role in shaping their perceptions and preferences. Identifying and cultivating a strong brand image is crucial for marketing strategies to gain a competitive edge in society (Bancin, 2021). Consumer trust is centered on the confidence that consumers place on other

parties regarding the products or services offered (Huo et al., 2015).

This brand image is also a belief from one party regarding the intentions and behavior aimed at the other party, so that consumer trust is defined as an expectation that the service provider or wedding organizer can be trusted and is considered a reliable and superior product (Siagian & Cahyono, 2014).

H₂: There is a significant relationship between brand image and purchase decisions.

Product Innovation on Purchasing Decisions

Achieving strategic competitiveness is realized if the company succeeds in formulating and implementing a value creation strategy according Hitt, Ireland & Hoskisson (Badi, 2018). Sustainable competitive advantage is attained when companies prioritize innovation, fostering heightened levels of competitiveness amidst market dynamics. However, challenges may arise for interlearning organizations regarding marketing orientation, stemming from factors such as a lack of competitive differentiation, complacency with the status quo, and uneven access to customer information. While companies may recognize the significance of market orientation, they may struggle to translate this awareness into tangible performance outcomes because of insufficient expertise.

Companies must proactively cultivate competitive advantages in the face of intense competition. Collaborative efforts aimed at enhancing competitiveness have proven to be a profitable strategy, enabling companies to vie more effectively in the marketplace (Djodjoko & Tawas, 2014).

H₃: There is a significant relationship between product innovation and purchasing decision.

Purchasing Decisions on Customer Value

Consumer decision-making to purchase a product begins with awareness of the consumer's own needs and desires. Next, consumers look for information about the products they want. The product information search process is carried out by

collecting all information related to the desired product from various sources and then selecting the available alternatives (Laura & Ringo, 2017). Purchasing decisions are decisions to continue purchasing or not continue to purchase a product as a choice of action from two or more alternative choices (Kotler & Keller, 2018).

H₄: There is a significant relationship between purchase decisions and customer value.

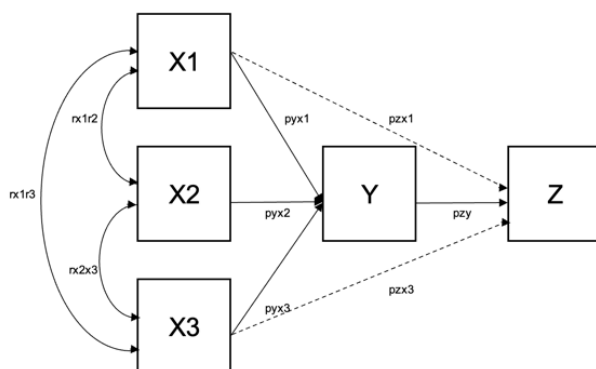
2. Research Methods

The population for this study comprises individuals who have organized wedding events utilizing wedding organizer services for both ceremony and reception on the same day in Sukabumi City and Kab. Sukabumi, 2017–2021. The determined population is projected against the sample selection, which is organized based on user capacity and available vendor capacity using percentages derived from primary and secondary data, including expert input in the field. The number of samples after using the Slovin formula above resulted in approximately 294 users being sampled. The sample was divided as follows.

- a. Sample of wedding organizer users in Sukabumi City: 132 users (45 %)
- b. Sample of wedding organizer users in North Sukabumi Reg (KSU): 71 users (24 %)
- c. Sample of wedding organizer users in Sukabumi Pajampangan Reg: 38 users (13 %).
- d. The sample of wedding organizer users in Sukabumi Main District is 53 users or 18%.

In this study, the author investigates five variables, including three independent variables: marketing communications, brand image, and product innovation, one intervening variable (purchase decision), and one dependent variable (customer value). The method chosen for this study was a descriptive verification method using a quantitative approach. The descriptive method involves describing independent variables, either individually or collectively, without making comparisons or seeking correlations with other variables. On the other hand, the verification method entails conducting research on a specific population or sample

to test predetermined hypotheses. Through this approach, the author aimed to elucidate the relationships between the variables and validate the hypotheses proposed in this study.



