LAPORAN PENELITIAN

PENELITIAN TIM PASCA SARJANA

ANALYSIS INTEGRATED MARKETING COMMUNICATION TERHADAP NIAT PEMBELIAN MAKANAN ORGANIK
(STUDI KASUS LOTTE MARET di JAKARTA)

TIM PENGUSUL

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UNIVERSITAS ESA UNGGUL
SEPTEMBER 2017

Dibiayai
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Pengembangan Kementrian Riset, Teknologi dan Pendidikan Tinggi Sesuai dengan
Kontrak Penelitian
Nomor: 001/SP-PLPMM/VI/2017
Halaman Pengesahan Laporan Iljah TIM Pasca Sarjana

Judul Penelitian : Analisis Integrated Marketing Communication Terhadap Niat Pembelian Makanan Organik
Rumusan Ilmu : 576/ Manajemen Pemasaran
Ketua Penelitian

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<td>1</td>
<td>Dr Endang Ruswanti, SE, MM</td>
<td>0018085411</td>
<td>Lektor Kepala/IVc</td>
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Anggota (1)

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<td>0324046802</td>
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- Dana Internal dari PT : -

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Jakarta, 27 Oktober 2017
Ketua Peneliti

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Ringkasan

PENDAHULUAN


Tujuan penelitian adalah (1) untuk menguji iklan terhadap niat pembelian produk organik (2) untuk menguji publik relasion terhadap niat pembelian produk organik (3) Untuk menguji sales promotion terhadap niat pembelian produk organik (4) Untuk menguji personal selling terhadap niat pembelian produk organik (5) Untuk menguji direct marketing terhadap niat pembelian produk organik. Selain itu pertama agar masyarakat yang memiliki penghasilan menengah atas mengkonsumsi produk organik supaya terjaga kesehatannya. Kedua agar para petani berinovasi teknologi tepat guna dan mendapatkan pelatihan cara penanaman secara efektif. Urgensi penelitian meningkatkan kesejahteraan petani, agar menghasilkan produk ber nilai lebih, diharapkan keuntungan akan meningkat, disisi lain juga meningkatkan nilai tambah usaha mikro.

TINJAUAN PUSTAKA

HUBUNGAN IKLAN DAN NIAT PEMBELIAN

Patel and Chugan (2015) menyebutkan bahwa menciptakan dampak etis dari iklan diperepsikan konsumen memainkan peranan penting memotivasi mengembangkan niat beli karena


Hipotesis 1 : Terdapat pengaruh signifikan periklanan terhadap niat pembelian

HUBUNGAN PROMOSI PENJUALAN DAN NIAT PEMBELIAN


Hipotesis 2 : Terdapat pengaruh signifikan sales promotion terhadap niat pembelian
HUBUNGAN PERSONAL SELLING DAN NIAT PEMBELIAN


Hipotesis 3 Terdapat pengaruh signifikan personal selling dan niat pembelian

HUBUNGAN DIRECT MARKETING DAN NIAT PEMBELIAN

(2008) mendefinisikan direct marketing meliputi (1) membedakan pemasaran langsung dari jenis pemasaran lain dengan penjualan (2) berfokus pengembangan teori dan pengujian pada pemasaran langsung sebagai daerah tertentu pemasaran (3) pemasaran langsung lebih efektif karena langsung ke berbagai khalayak juga disebut sistem pemasaran interaktif yang menggunakan satu atau lebih media iklan untuk mengukur penjualan disetiap tingkat. Niat diasumsikan mengontrol faktor-faktor motivasi mempengaruhi perilaku yang menunjukkan bagaimana seseorang percaya dan berniat mencoba produk yang ditawarkan (Azjen, 1991).

Hipotesis 4: Terdapat pengaruh signifikan direct marketing dan niat pembelian

METODE PENELITIAN

Populasi dan Sampel

Populasi penelitian adalah konsumen yang mengkonsumsi makanan organik di Jakarta Barat tidak diketahui jumlahnya. Sampel penelitian Studi satu berjumlah 128 dan sampel studi 2 berjumlah 113 responden cara pengambilan data menggunakan purposive sampling yakni dengan kriteria tertentu, responden adalah konsumen yang sudah pernah membeli makanan organik. Penelitian ini berupa survey yang dilakukan di Toko Lotte Mart Jakarta Pusat melalui kuesioner yang diterjemahkan dari kerangka konseptual untuk menangkap dimensi IMC dan dampaknya terhadap niat pembelian makanan organik hal ini dilakukan untuk membantu desain utama survey. Pengembangan item survey berdasarkan kajian literatur dari penelitian terdahulu dan mengekspor faktor yang mempengaruhi pembelian produk organik agar dapat diungkapkan dalam survei penelitian. Analisis Faktor digunakan untuk mengidentifikasi indikator dari dimensi variabel IMC dan niat pembelian.

Untuk mengidentifikasi unsur-unsur utama dan memberikan hasil validitas konstruk, dari indikator dimensi IMC. Pertama diuji Bartlett dari kebulatan dalam uji statistik korelasi antar variabel dan uji KMO atau Kaiser-Meyer-Olkin untuk melihat ukuran kecukupan sampel yang diterapkan untuk menguji analisa faktor. KMO memiliki nilai melebihi nilai minimum 0,60 (Hair, Black, Babin, Anderson and Tathan, 2006). Uji Barlett tentang pengaruh signifikansi dari semua faktor. Skala Likert digunakan untuk menjawab pertanyaan penelitian dan untuk memverifikasi hasil yang dicapai. Variablenelitianterdiri dari variable independen yakni (1) periklanan (2) sales promotion (3) personal selling (4) public relation (5) direct marketing. Sedangkan variabel dependen adalah niat pembelian produk organik.

Variabel Operasional pertama periklanan (iklan makanan organik dengan selebaran, iklan makanan organik kurang menekankan kandungan, iklan makanan organik banyak manfaatnya bagi konsumen, iklan yang menginformasikan makanan organik jarang ditemukan di mal, iklan makanan organik sering ditemukan di majalah). Kedua promosi penjualan (Membeli makanan organik jarang menawarkan diskon, membeli makanan organik jarang menawarkan hadiah, membeli makanan organik jarang disediakan contoh, membeli lebih sedikit makanan organik ditawarkan kupon). Ketiga personal selling (memiliki kemampuan komunikasi yang baik dengan pelanggan, bisa mengerti aspek emosional, sadar akan produk kompetitornya, sangat sosial dan kooperatif). Keempat pemasaran

Obyek Penelitian dan Prosedur Pengambilan Data


ANALYSIS DAN DISKUSI


Hasil penelitian menunjukkan bahwa sales promotion produk organik jarang ada discount, hadiah, sampel makanan, dan kupoun. Untuk itu yang perlu ditingkatkan adalah sales promotion...
seperti discount, kupon, hadiah dan sampel makanan organik agar niat pembelian konsumen bertambah. Sedang direk marketing perlu ditingkatkan melalui informasi daftar harga dengan media online, harga perlu disesuaikan agar konsumen Lotte mart lebih berniat belanja produk organik seperti beras hitam, beras merah, sayuran organik maupun makanan siap saji yang ditawarkan kepada konsumen. Makanan organik lebih sehat sehingga mengurangi pengeluaran keluarga.

Gambar 1. Model Penelitian dan Hasil Penelitian

```
Advertising

Sales Promotion

Personal Selling

Direct Marketing

Intention to buy

H₁ = -0.04 (non sig.)

H₂ = -0.03 (non sig.)

H₃ = -0.09 (non sig.)

H₄ = 0.04 (significant)
```


**Daftar Pustaka**


Banerjee, (2015). Traditional Versus Media Social sebagai alat integrated marketing communication Sector FMCG in India. Journal Research Asia Pasific Volume 1 ISSUEXXI


Murithi, M.M. (2015) Effects of Personal selling on Sales: A Case of Woman Groups in Imenti North District, Meru County, Kenya DOI: 10.6007/IJARBS/V5-il/1398 [URL:http://dx.doi.org/10.6007/IJARBS/V5-il/1398](http://dx.doi.org/10.6007/IJARBS/V5-il/1398)


World Survey; [http://www.wsurvey.net](http://www.wsurvey.net)
Luaran Penelitian

Tabel 1.1. Rencana Target Capaian Tahunan

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Road Map Penelitian

Perkembangan IMC


Penelitian Terdahulu


Penelitian Tahun ke 1


Penelitian Tahun ke 2


Keterangan: Indonesia belum banyak digunakan strategi IMC namun sudah menguji dua atau tiga dimensi, untuk itu IMC perlu diuji lebih lanjut dengan obyek makanan organic. Apakah makanan organic kurang diminati oleh konsumen karena produsen makanan organic tidak menggunakan strategi integrated marketing communication? Untuk itu perlu dilakukan penelitian untuk tahun pertama kami menguji pengaruh IMC dan Niat beli, tetapi tahun ke 2 kami akan menguji IMC, niat beli dan perilaku beli makanan organic. Dengan melibatkan petani agar meningkat kesejahteraan.

Keterangan: Indonesia belum banyak digunakan strategi IMC namun sudah menguji dua atau tiga dimensi, untuk itu IMC perlu diuji lebih lanjut dengan obyek makanan organic. Apakah makanan organic kurang diminati oleh konsumen karena produsen makanan organic tidak menggunakan strategi integrated marketing communication? Untuk itu perlu dilakukan penelitian untuk tahun pertama kami menguji pengaruh IMC dan Niat beli, tetapi tahun ke 2 kami akan menguji IMC, niat beli dan perilaku beli makanan organic. Dengan melibatkan petani agar meningkat kesejahteraan.
ALIR PENELITIAN TAHUN I DAN KE 2

Gap penelitian belum banyak perusahaan menggunakan strategi Integrated Marketing Communication (advertising, sales promotion, personal selling, publisitas dan direct marketing)

STUDI LITERATUR

Terdapat hasil studi yg kontradiksi IMC dan keputusan Pembelian

Tujuan penelitian: Menguji personal selling, iklan, sales promotion, direct marketing dengan niat pembelian

Metode Penelitian: Sampel 300 responden, melalui survey, alat analisa Regresi berganda

Luaran penelitian: Journal International Scopus dan Nasional terakreditasi. Buku ajar, mengembangkan UKM, melatih petani bercocok tanam organik agar kesejahteranya

Menjelaskan: 1. Var. independen dan Var. dependen 2. Keterkaitan antar variable IMC dengan variable niat pembelian

Kontribusi

Keterbatasan penelitian untuk dilanjutkan ke Studi tahun ke 2

HASIL TAHAPAN PENELITIAN PENDAHULUAN

STUDI LITERATUR

TAHAPAN PENELITIAN TAHUN I

Keterbatasan penelitian: berisi saran untuk penelitian kedepan disamping melanjutkan untuk menguji IMC dengan niat beli terhadap perilaku pembelian konsumen

Mereviu penelitian terbaru agar ditemukan sate of the arts.

Metode: memperluas responden se Jakarta melalui sampel 600 responden. Alat analisa SEM, Penelitian Ekperimen

TAHAPAN PENELITIAN TAHUNKE II

Gambar 2. Bagan Alir Tahapan penelitian tahun 1 dan ke 2


Indonesia belum banyak UKM menggunakan strategi IMC namun sudah banyak studi menguji dua atau tiga dimensi, untuk itu IMC perlu diuji lebih lanjut dengan obyek makanan organik. Apakah makanan organik kurang diminati oleh konsumen karena penjual tidak mempromosikan strategi integrated marketing communication? Pada tahun pertama penelitian ini menguji pengaruh dimensi IMC terhadap niat pembelian dengan alat analisa SPSS, Study 1 dengan responden sejumlah 128 orang.Pada tahun ke 2 menguji dimensi komunikasi pemasaran terpadu, niat pembelian dan perilaku pembelian makanan organik, dengan jumlah sampel lebih dari 300 responden dan alat analisa Struktural Equation Modelling.

Luaran penelitian: Publikasi International Scopus Kasetset journal dan Nasional Terakreditasi Ventura, Buku Ajar.

Sosialisai makanan organik agar UKM berkembang, melatih petani agar menanam tanaman organik agar kesejahteraan meningkat. Dan yang akan dikerjakan pada tahun ke 2 adalah

1. Menguji direct selling, advertising, salles marketing, manfaat organik dan

Fishbone Diagram Penelitian Tahun ke 1

Teori: Gap penelitian.
Belum banyak produsen makanan organik yang menggunakan strategi IMC3, sehingga belum memasyarakat. Padahal bermanfaat bagi masyarakat

Metode: Jenis penelitian kausal
Berupa survey dan alat analisa Regresi berganda dengan 300 responden

Luaran: IMC dan Niat Beli
Variabel yang diuji IMC dan Niat Beli

Publikasi: Jurnal Nasional dan Internasional
Buku ajar

Tujuan Menguji Pengaruh:
1. Periklanan dan Niat Beli
2. Personal selling dan Niat Beli
3. Publisitas dan Niat Beli
4. Direct Marketing dan Niat Beli

Hipotesis:
1. Terdapat pengaruh iklan dan Niat Beli
2. Terdapat pengaruh personal selling dan Niat Beli
3. Terdapat pengaruh publisitas dan Niat Beli
4. Terdapat pengaruh personal selling dan Niat Beli
5. Terdapat pengaruh direct marketing dan Niat Beli
6. Terdapat pengaruh sikap, niat dan perilaku beli

Kontribusi Teori menambah pengetahuan analisa perilaku konsumen terhadap makanan organik, dan niat mengkonsumsi makanan organik. Kontribusi bagi manajerial memahami konsumen

Penelitian Tahun Ke 2

Jurnal Nasional dan Internasional
Teori: Gap penelitian.
Belum banyak produsen makanan organik menggunakan strategi IMC3, sampel 300 responden

Metode: Jenis penelitian kausal
berupa survey dan alat analisa Regresi berganda dengan 300 responden

Luaran: IMC dan Niat Beli
Variabel niat beli

Publikasi: Jurnal Nasional dan Internasional
Buku ajar
mengingkatkan petani se-Jakarta agar bisa
digeneralisasi

Tujuan Menguji Pengaruh:
1. Periklanan, sikap dg Niat Beli
2. Direct Marketing dg Niat Beli
3. Lingkungan dg Niat Beli
4. Kesehatan dg Niat Beli
5. Harga dg Niat Beli
6. Niat Terhadap Perilaku Beli

Hipotesis:
1. Terdapat pengaruh iklan dan Niat Beli
2. Terdapat pengaruh personal selling dg Niat Beli
3. Terdapat pengaruh lingkungan dg Niat Beli
4. Terdapat pengaruh kesehatan dg Niat Beli
5. Terdapat pengaruh harga dg niat beli
6. Terdapat pengaruh Sikap, niat dg perilaku beli

pengetahuan analisa perilaku konsumen terhadap makanan organik, dan niat mengkonsumsi makanan organik. Baga manajerial perlu memahami konsumen agar konsumen bermimpi membeli.

