The study of 7ps marketing mix on purchase intention in the home renovation service industry using PLS-SEM approach

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Abstract

The increasing demand for home renovation service, coupled with the growing number of households in Indonesia, has also increased competition in this sector. Businesses whose revenue depends on new projects require the right marketing strategy to increase customer acquisition, and purchase intention is a crucial step in this process. This study aims to determine 7P marketing mix elements effect on purchase intention in a renovation service company. A quantitative approach was used in this study, involving 144 collected samples who had home renovation plans and lived in Magelang, Yogyakarta, Solo, and the surrounding areas. The data collected were analyzed using SmartPLS4. The results showed that price and promotion significantly influenced purchase intention using home renovation services. Price had the highest impact in influencing purchase intention. While, product, place, people, process, and physical evidence did not significantly influence purchase intention. This study contributes to marketing theory by extending the 7Ps framework to the small-scale construction context, where service tangibility and project-based transactions dominate decision-making. The findings highlight that in the home renovation industry, price and promotion drive purchase intention more strongly than people or process, suggesting the need to adapt traditional marketing mix models for project-based services.

Keywords: construction industry, SEM PLS, marketing mix, purchase intention

Introduction

The need for adequate housing in Indonesia is increasing. This is driven by the annual growth of 700,000 to 800,000 new households Perkim (2025), and it has become a golden opportunity for construction businesses to take part in the potential construction market in Indonesia. However, the growth trend of the construction market at the national level not only creates opportunities, but also increases market rivalry at the local level. There are so many construction service providers in Indonesia which still struggle to acquire new projects, especially in Magelang. One of the companies that feels this is Vitruvian Indonesia. Vitruvian Indonesia is a Design and Build Contractor which was established in August 2023. Vitruvian Indonesia provides integrated services from architectural design to construction services.

Residential construction service industry, which consist of home building, home renovation, and architectural design services, is a business sector characterized by high dynamics and a significant level of competition. Based on Google Maps capture in 2025 (Figure 1), there are 18 active construction businesses in Magelang offering services from architectural design to home renovation and build. It shows that the competition between the construction industry in Magelang is quite high, where a strong marketing strategy becomes critical for a new player to spread brand awareness and build trust. For a relatively

new company like Vitruvian Indonesia, navigating this competitive landscape to consistently acquire new projects presents a significant challenge.

Figure 1. Distribution of Residential Building Construction Services in Magelang
Source: Google Maps (2025)

As a company whose business model depends on project acquisition, the capacity to consistently obtain new projects isn't only important for operational continuity but also an absolute prerequisite for realizing the company's expected business growth ambitions in the future. In spite of the fact that it has been actively operating for more than one and a half years and has made various efforts, the rate of new project acquisition by Vitruvian Indonesia is still below expectations to support sustainable growth. To address these issues, companies need a strong marketing strategy. One framework that can be used in designing a marketing strategy is the marketing mix. Therefore, this study will examine how marketing mix elements influence purchase intention.

The marketing mix is a popular tool in marketing management which could help create business plans and become a guideline to design what they will offer and deliver to customers (Kotler et al., 2017). Initially, the marketing mix was known for its 4P framework (McCarthy, 1978). Then it has developed into a 7P framework which consists of Product, Price, Place, Promotion, then People, Process and Physical Evidence complement marketing strategies (Ghabban, 2025).

Sulaiman et al. (2017)argued that Product has a relevant positive effect on purchase intention. The better the standard of the product, the concerns about the product failing will decrease, which will result in increased purchase intention (Utami et al., 2024). According to the research from Alharbi (2025) about the role of social cultural factors in consumers' adoption of innovative green products, the result agreed that perceived product quality is positively effect on purchase intention. Seal et al. (2024) on their study in exploring buying intention and brand loyalty of millennials and gen z toward sustainable beauty and personal care products also found that product has a positive impact on purchase intention. Study

from Park et al. (2022) about the effect of brand credibility on search and credence goods also found that product positively influence the purchase intention.
H1: Product has positive correlation on purchase intention

