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LAPORAN PENELITIAN

PENELITIAN TIM PASCA SARJANA



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

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Ringkasan

Masalah penelitian terdapat hasil penelitian kontradiksi yakni temuan Manengkey dan Tielung (2015) menyebutkan sales promotion, personal selling dan advertising tidak berpengaruh signifikan terhadap peningkatan penjualan. Sedangkan Suh, *et al* (2008) menemukan terdapat pengaruh signifikan sales promotion, personal selling, publisitas, advertising dan direct marketing terhadap keputusan pembelian. Kedua sedikit konsumen di Jakarta yang mengkonsumsi makanan organik, barangkali jika usaha kecil menengah (UKM) menggunakan strategi pemasaran terpadu diduga banyak konsumen berniat membeli makanan organik. Tujuan jangka panjang dan target khusus adalah untuk mengetahui pengaruh integrated marketing communication (IMC) terhadap niat pembelian makanan organik. Tujuan khusus penelitian pertama agar masyarakat mengkonsumsi makanan organik yang bermanfaat untuk kesehatan. Kedua agar para petani berinovasi teknologi tepat guna melalui pelatihan menanam makanan organik. Metode penelitian berupa survey, pengambilan sampel menggunakan convenience sampling yakni konsumen yang berbelanja di Toko Lotte Mart Jakarta. Sampel penelitian studi I berjumlah 128 respondenterdiri atas 50 pria dan wanita 78 wanita, dan alat analisa yang digunakan SPSS. Hasil penelitian menunjukkan bahwa direct marketing memiliki pengaruh signifikan terhadap niat pembelian. Studi 2 dengan responden sejumlah 113 terdiri atas 51 pria dan 62 wanita, dan analisa menggunakan SPSS ditemukan pengaruh signifikan terhadap niat pembelian beras adalah periklanan dan direct marketing. Maka direct marketing dan periklanan perlu ditingkatkan agar memotivasi konsumen untuk berniat membeli sayuran maupun beras organic. Keuntungan bagi petani, adalah beralih menanam organik agar meningkatkan pendapatan, karena tanaman organik memiliki nilai tambah dan lebih mengandung vitamin untuk kesehatan konsumen. Sedangkan kontribusi teoritis adalah menambah pengetahuan marketing komunikasi terpadu, hasil penelitian sebagai dukungan bahan dalam mengajar. Luaran Jurnal Nasional Terakreditasi Ventura dan luaran tambahan penelitian publikasi journal terindex Scopus American Sceintific Publishers.

PENDAHULUAN

Belum memasyarakat konsumen mengkonsumsi produk organic padahal sangat bermanfaat bagi kesehatan konsumen, mungkin konsumen kurang memiliki informasi tentang produk organik. Tanaman organik dianggap tidak merusak lingkungan, dan lebih sehat dari pada makanan non organik (Tober, Visscher dan Siegrist, 2011). Suh, et al (2015) menyebutkan bahwa terdapat pengaruh signifikan sales promotion, personal selling, public relation, advertising, dan direct marketing terhadap keputusan pembelian. Chryssohoidis and Krystallis (2005) menemukan bahwa sikap konsumen di negara Yunani terhadap konsumsi produk organik positif signifikan, dan sebesar 64% responden mengeluh atas ketersediaan makanan organik yang sangat terbatas. Lobb, Mazzocchi and Traill (2007) menemukan beberapa konsumen merasa khawatir atas keamanan atas produk non organik. Informasi dari media tentang produk organik dirasakan sangat kurang di Indonesia, terutama konsumen berpenghasilan menengah atas belum banyak memiliki informasi tentang produk organik. Faktor eksternal bagi konsumen adalah konsistensi ketersediaan produk organik, harga lebih mahal, mempengaruhi pilihan konsumen dalam pembelian produk makanan.