Kontribusi: teori Consumer behavior
# BIAYA DAN JADWAL PENELITIAN

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## Jadwal Penelitian

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*Tabel 2. Jadwal Penelitian*
## Rincian Anggaran Penelitian Tahun I

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LAMPIRAN 2
Dukungan Sarana dan Prasarana Penelitian

Sarana dan prasarana penelitian yang terdapat di Universitas Esa Unggul meliputi:
1. Ruang kerja yang dilengkapi meja, kursi, dan rak buku.
2. Komputer dan Printer. 3. Ruang Rapat. 4. Perpustakaan. 5. Internet. 6. Laboratorium

LAMPIRAN 3
Susunan Organisasi Tim Peneliti dan Pembagian Tugas

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<th>Bidang Ilmu</th>
<th>Alokasi Waktu (jam/minggu)</th>
<th>Uraian Tugas</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Dr. Endang Ruswanti, SE, MM</td>
<td>Univ. Esa Unggul</td>
<td>Perilaku Konsumen</td>
<td>8</td>
<td>Brosing Jurnal Internasional, menterjemahkan dan meresume untuk dijadikan dasar pembuatan proposal, membuat proposal, mendiskusikan dengan para anggota peneliti</td>
</tr>
<tr>
<td>2.</td>
<td>Dr Rilla Gantini, Akt, MM</td>
<td>Univ. Esa Unggul</td>
<td>Keuangan</td>
<td>6</td>
<td>Membantu menyempurnakan proposal, mengecek pustaka, dan mempersiapkan kuesioner, dan mempersiapkan bahan yang diperlukan untuk penelitian</td>
</tr>
<tr>
<td>3.</td>
<td>Dr Sabrina O.S., SE, MBus</td>
<td>Univ. Pelita Harapan</td>
<td>Marketing</td>
<td>6</td>
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<td>4.</td>
<td>Nurul Afriyani</td>
<td>UEU</td>
<td>Pemasaran</td>
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<td>5.</td>
<td>Bagus Sangaji</td>
<td>UEU</td>
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<td>6.</td>
<td>Henny Novriani Hassan</td>
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<td>Menguji Indikator</td>
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</table>
SURAT TUGAS
No: 079/Esa Unggul/Pasca-Eks/MM/X/2017

Yang Bertanda Tangan di Bawah ini:

Nama : Dr. Tantri Yaya Arrahmat Syah, SE., MSM
Unit : Program Pascasarjana
Jabatan : Ketua Program Magister Manajemen

Menugaskan kepada Dosen yang tercantum dibawah ini:

Nama : Dr. Enda Ruswan, SE., MM
Unit : Magister Manajemen
Jabatan : Dosen

Menjadi Pembimbing Tesis mahasiswa Program Studi Magister Manajemen atas nama:

<table>
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<th>Konsentrasi</th>
<th>Keterangan</th>
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<td>Henry Novriani Hasan</td>
<td>201401045</td>
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Demikian surat tugas dan keterangan ini disampaikan, dan dapat digunakan setagainrestinya.

Jakarta, 26 Oktober 2017

Program Pascasarjana

Dr Tantri Yaya Arrahmat Syah, SE., MSM
Kaprodi Magister Manajemen
PETANI YANG BERSEDIA MENANAM SAYURAN ORGANIK

<table>
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</tr>
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Jakarta, 4 Agustus 2017
Ketua Panitia

Dr. Endang Kuswanti, SE, MM

LOA ISKA 17 dengan Publikasi SCOPUS ASP
Sertifikat Peneliti dan anggota HTPS ketika Seminar Di Johor yang diadakan oleh ISKA 17
Certificate of Participation
Given to
DR SABRINA O. SIHOMBING

As PARTICIPANT
INTERNATIONAL SUMMIT ON KNOWLEDGE ADVANCEMENTS

26 - 27 JULY 2017
M SUITES HOTEL JOHOR BAHRU, MALAYSIA

PAYMENT RECEIPT

No: ISKA2017/19072017/ICEAPS/029
Date: 19 July 2017

Received from: Assoc Prof Endang Ruswanti
Esa Unggul University
For: ISKA registration as paper presenter [141919]

Account balance: 5,000,000 IDR
This payment: 5,000,000 IDR
New balance: 0

Received by: Dyah Aryan Perwitasari
KEGIATAN CERAMAH ORGANIK DALAM RANGKA SOSIALISASI dengan Lingkungan ESA UNGGUL UNIVERSITAS

Acara Ceramah yang dilaksanakan pada 30 Agustus di Ruang 207-208 Universitas Esa Unggul dengan ceramah tentang pentingnya memahami produk Organik dan Sayuran organic oleh Dr Ardiansyah (Sayur dan buah Organik) dan Dr Endang Ruswanti (Beras Organik) dihadiri oleh 52 Peserta, dengan sofenir sayur organic yakni kangkung, bayem, kemangi, dan sawi. Pada tanggal 27 Agustus 2017 kami mencari data melalui kuesioner dibagikan kepada responden yang sedang belanja di Lotte Mart Jakarta pusat, responden yang telah mengisi kami berikan hadiah sofenir. Data tersebut digunakan untuk menganalisis Integrated Marketing komunikasi dengan Niat pembelian baeras organik, hasil analisa data untuk artikel Nasional Terakreditasi Ventura.

Peneliti Memanen Sayuran Organik Ke Petani Srengseng

Membantu Petani Menawarkan sayur organik ke RM Sunda Jl Arjuna Utara
Ramah Makan Kolonjono (Jl Kaliurang Yogyakarta) dan RM Bumi di Imogiri Yogyakarta

Restoran Bumi dan Langit di Imogiri
Yogyakarta

Restoran Organik Kolonjono Di Jl Kaliurang
Yogyakarta
Surat Keterangan bahwa artikel sudah diterima oleh Jurnal VENTURA STIE Surabaya:

Artikel Nurul Afriani sudah di Publikasi oleh Jurnal Internasional IOSRF.
Analisis iklan, sales promotion, personal selling dan direct selling terhadap niat konsumen untuk membeli sayuran organik di业态

JAKARTA BARAT
Endang Ruswanti1; Sabrina O. Sihombing2; Rila Gantino3
1,3Esa Unggul University, Jakarta, Indonesia
2Pelita Harapan University, Tangerang, Indonesia
endangruswanti@gmail.com1; sabrina.sihombing@uph.edu2; rgalgamar@gmail.com3


Kata kunci: Advertising, Sales Promotion, Personal Selling, Direct Selling, Niat Pembelian, Sayur Organik

INTRODUCTION


Ide utama strategi IMC adalah untuk menciptakan pengalaman terbaik bagi konsumen diseluruh aspek yang berbeda dari bauran promosi. IMC telah dianggap sebagai gosip selama awal periode ketika pertama kali dikembangkan. Setelah diamati dan diadopsi oleh lembaga pemasaran dan periklanan sesuai dengan hasil penelitian menyaranakan bahwa produksen dan penegeee jika ingin mendapatkan keuntungan perlu menggunakan strategi komunikasi pemasaran terpadu. Komunikasi pemasaran terpadu sebagai pendekatan manajemen pemasaran strategis karena efektitas intergrasi pemasaran sebagai alat komunikasi meliputi periklanan, hubungan masyarakat, promosi penjualan, personal selling dan pemasaran langsung (Vantamay, 2011) integrasi ini mengoptimalkan dampak komunikasi pada sasaran pelanggan. Integrated Marketing Communication adalah langkah revolusiner

**HUBUNGAN Iklan, Sales Promotion, Personal Selling dan Direct Selling pada Niat Pembelian**


**H1 : Advertising mempengaruhi signifikan terhadap niat pembelian**


**H2 : Sales Promotion mempengaruhi signifikan terhadap niat pembelian**

Perkembangan tehnologi pemasaran seperti internet, penjualan online membuka kolaborasi sosial media komunikasi (Berglof and Bolton, 2002). Teori ini mencoba melewat disambiguity proses pembelian dengan lebih jujur. Integrated Marketing Comunication menciptakan nilai produk.

H3 : Personal Selling mempengaruhi signifikan terhadap niat pembelian  


H4 : Direct Selling mempengaruhi signifikan terhadap niat pembelian

Metode Penelitian


**Definisi Konseptual dan Operasional**

Pada penelitian ini, indikator-indikator variabel penelitian didapatkan dari penelitian terdahulu. Secara khusus, indikator untuk mengukur iklan (promosi organik saya dapat dari iklan elektronik dan cetak berjumlah enam indikator), personal selling (sayuran organik ditawarkan melalui penjualan perorangan berjumlah lima indikator), sales promotion (Sayuran organik ditawarkan dengan undian, diskont, beli satu dapat dua berjumlah lima indikator), dan direct selling (saya melihat informasi sayuran organik melalui daftar harga berjumlah tiga indikator) kuesioner diadopsi dari Suh et al. (2015) dan empat indikator untuk mengukur niat diadopsi dari Verbeke dan Vackier (2005).

**Mengukur Reliabilitas dan Validitas**


Dari hasil analisis diperoleh nilai Kaiser-Meyer-Olkin Measure of Sampling Adequacy pada kotak KMO dan Bartlett's Test adalah lebih besar 0,567. Hasil pengujian validitas konstruk menunjukkan bahwa semua faktor adalah valid sebagai pembentuk variabel iklan. Analisis diperoleh nilai Kaiser-Meyer-Olkin Measure of Sampling Adequacy pada kotak KMO dan Bartlett's Test adalah sebesar 0,609. Disamping itu, nilai signifikansi 0,000 disimpulkan bahwa instrumen ini telah memenuhi syarat valid. Selanjutnya, hasil korelasi masing-masing faktor tersebut tergolong lebih tinggi (>0,5). Hasil pengujian validitas faktor disimpulkan bahwa semua faktor adalah valid sebagai pembentuk variabel iklan.
syarat valid.Selanjutnya, hasil korelasi dari masing-masing faktor tersebut juga tergolong tinggi (>0.5). Hasil pengujian analisis diketahui bahwa nilai korelasi masing-masing faktor Personal Selling dari 3 indikator rata-rata sebesar 0.604. Sehingga berdasarkan hasil pengujian validitas faktor dapat disimpulkan bahwa semua faktor adalah valid sebagai pembentuk variabel Personal Selling. Dari hasil analisis diperoleh nilai Kaiser-Meyer-Olkin Measure of Sampling Adequacy pada kotak KMO and Bartlet's Test adalah sebesar 0.611. Hasil ini memperlihatkan bahwa instrumen ini valid karena nilai KMO telah melebihi dari 0.5. Disamping itu, nilai signifikansi 0.000 sehingga dapat disimpulkan bahwa instrumen ini telah memenuhi syarat valid. Selanjutnya, hasil korelasi dari masing-masing faktor tersebut juga tergolong tinggi (>0.5). Hasil pengujian analisis diketahui bahwa nilai korelasi masing-masing faktor empat indikator Direct Selling sebesar 0.603. Sehingga berdasarkan hasil pengujian validitas faktor dapat disimpulkan bahwa semua faktor adalah valid sebagai pembentuk variabel Direct Selling. Dari hasil analisis diperoleh nilai Kaiser-Meyer-Olkin Measure of Sampling Adequacy pada kotak KMO and Bartlet's Test adalah sebesar 0.660. Hasil ini memperlihatkan bahwa instrumen ini valid karena nilai KMO telah melebihi dari 0.5. Disamping itu, nilai signifikansi 0.000 sehingga dapat disimpulkan bahwa instrumen ini telah memenuhi syarat valid. Selanjutnya, hasil korelasi dari masing-masing faktor tersebut juga tergolong tinggi (>0.5). Hasil pengujian analisis diketahui bahwa nilai korelasi masing-masing faktor empat indikator Niat Pembelian sebesar 0.635. Sehingga berdasarkan hasil pengujian validitas faktor dapat disimpulkan bahwa semua faktor adalah valid sebagai pembentuk variabel Niat Pembelian. Dilihat dari nilai Cronbach's Alpha, nilainya 0.706 < 0.6, maka dapat dikatakan reliabel. Uji Reliabilitas memiliki nilai diatas 0,6 hasil uji Reliabilitas menunjukkan 0,7

Teknik Analisis Data
Untuk menguji hipotesis peneliti menggunakan metode regresi berganda di mana hasil analisanya digunakan untuk mengambil kesimpulan mengenai populasi. Analisis regresi pada dasarnya adalah studi mengenai ketergantungan variabel dependen (terikat) dengan beberapa variabel independen (variabel bebas), dengan tujuan untuk mengestimasi atau memprediksi rata-rata populasi atau nilai rata-rata variabel dependen berdasarkan nilai variabel independen yang diketahui (Gujerati 2003).

ANALISIS DAN DISKUSI:

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<th>Mean Square</th>
<th>F</th>
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<td>2.937</td>
<td>9.862</td>
<td>.002</td>
</tr>
</tbody>
</table>
HASIL DAN PEMBAHASAN

personal selling juga tidak signifikan terhadap niat pembelian sayuran organik. Sayuran organik yang selama ini kurang diminati konsumen ternyata dianalisa menggunakan dimensi integrated marketing komunikasi seperti periklanan, sale promotion, personal selling dan direct selling tidak semua dimensi mempengaruhi niat beli konsumen. Karena memang jarang informasi organik ditawarkan melalui personal selling maupun sales promosi. Namun jika melihat kesadaran konsumen akan kesehatan maka periklanan perlu digalakkan agar konsumen memiliki pengetahuan kandungan sayuran organik maka sebagian konsumen yang memiliki penyakit kronis akan berkurang dengan mengkonsumsi sayur organik.

IMPLIKASI MANAJER


PUSTAKA:


URL: http://dx.doi.org/10.6007/IJARBSS/V5-il/1398


Abstract. The aim of this research is investigation the effect of service quality and customer satisfaction on the repurchase intention in Indonesia drugstore. The Objective is to find out the causes of sales instability in recent months, whether is affected by low service quality. The statistical population of the research is composed of customers in Indonesian drugstore. The measurement sample is estimated 141. Data gathering instrument is a self administered questionnaire and structural equation modeling (SEM) is used for the data analysis. The result shows that a good service quality will increase customer satisfaction, customer satisfaction will increase the customer repurchase intention, and good service quality will also increase the customer repurchase intention in Indonesian drugstore. Another finding suggests that is expected that Indonesian drugstore determines new strategy to maintain service quality and be able to compete in the market.