Putri et al. (2022) and Al-Dmour et al. (2022) found that Price, which is the depiction of the value, significantly affects customer purchase intention. Saleh et al. (2024) who studied about the customer purchase intention on electric vehicles in Palestine, stated that price has positive influence in purchase intention. Based on the research from Cheewajaroenkul et al. (2022) about factors affecting tourist's intention to purchase environmentally friendly sunscreen price also found that price positively affect purchase intention. Most customers believe that the higher the price, the better the quality, which increases the perception of a product or service as being worth taking, thereby increasing their purchase intention (Levrini & Jeffman dos Santos, 2021).
H2: Price has positive correlation on purchase intention

Based on the research of Ho et al. (2022), Chai et al. (2017) and Cheewajaroenkul et al. (2022), Place has positive effects on customers' purchase intention. According to the research from Al-Dmour et al. (2022) about the marketing mix on women's purchasing intention of children's dietary supplements, found that place has significantly and positively effect on purchase intention. Place directly affects customers' convenience and ease of transactions because when a service is easy to find and reach, their willingness to interact with service providers will increase, thereby increasing purchase intention (Hariyadi et al., 2018).
H3: Place has positive correlation on purchase intention

Sulaiman et al. (2017) stated that promotion positively affects purchase intention. According to Ramizares et al. (2024) on the research about the role of brand equity and decoy effect on actual purchase of insulated water, stated that promotion has the most significantly impact on purchase intention. Another research from Beyari (2024) about women's purchasing behavior using mobile application found that promotion became one of the marketing mix elements that buying behavior. Buying behavior is an outcome that appears after purchase intention, so the finding indirectly support the statement that promotion could enhance purchase intention. Syukur et al. (2021) who studied about purchase intention of halal packaged food among non-Muslim consumers in Thailand also found promotion has positively significant influence on purchase intention. Promotion effectively encourages customer interests, reduces perceived risk, and creates urgency (Thamanda et al., 2024).
H4: Promotion has positive correlation on purchase intention

Following the findings of Wang (2023), "people" significantly enhances purchase intention in the script killing industry. The service quality, interaction, and support provided by the team of service providers influences customer perceptions and trusts, which increases purchase intention. According to Chai et al. (2017) from the research about determining the effects of marketing mix on customers' purchase decision using the grey model GM (0,N), explained that people element significantly influence purchase decision

which is the stage after purchase intention. Key service quality such as reliability, tangibility, responsiveness, empathy affect how customers perceive overall the service experience (Liao et al., 2022).

H5: People factor has a positive correlation on purchase intention

According to Wang (2023) the process has significantly influenced purchase intention. Kusi et al. (2018) also found in their study about impact of celebrity advertising on purchase intention of college students, that process has positive relation with purchase intention. In the research from Choi & Jin (2015) about web marketing mix in China, found that the process, which is represented by trust and social relation, has significantly positive correlation with purchase intention. A smooth, efficient, and customer-friendly services process enhances overall customer trust and confidence in the purchase (Liao et al., 2022).

H6: Process has positive correlation on purchase intention

Physical evidence involves factors like the facility's design, cleanliness, layout, signage, and other physical aspects that influence overall impression which help customers assess the service provider before purchase (Atılgan & Koç, 2023). According to Walean et al. (2020) physical evidence exerts a significant positive effect on purchase intention. Another research from Seeharat et al. (2025) about relationship between marketing strategies, sustainable attitude, and insect-based ice cream purchase propensity, found that physical evidence which is one of marketing mix elements, significantly support purchase intention. Based on the research from Ip and Liang (2024) about pork consumption in Taiwan and Japan, found that in Taiwan physical evidence has significantly positive impact in purchase intention.

H7: Physical Evidence has positive correlation on purchase intention

Although the marketing mix framework has been widely applied in consumer goods and service industries, limited research has examined its relevance in project-based service sectors such as construction industry Naranjo et al. (2011), where purchase decisions involve high perceived risk and long-term engagement. This research gap motivates the present study to empirically test whether the 7Ps framework remains a valid predictor of purchase intention in the small construction business context.