Temuan Verbeke and Vackier (2005) menyebutkan bahwa pengalaman pembelian diidentifikasi sebagai faktor penting mempengaruhi niat pembelian makanan organik di Negara Belgia. Haab and Beaverson (2007) menemukan karakteristik demografi mempengaruhi perilaku pembelian aneka produk organik. Negara Korea Selatan menemukan beberapa masalah berkaitan dengan kekhawatiran keamanan bahan makanan non organik (Food Bank, 2005), dan mereka memiliki niat pembeian yang tinggi terhadap produk organik. Suh, et al (2008) mayoritas toko swalayan memiliki nilai lebih jika menjual makanan organik. Namun pasar dan konsumsi produk organik masih terbatas dibandingkan bahan makanan non organik, permintaan aneka produk organik tidak meningkat. Lee et al, (2006), belum banyak penelitian tentang makanan organik yang dipromosikan secara terpadu.

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 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 bernilai 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 dipersepsikan konsumen memainkan peranan penting memotivasi mengembangkan niat beli karena

mereka percaya produk terkait dengan lingkungan hijau. Sedangkan (Lavidge dan Steiner, 1961) mengembangkan teori hirarhi efek yakni model komunikasi pemasaran terdapat enam tahap yakni dari melihat iklan suatu produk tujuannya membeli produk. Tugas pengiklan adalah mendorong pelanggan memiliki kesadaran, pengetahuan, keinginan, referensi dan pembelian. Pelanggan banyak melihat iklan setiap hari, tetapi hanya akan mengingat merek yang disukai baik menggunakan media elektronik seperti internet, penjualan online, televisi, radio maupun media cetak seperti surat kabar, bilbord, majalah, catalog dll. Konsumen akan mudah berpindah ke merek pesaing jika mereka tidak mendapatkan informasi yang mereka inginkan. Setelah mencari informasi konsumen akan tentu akan membeli produk. Tugas pengiklan adalah menarik minat agar tertarik pada produk yang ditawarkan.

Pengiklan dapat mendorong calon konsumen agar berniat membeli dengan memberikan sampel produk (Buzzel, 2004). Pengalaman dalam proses pembelian mempengaruhi niat beli ulang, jika sudah yakin manfaat produk sesuai dengan harapan konsumen. Pentingnya produsen membuat cara-cara baru untuk meningkatkan pembelian dengan menawarkan melalui teknologi modern seperti pembelian online sehingga meminimalisir biaya operasional (Muhammedan Kubise, 2012; Alexander and Schouten, 2002). Meidan (1996) menyebutkan bahwa ada dua jenis iklan yakni hig-the-line advertising dan low- the-line advertising. Hig-the-line iklan berisi berbagai saluran komunikasi meliputi iklan televisi, radio, poster, majalah dan surat kabar. Sedangkan under- the-line iklan merupakan bagian besar dari kegiatan organisasi periklanan meliputi selebaran, pamphlet, panduan secara manual yang digunakan meningkatkan penjualan dan merupakan iklan yang tidak terlihat. Organisasi jasa dapat menggunakan iklan secara jangka pendek maupun jangka panjang, secara jangka panjang diharapkan konsumen memiliki niat membeli ulang. Ruswanti (2015) menemukan bahwa sikap terhadap iklan positif signifikan terhadap niat pembelian jasa penerbangan Elang Air.

Hipotesis 1 : Terdapat pengaruh signifikan periklanan terhadap niat pembelian

HUBUNGAN PROMOSI PENJUALAN DAN NIAT PEMBELIAN

Alat promosi penjualan memiliki beberapa macam meliputi kupon, hadiah, diskon, keterlibatan amal, sponsorship dan lain sebagainya (Kotler and Armstrong, 2008). Tujuan utama dalam promosi penjualan adalah untuk menarik konsumen baru, meningkatkan pangsa pasar pada segmen pasar yang dipilih, untuk menurunkan biaya, memenangkan persaingan dengan produsen sejenis. Promosi penjualan sebagai kegiatan untuk mendorong pembelian dan merupakan elemen penting perencanaan pemasaran. Adebisi (2006) menyebutkan sebagai upaya pemasaran yang berfungsi untuk menginformasikan produk kepada konsumen agar membeli atau melanjutkan membeli produk. Sedangkan Cole (2011) sales promosi adalah cara yang digunakan dalam menuntun pelanggan dari keadaan yang kurang menyadari manfaat produk organik untuk menjadi sadar agar mengkonsumsi. Ini cara berkomunikasi dengan individu, kelompok atau organisasi untuk secara langsung atau tidak langsung memfasilitasi pertukaran informasi dan membujuk konsumen untuk menerima produk organik yang ditawarkan.