Keywords: Service qualities, customer satisfaction, repurchase intention, retail, purchase intention, service, and marketing.

Introduction

Every activity to fulfill complex and instant needs, makes the entrepreneur gives the best for the costumers needs. Some efforts are continually done in order to make the company exist and has role in fulfilling customer needs, increase customers, and maintain customers. It is in accordance with Kotler (2012) stating that quality is the best guarantee of customer loyalty, the strongest defense of company to deal with competition, and the only way to defend development and income. Lupiyoadi (2006) explains that one of main factors that must be noticed by a company in increasing customer satisfaction is a service quality. The creation of customer satisfaction can give benefit, namely: creating harmonious relationship between the company and the customer, giving a good basis for repurchase, creating customer loyalty, and building recommendation from mouth to mouth that gives benefit for the company (Tjiptono, 2008). The importance of repurchase intention is described by Butcher (2005) as one of success measurements, especially service company. When there are a lot of proclivities from costumers to re-buy then the ability of company to survive will be better than before moreover it can increase. Therefore, the repurchase intention finally becomes the main purpose of company in increasing service quality and in creating customer satisfaction.

Al-Tit(2015) research about the variable relationship related to the explanation above, namely: service quality, food quality, customer satisfaction, and customer retention. This research is a replication from Al-Tit (2015) with variable modification in which some variables are removed such as food quality and customer satisfaction. The same variables are service quality and customer satisfaction. Whereas, the new variable is the repurchase intention. The repurchase intention variable is used in order to know the effectiveness of service quality that directly effects to the profit company. Product quality is considered the same as service quality, so it is removed, means that this research is done to look for the influence of service quality and customer satisfaction on the repurchase intention. The object is different, that is a restaurant to be a drugstore. Conceptual draft and analytical method are also different. The more increase competition level in modern retail, demands the company to give more attention to the customers in order to make them satisfied. It gives benefit to the company, that is the repurchase intention which continually directs to the company profit. Drugstore as a company in modern pharmacy retail offers good service quality to create customer satisfaction. This research generally aims to analyze customer decision to
repurchase in drugstore and specifically aims to know if service quality will give influence decision to repurchase and if customer satisfaction will give influence a decision to repurchase.

Literature Study

Parasuraman, et al. (1988) states that service quality is a basis of service marketing because of main product is marketed by customer. According to Parasuraman (1990), there are five service quality dimensions that are used by customer to value or to determine service quality such as tangible, reability, responsiveness, assurance and empathy. According to Kotler (2012), satisfaction is a balance of customer demand (customer’s wish/hope), contrary to service perception that is given by service giver. With the same opinion, customer satisfaction is meant as happy or disappointed feeling felt by someone that emerges after comparing perception/impression on processing (or result) of product and its hopes (Kotler 2012). Customer satisfaction is related to how far customer’s wish that is compiled by a service. Besides that, customer satisfaction is an important indicator of a service (Oliver, 1994).

Fishbein and Ajzen (1975) states that intention is a part of Theory of Reasoned Action, in which intention is the best predictor for occurring behavior. Purchase intention is also to be a function of someone’s belief that is obviously related to purchase behavior, whereas purchase intention acts as bridge for attitude and behavior. Fishbein and Ajzen (1975) describes purchase intention as someone’s situation before doing an action that can be made as a base to predict those behavior and action. Purchase interest is defined by Cronin and Taylor (1992) as customer behavior in which the customers give positive response on service quality of a company and they intent to re-visit and to re-consume their company products. According to Tsiotsou (2006), repurchase is a behavior in which customer re-buy product that has not ever bought before. The purchase decision as it is stated by Schiffman and Kanuk (2008) is someone!s decision to choose one of some choices.

Hypothesis Development

The relation between service and satisfaction quality is widely documented in literature. Theoretically, when service is given to be able to fulfill and to exce customer’s hape and expectation, the customer feels satisfied. Empirically, many researches with the different background have proven that service quality has positive influence on customer satisfaction as it’s uttered by Ishfaq et al. (2010). It’s stated that service quality has positive influence on customer satisfaction. With the same variable, Samad (2014) produces result that variable research of service quality has positive and significant influence on customer satisfaction. Based on the explanation above, we can assume that service quality can influence customer satisfaction. Therefore, the hypothesis is compiled as follow:

H1: Good service quality will improve customer satisfaction.

Customer satisfaction directly influences repurchase intention, in which the tendency to repurchase will occur if there is satisfaction from customer in the previous transaction. The research has been done with variable of customer satisfaction and repurchase intention. Ranjbarian et al. (2012) states that customer satisfaction influences repurchase intention. Whereas Hsuan Liu’s research (2012) has a result that online customer satisfaction creates positive and significant influence on customer repurchase intention. Based on explanation above, the hypothesis is compiled as follow:

H2: Customer satisfaction will increase repurchases intentions.

Customer purchase interest becomes the purpose of management to reach success in marketing product and it can be reached if the company can successfully give satisfaction to the customer by creating good quality. If customer’s experience about product and service is
good, the customer will repurchase next time. The research done by Kitapei, Akdogan, and Dortyol (2014) states that service quality has positive influence on decision of repurchase.

H3: Good service quality will improve repurchase intention

Research Method

In this research, the amount of sample is 141 respondents. The method of research measurement uses measurement by likert scale method in the form of questioner, in which this method is often used to measure attitude, opinion, and perception of a person or groups of people about indication or phenomenon that can be applied by using five alternative answers that are 1 to 5 (very disagree, disagree, doubtful, agree, and very agree). The population is taken from the customers who take purchase in Indonesian drugstore.

Measurement

This research consists of one exogenous variable (service quality) and two endogenous variables (customer satisfaction and repurchase intention). In the variable of service quality, the determination of dimension is based on service quality theory by Parasuraman, Zeithaml and Berry (1988) consisting of Tangible, Reliability, Responsiveness, Assurance, and Empathy. Customer satisfaction in this research is determined by its indicator based on the adoption from Crosby (1990), Kim, and Cha (2002), in which it consists of satisfaction in doing right action, and satisfaction overall. Then, the variable of repurchase intention has indicator adopted from Lin and Ding (2006) that consists of interest to be customers, trust that the quality will not decrease, and trust that the quality will increase continually. Next, the indicator above is done by giving questioner to the customers. The questioner is shared and filled by them. After that, validity and reliability test must be done. The validity test uses Kaiser-Meyer-Olkin Measure of Sampling (KMO) and Measures of Sampling Adequacy (MSA). In this test, the result value must be more than 0.5. It means that analytical factor can be accepted and the research can be continued. The test of reliability is determined with value from Cronbach alpha > 0.6 that means reliable. After doing the tests and the result is acceptable, questioner is shared in specific amounts because it uses three variables. Therefore, analytical method uses Structural Equation Modeling (SEM) analysis with LISREL 8.8 program.

Result and Discussion

Based on the analysis, it results hypothesis. t-value obtained to do hypothesis 1 (H1) from this research is 8.48. The hypothesis can be accepted because t-values that is obtained 8.48 > 1.96. The research result shows that good service quality will increase customer satisfaction. It is appropriate with Zeithaml and Bitner theory (2001) stating that service quality is main service delivery connected to customer satisfaction. Happiness is felt by customer is a reflection of customer satisfaction. Besides that, based on output data result, t-value obtained to do hypothesis 2 (H2) from this research is 2.00. The hypothesis can be accepted too because t-value 2.00>1.96. The research result shows that customer satisfaction will increase repurchase intention. In this case, the tendency to repurchase will occur if the satisfaction is obtained by customer in the previous transaction. The output data result, t-value obtained to do hypothesis 3 (H3) in this research is 2.78. The hypothesis is acceptable because t-values that is obtained is 2.78>1.96. The interest of repurchase has strong influence on the success of a product or service that can be sold in the market. If customer gains good experience on product and service, the customer will repurchase next time. Drugstore has tried to give good service quality to the customers by fulfilling five dimensions of that service quality. If the customer wish is fulfilled, it’s expected that there will be a desire to buy products from drugstore again. Good and satisfying service will raise aspiration and also customer’s trust on a product or service offered to the customer.

The Path of CFA t-value can be described as Figure 1.
Managerial Implication

From the research, the implication result is to create repurchase intention in drugstore must make the customer feels satisfied to shop. The company needs to get closer to the customer in order to make them to be loyal. Therefore, the company must create several ways to make approach to the customer who visit the company. Related to the improvement of service quality, if it is analyzed from the dimension of service quality, there are three things that must be noticed. They are about human resource, location, and service program in that drugstore. It needs to make a mapping for every customer and it is classified to be routine/loyal customer, new customer, and potential customer. Classification of customer, firstly, can be finished by cardinal approach. Then, the approach is determined to each category of customers who has been mapped. Tidiness, cleanliness, and product arrangement in the drugstore can be influence service quality that is given by drugstore. Beside Merchandise approach in the outlet with interesting shelf arrangement; the cleanliness, good lighting, and completeness of product can be one of approaches. So it can create customers’ interest to buy their needs and they will feel comfortable to visit that drugstore.

Conclusion and Research Limitation

The research qualitatively has been finished by data analysis since process of compiling data. The data analysis is used to know the research result. It is also useful to explain and to confirm the truth or fact about research finding. From the explanation above, the research finding is that service quality will increase customer satisfaction. The customer satisfaction will improve repurchase intention. Research Limitation in this research, sample as respondent is less for SEM Model, that is 141 respondents.

Recommendation for Further Research

The next researchers maybe take the same research model, but it must be applied to different object. Then, they able to develop this research by observing other variable factors such as loyalty that indicatively able tomake influence in the variable of repurchase intention.

References


Abstract: The competition in every business sector at this millennium is getting intense. In automotive industry, every company made the same product, right from the smallest components to the latest technology that has led to an intense competition. Only companies with ability to maintain its customer and to increase their customer's loyalty will survive the competition. It has been proven by previous researcher that said that a combination of high quality product, price suitable to quality given, good promotion and design will affect the customer’s loyalty significantly. In fact, there was time when the reach of sales was lower than before. So far, there was no research discussing product quality and promotion which is influenced by price. Therefore, in this research the researcher included the influence of price on product quality, promotion and customer’s loyalty. The purpose of this research is to explain the effect of promotion and product’s quality moderated by price to consumer’s loyalty using non-hierarchical statistics method. This research involved 120 respondents of men and women aged 15 – 64 years old who have bought motorcycles more than once. We used survey method as the instrument. This research found that specifically for group with low promotion perception, group of consumers who has cheap price perception are more loyal compared to group who has expensive price perception, product’s quality improve consumer’s loyalty, and specific for expensive price perception, group of consumers who has high quality perception is more loyal than group who has low quality product perception. This research is expected to give contribution in the form of explanation about promotion and product quality to consumer loyalty by using price as moderation, contributing to science development about promotion and product quality moderated by price to consumer’s loyalty and explaining about non-hierarchical statistics analysis method in promotion and product quality to consumer’s loyalty moderated by price. 

Keywords: product quality, promotion, price, consumer’s loyalty.

Introduction

Consumer’s satisfaction is long term consumer’s certainty that could be added value for the company since having loyal consumer will bring an impact for the company in reducing the risk of decreased consumer’s purchase level. Maintaining existing consumers by establishing communication and keep giving the best service as the characteristics of the company are the best ways to keep consumer’s loyalty. The effort to obtain new consumers is bigger than to maintain consumers that have repeatedly bought the product based on their loyalty to the product or brand. Promotion is an important thing for the consumers so that they are informed effectively and efficiently to create sales (Kotler and Keller, 2016). A company that does not pay attention to their product quality while offering the product to consumers, will find that their consumers will not be loyal, leading to decreased sales level (Kotler and Armstrong, 2016).

A number of researches on promotion and product quality to consumer’s loyalty have been conducted (e.g. Caruana, 2002; Nagar 2009; Pi and Huang, 2011). However, so far there is no research that investigates promotion and product quality whose outcome is influenced by price. Previous researches (e.g. Caruana, 2002; Nagar 2009; Pi and Huang, 2011) never discuss whether consumer’s perception about promotion, product quality and price will affect consumer’s loyalty or not.

Literature Review

Promotion to Consumer’s Loyalty Moderated by Price

Bell (2008) states that promotion is every marketing activity that purposively boosts demand of a product. Promotion is a flow of information or one-way persuasion which intends to direct people or organization to do an exchange or marketing. Promotion has several elements which support the course of a promotion that commonly called promotion
mix. Alma (2006) argues that promotion is a form of communication that gives explanation and reassures consumers about the product or services which has purpose to grab consumer’s attention, to educate, to remind and to convince consumers. Promotion is a communication tool functioning as message delivering and persuasion so consumers and intermediaries’ will keep the information in their mind. Promotion is one of the variables in marketing mix that is very important for the company to market their products or services.

Kotler and Keller (2016) define promotion as a medium where company try to inform, persuade and remind consumers directly or indirectly about their product and brand that they offer. Zeithaml and Bitner (2000) contend that price is what we obtain from something that has been sacrificed to get products or services. Ferdinand (2000) says that price is one of the important variables in marketing, since price could affect customers’ decision to purchase a product for many reasons. Economical reason will show that low price or competitive price is one important trigger to increase sales, but, psychological reason may show that price is an indicator to quality which is designed as a sales instrument as well as a competition instrument. Ruswanti (2012) says, consumers who have high loyalty to the company are asset that has high value for the company. The characteristic of a consumer that has high loyalty are: repeatedly purchase in regular terms, purchase another product line from the same company, is willing to persuade another people to purchase and refuse to purchase any product from competitor.

In general, sales promotions should build relationships with customers not just for short-term sales, or as temporary brand switching, but also to help strengthen product positions and build long-term relationships with customers (Kotler and Armstrong, 2016). Kotler and Keller (2016) state that promotion has an influence on the formation of customer loyalty and it is known that the promotion period has the greatest influence on customer loyalty. Pi and Huang (2011) mention that one indicator that shows the level of loyalty is to make repeated purchase and repurchase. Loyal customers will repeat purchase regularly, buy outside the product or service line, recommend the product to others, and show immunity from competitor’s appeal as they are not easily affected by similar attractiveness from competitors. Based on the above, then the proposed hypotheses are as follows:

H1 : Promotion improves consumer’s loyalty.
H2a : Specific to group who has expensive prices perception, group who has high promotion perception are more loyal than consumers who has low promotion perception.
H2b : Specific for group who has low promotion perception, group who has cheap price perception are more loyal compared to groups with expensive price perception.
H2c : Specific for group who has high promotion perception, group who has cheap price perception is more loyal than group who has expensive price perception.