This study aims to help construction service providers in Magelang in strengthening their marketing strategies using the marketing mix. Although research on the relationship between marketing mix has been conducted extensively, there is not much research that focuses on the construction industry. This study examines the purchasing intentions of the target market, especially people who are planning to renovate their homes, and then identifies a proper potential marketing mix strategy that can be implemented by construction service providers in Magelang.
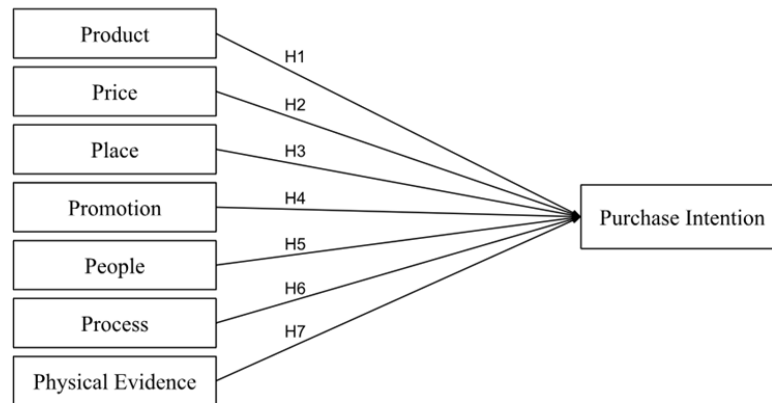
Figure 2. Theoretical Framework

Methods

This research uses a quantitative approach. Research with a quantitative approach aims to quantify data and generalize findings from a research sample (Ghanad, 2023). The study about the influence of 7Ps marketing mix elements in purchase intention for home renovation service was conducted in Vitruvian Indonesia operational area, namely Magelang, Yogyakarta, Solo and surrounding. Data collection was carried out using a sample survey methodology. Sample selection in this study used purposive sampling. Purposive sampling is a technique used by researchers to collect data that meets the criteria specified in the research (Memon et al. 2025). The criteria used by the researchers in selecting the sample included the following:

a. Respondents living in Magelang, Yogyakarta, Solo, and the surrounding areas.

b. Respondents were potential clients, namely those planning home renovations.

c. Respondents interested in using home renovation services.

Researchers collected data using a questionnaire. The questionnaire used a Likert scale of 1-5 and was developed using Google Forms. The links were distributed via direct messages on WhatsApp and Instagram. The questionnaire consisted of four main sections. The first section consists of three screening questions to filter appropriate participants. The second part comprises nine questions collecting the information about the respondents' background characteristics. The third section consists of 21 questions about marketing mix elements that were adopted from prior study by Nowakowski (2024), Walean et al. (2020), Nugroho and Irena (2017), Rosmalina et al. (2025), and Chana et al. (2021), and the last section consists of 3 questions about purchase intention that were adopted and modified from the research of Chen et al. (2016). The details are represented in Table 1.

Before we distributed the questionnaire, we conducted a pilot test to evaluate the validity and reliability of the questionnaire tool. We tested the questionnaire to 30 people then analyzed it using SPSS. In this test, we do a validity test and reliability test. After the questionnaire items are declared valid and reliable based on the test, we distributed the questionnaire and the collected data were analyzed using the Partial Least Square (PLS) model by utilizing SmartPLS4 software. According to Saleh et al. (2024) PLS-SEM is an appropriate method for examining the determining factors influencing purchase intention. It is also predictive-oriented and accommodates data analysis with a relatively small sample size. In practice, this method involves two main stages: the measurement model (outer model), which includes validity and reliability tests, and the second stage, the structural

model (inner model), which involves hypothesis testing. The exploratory objective is to identify factors influencing purchase intention. The variables targeted for exploration in this study are the 7Ps marketing mix elements: product, price, place, promotion, people, process, and physical evidence. Previously, descriptive analysis was also conducted in this research to find out how each variable is perceived by respondents.