Hipotesis 2 : Terdapat pengaruh signifikan sales promotion terhadap niat pembelian

HUBUNGAN PERSONAL SELLING DAN NIAT PEMBELIAN

Personal selling adalah alat cara komunikasi antara salesman dan calon konsumen atau pelanggan dengan tujuan membentuk, membujuk atau mengingatkan mereka atau melayani konsumen dengan tepat Brassington and Pettit (2000). Personal selling merupakan elemen penting dalam memastikan kepuasan pembelian dan pasca pembelian dalam membengun hubungan jangka panjang pembeli dan penjual didasarkan pengertian dan kepercayaan. Lee (2000) mengemukakan bahwa personal selling dapat dilakukan dengan tatap muka langsung atau melalui teknologi melalui internet maupun e-mail. Kemajuan teknologi yang dengan cepat selama 30 tahun terakhir telah mengubah cara konsumen saat berinteraksi dengan organisasi melalui telpon, surat-menyurat. Produsen memiliki data pelanggan secara terintegrasi agar dapat memahami kebutuhan dan memberikan kepuasan bagi pelanggan. Dengan kepuasan yang diperoleh pelanggan tentu berniat untuk membeli ulang produk atau jasa yang ditawarkan.

Personal Selling adalah proses penjualan dari penjual terhadap pembeli secara tatap muka atau langsung dengan cara menawarkan dan menjelaskan mengenai produk dengan maksud untuk mempengaruhi seseorang untuk membeli. Personal Selling melibatkan pembangunan hubungan melalui komunikasi dengan tujuan untuk menciptakan transaksi penjualan. Situasi sosial yang melibatkan dua orang dalam pertukaran komunikasi. Suksesnya situasi ini tergantung pada seberapa baik kedua belah pihak mencapai pemahaman bersama yang memungkinkan saling terjadinya pemenuhan tujuan melalui interaksi sosial (Kotler, 2013). Kotler (2013) mencatat bahwa personal selling adalah kendaraan yang berguna untuk berkomunikasi secara aktif kepada pembeli potensial. Namun, dengan kemajuan teknologi, personal selling juga berlangsung pada telepon, melalui konferensi video dan link komputer interaktif antara pembeli dan penjual dan personal selling menyajikan tiga peran utama dalam sebuah upaya pemasaran perusahaan secara keseluruhan. Seperti Tenaga penjualan, program pemasaran perusahaan, Wiraniaga. Namun Cravens (2012) berpendapat bahwa sejak pesan personal selling tidak terkontrol, mereka dapat menyebabkan inkonsistensi yang pada gilirannya menyebabkan confussion dari klien. Oleh karena itu pesan yang disampaikan oleh penjualan personil harus diatur dan waktu yang mereka habiskan dengan prospek terbatas untuk menghindari kesalahan dalam proses komunikasi (Pierrcy, Low & Cravens, 2004).