Product Quality to Consumer’s Loyalty Moderated by Price

Product quality is determined by several indicators such as ease of use, durability, clarity of functions, diversity of product, etc. (Zeithaml et. al, 1988). Consumers always have value perception to a product. It can be seen from the ability of product to create product quality with all of its specifications so that the product can attract consumer’s interest to purchase the product. From the explanation above, it could be said that quality of a product may affect consumer’s purchase decision. Kotler and Amstrong (2016) mention that quality is a characteristic of a product related to its ability to meet consumer’s predetermined and latent needs. Insufficient attention to the product quality may lead to consumers’ disloyalty which will cause decreased product sales. Stanton (2009) states that price is values redeemed with benefits of having and using products or services that stated by consumers or seller for the same price to all consumers.

Consumers’ behavior after purchasing a product is determined by consumer’s satisfaction of a product as the last process of sales. The concept of consumer’s loyalty is more connected to behavior rather than attitude. Positive consumer’s attitude can be indicated by the consumer’s loyalty to the product and their willingness to recommend the product to
other consumers. On the other hand, negative attitude is shown by negative word of mouth to other consumers and switch to product from another company. Loyalty grows without any force. Instead, it grows from within. Loyalty is the formation of consumer’s behavior and attitude to purchasing and usage of products as the results of past experience (Griffin, 2005).

Cheaper prices are preferred by consumers to meet their needs. So, cheap price has an association between the quality obtained both with customer satisfaction and loyalty of the goods (Dharmmesta, 2002). Kotler (2009) says, consumers are said to be loyal if they have a pattern of consumption of a product at any time and never switch from one product to another similar product. Johnson (1997) says if a company has succeeded to improve their product quality to make their customers always satisfied, it will be easier for them to maintain and develop their business because their customers will be more loyal to the product. The customers will purchase repeatedly and willing to pay more for the product. In this study, price is used as moderating variable between promotion to improve consumer loyalty and product quality to improve consumer loyalty. Based on the above, then the proposed hypotheses are as follows:

H3 : Product quality improves consumers’ loyalty.
H4a: Specific to group who has expensive price perception, group who has high product quality perception are more loyal than group who has low product quality perception.
H4b : Specific to group who has low product quality perception, groups with cheap price perception are more loyal than group who has expensive price perceptions.
H4c : Specific to group who has high product quality perception, group who has cheap price perception are more loyal than group who has expensive price perception.

From the description above, the research model can be described as follows:

Research Method

This research was conducted on the consumers who have purchased motorcycle two times or more. Research aspects were promotion, product quality, price and consumer’s loyalty. The research was conducted in June 2016. We use survey method as an analysis tools in this research. This research is a descriptive analysis, with a causality model or influence relationships. The data were collected by distributing questionnaires to consumer that have purchased motorcycle two times or more. Data analysis method used in this research was the non-hierarchical statistic; data is processed by using statistical software of GLM (General Linear Model). According to Agung (2006) the sample size used is the total number of average cell multiplied by 30 (the minimum), in which number of the cell is four (Table 1) so that $4 \times 30 = 120$ respondents, with three variables i.e. promotion variable which is divided into high promotion perception and low promotion perception, product quality variable which is divided into high product quality perception and low product quality perception and price which is divided cheap price perception and expensive price perception. Classification of
promotion is done by determining the median split value, a value above the median split classified as high promotion perception and a value below the median split classified as low promotion perception. Classification of product quality is done by determining the median split value, a value above the median split classified as high product quality perception, and a value below the median split classified as low product quality perception with classification of price is done by determining the median split value, a value above the median split classified as cheap price perception and value below the median split classified as expensive price perception. Then the data were measured by using Likert scale measurement on scale of one to seven. Analysis result afterwards is interpreted and the final stage is concluded and given an advice.

**Measurement**

In this study, there are two exogenous variable namely promotion and product quality, an endogenous variable that is consumer’s loyalty while price role as a moderating variable that affecting exogenous and endogenous. Promotion variable is measured by using the indicators of Kotler and Keller (2008) consisting of four indicators. Product quality variable measurement uses the indicators of Tjiptono (2008) consisting of seven indicators. Consumer’s loyalty variable were adopted from Syah (2014) adapted from Lin and Ding (2006) consisting of three indicators. Price variable was adopted from Zeithaml et. al(1988) consisting of four questions. The measurement indicators are displayed in the form of a questionnaire, and then tested the validity and reliability.

This study uses confirmatory factor analysis by doing validity test to see the value of Kaiser-Meyer-Olkin measure of sampling (KMO) and measures of sampling adequacy (MSA). In this research, the value obtained must be greater than 0.5 which means that the analysis factor is right or appropriate for use, and can be further processed (Malhotra, 2004). Promotion scales consist of six questions and there are four valid questions (MSA > 0.5). Questions that are not accepted is PR1 and PR5 questions because it was obtained MSA value < 0.5 when included in the data process so that it cannot be included into this research questionnaire. Product quality scales consist of twelve questions and there are six valid questions (MSA > 0.5). Questions that are not accepted is KP4, KP8, KP10 and KP12 questions because it was obtained MSA value < 0.5, questions KP9 and KP11 also not accepted because it was obtained component matrix more than one when included in the data process so that it cannot be included into this research questionnaire. There are three questions of price scale which are all valid. Consumer’s loyalty scale are eight questions and there are five valid questions (MSA >0.5). Questions that are not accepted is LY because it obtained MSA value <0.5, LY3 and LY5 because it has component matrix more than one when included in the data process so that it cannot be included into this research questionnaire. Reliability testing with Alpha Cronbach value of >0.5 which means reliable (Hinton et. al, 2004), so it can be said that indicators of promotion, product quality, price and patient satisfaction are reliable as a data collection tool in the research.

**Analysis Results**

In this research, as can be seen in Table 1 where the test of hypothesis 1 by using statistical F-test on the 'promotion' line where F0 = 1.887 (Sig. 0.172), with a degree of freedom of 1/116. It indicates a rejection of H1, so it can be concluded that the data did not support the submitted hypothesis. This shows that consumer’s loyalty is not influenced by good promotion. In Indonesia, high promotion only did not affect the loyalty of a consumer. In table 2, the test of hypothesis 2 by using statistical F-test on the 'product quality' line where F0 = 8.188 (Sig. 0.005), with a degree of freedom of 1/116. It indicates a rejection of H0. so it can be concluded that the data support the submitted hypothesis. This shows that consumer’s loyalty influenced by good product quality; the better the quality of a product, the higher consumers’ loyalty will be.
### Table 1. Test of Between-Subjects Effects (Promotion)
Dependent Variable: Consumer’s Loyalty

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<tr>
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Source: Test result on tools of data analysis

### Table 2. Test of Between-Subjects Effects (Product Quality)
Dependent Variable: Consumer’s Loyalty

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<tr>
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Source: Test result on tools of data analysis

### Table 3. Parameter Estimate Design A (AB) (Promotion)
Dependent Variable: Consumer’s Loyalty

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Source: Test result on tools of data analysis

### Table 4. Parameter Estimate Design A (AB) (Product Quality)
Dependent Variable: Consumer’s Loyalty

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<td>-.435</td>
<td>.664</td>
</tr>
</tbody>
</table>

Source: Test result on tools of data analysis

### Table 5. Intercept Parameter βi Design A (AB) (Promotion)

<table>
<thead>
<tr>
<th>Deviation</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>PR = 1</td>
<td>H2a</td>
</tr>
<tr>
<td>PR = 2</td>
<td>H2b</td>
</tr>
<tr>
<td>Deviation</td>
<td>H2c</td>
</tr>
</tbody>
</table>

### Table 6. Intercept Parameter βi Design A (AB) (Product Quality)

<table>
<thead>
<tr>
<th>Deviation</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>KP = 1</td>
<td>H4a</td>
</tr>
<tr>
<td>KP = 2</td>
<td>H4b</td>
</tr>
<tr>
<td>Deviation</td>
<td>H4c</td>
</tr>
</tbody>
</table>

Source: Test result on tools of data analysis
Table 3 shows hypothesis 2 testing. Value that will be tested is "price" group, by comparing the degree of high promotion and low promotion with the $\beta$ coefficient. This test is done to see gap differences in consumer’s loyalty mean deviation (Y) formed by high (PR = 1) promotion perception (PR), and low (PR = 2) both on price perception (RP), cheap perception (RP = 1) as well as expensive perception (RP = 2) after considering the same linear promotion (X) effect on consumer’s loyalty (Y) in all cells. The analysis results support hypothesis H2a. It was found that the analysis result does not support the hypothesis H2a that is specific to group who has expensive price perception, group who has high promotion perception are more loyal than group who has low promotion perception ($\beta_1$), with sig. value 0.198 (>0.05). On the test result of hypothesis 2b, it was found that the analysis result support the hypothesis H2b that is Specific to group who has low promotion perception, group who has cheap price perception are more loyal than group who has expensive price perception ($\beta_2$), with sig. 0.017 (<0.05). On the results of hypothesis 2c, it was found that the analysis results does not support the hypothesis H2c that is Specific to group who has good promotion perception, group who has cheap price perception are more loyal than group who has expensive price perception ($\beta_3$), with sig. value 0.649 (>0.05).

In Table 4 are showed hypothesis 4 testing, value that will be tested is in "price" group, by comparing the degree of high product quality perception and low product quality perception with the $\beta$ coefficient. This test is done to see any gap differences in consumer’s loyalty mean deviation (Y) formed by high (KP = 1) product quality perception (KP), and low (KP = 2) both on price perception (RP), cheap price perception (RP = 1) as well as expensive price perception (RP = 2) after considering the same linear product quality (X) effect on consumer’s loyalty (Y) in all cells. The analysis results supporting hypothesis H4a is specific to group who has expensive price perception. Group who has high product quality perception are more loyal than groups of consumers who get low product quality ($\beta_1$), with sig. value 0.021 (<0.05). On the test result of hypothesis 4b, it was found that the analysis result does not support the hypothesis H4b that is specific to group who has low product quality perception, group who has cheap price perception are more loyal than group who has expensive price perception ($\beta_2$), with sig. 0.087 (>0.05). On the results of hypothesis 4c, it was found that the analysis results does not support the hypothesis H4c that is specific to group who has high product quality perception, group who has cheap price perception are more loyal than group who has expensive price perception ($\beta_3$), with sig. value 0.664 (>0.05).

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Hypothesis Statement</th>
<th>Sig. Value</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Promotion improve consumer’s loyalty</td>
<td>0.172</td>
<td>Data does not support the hypothesis</td>
</tr>
<tr>
<td>H2a</td>
<td>Specific to groups who has expensive price perception, groups who has high promotion perception are more loyal than group who has low promotion perception</td>
<td>0.198</td>
<td>Data does not support the hypothesis</td>
</tr>
<tr>
<td>H2b</td>
<td>Specific to groups who has low promotion perception, groups who has cheap price perception are more loyal than groups who has expensive price perception</td>
<td>0.017</td>
<td>Data support the hypothesis</td>
</tr>
<tr>
<td>H2c</td>
<td>Specific to groups who has good promotion perception, groups who has cheap price perception are more loyal than groups who has expensive price perception</td>
<td>0.649</td>
<td>Data does not support the hypothesis</td>
</tr>
<tr>
<td>H3</td>
<td>Product quality improve consumer’s loyalty</td>
<td>0.005</td>
<td>Data support the hypothesis</td>
</tr>
<tr>
<td>H4a</td>
<td>Specific to groups who has expensive price perception, groups who has high product quality perception are more loyal than groups of consumers who get low product quality</td>
<td>0.021</td>
<td>Data support the hypothesis</td>
</tr>
<tr>
<td>H4b</td>
<td>Specific to groups who has low product</td>
<td>0.087</td>
<td>Data does not support the hypothesis</td>
</tr>
<tr>
<td>Hypothesis</td>
<td>Hypothesis Statement</td>
<td>Sig. Value</td>
<td>Notes</td>
</tr>
<tr>
<td>------------</td>
<td>---------------------</td>
<td>------------</td>
<td>-------</td>
</tr>
<tr>
<td>H4c</td>
<td>Specific to groups who has high product quality perception, group who has cheap price perception are more loyal than groups who has expensive price perception.</td>
<td>0.664</td>
<td>Data does not support the hypothesis</td>
</tr>
</tbody>
</table>

**Discussion**

Research that previously conducted indicates an inline relationship between the impacts of the good promotion and product quality to consumer’s loyalty in a research conducted in Europe (Caruana, 2002). Thus, better promotion and product quality of the products and the improvement of consumer’s loyalty are expected to bring a good impact on sales level as well as revenue of the company.

The test result of Hypothesis 1, found that analysis result did not support hypothesis H1, i.e. a good promotion improve consumer’s loyalty. The results of this research does not support previous research conducted by Nagar (2009) which said promotion is the main component to improve sales through consumer’s repeat purchase. In this research, promotion done by company as a tool that is expected to improve consumer’s loyalty, could not improve consumer’s loyalty if it stands alone.

The test result of Hypothesis 2a found that analysis result did not support hypothesis H2a, i.e. specific to group who has expensive price perception, group who has high promotion perception are no more loyal than group who has low promotion perception. The results of this research does not support previous research conducted by Dobre, Dragomir and Isac (2013), which said price alone does not improve consumer’s loyalty, thus, company must keep the balance between price and promotion that represent consumer’s value and keep company’s profit. Thus in this research, in Indonesia, consumers who think that price given are expensive, will not show loyalty whether the consumers are well informed or not.

The test result of Hypothesis 2b found that analysis result support hypothesis H2b, i.e. specific to group who has low promotion perception, group who has cheap price perception are more loyal than group who has expensive price perception. It supports previous research conducted by Widyaningtyas and Sugiarto (2010) which found that if price vary, consumer’s satisfaction will improve and eventually increase consumer’s loyalty. Thus in this research, even though consumers were not well informed about the product, those who think the price is cheap will be more loyal because they still consider cheap price as an important aspect for them to show loyalty.

The test result of Hypothesis 2c found that analysis result did not support hypothesis H2c, i.e. specific to group who has good promotion perception, group who has cheap price perception are no more loyal than group who has expensive price perception. The results of this research support previous research conducted by Pi and Huang (2013), which said even though customer buy with promotion, their loyalty will not improve. Thus in this research, in Indonesia, even though consumers are well informed about the product, they will not be loyal because their main consideration to be loyal is cheap price.

The test result of Hypothesis 3 found that analysis result support hypothesis H3, i.e. product quality improves consumer’s loyalty. The results of this research support previous research conducted by Wicker (2015), which found in a continuous research that quality, service, personal branding, store environment and long-term high quality significantly improve consumers’ loyalty. Thus in this research which was conducted in Indonesia, consumer’s experience in using the product. If the consumers are satisfied by their experience, they will show loyalty to the product.

