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PURCHASE INTENTION
VEGETABLES IN RETAIL WEST
JAKARTA

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ANALYSIS ADVERTISING, SALES PROMOTION, PERSONAL SELLING AND DIRECT SELLING ON PURCHASE INTENTION VEGETABLES IN RETAIL WEST JAKARTA

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Abstract. This study has a gap that organic products, especially vegetables, are less attractive to housewives. Even though organic food is needed by the body so that it is always healthy, but as prices are more expensive than non-organic vegetables, consumers tend to consume non-organically. If we have heard that organic rice from Tasikmalaya has been exported to America, Germany and Switzerland, why don't we consume it. The purpose of this study is to test if organic vegetables are offered through advertising, sales promotion, personal selling and direct marketing is possible for consumers to intend to buy so that organic consumers expand and the number increases. With the addition of organic consumers, the farmers will increase their profits and by helping farmers change non-organic farming into organic vegetables. In accordance with the theory if a marketing strategy is developed into a holistic possibility, consumers who do not know about organic information will consider consuming organic products. It is hoped that farmers will increase innovation with appropriate technology and promote training in both rice and organic vegetables. This study uses a survey method, with respondent housewives or fathers who are concerned with family health. The research sample is consumers who have never consumed organic and are shopping at a retail store in West Jakarta. The research sample amounted to 113 consisting of 51 men and 62 women. The results of the study show that advertising and direct selling affect consumer purchase intentions, while sales promotion and personal selling do not affect consumer purchase intentions. Theoretical contribution is to add insight to researchers about the Integration of Marketing Communications as teaching materials.

Keywords: Advertising, Sales Promotion, Personal Selling, Direct Selling, Purchase Intentions, Organic Vegetables

Introduction

Organic Food Products are the latest trend for marketers because consumers show a special interest in organic food. Awareness of an individual's healthy lifestyle leads to buying organic food. But keep in mind the influential determinants as a form of decision to buy organic food. The first research problem is that consumers tend to consume less organic vegetables, in the case of cancer currently increasing in Indonesia. Second, according to (Lee, 2002), there has not been much research on organic food that has been promoted in an integrated manner. In addition, the findings of (Suh, 2008) suggest that sales promotion, personal selling, public relations, advertising, and direct marketing have a significant effect on purchasing decisions. Whereas Manengkey and Tielung showed that sales promotion did not have a significant effect on increasing sales. (Chryssohoidis & Krystallis, 2005) state that consumers tend to consume organic products more than 63% in Greece, some respondents are less satisfied with the availability of organic food. (Lobb, Mazzocchi, & Traill, 2007) suggest that consumers are concerned about the safety of non-organic products. Information on print and electronic media about organic products in Indonesia is felt to be lacking. While consumers with high income have not realized the benefits of organic products for health. The most influencing factor is the consistency of the availability of organic products, the price is more expensive than non-organic, this affects consumer purchase intentions on organic products.

The purpose of this study was to examine the effect of IMC on purchasing intentions of organic vegetables, given the findings of (Verbeke & Vackier, 2005) stating that purchasing experience was identified as an important factor influencing the purchase intention of organic products found in Belgium. Whereas Haab and (Ruswanti, Gantino, & Sihombing, 2019) found that demographic characteristics influence buying behavior of various organic products. The South Korean country found several problems related to concerns about the safety of non-organic food ingredients (Food Bank, 2005), they have high purchase intentions for organic products. (Suh, 2008) the majority of supermarkets have more value if they provide organic food. But the market and consumption of organic products are still limited compared to non-organic food ingredients. The demand for various organic vegetables does not increase. Integrated marketing communication theory has been developed in the United States namely Northwestern University in 1980. The development of integrated marketing communication in global marketing focuses on consumers from the West to the East. The IMC research wave pioneered by Prof. Don Schulth stated that the IMC model was implemented differently in each foreign market with unique and special. Whereas in China IMC was first introduced to China in the 1990s when the country developed rapidly in the digital market because marketers were looking for new and appropriate marketing strategies holistically. Whereas

in Korea the IMC developed in the early 2000s, this was due to the stagnation of the economy and the increasingly dense market.