Picture 2.1. Research Model

The research model used in this study describes the relationship between three independent variables, namely Marketing Communication (X1), Brand Image (X2), and Product Innovation (X3), on Purchase Decision (Y) as an intervening variable, which further affects Customer Value (Z) as a dependent variable. The relationship between the independent and intervening variables is shown by a path that indicates the direct influence of Marketing Communication, Brand Image, and Product Innovation on Purchase Decisions, represented by the parameter values pyx_1 , pyx_2 , and pyx_3 . The influence of Purchase Decisions on Customer Value is indicated by the pzy parameter.

In addition to direct influence, the model also tests the indirect influence of Marketing Communication, Brand Image, and Product Innovation on Customer Value, as indicated by the pzx_1 , pzx_2 , and pzx_3 parameter paths. However, the correlation between the independent variables $rx_{1 \times 2}$, $rx_{1 \times 3}$, and $rx_{2 \times 3}$ indicates the existence of a simultaneous relationship between them. The analysis in this study uses a quantitative approach with the Structural Equation Modeling (SEM) method to test the relationship between variables and confirm the formulated hypothesis.

3. Result and Discussion

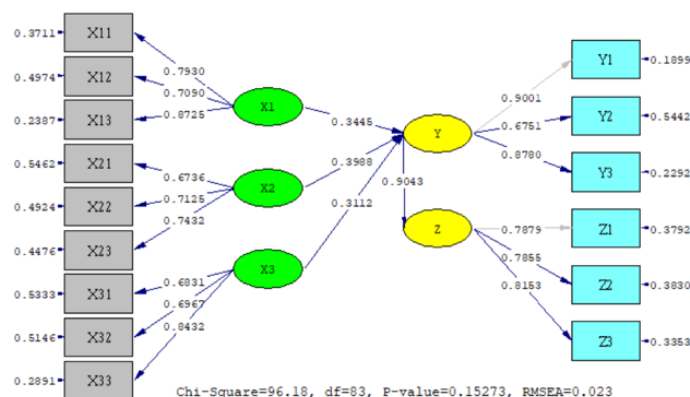
The majority of consumer respondents who have utilized wedding organizer services in the Sukabumi area

are women, comprising approximately 64.29% (189 respondents), while men account for 35.71% (105 respondents). Regarding age distribution, the largest proportion of respondents fell within the age range < 30 years, constituting

approximately 50.34% of the total. Respondents aged between 31 and 40 years ranked second, comprising 44.22% or approximately 130 respondents. Respondents aged over 41 years represented a smaller percentage (approximately 5.44%), or around 16 respondents.

Based on the education level of the respondents, the questionnaire categorized respondents into four stages: SMA/SMK, Diploma, Undergraduate, and Postgraduate. The data collected from distributing questionnaires revealed that approximately 15.31% of the respondents, or 45 individuals, were graduates of SMA/SMK. Approximately 20.07% of the respondents, or 59 individuals, were diploma graduates. The majority of respondents (approximately 59.52% or 175 individuals) held bachelor's degrees, while approximately 5.10% of respondents, or 15 individuals, held master's degrees.

The questionnaire classified occupations into four categories: civil servants/Polri/TNI/BUMN, private employees, entrepreneurs, housewives, and students. From the distributed questionnaires, it was found that approximately 19.73% of the respondents (58 individuals) were civil servants/Polri/TNI/BUMN employees. Approximately 55.44% of the respondents, or 163 individuals, were private employees or entrepreneurs. Housewives accounted for approximately 15.31% of respondents (45 individuals), while students comprised approximately 5.10% of respondents (28 individuals).