The test result of Hypothesis 4a, found that analysis result support hypothesis H4a, i.e. specific to group who has expensive price perception, group who has high product quality
perception are more loyal than groups of consumers who get bad product quality. The results of this research support previous research conducted by Budiman (2006), which said product quality has a positive relationship and impact to customers’ loyalty. In Indonesia, consumers who think that the motorcycle offered are expensive, will be more loyal when they get a motorcycle with high quality. It is in line with their perception that expensive price products comes with high quality.

The test result of Hypothesis 4b found that analysis result did not support hypothesis H4b, i.e. specific to group who has low product quality perception, group who has cheap price perception are no more loyal than group who has expensive price perception. The results of this research support previous research conducted by Caruana (2002), which argues that there is no direct effect between product quality and consumer’s loyalty. In this research, a bad quality product will not make consumers loyal even though it is offered with cheap or expensive price.

The test result of Hypothesis 4c found that analysis result did not support hypothesis H4c, i.e. specific to group who has high product quality perception, group who has cheap price perception are no more loyal than groups who has expensive price perception. The results of this research do not support previous research conducted by Ruswanti (2012), which found that customers will be loyal if the quality expected correspond with the quality they get when they purchase a product. In this research, consumers will not show loyalty if they are offered high quality motorcycle with cheap price because they did not believe that there’s a high quality product with cheap price.

Managerial Implications

Good product quality with appropriate price is an important component in maintaining consumer’s loyalty. Loyal consumer is the heart of the sustainability of the company. Loyal consumers will be an important component for the company to maintain the company's sales level. Loyal consumers will become indirect marketers for the company. They will purchase repeatedly both in the short term and in the long term, buy outside the product line they bought before, and if they have high loyalty, they willingly tell good things about their experience in using the product and invite others to participate in purchase. To accomplish this, many things can be done by the company. From the results of this study, managerial implications for the company can be given to get better in running its business.

In terms of the ability of salesperson, training of communication skill can be obtained so the salesperson will be able to classify consumers according to the characteristics of perception that arise from consumers. It is important to classify whether they go into groups with perception of high promotion or product quality perception, or low promotion or product quality perception. Then they will be grouped again, whether they have a cheap or expensive price perception. This is to determine what kind of product quality and what price level will be offered to this type of consumers.

If at the time of identification of the consumer perception the consumer turned out to be not well informed about the product, they should be offered with product with cheap price. It is because consumers who have cheap price perceptions will be more loyal when given a promotion that they consider low promotions than consumers who have perceptions of expensive price. This is because cheap price is still the main consideration for consumers to be loyal.

Conclusion

Results that can be concluded from this research are as follows. First, promotion did not improve consumer’s loyalty. A good promotion cannot improve consumer’s loyalty (first hypothesis is not supported). Promotion did not attract consumers to purchase or to be loyal. Second, specific to group who has expensive price perception, group who has high promotion perception are not more loyal than group who has low promotion perception (second hypothesis is not supported). It is not proven especially for the motorcycle industry. This is due to the fact that consumers in Indonesia and surrounding areas who have perception of expensive prices on motorcycle products, do not show loyal behavior whether they were well
informed or not. Third, specific to group who has low promotion perception, group who has cheap price perception are more loyal than group who has expensive price perception (third hypothesis is supported). For Indonesia and surrounding areas, if consumers are not well informed about the product from the promotion, those who thinks that the price offered are cheap will be loyal because cheap price still becomes their main consideration to be loyal. Fourth, specific to group who has high promotion perception, group who has cheap price perception are not more loyal than group who has expensive price perception (fourth hypothesis is not supported). This is because for Indonesia and surrounding areas, even though consumers are well informed, they still will not be loyal because the cheap price is still their main consideration in determining loyalty. Fifth, product’s quality improve consumer’s loyalty (fifth hypothesis is supported). These results explain that the consumer experience in using the product will result in consumer ratings of the product. If the quality of the product can satisfy the consumer's desire then the consumer will provide a positive assessment of products that generate loyalty. Sixth, specific to group who has expensive price perception, group who has high product quality perception are more loyal than groups of consumers who get bad product quality (sixth hypothesis is supported). This means that consumers who have a perception of expensive prices will be loyal if at the time of buying a motorcycle, the products have good quality in accordance with the perception that the product with expensive price has a high quality. Seventh, specific to groups who have low product quality perception, group who has cheap price perception is not more loyal than group who has expensive price perception (seventh hypothesis is not supported). This shows that poor product quality will not make the consumer loyal even if the product is offered to consumers who have a perception of cheap nor expensive prices. Eighth, specific to group who has high product quality perception, group who has cheap price perception are more loyal than group who has expensive price perception (eighth hypothesis is not supported). It shows that consumers with cheap price perception will not be loyal even if they are offered with good quality product, because they think that there will be no product with cheap price that has high quality.

Limitations of Research and Recommendations

Limitation of Research

Limitations of this research can be considered for future researches. A questionnaire is used in this research as a measuring tool because of a limitation of time and energy. However, the questionnaire has limitations, such as bias in filling questions. There is a possibility that the respondents did not truthfully answer the questionnaire or just fill out the answer of the questionnaire based on ideal conditions expected and not on the actual and ongoing situation. This can affect the measurement because it may not describe the real variables. Moreover, the limited number of samples and variables that influence promotion and product quality on consumer’s loyalty that moderated by price perception, as well as the number of analysis, prevent researcher to explore more thoroughly on other factors which affect consumer’s loyalty.

Recommendations for Future Research

This research scope is still very limited because it only researches the extent of promotion and product quality on consumer’s loyalty that is moderated by price. Therefore, it is expected that the research development of future researches could add another variable that affect consumer’s loyalty, such as the service quality. It is also expected that further researches would study on the object of research with more specific brand such as Yamaha, Honda, Suzuki and others in order to obtain more objective and representative result with more detailed explanation.

Thanks to DIKTI for helping this research through a graduate Hibah Tim Pasca Sarjana.
References


THE EFFECT OF HOSPITAL SERVICE QUALITY ON PATIENT LOYALTY AND PATIENT SATISFACTION
(A CASE IN INDONESIA)

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ABSTRACT

Service quality plays the main role in achieving patient satisfaction. Beside achieving patient satisfaction, hospitals also need loyal patients. Patient loyalty will make them want to be treated again in the hospitals when they’re sick and even recommend the hospitals to others who need health services and this condition will benefit hospitals. This has been proven in past studies which state that service quality affects patient satisfaction and patient loyalty significantly, however some studies show insignificant effect of service quality on patient satisfaction and loyalty, so in this study the researcher wanted to determine and emphasize the effect of service quality on patient satisfaction and patient loyalty in a hospital in South Jakarta, Indonesia which sets it apart from previous studies. This study was performed on 190 male and female outpatients in a hospital in South Jakarta, Indonesia by questionnaire. The data analysis method in this study was Structural Equation Model (SEM). The research found that good service quality will create patient loyalty, good service quality will create patient satisfaction, and good patient satisfaction will create loyalty.

Keywords: service quality, patient loyalty, patient satisfaction.

INTRODUCTION

Health as a basic needs also growth along with the national population growth. People will demand more access to higher quality health services. It will create fierce competition in the health industry, forcing every health service provider to provide the best services. Another challenge faced by hospitals in Indonesia is the high number of patients deciding to get treatment abroad. The latest data from Metrotvnews, 2014 showed around 600 thousand Indonesian from upper middle class looked for treatment abroad. They considered the service quality abroad better than the service quality in Indonesia. Kim, Cho, Ahn, Goh and Kim (2008) state that quality of medical services such as doctor, treatment procedure, and reliability has positive effect on patient satisfaction. Moreover, Wibowo, Ruswanti and Januarko (2013) also conclude in their study that five service quality dimensions will have positive effects on customer satisfaction. It indicates that to improve patient satisfaction, hospital should provide quality services.

However Bowen and Chen (2001) in Singh (2006) said that having satisfied. This is because customer satisfaction must lead to customer loyalty. Ruswanti (2012) states that consumer who has high loyalty to a company is a very valuable asset for the company. Similarly, (Hogan, et al., 2003; Lee-Kelley, et al., 2003) state that company can produce higher profit if they maintain their customers than looking for new customers. Therefore, the next task of a hospital is ensuring that patients keep using hospital services and not move to other hospitals or, in other words, be loyal. Established hospitals should maintain their patients to keep them from switching to other hospitals. Improving the service quality of medical treatment is the main concern for patients and to provide better services for the
patients, service quality has become increasingly important for hospitals in satisfying and maintaining the patients (Majeed, Alquraini and Chowdhury, 2011). Therefore, to improve patient loyalty and patient satisfaction, good service quality is required. Competition among hospitals requires them to improve their competitiveness, which is service quality to provide patient satisfaction. Parasuraman, et al. (1994) state that service quality is measured by a scale consisting of five dimensions which are tangible, reliability, responsiveness, assurance and empathy. The five dimensions play major roles in creating the level of customer loyalty. 

Jayasudha and Jawaharrani (2016) show that the dimensions of service quality (tangible, empathy, reliability, responsiveness and assurance) are thought to have strong impacts on patient satisfaction, and patient satisfaction also has strong impact on patient loyalty. The study reveals that service quality affects patient satisfaction and patient loyalty. Patient satisfaction is an important element in evaluating service quality by measuring patient’s feelings after receiving service. Kim, et al. (2008) state that quality health services such as doctors, treatment procedure, and reliability have positive effect on patient satisfaction. If service providers can maintain good relationships with consumers, it will be easier to do and have more efficient cost than looking for new consumers (Kotler and Keller, 2009). Puti (2013) also proves that service quality affects patient satisfaction and loyalty. However, some studies are inconsistent with the statement. Normasari, Kumadji and Kusumawati (2013), Anggarayana and Pramudana (2013) find that service quality has insignificant effect on customer loyalty. Sumiyati (2016) finds that patient satisfaction doesn’t affect loyalty.

There have been many studies on the effect of service quality of patient loyalty and satisfaction. Some of them state that service quality affect patient satisfaction and patient loyalty significantly, but other studies show insignificant effect between service quality and patient satisfaction and loyalty, so in this study the author wanted to determine and emphasize the effect of hospital service quality on patient loyalty as mediated by patient satisfaction in outpatients of a hospital in South Jakarta, Indonesia to set it apart from previous studies. Based on the research gap above, the purpose of the study was to determine whether patient satisfaction as mediating variable affected the effect of service quality on patient loyalty.

LITERATURE STUDY

Service quality

Service quality comes from comparison between customer expectation on service they’d like to receive and service they actually receive. Service quality is the difference between customer perception and expectation on service to be received and customer expectation, where perception and expectation are the two main elements of service quality (Mosahab, Mahamad and Ramayah, 2010). Customer expectation is basically the kind of service which should be provided by company for them. Customer expectation may come from word of mouth information, personal needs, past experience, and external communication (advertisement and various other forms of company promotions. The definition of service quality is focused on effort to fulfill customers’ needs and demands and properly present them to match customer expectation. Specifically, service quality means that provided services must meet customers’ needs and expectation (Tan, Wong, Lam, Ooi and Ng, 2010)

Service quality has several dimensions to help assessing and measuring service quality. The measurement consists of five dimensions of service quality. According to
Parasuraman, et al. (1990) they are, first, tangible which is the appearance of physical facilities and infrastructures, including physical facilities, equipment, materials used by hospital, staff’s appearance and communication facilities which are real evidence of services provided by hospital. Second, reliability which is ability to provide promised services accurately and reliably. Performance must meet patient expectation, meaning punctuality, same services for all patients, and no mistake or error in providing services. Thirdly, responsiveness which is a policy to help, give fast services, willingly help patients and respond to their requests readily, as well as informing services correctly. Fourthly, assurance which includes knowledge, ability and courtesy in performing duties, which create consumers’ trust and confidence on the provided service quality.Fifthly, empathy which includes easiness in making communication, personal attention and understanding the needs of patients as customers and acting for patients’ interests.

**Patient satisfaction**

Satisfaction can be defined as one’s contentment, happiness and relief for consuming a product or service to get a service. According to Kotler (2003) satisfaction is one’s happiness or disappointment which occurs after comparing the perception or impression on the performance or result of a product with their expectations. Ruswanti (2012) concludes that customer satisfaction is a feeling resulted from evaluation of what is received compared with what is expected by the customer, including the decision to purchase the goods, and needs and desire related to the purchase.

So, satisfaction is a function of perception or impression on performance and expectation. If performance is below expectation, customers will be dissatisfied. If performance fulfills expectation, customers will be satisfied. If performance exceeds expectation, customers will be very satisfied or pleased. Simply, satisfaction is defined as an effort to fulfills something or make something adequate (Tjiptono and Chandra, 2007). Kotler (1994) in Tjiptono and Chandra (2011) states that there are many kinds of method in measuring customer satisfaction which are complaint and suggestion system, ghost shopping, lost customer analysis, and customer satisfaction survey.

**Patient loyalty**

Loyalty is linguistically defined as being faithful, meaning one’s faithfulness to something. According to Kotler (2005), is a repeat purchase performed by a customer due to commitment to a brand or company. Griffin (2010) defines customer loyalty as people who make purchase regularly, purchase among product and service lines, reference them to others, and show immunity to competitor’s attraction. Loyalty can be defined as repeat usage of service by patient.

Customer satisfaction is one of marketing goals which is closely related with consumer loyalty (Zeithaml, et al., 2013). In 2003, Anderson and Srinivasan state that dissatisfied customer is more likely to look for information on alternative choices and benefit competitors than satisfied customer. It shows the importance of customer loyalty which creates growth and survival for companies operating in the service sector. Consumer loyalty can’t be created in a short time, but through learning process and based on consumer’s experience of consistent purchase over time. If what they get is as they expect, the purchase process will be repeated. Then, it can be said that consumer loyalty has been created.
HYPOTHESIS DEVELOPMENT

Jeyasudha and Jawaharrani (2016) show that the dimensions of service quality consist of tangibles, reliability, assurance, responsiveness and empathy which are considered to have strong impacts on patient loyalty. In the context of health service, Boshoff and Gray (2004) verify positive relation between service quality and loyalty measured by purchase intention. Patient’s perception on services play a significant role in keeping the patient loyal and satisfied of the received services. Service quality will be fulfilled if service presentation from service provider to patient is consistent with the patient’s perception. Kotler (2005) states that service quality is the best assurance to create and maintain customer loyalty and is a defensive fort in facing global competition.