Hipotesis 3 Terdapat pengaruh signifikan *personal selling* dan niat pembelian

HUBUNGAN DIRECT MARKETING DAN NIAT PEMBELIAN

Direct marketing adalah sistem interaktif pemasaran, menggunakan satu atau lebih iklan media untuk mencapai respon terukur dalam membentuk dasar menciptakan dan mengembangkan hubungan langsung antara penjual dengan pelanggan. Direct marketing melalui penawaran produk melalui daftar harga, surat menyurat (Kotler, 2009). Pemasaran langsung melalui telpon itu sangat efektif mempengaruhi niat pembelian, terutama informasi tentang produk langsung diterima konsumen dapat mempengaruhi niat pembelian. Muhanji and Ngari (2015) menemukan bahwa direct marketing berpengaruh terhadap penjualan kinerja bank Umum. Kotler and Amstrong

(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 survei 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 mengekplorasi faktor yang mempengaruhi pembelian produk organik agar dapat diungkapkan dalam survey 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. Variabel penelitian anterdiri atas 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

langsung (berbagai jenis makanan organik memiliki daftar harga, makanan organik adalah Ditawarkan menggunakan media online, makanan organik lebih mahal daripada non-organik) Variabel dependen Niat untuk membeli (saya berniat membeli makanan organik, saya memberi tahu makanan organik, karena lebih sehat ke teman, saya mencari tahu di mana membeli makanan organik). Pengadopsian Questionare dari Kotler (2013) dan Islam dkk (2016).

Obyek Penelitian dan Prosedur Pengambilan Data

Obyek penelitian adalah pelanggan Lotte Mart di Jakarta Pusat, penelitian berupa survey melalui pengumpulan kuesioner kepada responden. Responden penelitian berjumlah 128 orang terdiri atas 50 orang pria dan 78 wanita. Carapengambilan sampel menggunakan convenience sampling yakni konsumen yang belanjakebutuhan sehari-hari dan saat sedang berada di toko Lotte Mart. Untuk menegaskan bahwa belum banyak konsumen yang mengkonsumsi makanan organik dan telah melengkapi dengan wawancara dengan 30 responden terlebih dahulu untuk melengkapi uji validitas dan reliabilitas.