Picture 3.1 Variable Relationship Structure

From the results of data processing, the coefficient of determination, represented by an R-squared (R^2) value of 0.7244, indicates that the variables Marketing Communication, Brand Image, and Product Innovation collectively explain approximately 72.44% of the variance in Purchasing Decisions. This implies that these variables significantly influence purchasing decisions. However, it is important to note that there may be other factors influencing purchasing decisions beyond marketing communication, brand image, and product innovation, as evidenced by the remaining error variance of 0.2756 or 27.56%. Considering that the coefficient of determination has a positive effect, the proposed conceptual hypothesis was tested and accepted.

Z	Z ₁	0,790	0,624	0,376	0,842	0,640
	Z ₂	0,790	0,624	0,376		
	Z ₃	0,820	0,672	0,328		

The AVE value at the dimension and variable levels is greater than 0.5, so it can be concluded that all dimensions and variables are valid. The CR value at the dimension and variable levels is greater than 0.7, so it can be concluded that all dimensions and variables are valid.

In accordance with the data processing carried out with the Lisrel Program and the hypothesis that has been proposed for structural model 1, the following equation is obtained:

$$Y = 0.3445 \cdot X_1 + 0.3988 \cdot X_2 + 0.3112 \cdot X_3, \text{ Errorvar.} = 0.2756, R^2 = 0.7244$$

(0.0462)	(0.0531)	(0.0422)	(0.0421)
5.9013	6.3815	5.6412	6.7521

Table 3.1 CFA Variabel Table

Item	λ	λ^2	e	CR	VE	
X ₁	X ₁₁	0,790	0,624	0,376	0,834	0,628
	X ₁₂	0,710	0,504	0,496		
	X ₁₃	0,870	0,757	0,243		
X ₂	X ₂₁	0,670	0,449	0,551	0,750	0,500
	X ₂₂	0,710	0,504	0,496		
	X ₂₃	0,740	0,548	0,452		
X ₃	X ₃₁	0,680	0,462	0,538	0,786	0,553
	X ₃₂	0,700	0,490	0,510		
	X ₃₃	0,840	0,706	0,294		
Y	Y ₁	0,900	0,810	0,190	0,864	0,682
	Y ₂	0,680	0,462	0,538		
	Y ₃	0,880	0,774	0,226		

Based on the above equation, the following can be explained.

- Purchasing Decisions (Y) are positively influenced by Marcomm (X₁) with a path coefficient of 0.3445, positively influenced by Brand Image (X₂) with a path coefficient of 0.3988, and positively influenced by Product Innovation (X₃) with a path coefficient of 0.3112.
- The marketing communication path coefficient (X₁) on purchasing decisions (Y) is 0.3445, meaning that if marketing communications increase, purchasing decisions will increase by 0.3445 units, or marketing communications contribute to purchasing decisions by 0.3445 units.

- c. The path coefficient for Brand Image (X_2) on Purchasing Decisions (Y) is 0.3988, meaning that if brand image increases, purchasing decisions will increase by 0.3988 units, or brand image contributes to purchasing decisions by 0.3988 units.
- d. The path coefficient for Product Innovation (X_3) on Purchasing Decisions (Y) is 0.3112, meaning that if product innovation increases, then purchasing decisions will increase by 0.3112 units, or product innovation contributes to purchasing decisions by 0.3112 units.
- e. The R^2 (R Squared) value obtained from data processing is 0.7244, which means that Marketing Communication, Brand Image and Product Innovation influence purchasing decisions by 72.44 %.

A determination coefficient, commonly denoted as R^2 , which has been

calculated to be 0.7244 based on the results obtained through the rigorous data processing methodologies, signifies that the combined and interrelated influences of Marketing Communication, Brand Image, and Product Innovation collectively account for a substantial 72.44% of the variance observed in Purchase Decisions. This finding further implies that there exists a range of additional factors that contribute to the remaining 27.56% of the unexplained variance in the context of consumer purchase decisions, thereby highlighting the multifaceted nature of the decision-making process. Consequently, the conceptual hypothesis that has been proposed within this framework is not only validated by these empirical findings but is also deemed acceptable, particularly in light of the affirmative impact indicated by the determination coefficient.