From the description above, the author proposed the following hypothesis:

\( H_1: \) Good service quality will create patient loyalty

Jeyasudha and Jawaharrani (2016) show that the dimensions of service quality are tangibles, reliability, assurance, responsiveness and empathy which are thought to have strong impacts on patient satisfaction. High quality services correlate with high customer satisfaction (Cronin, et al., 2000; Oyeniyi and Joachim, 2008). Kim, et al. (2008) state that quality health services such as doctors, treatment procedure, and reliability have positive effect on patient satisfaction. Lee, et al. (2010) find positive correlation between medical service quality and patient satisfaction. Therefore, if the received or experienced service was as expected, the hospital service quality was perceived as good and satisfying by patients.

From the description above, the author proposed the following hypothesis:

\( H_2: \) Good service quality will create patient satisfaction

Tuu and Olsen (2009) find that customer satisfaction affects customer loyalty. Barnes (2003) states that to improve loyalty, the satisfaction of every customer should be improved and maintained in long term. Loyalty could be the end result of customer satisfaction (Lai and Babin, 2009). For hospitals, satisfied patients are important because they tend to keep using medical services, follow prescribed treatment plans and maintain relationship with certain health service providers, and recommend the hospitals to others (Hekkert, et al., 2009).

From the description above, the author proposed the following hypothesis:

\( H_3: \) Good satisfaction will create patient loyalty

RESEARCH METHOD

This study was performed on the outpatients of Mayapada Hospital, South Jakarta, Indonesia. The research aspects were hospital service quality, patient loyalty, and patient satisfaction. The study was performed on July 2017 by survey. Data collection was performed by distributing questionnaires to the outpatients of Mayapada Hospital, South Jakarta. The data analysis method in this study was Structural Equation Modeling (SEM). Sampling was performed by Maximum Likelihood Estimation (MLE) technique, in which sampling is effective for 100-200 samples (Ferdinand, 2002). The data measurement method was likert scale from one to five. The research aspects were service quality, patient satisfaction and patient loyalty. Study was performed on July 2017 by survey. The study was performed on the outpatients of Mayapada Hospital, South Jakarta with a total of 190 respondents. The analysis result was then interpreted and concluded and suggestions were made.
Measurement

The exogenous variable in this study was service quality, the endogenous variable was patient loyalty and patient satisfaction was the mediating variable affecting exogenous and endogenous variables. Service quality in this study was measured by the dimensions by Parasuraman, et al. (1990) known as service quality which consists of tangibles, reliability, responsiveness, assurance, and empathy. Patient satisfaction variable were adopted from Syah (2014) adapted from Crosby, et al. (1990); Kim and Cha (2002) to get satisfaction in performed appropriate action and overall satisfaction on product or service. Meanwhile, loyalty patient variable was adopted from Syah (2014), adapted from Lin and Ding (2006) which include: repeat patronage, switching behavior and word of mouth. Then, the measurements were displayed as questionnaires and validity and reliability tests were performed on them.

The study used Confirmatory Factor Analysis to examine validity by considering Kaiser-Meyer-Olkin Measure of Sampling (KMO) and Measures of Sampling Adequacy (MSA) values. In this test, the score must be bigger than 0.5, meaning factor analysis was appropriate or suitable for use and can be processed further (Malhotra, 2004). Service quality scale consisted of 22 questions and 1 invalid question, satisfaction scale consisted of 3 questionnaires and all questionnaires were valid and loyalty scale consisted of 9 questionnaires and all questionnaires were valid. Reliability test by Alpha Cronbach > 0.6 meaning reliable (Anindita and Hasyim, 2009), so the service quality, patient satisfaction and patient loyalty questionnaires are reliable as data collection instruments in the study.

RESULT AND DISCUSSION

The present stud was focused on the effect of service quality, patient satisfaction and patient loyalty in which the results showed that the three proposed hypotheses were supported or accepted according to SEM test as shown in Figure 2 below:

Note of Figure 2:
Service quality=KP; Patient satisfaction=KNP and Patient loyalty=LP

Based on Figure 2 Path Diagram t-value above, the research hypothesis are presented in the structural equations below:
Table 1
Hypothesis Test of Research Model

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Hypothesis Statement</th>
<th>t-value</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₁</td>
<td>Good service quality will create patient loyalty</td>
<td>7.22</td>
<td>Data supported hypothesis</td>
</tr>
<tr>
<td>H₂</td>
<td>Good service quality will create patient satisfaction</td>
<td>12.42</td>
<td>Data supported hypothesis</td>
</tr>
<tr>
<td>H₃</td>
<td>Good satisfaction will create patient loyalty</td>
<td>7.52</td>
<td>Data supported hypothesis</td>
</tr>
</tbody>
</table>

In the present study, the result of the test of the first hypothesis (H₁) which is the relation between service quality and loyalty found that analysis result supported H₁, meaning good service quality will produce 7.22 patient loyalty (Table 1). The test of the second hypothesis (H₂) found that analysis result supported H₂, meaning good service quality will improve patient quality by 12.42 (Table 1). The test of the third hypothesis (H₃) found that the analysis result supported H₃, meaning good satisfaction will improve patient loyalty by 7.52 (Table 1). Path diagram t-value (Figure-2) shows that the service quality in this study used 5 dimensions which are: 14.20 Tangible (KP1), 15.82 Reliability (KP2), 14.54 Responsiveness (KP3), 13.43 Assurance (KP4) and 15.33 Empathy (KP5).

DISCUSSION

The examination of the first hypothesis (H₁) found that the analysis result supported hypothesis H₁ that there was positive effect between service quality and patient loyalty. The test result showed that service quality affected patient loyalty. The result supported with the study by Jeyasudha and Jawahharani (2016) which states that service quality has positive effect on patient loyalty, meaning the better the provided service quality, the higher the patient loyalty, and vice versa. The hypothesis showed that for the medical world, patients wanted good service quality to be loyal to a hospital. Moreover, patients think that service quality has very significant role in patient loyalty which affected them to recommend health service center to others and to return to the health service center if required another time. The results of this research does not support previous research conducted by Normasari, et al. (2013) which said the quality of service does not affect customer loyalty. This research is also not in line with Pasaribu (2015) research which states that the quality of service does not guarantee patients to be loyal.

The study found that the service quality of Mayapada Hospital, South Jakarta, was good. The service quality dimension of reliability had the highest score which affected patient loyalty, meaning that Mayapada Hospital had reliability in providing immediate and accurate treatments which made patients loyal. Furthermore, the dimension of assurance had the smallest score. It meant that Mayapada Hospital, South Jakarta must improve its assurance by improving the knowledge, skills, courtesy, which develop patients’ trust. The examination of the second hypothesis (H₂) found that the analysis result supported hypothesis H₂ that good service quality improved patient satisfaction. The result supported the study by Jeyasudha and Jawahharani (2016) which states that service quality positively affects patient satisfaction, meaning the better the provided service quality, the higher the patient satisfaction, and vice versa. The study is also consistent with a previous research by Normasari, et al. (2013), service quality affects customer. Anggarayana and Pramudana
(2013) also state that service quality has positive and significant influence on customer satisfaction.

The study found that the dimension of reliability had the highest score which affected patient satisfaction. The score meant that medical and nonmedical staffs of Mayapada Hospital, South Jakarta were capable in giving immediate and accurate services from the first time without making any mistake and satisfying patients. However, the dimension of assurance had the smallest score. It meant that Mayapada Hospital, South Jakarta should improve the dimension of assurance by improving the knowledge, skills, courtesy in providing services for patients so they feel safe when getting treatment in the hospital and feel they get proper attention. These are useful in improving patient satisfaction in Mayapada Hospital, South Jakarta.

The examination of the third hypothesis (H3) found that the analysis result supported hypothesis H3 that good satisfaction improved patient loyalty. The research result was in line with a previous study by Anggarayana and Pramudana (2013), who state that customer satisfaction has positive and significant effect on customer loyalty. The research result didn’t support previous study by Sumiyati (2016) which states that patient satisfaction doesn’t guarantee that patients will be loyal. The study found that the dimension of word of mouth or patient’s willingness to recommend to other customers, was higher, meaning that the patients of Mayapada Hospital, South Jakarta would recommend the hospital to others and benefitted the hospital.

Managerial Implication

This study was aimed to determine the effect of hospital service quality on patient loyalty as mediated by patient satisfaction of outpatients. The research result showed that service quality affected patient satisfaction and loyalty. Patient satisfaction and patient loyalty are valuable assets for the hospital and benefitted it. Service quality is one of the important aspects in the hospital which should be considered and always improved for the survival and progress of the hospital. Therefore, the hospital should prioritize service quality. The provided service quality is implemented by the dimensions of tangibles, reliability, responsiveness, assurance and empathy.

Tangible is something which can only be seen directly by eyes. Sophisticated medical equipment could be provided because they are important factor in the success and effectiveness of treatment. Diagnosis will be more accurate and they will help the specialists in Mayapada Hospital, South Jakarta, in determining the appropriate therapy. So, this could improve recovery and patient satisfaction, so they don’t have to get treatment abroad. Reliability is related with the reliability of the hospital’s ability to provide immediate and accurate services, the target is doctors and nurses work better. Responsiveness is related with the employee’s willingness and ability to help the patients and respond to their requests immediately, and informing services quickly. Assurance covers knowledge, skill, courtesy, ability to develop the patients’ trust. Empathy is easiness in communicating well, personal attention and understanding the needs of patients as customers and acting for their interests.

CONCLUSION

Conclusion

The results of this study are, first, service quality could improve patient loyalty. Good hospital service quality improve patient loyalty to return to get treatment when sick and even tell their friends, neighbors, relatives and other people to get treatment in Mayapada Hospital, South Jakarta (first hypothesis supported). Mayapada Hospital, South Jakarta, Indonesia had
given good and appropriate service quality so that patients will be very loyal to the hospital. The second research result was service quality affected patient satisfaction. Good service quality made patients satisfied with the services. Patient satisfaction was derived from the provided service quality where there was balance between patient expectation and services provided by the hospital, producing patient satisfaction (second hypothesis supported). The third research result was patient satisfaction affected patient loyalty. High patient satisfaction made patients loyal to Mayapada Hospital, South Jakarta. Loyal patients were good marketing for the hospital (third hypothesis supported). So, it’s concluded that patient satisfaction mediated the effect of good service quality on patient loyalty.

Research Limitation
The limitations of this study should be considered by future researches. The present study used questionnaire as a measurement to save time and energy. However, questionnaire has limitations such as bias in answering. It was possible that the respondents didn’t fill the questionnaire truthfully or only filled it based on the expected ideal condition rather than the actual condition. This may cause the measurement to not describe the variables actually. Moreover, limited samples and variables affecting the effect of service quality on patient loyalty as mediated by patient satisfaction, and the number of analyses made the author unable to explore other factors affecting patient loyalty, e.g. patient’s trust. Another limitation was this study was only performed in one hospital, which was Mayapada Hospital, South Jakarta, the research subjects were only limited to outpatients.

Suggestion for Future Research
This study was very limited because it only studied the effect of service quality on patient loyalty as mediated by patient satisfaction. To develop the study, future studies should add other variables affecting patient loyalty, e.g. patient’s trust, brand image, etc.. Future researchers should also be performed on other service companies, such as banking company, hotel, notary firm, etc., to get more objective and representative results with a large scope.

REFERENCES


Researcher:
1. Henny Novriani Hassan, MM. in Association Magister Management Esa Unggul University of Jakarta Indonesia
2. Dr Endang Ruswanti, SE., MM. is assigned to the faculty Economic Business of Higher Education Esa Unggul University of Jakarta Indonesia, has been teaching for 33 years. Active as a researcher of consumer behavior and marketing management.
Tourism Image Asa MediationTourist Satisfaction (A Survey in The Industrial Tourism Object in Cilegon City)

Nurul Afriyani¹, Endang Ruswanti²
Magister Management Esa Unggul University Jakarta Indonesia

Abstract: Tourism is a social phenomenon that attracts the attention of economists, politics, culture, geography, and technology. They offer new concepts by emphasizing specific perspectives, for example tourism is often equated as an industry because this phenomenon is related to the process of developing products and services using a particular technology. Cilegon Tourism Office does not have a clear blueprint for tourism development in Cilegon City. This is evident from the management of places where the attractions are less professional. Attractions in Cilegon is not known of its existence and the utilization of both foreign and local tourists including the opportunities that exist in the attraction. This study consists of five variables covering tourism products, service quality, image to the satisfaction of tourists. The influence of tourism products, quality of service and image to the satisfaction of tourists. Design research used Descriptive design is intended to describe the nature or characteristics of a particular phenomenon statue by not making conclusions that are too far on the existing data because the purpose of this design only collect facts and describe it thoroughly and elaborately in accordance with the issues to be solved. Design quality, This design is useful to analyze the relationships between one variable with other variables or how a variable affects other variables.

Keywords: tourism products, service quality, tourism image and tourist satisfaction

I. Introduction

Indonesia as a country located on the equator and has thousands of islands and natural wealth of flora and fauna. The natural beauty of the mountains and the oceans, the beauty of the jungle and its life and the delicacy of its food coupled with the hospitality of its people with various adapt and culture. Indonesia has enormous potential to create a tourism industry (Ohashi&Kholil, 1995). Much of the research on tourist satisfaction is done. From all the research, generally concluded about the analysis of adnya influence of service quality to consumer satisfaction that is: quality not influenced by service quality. While the dimension of service quality consists of direct evidence, responses, reliability, certainty and empathy. Based on the analysis of regression analysis that the quality of service simultaneously has no positive effect on the quality of tourist destinations. From testing the influence of service quality partially that service quality variable does not affect consumer satisfaction (Musanto, 2012). Cilegon city has the potential to become an advanced tourism destination. The strategic location of Kota Cilegon is located on the northwest tip of Java Island and adjacent to the city of Banten Province. The city of Cilegon is known as an industrial city and a steel city, as it is the largest industrial and steel hub in Southeast Asia. The existing natural and ethnic diversity makes Cilegon City grow in the arts of culture and tourism. Starting from the diverse cultural arts coupled with good tourism religious tours, culinary tours, nature tourism and industrial tourism to make Cilegon not only known as the city of industry and trade. To create tourism potential and expand market target for SME activity, business actor also need to be prepared, especially the perpetrator of SME. Tourism products in the city of Cilegon consists of cultural arts such as Bandrong, Fire Ball, Debus, Lesung and Rudat; Natural attractions such as BatuLawang Mountain, Mount Batur, Pulo
II. Literature Review

The service industry is now a very large and growing sector of the economy. This growth is in addition to the growth of pre-existing services, also due to the emergence of new types of services, as a result of the demands and technological developments. These developments are ultimately able to provide strong pressure on regulatory overhaul, particularly the relaxation of protection and utilization of new technologies that will directly affect the strengthening of competition in the industry (Lovelock, 2004). This condition directly exposes the business to the increasingly competitive business problems. They are required to be able to identify the form of competition that will be faced, set various standards of performance and recognize well its competitors. Manufacturing companies have now realized the need for a service element in their products as an effort to increase their business's competitive advantage (Hurriyati, 2008). An important implication of this
phenomenon is the increasingly high level of competition, so that different marketing management services are required compared to traditional marketing (goods). Zeithaml (1996) states that service marketing is about promises, promises made to customers and must be maintained. The strategic framework is known as a service triangle that reinforces the importance of insiders keeping their promise and success in building customer relationships. Triangles describe three interconnected groups that work together to develop, promote and deliver services. These three major players are named on the triangle points: the company (SBU or department or management), customers and providers (providers). Provider may be a company employee, sub contractor, or an outsider who submits the services of the company. Kotler and Keller (2006) suggests the sense of service (service) as follows: Service is any act or performance offered by one party to another party, in principle, intangible and does not cause the transfer of ownership. Production services may be bound or unbound to a physical product.