They realize that marketing must focus on brands and strategies that are oriented towards consumers. The main idea of IMC's strategy is to create the best experience for consumers across different aspects of the promotion mix. IMC has been considered a gossip during the early period when it was first developed. After being observed and adopted by marketing and advertising institutions in accordance with the results of the study, it is suggested that producers and retailers if they want benefit, need to use an integrated marketing communication strategy. Integrated marketing communication as a strategic marketing management approach because of the effectiveness of marketing integration as a communication tool includes advertising, public relations, sales promotion, personal selling and direct marketing (Vantamay, 2011). This integration optimizes the impact of communication on the target customer. Integrated Marketing Communication is a revolutionary step because the culture of all departments and consultants has developed in the idea of separating advertising, direct marketing, sales promotion, personal selling and public relations to be customer-oriented in harmony (Berglof & Bolton, 2002). While the effect of information on consumers' willingness to pay more for organic natural chicken products was found by (Gifford & Bernard, 2011)

Literature Review

Advertising links, sales promotion, personal selling and direct selling on purchase intentions.

Patel and Chugan (2015) mention that creating ethical impacts from advertisements perceived by consumers plays an important role in motivating developing purchase intentions because they believe products are related to the green environment. The task of advertisers is to encourage customers to have awareness, knowledge, desires, references and purchases. Customers see a lot of advertisements every day, but only remember the preferred brands using electronic media such as the internet, online sales, television, radio and print media such as newspapers, billboard, magazines, catalog and others. The task of advertisers is to attract interest in the products offered. Advertisers can encourage prospective customers to intend to buy by providing product samples (Ruswanti et al., 2019). Experience in the buying process affects the intention to repurchase, if you are sure the product benefits are in accordance with consumer expectations. The importance of manufacturers makes new ways to increase purchases by offering through modern technologies such as online purchases so as to minimize operational costs (Ghale & Singh, 2015), (Ruswanti et al., 2019) Service organizations can use advertisements in the short term and long term, in the long run it is expected that consumers have the intention of repurchasing. Ruswanti (2016) found that positive attitudes towards entrepreneurship significantly influence positively on the intention of entrepreneurship.

H1: Advertising affects significantly the purchase intention

The findings of Manengke and Tielung (2015) show that sales promotion does not have a significant effect on increasing sales. Whereas Cole (2011) sales promotion is a method used in guiding customers from a situation that is less aware of the benefits of organic products to become aware of consuming. This is a way of communicating with individuals, groups or organizations to directly or indirectly facilitate the exchange of information and persuade consumers to accept the organic products offered. Sales promotion as an activity to encourage purchases and is an important element of marketing planning.

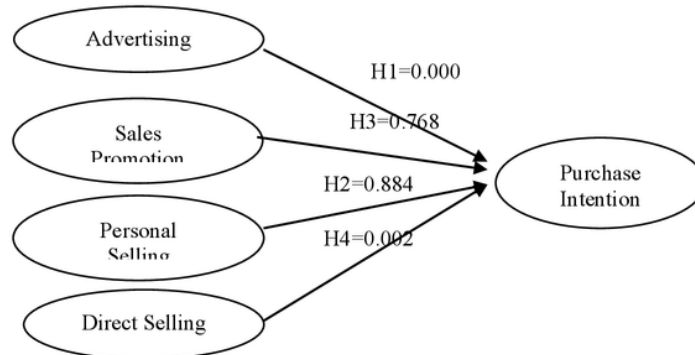
H2: Sales Promotion affects significantly the purchase intention

The development of marketing technologies such as the internet, online sales opened a social collaboration of communication media (Berglof & Bolton, 2002) This theory tries to pass the buying process disambiguity more honestly. Integrated Marketing Communication creates product and brand value and ensures consistency of messages sent through five dimensions that are accepted by consumers. Personal selling is an important element in ensuring the satisfaction of purchases and post-purchases in maintaining long-term relationships between buyers and sellers based on understanding and trust. (Murithi, 2015) and (Lee, 2002) suggested that personal selling can be done face-to-face or through technology via the internet or e-mail. Rapid technological advances over the past 30 years have changed the way consumers interact with organizations by telephone, correspondence. Manufacturers have integrated customer data in order to understand needs and provide satisfaction to customers. With satisfaction obtained by customers, of course, intend to repurchase the product or service offered.

H3: Personal Selling affects significantly the purchase intention

Direct selling through product offerings through price lists, correspondence (Kotler, 2012) Direct telephone marketing is very effective in influencing purchase intentions, especially information about products directly received by consumers can affect purchase intentions. While Muhanji and Ngari (2015) found that direct selling has an effect on sales of commercial bank performance. (Kotler, 2012) define direct selling including first distinguishing direct marketing from other types of marketing with sales. The second focuses on developing theory and testing on direct marketing as a specific area of marketing. The third direct marketing is more effective because it directly to various audiences, and is called an interactive marketing system that uses one or more advertising media to measure sales at every level.