Table 3.2 Direct and Indirect Influence

Variable	Path Co	Direct Inf	Indirect Influence			Total Indirect Influence	Total Influence
			X1	X2	X3		
X1	0,3445	11.87%		7.28%	4.50%	11.78%	23.65%
X2	0,3988	15.90%	7.28%		5.71%	12.99%	28.89%
X3	0,3112	9.68%	4.50%	5.71%		10.21%	19.90%
Total Influence X1, X2, X3 to Y							72.44%
Epsilon							27.56%

The following is an explanation of the above table:

- a. The contribution of marketing communication variables' direct influence on purchasing decisions is 11.87%, indirect influence through brand image is 7.28%, and indirect influence through product innovation is 4.50%; thus, the total influence of marketing communication on purchasing decisions is 23.65%. This shows that, to increase purchasing decisions, better marketing communications, a good brand image, and product innovation are needed.
- b. The contribution of the brand image variable's direct influence on purchasing decisions is 15.90%, the indirect influence through marketing communications is 7.28%, and the indirect influence through product

innovation is 5.71%; thus, the total influence of brand image on purchase decisions is 28.89%. This shows that without good brand image, marketing communications, and product innovation, it is difficult to improve product purchasing decisions.

- c. The contribution of the direct influence of product innovation variables on purchasing decisions is 9.68%, the indirect influence through marketing communications is 4.50%, and the indirect influence through brand image is 5.71%; thus, the total influence of product innovation on purchase decisions is 19.90%. This shows that product innovation, supported by marketing communications and brand image, increases product purchasing decisions.

- d. Brand image had the greatest influence on purchasing decisions (28.89 %). It can be concluded that if every consumer makes a high purchasing decision, they must consider a good brand image. However, the contribution of other variables examined in this research also had a significant influence, namely, the marketing communication variable (23.65 %) and product innovation (19.90 %).
- e. Marketing communication, brand image, and product innovation simultaneously influence Purchasing Decisions by 72.44%. Meanwhile, the remaining 27.56% were influenced by other variables outside this research model.

In accordance with the data processing carried out with the Lisrel program and the hypothesis proposed for the structural model, the following equation is obtained:

$$Z = 0.9043*Y, \text{ Errorvar.} = \begin{matrix} 0.1840 & 0.8260 \\ (0.060) & (0.042) \\ 14.95 & 4.32 \end{matrix}$$

Based on the above equation, the following can be explained.

- a. Customer value (Z) is positively influenced by Purchase Decisions (Y) with a path coefficient of 0.8260.
- b. The purchasing decision path coefficient (Y) on customer value (Z) is 0.8260, meaning that if purchasing decisions increase, customer value will increase by 0.8260 units, or purchasing decisions contribute to customer value by 0.8260 units.
- c. The R² (R Squared) value obtained from data processing is 0.8260, which means that purchasing decisions have an influence of 82.60% on customer value.

4. Conclusion

Based on the results of research conducted on the influence of marketing communications, brand image, and product innovation on purchasing decisions, and their implications for customer value for users of wedding organizer services in Sukabumi City and District, the following findings were obtained:

- a. Marketing communication has an influence on purchasing decisions of 23.65%, and the direct influence has a greater value than the indirect influence

with the contribution of brand image and product innovation variables.

- b. Brand image has an influence on purchasing decisions of 28.89%, and the indirect influence of marketing communication variables and product innovation has a smaller value than direct influence.
- c. Product innovation has an influence on purchasing decisions of 19.90%, and the indirect influence of marketing communication variables and product innovation has a smaller value than the direct influence.
- d. Purchasing decisions influence customer value by 82.60%. The dimension of stability of a product with the highest value, regarding the stability of this product, is supported by marketers who can explain it in detail for consumer understanding in more detail.

Suggestions for future research can use other variables as independent variables to test purchase decisions. If only the purchase decision variable is used as an intervening variable, other studies may try to be a moderator variable. This research is still very broad and can be explored and embedded in other service-product objects.

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