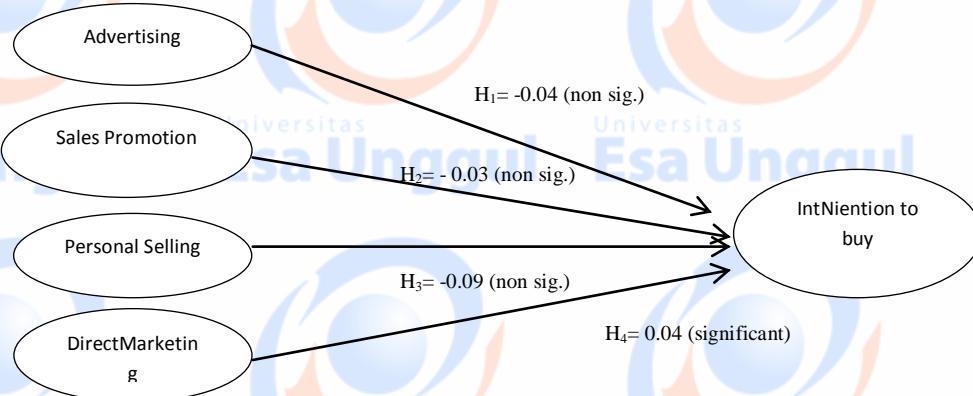
ANALYSIS DAN DISKUSI

Setelah uji validitas dan reliabilitas terpenuhi, menggunakan analisis faktor untuk uji validitas dengan melihat Kaiser-Meyer-Olkin diatas 0,60 dinyatakan valid, sedangkan uji reliabilitas hasil diatas chombak alfa yakni diatas 0,80. Pengambilan data penelitian adalah conviniense yakni pelanggan toko memiliki kesempatan yang sama dan terkumpul sebesar 128 responden terdiri atas pria sejumlah 50 responden dan wanita sejumlah 78 responden. Umur responden antara 24-47 tahun, penghasilan diatas antara 4 juta- 7 juta berjumlah 85 responden dan antara 7 juta – 10 juta berjumlah 43 responden. Hasil penelitian menunjukkan bahwa niat pembelian makanan organik sangat dipengaruhi oleh sales promotion dan direct salling. Studi ini meneliti pengaruh antara komunikasi pemasaran terpadu pada produk makanan organik di Lotte Mart Jakarta Pusat yang diuji adalah iklan, sales promotion, personal salling dan direct marketing. Iklan dan niat untuk membeli produk organik tidak ada pengaruhnya. Namun sales promotion mempengaruhi niat pembelian produk organik. Personal seling tidak berpengaruh terhadap niat pembelian. Direct marketing mempengaruhi niat pembelian produk organik. Untuk publisitas kami tidak menguji, karena kita tidak research di perusahaan. Hasil ini bertentangan dengan temuan Al-Khattab *et al* (2015) yang menyebutkan bahwa konsumen menunjukkan berbagai tingkat niat beli makanan organik dan perilaku pembelian aktual untuk makanan organik tergantung keberadaan jumlah anak dalam keluarga. Jika keluarga lebih tua dan memiliki anak maka cenderung memiliki niat pembelian besar dalam belanja makanan organik dari pada keluarga muda dan tidak memiliki anak oleh karena itu karakteristik demografi mempengaruhi niat pembelian.

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 discoun, 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



Implikasi manajerial bagi manajer dengan mengetahui hasil penelitian ini akan merancang strategi yang tepat dalam menjual produk organik. Bagi masyarakat petani diharapkan dengan banyaknya konsumen karena sudah memiliki kesadaran untuk sehat maka petani bisa mengembangkan pertanian organik. Keterbatasan penelitian adalah responden yang digunakan sangat sedikit untuk penelitian kedepan akan diperluas. Responden adalah tidak dipilih yang sudah pernah menggunakan produk organik tetapi penarikan data menggunakan convinience. Diharapkan penelitian kedepan menguji beras organik maupun sayur organik. Keterbatasan penelitian adalah responden perlu diperluas dan lebih bagus menambah variabel lain seperti harga karena harga bagi konsumen adalah sensitive.

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Luaran Penelitian

Tabel 1.1. Rencana Target Capaian Tahunan

12

No	Jenis Luaran	Indicator Capaian		
		TS 1	TS+1	TS+2
1	Publikasi Ilmiah ¹⁾	International	ada	ada
		Nasional Terakreditasi	ada	ada
2	Pemakalah dalam pertemuan ilmiah ²⁾	International	ada	ada
		Nasional Terakreditasi	-	-
3	Deseminasi Hasil Penelitian	Prosiding	ada	ada

Keterangan: Publikasi Journal International di International Journal of Scientoific and Tehnology Research. Publikasi Nasional Terakreditasi Journal VENTURA Perbanas