H4: Direct Selling affects significantly the purchase intention



RESEARCH METHODS

The object of the research used in this study is organic rice. While the study population is all consumers who shop at Lotte Mart in June-August 2017. Furthermore, the sampling design in this study is judgmental sampling. There are two main criteria used in selecting respondents. First, respondents are consumers who are inside Lotte Mart in July-August 2017. Second, respondents have at least bought organic vegetable products in the last 6 months of June 2017. The number of samples in this study were 120 samples, but only 113 samples could be processed. This is because some respondents did not complete the questionnaire completely. Respondents consisted of 62 women and 51 male consumers who were shopping at West Jakarta retail stores.

Conceptual and Operational Definitions

In this study the indicators of the research variables were obtained from studies with previous similar studies. Specifically, indicators for measuring advertising (my organic promotion can be obtained from electronic and print advertisements totaling six indicators), personal selling (organic vegetables offered through individual sales totaling five indicators), sales promotion (organic vegetables offered by lottery, discounted, buying one can two indicators are five), and direct selling (I see information on organic vegetables through a price list of three indicators) a questionnaire adopted from (Suh, 2008) and four indicators for measuring intention were adopted from (Verbeke & Vackier, 2005)

Size Reliability and Validity

This study measures the reliability test using Cronbach's alpha analysis. Reliability is the level of consistency between measures in the questionnaire variable. Furthermore, reliability is an index that shows the extent to which a measuring instrument is reliable or reliable (Burn & Bush, 2005) So still according to (Burn & Bush, 2005) reliability shows whether respondents show the same response to identical questions. In this study, Cronbach's alpha used is above 0.7 (Hair, Black, Babin, Anderson, & Tatham, 2006) where it indicates that the variable is reliable. For testing the validity used in this study is construct validity. Validity is the ability of a constructor to measure accurately the concept being studied (Ho & Bodoff, 2017). Furthermore, construct validity states that the instruments tested are truly in accordance with the theoretical concept (Ho & Bodoff, 2017) Construct validity can be achieved if convergent validity and discriminant validity are achieved (Ho & Bodoff, 2017). From the results of the analysis obtained Kaiser-Meyer-Olkin value Measure of Sampling Adequacy in the KMO and Bartlett's Test box is greater than 0.567 this result shows valid because the KMO value exceeds 0.5. The results of the analysis test showed that the correlation value of each advertising factor of the six indicators showed 0.60 above 0.5. Based on the results of testing the validity of the factors concluded that all factors are valid as forming ad variables.

The results of the KMO and Bartlett's Test analysis are 0.609. In addition, a significance value of 0,000 is concluded that this instrument has met the valid requirements. Furthermore, the correlation results from each of these factors are classified as higher (> 0.5). The results of the analysis test show that the correlation values of each of the five Promotion Sales question factors show the results of 0.51. Factor validity testing concludes all valid factors as forming Promotion Sales variables. Analysis obtained by Kaiser-Meyer-Olkin value Measure of Sampling Adequacy in KMO and Bartlett's Test box is 0.518. This result shows a valid instrument because the KMO value has been more than 0.5. A significance value of 0,000 is concluded that this instrument has met the valid requirements. Furthermore, the correlation results from each of these factors are also classified as high (> 0.5). The results of the analysis test showed that the correlation value of each of the Personal Selling factors from the 3 indicators averaged 0.604. So that based on the results of testing the validity of factors it can be concluded that all factors are valid as forming Personal Selling variables. From the analysis results obtained the Kaiser-Meyer-Olkin value Measure of Sampling Adequacy in the KMO and Bartlett's Test box is 0.611. this result shows that this instrument is valid because the KMO value has exceeded 0.5. Besides that, the significance value is 0,000 so it can be concluded that this instrument has fulfilled the valid requirements.

Furthermore, the correlation results from each of these factors are also classified as high (> 0.5). The results of the analysis test show that the correlation value of each of the four Direct Selling indicators is equal to: 0.603. So that based on the results of testing the validity of factors it can be concluded that all factors are valid as a variable of Direct Selling. From the analysis results obtained the value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy in the KMO and Bartlett's Test box is 0.660. this result shows that this instrument is valid because the KMO value has exceeded 0.5. Besides that, the significance value is 0,000 so it can be concluded that this instrument has fulfilled the valid requirements. Furthermore, the correlation results from each of these factors are also classified as high (> 0.5). The results of the analysis test show that the correlation value of each of the four indicators of Purchase Intentions is 0.635. So based on the results of test the validity of factors it can be concluded that all factors are valid as forming the Purchase Intention variable. Seen from the value of Cronbach's Alpha, the value is 0.706 <0.6, so it can be said to be reliable. Reliability Test has a value above 0.6 Test results Reliability shows 0.7.