Tourism Product

Definition of tourism according to Yoeti (2006) points out that tourism is traveling as the equivalent of the word "travel" so that tourists are "traveler" that is, those who make the trip. Meanwhile, according to Law no. 10 Year 2009 tourism is a wide range of tourism activities and supported by various facilities and services provided by the community, businessmen, government, and local government. Inside tourism many actors are involved. Although their roles vary, but absolutely must be taken into account in tourism planning.

Service Quality

Parasuraman, et al. (1994) said the quality of service is a comparison between customer perceived service with the quality of service that customers expect. Quality of service centered on efforts in fulfilling the needs and desires of the customer and the accuracy of delivery to compensate expectations from customers (Tjiptono, 2005). Therefore, it can be concluded that the quality of service is the service provided for the fulfillment of expectations or expectations from customers. Services can also be interpreted as services that berupakecepatan, amenity, hospitality and ability shown through attitude in providing services for customer satisfaction. According to Parasuraman, et al. (1994) argues that: quality of service (service quality) is how far the difference between reality and expectations of customers for the services they receive / acquire.

Tourism Image

Corporate image according to Adona (2006) is the impression or mental impression or a picture of a company in the eyes of its audiences formed based on their own knowledge and experience. Citra intentionally need to be created so that is positive (Soemirat, et al., 2007). Positive things that can enhance the company's image through company success and history or company history. Thus, the image of a company is a representation of an institution in the hope of being able to encourage a positive corporate image. According to Kotler (2004) corporate image formed from associations between companies with a set of positive and negative attributes. Melewar (2008) revealed that the image can be formed from personality, strategy and corporate identity. Can be concluded that the image of the company is a picture or impression felt by customers as a result of services provided. To improve tourism and tourism marketing, image is a factor affecting demand. From this point of view the image consists of an objective level of enlightenment, impressions, prejudices, dreams, hopes, emotions and thoughts that determine tourists to choose their holiday destinations. Given the definition of image is a perceptive phenomenon that shapes the mind of the
Tourism logically-emotional image should have cognitive and emotional components (Baloglu, 2002). The image of the destination is the individual's perception of the characteristics of the destination that can be influenced by promotional information, mass media and many other factors (Kozak and Rimmington, 2000). Imagery is an interpretation of the results of consumer evaluation and emotion as a result of two important components of cognitive and affective imagery (Hosany and Ekinci, 2007). Cognitive imagery more referring to consumer knowledge and trust, while the affective image is more on the feelings of a particular object. This research adopts several items that cover both cognitive and affective imagery.

**Tourism Satisfaction**

According to Tjiptono (2005) argued about the definition of customer satisfaction is: the word satisfaction derived from the Latin "Satis", which is quite good and adequate, while "Facio" means do or make. So satisfaction can be interpreted as "effort fulfillment something". Meanwhile, according to Kotler & Armstrong (2013) that customer satisfaction is a feeling of pleasure or disappointed a person after comparing the performance of the product thought to the expected performance of the product. Meanwhile, according to Irawan (2004) that customer satisfaction can be regarded as a qualitative measurement of the output consumed or used by consumers. Customer satisfaction by Tjiptono (2005) is the level of one's feelings after comparing the performance (or outcome) that he perceives compared to his expectations. According to Park (2003) customer satisfaction is a consumer feeling as a response to the product goods or services that have been consumed. In general, satisfaction can be interpreted as a comparison between services or results received by consumers with consumer expectations, services or results received it must be at least equal to the expectations of consumers, or even exceed it.

Ruswanti (2012) in her research concluded that costumer satisfaction is a feeling resulting from an evaluation process about what is received on what to expect including the purchase decision of the goods itself, as well as the needs and desires associated with the purchase.

**III. Conceptual Framework and Hypotheses**

From some research above, there are differences with research that will be done by the researcher, that is tourism product, service quality as independent variable, image as intervening variable while the satisfaction of tourists is as dependent variable, as in the picture below:
Description: X1 = Tourism Product, X2 = Quality of Service, Y = Tourism Image, Z = Tourist Satisfaction
In this research as the research hypothesis is

1. Tourism products affect the satisfaction of tourists
2. Tourism products affect the image
3. Quality of service affect the satisfaction of tourists
4. Quality of service affect the image
5. Image affect the satisfaction of tourists
6. Tourism products, service quality and image affect the satisfaction of tourists

IV. Research Model

This study consists of five variables covering tourism products, service quality, image to the satisfaction of tourists. The influence of tourism products, quality of service and image to the satisfaction of tourists.

![Research Model](Figure 2. Research Model)

Information:

Travel Product = independent variable 1

Quality Service = independent variable 2

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Tourism Image As a Mediation in Tourist Satisfaction (A Survey in the Industrial Tourism Object in Travel Destinations)

Variable intervening
Traveler satisfaction = dependent variable

Research Development
In this research as the research hypothesis is

**H1: travel products affect the satisfaction of tourists**

According to Denis (1994) states that the quality of service affects customer satisfaction, trust, and resilience of customers and ultimately bring profit.

Perception of the quality of tourist destinations perceived by tourists during and after visiting tourist destinations is the quality of tourism and affect the satisfaction of tourists.

**H2: travel products influenced the image**

Tourism products have a significant correlation to the image that is defined as a positive marketing activity in order to influence the consumer's decision to visit it (Blain, et al., 2005). Dimensions or indicators of destination image variables, developed based on corporate image dimensions (Keller, 2003).

**H3: The quality of service affect the satisfaction of tourists**

Normasari, et al. (2013) conducted research on the influence of quality of service to customer satisfaction, corporate image and customer loyalty (Survey on customers who stay at Pelangi Hotel Malang). The results showed path analysis (path analysis).

**H4: the quality of service affect the image**

Image if linked to customer satisfaction is a supporter of the management function which always creates identity and loyalty. Creating a positive image is an achievement. In customer relations the most important thing is the acquisition of understanding of customer satisfaction and gain public support for the company has a good image. In the relationship variable quality of service as an independent variable that affect the image and customer satisfaction.

**H5: image affect the satisfaction of tourists**

Sach (2010) concluded that the image can be a kind of communication that gives explanations and convinces the prospective traveler about goods and services with the aim to gain attention, educate, remind and convince potential tourists. A well-designed tourist attraction will provide
additional local revenue, and encourage the multiplier process of local economic development around the tourist destination.

**Methodology**

Research observed tourism product and service quality as independent variable, tourist satisfaction as dependent variable, and image as intervening variable. Furthermore, the four research variables are operationalized in the following table:

**Table 1: Operational Variables**

<table>
<thead>
<tr>
<th>Research variable</th>
<th>Dimensions</th>
<th>Operationalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Products</td>
<td>Attractions</td>
<td>1. Nature tourism in the city of Cilegon well preserved.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Cultural tourism is still preserved.</td>
</tr>
<tr>
<td></td>
<td>Accessibility</td>
<td>3. Easily accessible tourist sights</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. To reach the tourist attraction the availability of easy transportation tool.</td>
</tr>
<tr>
<td></td>
<td>Networking</td>
<td>5. Tourism actors organize tourism products in cooperation with other agencies.</td>
</tr>
<tr>
<td>Service quality</td>
<td>Tangibility</td>
<td>6. Tourists get the convenience of service and information</td>
</tr>
<tr>
<td></td>
<td>Reliability</td>
<td>7. Officers reward tourists</td>
</tr>
<tr>
<td></td>
<td>Responsiveness</td>
<td>8. The services provided are fast and efficient.</td>
</tr>
<tr>
<td></td>
<td>Assurance</td>
<td>9. Officers help tourists deftly</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10. The clerk behaves politely and well mannered in serving tourists</td>
</tr>
<tr>
<td></td>
<td>Empathy</td>
<td>11. At tourist attractions available information center</td>
</tr>
<tr>
<td>Tourism Imagery</td>
<td>Professionalism</td>
<td>12. Tourists feel happy to visit the attractions</td>
</tr>
<tr>
<td></td>
<td>Modern</td>
<td>13. Tourists enjoy the facilities provided and modern technology</td>
</tr>
<tr>
<td></td>
<td>Serving All Tourist Segments</td>
<td>14. Tourism actors are willing to receive input both suggestions and criticism from visitors</td>
</tr>
<tr>
<td>Traveler’s Satisfaction</td>
<td>Product quality</td>
<td>15. Existing tourist products guarantee and quality</td>
</tr>
<tr>
<td></td>
<td>Service quality</td>
<td>16. Tourists prioritize excellent service to visitors.</td>
</tr>
<tr>
<td></td>
<td>Emotional</td>
<td>17. Travelers feel to have and want to visit again.</td>
</tr>
<tr>
<td></td>
<td>Price / Cost</td>
<td>18. The price offered, tourists never feel the disappointment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>19. Tourists feel the price charged by the tourism actors is affordable.</td>
</tr>
</tbody>
</table>
The population in this study are the tourists (foreign and domestic) who do industrial tourism in the city of Cilegon the number 91,924 people based on the data of tourist visits in 2015 (Disbudpar Kota Cilegon, 2015). While the sample of research is determined as much as 190 taken from tourists who visit in eksidental technique. The method of data analysis in this study by using Structural Equation Model (SEM). According to Hair et al. (2008) underlines the appropriate sample size for SEM is 100 to 200. In addition the minimum sample determination for SEM by Hair (2008) is dependent on the number of indicators multiplied by 5-

10. Referring to the calculation of minimum and maximum number of samples available, the number of samples selected for this study is based on multivariate 4 variables and 15 indicator means that there are 19 parameters. This study tested the hypothesis with multiple regression analysis (multiple regression) expanded by the method of path analysis (path analysis) for testing the effect of intervening variables. The path analysis function used is to determine the influence strength of each variable to see the indirect influence of each of the variables contained in the research model (Ghozali, 2006). Path analysis gives explicit causal relationships between variables based on the theory. The arrows show the relationship between variables. Each p value represents the path and path coefficients. Based on the path model drawing proposed relationship based on the concept that tourism products have a direct relationship of tourist satisfaction (p1). However, tourism products also have an indirect relationship to the satisfaction of tourists from tourism products to the image (p2) and then to the satisfaction of tourists (p3). Then the path model is also proposed relationship based on the concept that the quality of service has a direct relationship of tourist satisfaction (p4). However, the quality of service also has an indirect relationship to the satisfaction of tourists from the quality of the waiter to the image (p5) and then to the satisfaction of tourists (p6). Furthermore, if the results of the data in this study resulted in a path diagram as shown below:
The research results obtained are as follows:

**Table: Hypothesis Testing Research Model**

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Hypothesis Statement</th>
<th>Value T-Value</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₁</td>
<td>There is the influence of travel products to travel satisfaction</td>
<td>2.01</td>
<td>Data support the hypothesis</td>
</tr>
<tr>
<td>H₂</td>
<td>There is the influence of tourism products on the tourist image</td>
<td>13.66</td>
<td>The data support the hypothesis</td>
</tr>
<tr>
<td>H₃</td>
<td>There is no effect of service quality on tourism satisfaction</td>
<td>1.23</td>
<td>The data do not support the hypothesis</td>
</tr>
<tr>
<td>H₄</td>
<td>There is influence of service quality to tourism image</td>
<td>2.02</td>
<td>The data support the hypothesis</td>
</tr>
<tr>
<td>H₅</td>
<td>There is influence of tourism image to the satisfaction of tourism</td>
<td>5.85</td>
<td>The data support the hypothesis</td>
</tr>
</tbody>
</table>

*Tourism Image Asa MediationTourist Satisfaction (A Survey in the Industrial Tourism Object in*

**VI. Discussion**

In the results of the first hypothesis testing (H₁), it was found that the analysis results support H₁ hypothesis that there is the effect of tourism products on tourism satisfaction of 2.01 (> 1.96). This shows that the satisfaction of tourists influenced by tourism products. The current state of the tourist product is superior to provide travel satisfaction. In the second hypothesis test results (H₂), it was found that the results of the analysis support H₂ hypothesis that there is influence between tourism products on tourism image of 13.66. This shows that the image of the tourist is influenced by the tourism product owned by the company. The better the tourism product will improve the image of tourism. In the results of the first hypothesis testing (H₃), found that the analysis results do not support H₃ hypothesis that there is no effect of service quality on tourism satisfaction of 1.23 (below 1.96). This shows that the quality of service is not influenced by the satisfaction of tourists. The current state of service quality is unseeded has not been able to provide the satisfaction of tourists. In the results of the fourth hypothesis testing (H₄), it was found that the results of the analysis support H₄ hypothesis that there is influence between the qualities of service to the tourist image of 2.02. This shows that the image of tourism is influenced by the quality of service. In the results of the fifth hypothesis testing (H₅), found that the results support the hypothesis H₅ ie there is influence between the image of tourism on tourism satisfaction of 5.85. This shows that the satisfaction of tourism is influenced by the image of tourism.
Managerial Implication

Related to tourism product as an important factor affecting the satisfaction of tourists, the dimension of tourism product turns out to have the strongest influence for market orientation. This is seen from the high factor loading value of 2.01 (seen in Figure 5.10). Based on these findings the policy steps that can be submitted are for the company to continue to have an insight into the development process or to seek tourist information to increase the satisfaction of tourists, handle customer complaints well and company regularly measure customer satisfaction and find ways to offer more value to tourists. Increasing the competitiveness of tourism products, entrepreneurs can make changes and modifications to the product in a direction that is more in line with the demands and needs of consumers are always changing, so that consumers remain interested in choosing products offered. A feature of a tourism product that has a competitive advantage is characterized by the ability to understand changes in market structure and able to choose an effective business or marketing strategy.