Road Map Penelitian

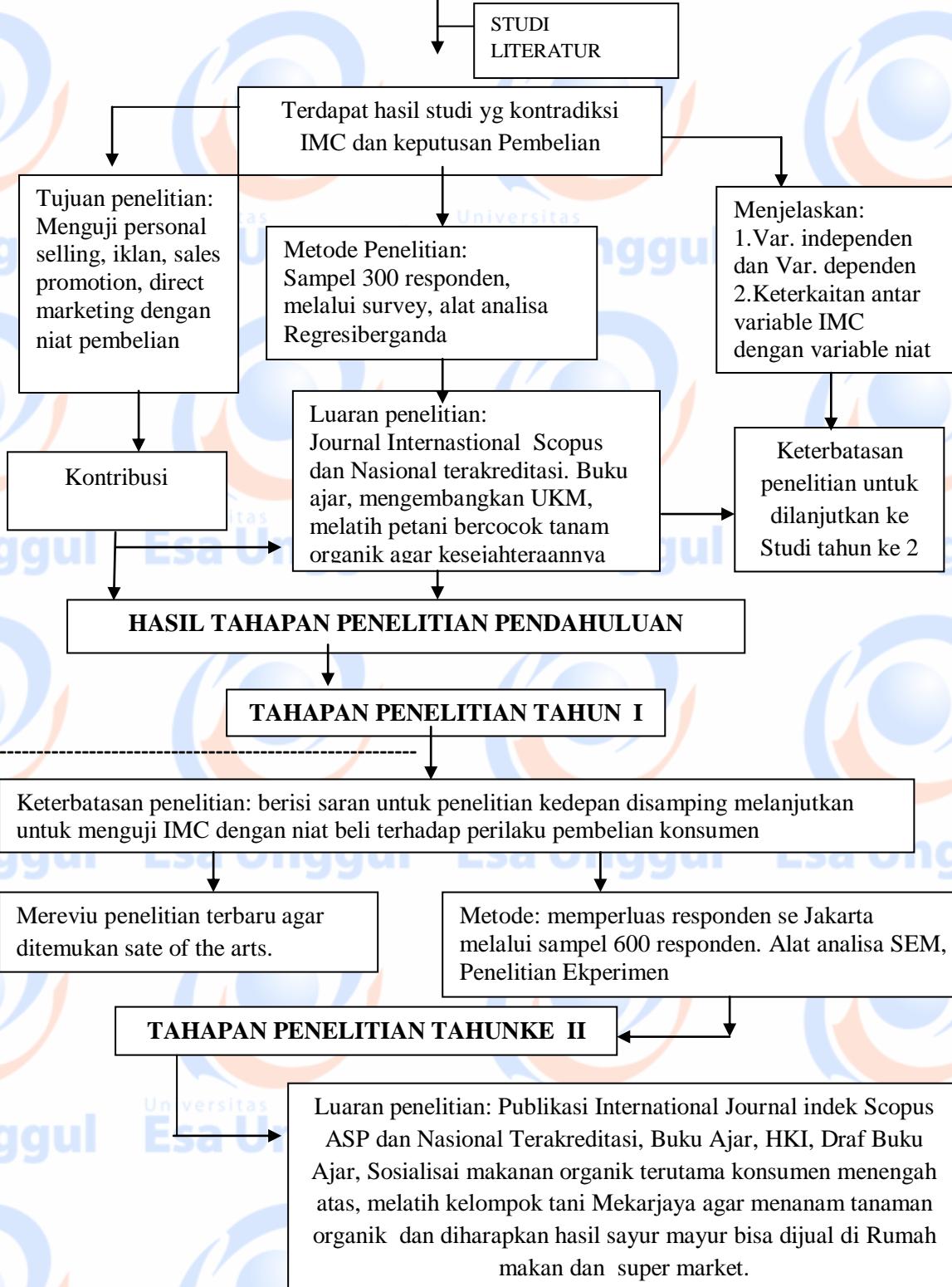
Perkembangan IMC	Penelitian Terdahulu	Penelitian Tahun ke 1	Penelitian Tahun ke 2
1980 Asosiasi Marketng Amerikamenemukan konsep IMC, 1990 AMA menerapkan IMC. 2000 dikembangkan di Cina dan Thailand IMC adalah kontrversial dalam area penelitian Ghale and Singh (2015) Evolusi pmaaran modernsebagai cara utama pncapaian tuuan dan srtategi yang efektif. Banerjee (2015) pomosi tradisional televisi, papan iklan, majalah, koran,saat ini menggunakan pemasaran terpadu. Mihaela (2015) mempengaruhi hubungan konsolidasi dg pelanggan potensial.Bijacsieill et al (2015) Sikap remaja tentang internet sebagai media kom.penting. Ghali &Hamdli(2015) prtmrgn membeli makanan organic harga, sehat, etika, puas, produk lokal	Manengkey and Tieung (2015) promosi penjualan, iklan, personal selling tidak signifikan terhadap peningkatan penjualan. IMC mempengaruhi niat beli (Suh, et al 2015). Dissanayake (2012) menyebutkan bahwa IMC mempengaruhi bisnis dlm jangka panjang. Muhamadi and Ngari (2015), jika di Bank strategi ini memiliki keunggulan kompetitif. Sedangkan Fam (2000) menyebutkan bahwa IMC merupakan konsep promosi yg efektif namun ada yg berpendapat bahwa IMC itu hanya gossip. Pulford (2002) menyatakan bahwa IMC sebagai alat strategi pemasaran yang efektif, mempengaruhi kinerja organisasi& meningktkan profit.Low et al (2006), menyebutkan belum banyak studi tentang makanan organik, fokus pd baggizi.	Gap penelitian terdapat hasil kontradiksi Manegkey & Tieung (2015) belum banyak perusahaan yang menggunakan strategi IMC /Integrated Marketing Communication terutama untuk makanan organik, pada hal dengan berkembangnya beberapa penyakit bisa dikurangi dan kesehatan terjaga dengan konsumsi makan organik. Penelitian ini akan menguji pengaruh dimensi IMC dengan Niat Pembelian. Tujuan penelitian menguji pengaruh IMC terhadap niat pembelian makanan organic. Luaran penelitian: Publikasi ke international journal terindek scopus. Rancangan draf buku Ajar Integrated Marketing Communication. Membantu menginformasikan kepada konsumen yang ditargetkan. Dan petani untuk bertanam organic.	Gap penelitian bagaimana mensosialisasikan makanan organic kepada masyarakat, untuk itu perlu diuji Integrated Marketing Communikasi, sikap, niat terhadap perilaku membeli makanan organic. Luaran penelitian: Publikasi ke Journal Nasional \terakreditasi Ventura dan journal international terindek scopus misalnya IJEM, ISP dari Amerika.Draf Buku Ajar Integrated Marketing Communication. Sosialisasi makanan organik dengan kerjasama dengan para petani agar meningkatkan penghasilan maupun UKM makanan organik melalui brosur dan sampel makanan untuk dibagikan kepada para konsumen menengah atas. Pelatihan kepada petani agar untuk mengembangkan sayuran Organik 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 organik. 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 organik. Dengan melibatkan petani agar meningkat kesejahteraan dan UKM makanan organik berkembang.