According to Hair and Sabol (2025) and Sarstedt et al. (2021), all questionnaire statement items are said to be valid if the Average Variance Extracted (AVE) exceeds 0.50. Reliability is achieved when the instrument records a Cronbach's alpha above 0.70 Savitri et al. (2021) and Composite Reliability with an ideal value >0.70 (Hair & Sabol, 2025; Sarstedt et al., 2021). Based on the initial validity and reliability test, all questionnaire items are valid and reliable. All of the questionnaire elements have AVE >0.50, Cronbach's Alpha >0.70, and the CR >0.70.

Table 1. Construct and Measurement Items.

Construct	Measurement Items	Sources
Product (P1)	(P1.1) The results of the renovation increase the aesthetic value/beauty of the house (P1.2) Renovations make the layout look more efficient (P1.3) The renovation results give the impression that this service was carried out professionally	(Nowakowski, 2024)
Price (P2)	(P2.1) The prices offered are still affordable (P2.2) The prices offered by Vitruvian Indonesia are in line with the quality of the materials and services (P2.3) The prices offered are in line with market standards	(Walean et al., 2020)
Place (P3)	(P3.1) The Vitruvian Indonesia office is located on a main road in the city (P3.2) The Vitruvian Indonesia office is located not far from my location (P3.3) The Vitruvian Indonesia office is accessible by public transportation	(Nugroho & Irena, 2017)
Promotion (P4)	(P4.1) Vitruvian Indonesia's advertising content is engaging (P4.2) Vitruvian Indonesia's promotional content increases trust in Vitruvian Indonesia's services (P4.3) Social content increases interest in using Vitruvian Indonesia's services	(Nugroho & Irena, 2017)
People (P5)	(P5.1) The Vitruvian Indonesia team is friendly and courteous in serving clients (P5.2) The Vitruvian Indonesia team responds quickly to clients (P5.3) The Vitruvian Indonesia team works professionally	(Walean et al., 2020)
Process (P6)	(P6.1) The home renovation service flow at Vitruvian Indonesia is quite clearly structured (P6.2) The home renovation process at Vitruvian Indonesia seems professional	(Rosmalina et al., 2025)

Physical Evidence (P7)	(P6.3) The home renovation service at Vitruvian Indonesia seems transparent (P7.1) The Vitruvian Indonesia office layout is attractive (P7.2) The office design reflects Vitruvian Indonesia's emphasis on aesthetics (P7.3) The waiting room at the Vitruvian Indonesia office is comfortable	(Chana et al., 2021)
Purchase Intention (PI)	(PI.1) I intend to use Vitruvian Indonesia's services (PI.2) I am considering using Vitruvian Indonesia's services (PI.3) I plan to use Vitruvian Indonesia's services	(Chen et al., 2016)

Results and discussion

Data was collected from 201 participants who completed the questionnaire, but 57 did not pass the initial screening questions, leaving only 144 for analysis. The respondents who passed the analysis were those who planned to renovate their homes, were interested in using home renovation services, and resided within Vitruvian Indonesia's operational area.

Table 2. Sample Profile

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	45	31.25
	Female	99	68.75
Age	<25 years old	1	0.69
	25-34 years old	117	81.25
	35-44 years old	14	9.72
	45-54 years old	9	6.25
	55-64 years old	3	2.08
	>65 years old	0	0.00
Education Level	Primary and Secondary Education levels	12	8.33
	Diploma-level Education	9	6.25
	Bachelor's degree	106	73.61
	Master's degree or higher	17	11.81
Occupation	Student	2	1.39
	Entrepreneur	13	9.03
	Public Sector Employee	38	26.39
	Private Sector Employee	62	43.06
	Freelancer	16	11.11
	Homemaker	13	9.03
Average Monthly Income	Less than Rp 3 million	35	24.31
	Rp 3 million – Rp 6 million	64	44.44
	Rp 7 million – Rp 20 million	41	28.47
	Rp 21 million – Rp 40 million	4	2.78
	More than Rp 40 million	0	0.00

Planned Renovation Type	Minor Renovation	65	45.14
	Moderate Renovation	58	40.28
	Major Renovation	21	14.58
Costs Allocated for Renovation	Less than Rp 20 million	78	54.17
	Rp 21 million – Rp 40 million	21	14.58
	Rp 41 million - 60 million	15	10.42
	Rp 61 million - 100 million	13	9.03
	More than 100 million	17	11.81

Based on the data presented in Table 2, participants were predominantly female (68.80%), aged between 25-34 years (81.30%), with an average of bachelor's degree graduates (73.60%), most of whom worked in private companies (43.10%), with incomes between Rp 3,000,000-6,000,000 (44.40%). As for the type of renovation they were planning, the majority planned to do minor renovations (45.10%). Finally, most of them only allocated a budget of less than 20 million rupiah for renovation costs (54.20%).