VII. Conclusion

This study examines the effect of market orientation and product innovation on competitive advantage to improve marketing performance. The results of the study can be summarized as follows: The first hypothesis (H1), found that the satisfaction of tourists influenced by tourism products. The current state of the tourist product is superior to provide travel satisfaction. The second hypothesis (H2), found that the image of tourism is influenced by tourism products owned by the company. The better the tourism product will improve the image of tourism. The first hypothesis (H3), found that the quality of service is not influenced by the satisfaction of tourists. The current state of service quality is unseeded has not been able to provide tourism satisfaction. Fourth hypothesis (H4), found that the image of tourism is influenced by the quality of service. The fifth hypothesis (H5), found that the satisfaction of tourism is influenced by the image of tourism.

Limitations of Research

Although this research contributes to the results achieved in previous studies, there are still some limitations to be addressed by future researchers, namely: (1) There is a possibility that respondents do not actually fill in, causing the measurement to be used is not Describes the variables significantly; (2) The object of this study is certainly not possible to be made conclusions generally accepted if applied to other objects outside the object of this study. (3) In response to the image of tourism, it is not possible that in fact there are still other factors that may affect the satisfaction of tourists.

Suggestion

In order to improve marketing that will have a positive impact on competitive advantage, it is necessary Product innovation in order to give space to improve the competitiveness of companies against competitors. Such suggestions may be contained in managerial implications. As for future research, should conduct research on other objects. Future research can also replicate research by taking objects on other aspects that can boost the image of tourism. This is intended to determine whether there will be differences in research results between image and satisfaction of tourists. This research recommends to investigate this problem by adding influence of other factors influencing competitive advantage. One of the factors that can be added is the marketing used. As a business that offers services then the role of media marketing is crucial for the success of tourism in raising the image and satisfaction of tourists. The existence of such research is expected to be known whether the marketing can indeed be used as one source to achieve the image and led to the satisfaction of tourists.
References


Penelitian ini hasil laporan kemajuan sudah didaftarkan ke HKI

### PANEN SAYURAN ORGANIK PETANI SRENG-SENG

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Jakarta, 29 Agustus 2017

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Jakarta, 9 September 2017

Ketua Peneliti

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Dr. Endang Ruswanti, SE, MM
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Jakarta, 30 Agustus 2017

1. Ketua : Dr. Endang Ruswanti, SE, MM
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PREDICTING THE INFLUENCE OF INTEGRATED MARKETING COMMUNICATION ON INTENTION TO BUY ORGANIC PRODUCT: AN EMPIRICAL STUDY

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The aim of this research is to predict the effect of Integrated Marketing Communication (IMC) tools (advertising, direct marketing, and personal selling) on consumers’ intention to purchase organic products in the specific supermarket in Indonesia. The primary data was collected by using questionnaires that were given to consumers in a supermarket. Sample size involved 128 consumers. The data was assessed through reliability and validity analysis before hypotheses testing analysis. The results showed that all the hypotheses in this study were positive and significant.

Keywords: Integrated Marketing Communication, organic Product, Intention to Buy

1. INTRODUCTION

Not many consumers consume organic products whereas beneficial to the health of consumers, consumers may have less information about organic products. Organic plants are considered not environmentally destructive, and healthier than non-organic foods (Tober, Vissher and Siegrist (2011). Suh et al. (2015) point out that there is significant influence sales promotion, personal selling, public relations, advertising, and direct marketing to purchase decisions. In relating with organic products, Chryssoidis and Krisstallis (2005) found that consumer attitudes in the Greek state toward consumption of organic products were significantly positive. Furthermore, Lobb, Mazocchi and Traill (2007) found that some consumers are concerned about the safety of non-organic products. Information from the media about organic products is perceived to be very poor in Indonesia; especially middle-upper income consumers have not had much information about organic products. External factors that consumers consider are the consistency of availability of organic products, more expensive prices, affects consumer choice in purchasing food products.

The study’s findings of Verbeke and Vackier (2005) suggest that purchasing experience is identified as an important factor influencing the intention of purchasing organic food in Belgium. Haab and Beaverson (2007) find demographic characteristics affecting the behavior of purchasing composed organic products. Suh et al., (2008) pointed out that the majority of supermarkets have more value if they sell organic food. But the market and consumption of organic products is still limited compared to non-organic food, demand for various organic products does not increase. However, Lee et al., (2006) stated that has not been much research on organic foods that are promoted in an integrated manner since managing communication tools is one of the key aspects of having successful goods. Thus, the objectives of the research are to assess relationship between: (1) advertisement and intention, (2) public relation and intention, (3) personal selling and intention, (4) promotionand intention and (5) direct marketing and intention of purchasing organic products.

2. LITERATURE REVIEW

2.1 Integrated Marketing Communication (IMC)

Pipatsareetham (2009, in Ghali and Hamldli, 2015) defines marketing communications as coordinated communication and uses various marketing promotion tools in order to achieving the objectives of a marketing campaign. Integrated marketing communications is a strategic marketing management approach because of the effectiveness of marketing integration as a means of communication including advertising, public relations, sales promotion, personal selling and direct marketing (Vantamay, 2011). Furthermore, the integration optimizes the impact of communication on customers’ target. Etzel, Walker, and Stanton (2007) also show that integrated marketing communications as one element from the
marketing mix by providing interesting information, and alerting customers about products and organizations whose purpose is to have a deep influence forming a belief in consumer behavior in purchasing. It can be stated that the integrated marketing communication aims to motivate and change the attitude of customers to be interested in the benefits of the product or service brand. The success of integrated communications marketing is achieved with using multiple communication tools through each integrated marketing component whether products, prices, places, distribution channels including advertising, sales promotion, personal selling, and public relations.

2.2 The relationship between variables

2.2.1 The relationship between advertising and intention to buy

Patel and Chugan (2015) mentioned that creating the ethical impact of advertisement perceived by consumers plays an important role in motivating developing purchasing intentions because they believe the product is related to the green environment. Lavidge and Steiner (1961) developed the theory hierarchy effect of marketing communication model there are six stages of the viewing of a product's advertising objective to buy the product. The advertiser's job is to encourage customers to have awareness, knowledge, wants, references and purchases. Customers see ads every day, but will only remember favored brands using either electronic media such as the internet, online sales, television, radio or print media such as newspapers, billboard, magazines, catalogs etc. Consumers will easily move to competing brands if they do not get the information they want. After searching for information consumers will certainly be buying the product. The advertiser's job is to attract interest in the products offered.

Advertisers can encourage potential customers to intend to buy by delivering a product sample (Buzel, 2004). Experience in the buying process affects repurchase intentions, if it is certain the benefits of the product are in line with consumer expectations. The importance of producers makes new ways to increase purchases by offering through modern technology such as online purchases that minimize operational costs (Muhammed and Kubise, 2012; Alexander and Schouten, 2002). Meidan (1996) mentions that there are two types of advertising that is high-the-line advertising and low-the-line advertising. High-the-line ads contain a variety of communication channels including television commercials, radio, posters, magazines and newspapers. While under-the-line advertising is a big part of advertising organization activities including leaflets, pamphlets, manual guides that are used to increase sales and are advertisements that are not visible. Manufacturers may use advertisements in both the short and long term, in the long term it is expected that consumers have the intention of repurchasing.

H₁: There is positive and significantly relationship between advertising and intention to buy

2.2.2 The relationship between sales promotion and intention to buy

Sales promotion tools involve a variety of coupons, gifts, discounts, charity engagements, sponsorships etc. (Kotler and Amstrong, 2008). The main objective in sales promotion is to attract new customers, increase market share in selected market segments, to lower costs, win competition with similar manufacturers. Sales promotion as an activity to encourage purchases and is an essential element of marketing planning. Adebisi (2006) mentions as a marketing effort that serves to inform the product to consumers to buy or continue to buy products. While Cole (2011) sales promotion is a way used in guiding customers from a state that is less aware of the benefits of organic products to be conscious in order to consume. It's 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 on offer.

H₂: There is positive and significantly relationship between promotion and intention to buy

2.2.3 The relationship between personal selling and intention to buy

Sales promotion tools involve a variety of coupons, gifts, discounts, charity engagements, sponsorships etc. (Kotler and Amstrong, 2008). The main objective in sales promotion is to attract new customers, increase market share in selected market segments, to lower costs, win competition with similar manufacturers. Sales promotion as an activity to encourage purchases and is an essential element of marketing planning. Adebisi (2006) mentions as a marketing effort that serves to inform the product to consumers to buy or continue to buy products. While Cole (2011) sales promotion is a way used in guiding customers from a state that is less aware of the benefits of organic products to be conscious in order to consume. It's 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 on offer.

H₃: There is positive and significantly relationship between personal selling and intention to buy
Personal selling is a means of communication between salesmen and prospective customers or customers with the intention of forming, persuading or reminding them or serving consumers appropriately (Brassington and Pettit, 2000). Personal selling is an important element in ensuring the satisfaction of purchase and post purchase in establishing a long term relationship. Long buyers and sellers based on understanding and trust. Lee (2000) argues that personal selling can be done face-to-face or through technology via the internet and e-mail. Research technology that quickly over the last 30 years has changed the way consumers when interacting with the organization. By telephone, correspondence, The producer has an integrated customer data in order to understand the needs and provide satisfaction for the customer. With the satisfaction of the customer, certainly intend to buy back the products or services offered.

H_3: There is a positive and significant relationship between personal selling and intention to buy.

2.2.4. The relationship between direct marketing and intention to buy

Direct marketing is an interactive marketing system, using one or more media advertising to achieve a measurable response in shaping the basis for creating and developing a direct relationship between the seller and the customer. Direct marketing through product offerings through price lists, correspondence (Kotler, 2013). Direct marketing through the telephone is very effective affect the purchase intentions, especially information about products directly received by consumers can affect the purchase intentions. Muhanji and Ngari (2015) found that direct marketing affects the sales performance of commercial banks. Kotler and Armstrong (2008) define direct marketing to include (1) differentiating direct marketing from other types of marketing by selling (2) focusing on the development of theory and testing on direct marketing as a particular area of marketing (3) direct marketing more effectively as directly to various audiences as well called as an interactive marketing system that uses one or more ad media to measure sales at every level. Intentions are assumed to control motivational factors affecting behaviors that show how a person believes and intends to try the product on offer (Ajzen, 1991).

H_4: There is a positive and significant relationship between direct marketing and intention to buy.

3. RESEARCH METHOD

3.1 Sample

The survey was distributed to customers inside a supermarket “Lotte Mart” in Jakarta during Maret 2017. A purposive sampling was applied to select respondents with the main criteria that they have ever bought an organic product. The questionnaire was given to respondents when they agreed to participate. The sample size involved 150 respondents.

3.2 Instrument

A questionnaire for this study was developed by researchers based on previous studies on IMC and intention to buy. All variables are measured by using Likert scale. The research variables consist of 5 independent variables (1) advertising (2) sales promotion (3) personal selling (4) public relations (5) direct marketing and the dependent variable is the intention of purchasing organic products. To provide construct validity, all indicators were assessed through factor analysis with KMO should has a value exceeding the minimum value of 0.60 (Hair, Black, Babin, Anderson and Tathan, 2006). Operational variable, (1). advertising (ads organic food using leaflets, ads of organic foods less emphasize content, ads of organic foods many benefits to consumers, ads informing organic food are rarely found in malls, ads of organic foods are often found in magazines). (2). Sales promotion (Buying organic foods seldom offer discounts, buying organic foods seldom offer gifts, buying organic food is rarely provided samples, buying less organic food is offered a coupon). (3). Personal selling (have good communications skill with the customer, is aware his competitors product, is very much social and cooperative). (4).
Direct Marketing (various kinds of organic foods have a price list, organic foods are offered using online media, organic foods are more expensive than non-organic) dependen variable Intention to buy (I intend to buy organic food, I inform organic food, because it is healthier to friends, I find out where to buy organic food). Questionnaire adoption of Kotler (2013) and Islam et al (2016).

3.3 Method of data analysis.
A multiple regression was applied to examine the research hypotheses. This type of analysis was applied since the research variables include several independent variables and one dependent variable. This type of analysis is also requires data with an interval scale type.

4. RESULTS AND DISCUSSION
After validity and reliability test are met, using factor analysis for validity test by looking at Kaiser-Meyer-Olkin above 0.60 is valid, while reliability test result above Cronbach alpha is above 0.80. Taking the research data is convenience that is store customer has equal opportunity and accumulated equal to 128 respondents consisted of man number 50 respondent and woman number 78 responder. Age of respondents between 24-47 years, income above between 4 million to 7 million amounted to 85 respondents and between 7 million - 10 million amounted to 43 respondents. The results showed that the intention of purchasing organic food is strongly influenced by sales promotion and direct selling. This study examines the effect of integrated marketing communications on organic food products in Lotte Mart Central Jakarta which is tested is advertising, sales promotion, personal selling and direct marketing. Advertising and intent to buy organic products has no effect. Sales promotion also has no effects towards intention of purchasing organic products. Moreover, personal selling also does not affect purchase intentions. On the other hand, only direct marketing affects the intention of purchasing organic products.

$$H_1 = -0.04 \text{ (non sig.)}$$
$$H_2 = -0.03 \text{ (non sig)}$$
$$H_3 = -0.9 \text{ (non sig)}$$
$$H_4 = 0.04 \text{ (significant)}$$

Figure 1. Research Model

The observation in the Lotte Mart showed that sales promotion organic products are rarely given such as discounts, gifts, food samples, and coupon. For that to be improved is sales promotion such as discount, coupons, gifts and samples of organic food in order to purchase consumer intention increases. While direct marketing also needs to be improved through price list information with online media, prices need to be adjusted so that Lotte Mart consumers are more
intent on shopping for organic products such as black rice, brown rice, organic vegetables and ready-to-eat foods offered to consumers. Organic foods are healthier, reducing family expenditure.

Managerial implications for managers by knowing the results of this study will devise appropriate strategies for selling organic products. For the peasant community is expected by the number of consumers because it already has awareness for healthy farmers can develop organic farming. The limitations of the study are the respondents who used very little for future research to be expanded. Respondents are not selected who have already used organic products but the withdrawal of data using convenience. Future research is expected to test organic rice and organic vegetables.

5. CONCLUSION

The results of this study show that only direct marketing as an element of IMC that significantly affects the intention to buy organic products. This research also contains a number of limitations that provide directions for future research. First, this research used non-probability sampling which purposive sampling may limit the ability to generalize the research finding. Second, this research used a specific organic product (that is, rice) as an object to test the research hypotheses. Therefore, this research cannot be generalized into the other organic products.

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