Data analysis technique

To test the hypothesis the researcher uses multiple regression methods where the results of his analysis are used to draw conclusions about the population. Regression analysis is basically the study of dependent variable dependence with several independent variables (independent variables), with the aim of estimating or predicting the population average or the average value of the dependent variable based on the value of known independent variables (Gujarati 2003).

ANALYSIS AND DISCUSSION:

Tabel 1: Analysis Regresi

Model	Sum of Squares	df	Mean Square	F	Sig
Advertising affects purchase intentions	5.270	1	5.270	19.039	.000
Sales promotion does not affect purchase intention	0.028	1	.028	.088	.768
Personal selling does not affect purchase intention	0.007	1	.007	.021	.884
Direct selling affects purchase intention	2.937	1	2.937	9.862	.002

Intention of Purchasing Organic Vegetables

CONCLUSION

The results showed that advertising and direct selling affected the purchase intention of organic vegetables, while sales promotin and personal selling did not affect the intention to purchase organic vegetables. The implication for managers is to improve promotion through advertising both print and electronic media because of the two dimensions of Integrated marketing communication. For direct selling, it is certainly increased so that prospective consumers and consumers of organic vegetables have an increased purchase intention. It is important that advertising is enhanced to inform consumers about the benefits of organic food. If the ad is considered credible by consumers and can be verified, it helps consumers feel making a difference in buying healthier products. These results support the findings of (Wagner & Hansen, 2002) stating that the dimensions of advertising are expressed as being related to organic products and promoting lifestyle. Whereas (Tung, Shih, Wei, & Chen, 2012) stated that the expansion of communication and further policies was needed to strengthen consumer confidence in

organic farming. The purchase of organic food is understood for the selection of products based on the process of production, content, packaging, recycling, the type of waste produced and the rules for planting (CALOMARDE BURGALETA, 2000) Coefficient analysis in multiple regression shows that for each increase in advertising units affecting consumer intentions will increase by 34.0 units, considering other variables remain unchanged. For each increase in direct selling units the intention will increase by 2,297 units, provided the other variables remain 33 changed. In addition, for each decrease in sales promotion unit attributes, intention will decrease by 0.28 units, intention will decrease by 0.008 units, for each unit increase in personal selling intention will decrease by 0.007 units, provided that other variables remain unchanged.

RESULTS AND DISCUSSION

Discussion based on the results of the analysis conducted for this study, we know which variables have a significant influence on purchase intention. Given that advertising has a positive impact on the intention to purchase organic vegetables. This states that consumers will have the intention to buy organic vegetables if given information by the store 23 through both print and electronic advertisements. In addition, the results show that the advertising dimension is the first important factor that influences consumers' intention to buy organic vegetables. While direct selling has a positive influence with the intention to purchase organic vegetables. This implies that if consumers have more information 21 about organic vegetable products by retail stores through price lists and online, it influences the increase in consumers' intention to 23 organic vegetables.

The results of this study found that direct selling is the second most important factor that influences consumers' intention to buy organic vegetables. Sales promotion does not affect the purchase intention of organic vegetables. This finding supports 21 the findings of Manengkey and Tielung (2015) for personal selling which is also not significant towards the intention to purchase organic vegetables. Organic vegetables that have been 22 less attractive to consumers have been analyzed using the dimensions of integrated marketing communication such as advertising, sale promotion, personal selling and direct selling, not all dimensions affect consumers' purchase intentions. Because organic information is rarely offered through personal selling or sales promotions. But if you look at consumer awareness of health, advertising needs to be encouraged so that consumers have knowledge of the content of organic vegetables, so some consumers who have chronic diseases will be reduced by consuming organic vegetables.

IMPLICATIONS MANAGERIALS

The managerial implications of the results 19 of this study are more relevant focusing on the importance of stores selling organic vegetables to increase advertising and direct selling so that consumers are motivated by the intention to buy organic vegetables. (Grundey & Zaharia, 2008) found that the marketing mix strategy is an asset that must invest more effort to accommodate so that market demand increases, consumers buy organic vegetables. In order to achieve retail goals, it requires strengthening consumer perceptions in communicating organically that organic food makes 19 consumers express the relationship between products and the environment and presents the company's image of environmental responsibility and promoting an ecological lifestyle (Wagner & Hansen, 2002) The 20 results of this study of four significant hypotheses are only two dimensions, namely advertising and direct selling on the intention of consumers to buy organic vegetables. The limitation of this study is that the number of samples needs to be expanded. Other variables that need to be analyzed such as consumer knowledge, organic consumption health benefits and attitudes towards environmental awareness.

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