Table 3 shows that the people variable (P5) is the variable with the highest AVE value (0.913), while the product variable (P1) has the lowest AVE value (0.696). Given that all constructs exhibit AVE values greater than 0.50, the instrument employed in this study can be deemed to have satisfactory convergent validity.

Table 3. Validity and Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	AVE	Description
Product (P1)	0.791	0.873	0.696	Valid and Reliable
Price (P2)	0.906	0.941	0.841	Valid and Reliable
Place (P3)	0.700	0.831	0.621	Valid and Reliable
Promotion (P4)	0.910	0.943	0.841	Valid and Reliable
People (P5)	0.953	0.969	0.913	Valid and Reliable
Process (P6)	0.866	0.918	0.789	Valid and Reliable
Physical Evidence (P7)	0.908	0.942	0.844	Valid and Reliable
Purchase Intention (PI)	0.857	0.913	0.779	Valid and Reliable

As shown in Table 3, every variable demonstrates a Cronbach's Alpha higher than 0.70 and a Composite Reliability above 0.70. It represents that the survey instruments used in this study demonstrated satisfactory internal consistency. Therefore, based on the validity and reliability tests of the survey data, the SEM PLS analysis can be continued to test the hypothesis. Descriptive statistics are utilized to provide an overview of the data's characteristics and distribution. This analysis focuses on exploring respondents' views regarding the elements of the marketing mix. The interpretation of the Likert scale (1–5) follows the guideline from Koo and Yang (2025), where the average score value of 1.00–1.80 indicates very low, 1.81–2.60 indicates low, 2.61–3.40 indicates moderate, 3.41–4.20 indicates moderately high, and 4.21–5.00 indicates high.

Table 4. Average Answer Score for Each Variable

Variable	Mean	Interpretation
Product (P1)	4.5972	High
Price (P2)	3.8056	Moderate High
Place (P3)	3.6389	Moderate High
Promotion (P4)	4.1713	Moderate High
People (P5)	4.2986	High
Process (P6)	4.4282	High
Physical Evidence (P7)	4.2917	High
Purchase Intention (PI)	3.7616	Moderate High

All of the variables are made up of three question items. Based on Table 4, three of the seven marketing mix variables have a 'Moderate High' interpretation, including price (3.8056), place (3.6389), and promotion (4.1713). Meanwhile, the product (4.5972), people (4.2986), process (4.4282), and physical evidence (4.2917) variables have a 'High' interpretation. This indicates the potential for marketing mix variables to influence purchase intention. Finally, the purchase intention variable has a score of 3.7616, which is interpreted as 'Moderate High', indicating the presence of prospective clients of Vitruvian Indonesia. In this study, the hypothesis testing focused on evaluating the t-statistic and p-value. Following the 5% significance threshold, a hypothesis is accepted if the t-statistic value lies beyond ±1.96 and the p-value is below 0.05 (Hamid & Anwar, 2019). According to these standards, only H2 and H4 were confirmed. Other hypotheses H1, H3, H5, H6 and H7 are rejected. The details represented in Table 5.

Table 5. Hypothesis Testing

Hypothesis	Variable	T-statistics	P-values	Result
H1	P1 -> PI	1.531	0.126	Rejected
H2	P2 -> PI	3.430	0.001	Accepted
H3	P3 -> PI	1.919	0.055	Rejected
H4	P4 -> PI	2.062	0.039	Accepted
H5	P5 -> PI	0.671	0.502	Rejected
H6	P6 -> PI	0.354	0.723	Rejected
H7	P7 -> PI	0.446	0.656	Rejected

The analysis results show that H1 is rejected, indicating that the product has no significant influence on purchase intention. Based on the data, the product variable (P1) has a t-statistic value of 1.531 (<1.96) and a p-value of 0.126 (>0.05). This means that even if the product is perceived positively by consumers, consumers do not necessarily have a strong urge to use Vitruvian Indonesia's services. This outcome contradicts the findings of Alharbi (2025), Park et al. (2022), Seal et al. (2024), and Sulaiman et al. (2017), who found a positive relationship between product and purchase intention. This difference can be caused by the different research contexts, where Alharbi researched green products, Park et al. researched search goods and credence goods, Seal et al. (2024) researched Beauty and Personal Care Products, Sulaiman et al researched online products, while in this research, it was researched about home renovation services. However, this research is in line with the

research by Vo et al. (2022) which stated that rather than product factors, functional and emotional factors have more influence on purchasing intentions. There may be other factors that influence this such as brand image (Le et al., 2026) and trust (Diwanji, 2026). Research by Sashima et al. (2026) shows that consumers have diverse needs and preferences, so not all consumers only see product quality as the main factor influencing their purchase intention. In fact, consumer needs and practical benefits, are more important considerations than the product's characteristics (Guo & Xiao, 2023).

H2 is accepted. For the Price construct (P2), the analysis showed a t-statistic of 3.430 and a p-value of 0.001, in accordance with the requirement for significance (t > 1.96; p < 0.05). Therefore, H2 is supported, suggesting that the higher the perception of price that matches the service, the higher the purchase intention. This finding is in harmony with the study by Le et al. (2026) who found a significant relationship between pricing and purchase intention in the context of eco-friendly household appliances. Another study from Al-Dmour et al. (2022), Cheewajaroenkul et al. (2022), Levrini dan Jeffman dos Santos (2021), Putri et al. (2022) and Saleh et al. (2024) also found that price has positive correlation with purchase intention. In fact, this factor is the most powerful primary factor influencing purchase intention compared to other factors. Regardless of the type of product or service offered, price considerations are the primary factor influencing purchase intention.

Based on the Table 5, the t-statistic value for the Place variable (P3) is 1.919 (<1.96) and the p-value is 0.055 (>0.50). Thus, H3 which states that place has a positive influence on purchase intention is rejected. This result show that place does not directly influence purchase intention. In the case of this research, the price variable measures how respondents assess the location, specifically assessing the accessibility of the office location for clients. Meanwhile, renovation services usually begin with initial communication via online messages (WhatsApp messages or Instagram Direct Messages), then a more detailed survey and consultation are carried out directly at the location where the project is being carried out. According to the research from Datu et al. (2025) about online behavior and the transformation of interpersonal communication in the social media era, it was found that nowadays people prefer to communicate online rather than in person, so place is not the main determining factor that drives purchase intention. This contrasts with the findings of (Ho et al., 2022; Al-Dmour et al., 2022; Chai et al., 2017; Cheewajaroenkul et al., 2022; Hariyadi et al., 2018). However, these results show a consistency with previous studies which highlight that consumers focus more on service quality and the image of the company rather than geographic location as factors influencing purchase intention for service-related purchases (Liao et al., 2022). In the context of home renovation service, the service is delivered at the client's home, so the place of the company is not really considered in selecting home renovation services.

H4 is accepted. The analysis shows that the Promotion construct (P4) has a t-statistic of 2.062 and a p-value of 0.039, meeting the threshold for significance. Therefore, H4 is supported, suggesting that Promotion exerts a significant effect on Purchase Intention. This result aligns with the findings of Sulaiman et al. (2017), Thamanda et al. (2024), Beyari (2024), Ramizares et al. (2024), and Syukur et al. (2021) who similarly observed that promotional strategies positively affect consumers' purchase intention. Other studies also found the same facts, particularly Zhou and Tong (2022) study, which found that promotion is the most influential factor in influencing purchase intention, often even more so than

product popularity and characteristics. Zhang et al. (2017) added that promotion influences purchase intention by increasing perceived benefits and enhancing trust. Even in the context of online live shopping, promotions also have a positive influence on purchase intention, this is because informative promotions are proven to be able to foster positive emotions which ultimately increase purchase intention (Utomo et al., 2025).

Table 5 which contains the analysis results show that the People variable (P5) recorded a t-statistic value of 0.671, which is below the critical value of 1.96, and a p-value of 0.502, which exceeds 0.05. Therefore, the H5 which stated the positive relationship between People and Purchase Intention is rejected. This shows that people do not directly influence purchase intention. This means that even if people are perceived well by consumers, this does not mean that people will have a strong desire to purchase, there may be other factors that influence this. This is not aligned with the research by Chai et al. (2017) and Wang (2023). This could happen because the research objects are different, where Chai et al. (2017) studied coffee shop consumers and Wang (2023) conducted a study on the customer industry script killing which is totally different with the client of the home renovation industry. For coffee shop customers, coffee shops are not just places to drink coffee but also social and relaxation spaces so that good service is important for them, thus in the context of research conducted by Chai et al. (2017), people factors influence purchase intention. Meanwhile, in the script killing industry, it is explained that customers are oriented towards entertaining experiences and have high social interactions (Wang, 2023), so it is natural that in this context, people have a significant influence on purchase intention. However, He and Qian (2023) confirmed that people are not always a significant factor in influencing purchase intention. Homeowners are more influenced by friends, family, and neighbors in choosing home renovation services. Furthermore, purchase intention is more influenced by financial factors than people (He & Qian, 2023; Wilson et al., 2014).

From the analysis results on Table 5, the process variable (P6) has a t-statistic value of 0.354 (<1.96) and a p-value of 0.723 (>0.05). Thus, H6 which states that process has a positive correlation with purchase intention is rejected. These results indicate that the process in home renovation services does not directly influence purchase intention. This means that even if the process is perceived well by the client, the client may not necessarily have a purchase intention. There are many factors to consider, especially for high-involvement products (Tan & Md. Noor, 2025). These results differ from research conducted by (Choi & Jin 2015; Kusi et al., 2018; Liao et al., 2022; Wang 2023). Choi and Jin 2015) research explains that the main factors influencing purchase intention in e-commerce services focus more on trust, which is simpler and not as much about technical and emotional aspects as in the context of home renovation. Meanwhile, in Kusi et al. (2018) research, which examined telecommunications services where the level of involvement was classified as low to moderate involvement, the factors influencing purchase intention were much simpler than in home renovation because purchase intention was triggered by advertising and promotions alone, not multi-factor considerations. In Liao et al. (2022) research which examined mobile phone products, the factors influencing purchase intention were relatively complex but still based on perception and emotion, not a multi-stage process like home renovation. And in Wang (2023) research on the script killing industry, quite a few factors influence purchase intention, but they are hedonic in nature, not high-risk decisions like home renovations. In the home renovation service, the process

itself does not influence purchase intention because potential clients are typically more concerned with outcomes and tangible benefits, such as value and quality, than with procedural aspects of home renovation. Instead, financial considerations and the company's reputation influence potential customers' purchase intention when purchasing or renovating a home (Poojary & Kumar, 2024; Yao et al., 2024).

The Physical Evidence variable (P7) recorded a t-statistic of 0.446 (<1.96) and a p-value of 0.656 (>0.05). Consequently, H7 is rejected, indicating that Physical Evidence does not significantly influence Purchase Intention. This finding contrasts with the results reported by Seeharat et al. (2025) and Walean et al. (2020), who found that physical evidence had a positive and significant impact on consumers' purchase intention. This could be happened because of differences in research context. Based on Seeharat et al. (2025) research on insect-based ice cream, consumers require strong evidence such as product appearance and a hygienic sales environment to create a sense of security for customers, so that physical evidence greatly influences purchase intention. Then, in Walean et al. (2020) research, it was stated that the retail industry, such as Carrefour, emphasizes the direct shopping experience through store appearance, product displays, cleanliness, lighting, and other facilities, so that in this case, physical evidence significantly influences purchase intention. However, this finding supports previous research, particularly research from Xiao et al. (2023), which stated that physical evidence does not influence purchase intention in home renovation unless supported by more significant economic motivation and social influences. Physical evidence can increase confidence post-purchase or during the renovation process, but not during initial purchase intention when compared to financial, motivational, and social influences. To evaluate the predictive validity of the structural model estimated through SEM-PLS, which reflects the model's ability to explain the variance of endogenous constructs. The R-squared value for the Purchase Intention (PI) variable is 0.379, suggesting that the Marketing Mix variables collectively account for 37.9% of the variance in Purchase Intention. Based on this result, the model can be categorized as having a moderate level of explanatory power.

This finding provides new knowledge in the implementation of the 7P marketing mix in the service industry, particularly home renovation services. Specifically, the analysis indicates that within the home renovation sector, only price and promotion exert a significant influence on customers' purchase intentions. These results imply that the classic 7Ps model may not fully capture the behavioral dynamics in high-involvement project-based services, where customer intentions are more influenced by financial considerations and information clarity than other factors. From a managerial perspective, this research provides practical guidance for small and medium-sized construction businesses. Considering that pricing and promotion are the two factors that most influence purchase intention, companies must be able to provide clear pricing and deliver promotions optimally. Given the limitations of small and medium-sized businesses, companies can focus on these two areas first. Managers are encouraged to focus marketing efforts on value communication and customer education, rather than solely on operational presentations.

Conclusion

This study focused on demonstrating the influence of the marketing mix offered by home renovation services in Magelang on purchase intention. The results showed that two

hypotheses were accepted, while five others were rejected. Based on the analysis, only price and promotion significantly influenced purchase intention. This could be happened because the respondents are potential customers, who have never used the service before and are just learning about the service for the first time, so price and promotion factors are the most important considerations.

This study found that product quality had no significant effect on purchase intention. The analysis identified several factors that may influence this result, including product type, functional and emotional factors, brand image, trust, consumer needs, preferences, and practical benefits. These factors may moderate the relationship between product and purchase intention. This study also showed that place has no significant effect on purchase intention. The analysis shows that people currently prefer communicating online rather than meeting in person, so place is not a primary factor influencing purchase intention. Furthermore, in the context of home renovation services, the service is delivered at the client's home. Therefore, it can be said that the type of product or service may moderate the relationship between place and purchase intention.

People also had no significant effect on purchase intention. The analysis shows that the importance of people on purchase intention depends on the type of product or service. The analysis found that purchase intention is more influenced by recommendations from close friends and financial factors. Therefore, product type, recommendations, and financial factors may moderate the correlation between people and purchase intention. For process variable, the results of this study found that process has no significant effect on purchase intention. The analysis shows that consumers consider more factors for high-involvement products than for low-involvement products. It is possible that product type moderates the relationship between process and purchase intention. Physical evidence also has no significant effect on purchase intention. The findings differ from research for ice cream shops and the retail industry, where physical evidence significantly influenced purchase intention because consumers considered cleanliness, comfort, and a sense of hygiene. This difference suggests that the relationship between physical evidence and purchase intention may be moderated by the type of product or service.

This research is limited to the home renovation industry and focuses on a single company and respondents from a limited region, which may limit its generalizability to other industries or companies. Future research could involve multiple companies and a broader range of respondents to allow for greater generalizability. This study only used 7Ps marketing mix elements (product, price, place, promotion, people, process, physical evidence) to analyze factors influencing purchase intention. Other variables that may influence purchase intention, such as product type, functional factors, emotional factors, brand image, trust, consumer needs, preferences, practical benefits, recommendations, and economic motivation, were not included. Future research is recommended to add these variables to obtain more comprehensive results in understanding purchase intention.

Based on the results of the hypothesis testing, companies are advised to focus on two aspects that significantly influence purchase intention, namely price and promotion. Regarding price, companies are advised to provide detailed and transparent pricing information, while also considering flexible payment schemes and price adjustments based on customer segments. Meanwhile, regarding promotion, companies need to strengthen the message they want to convey to clients with content that is more informative, credible, and

relevant to their needs. In this regard, companies can utilize testimonials, work documentation, and the creation of educational content. Furthermore, companies can optimize digital channels to increase awareness and reach customers.

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