ALIR PENELITIAN TAHUN I DAN KE 2

13

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

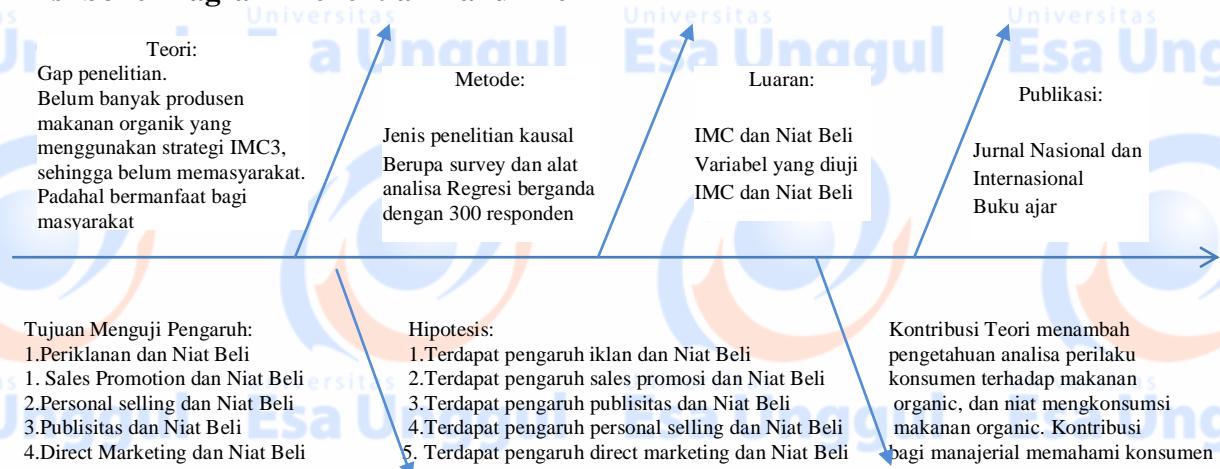


Gambar2. Bagan Alir Tahapan penelitian tahun 1 dan ke 2

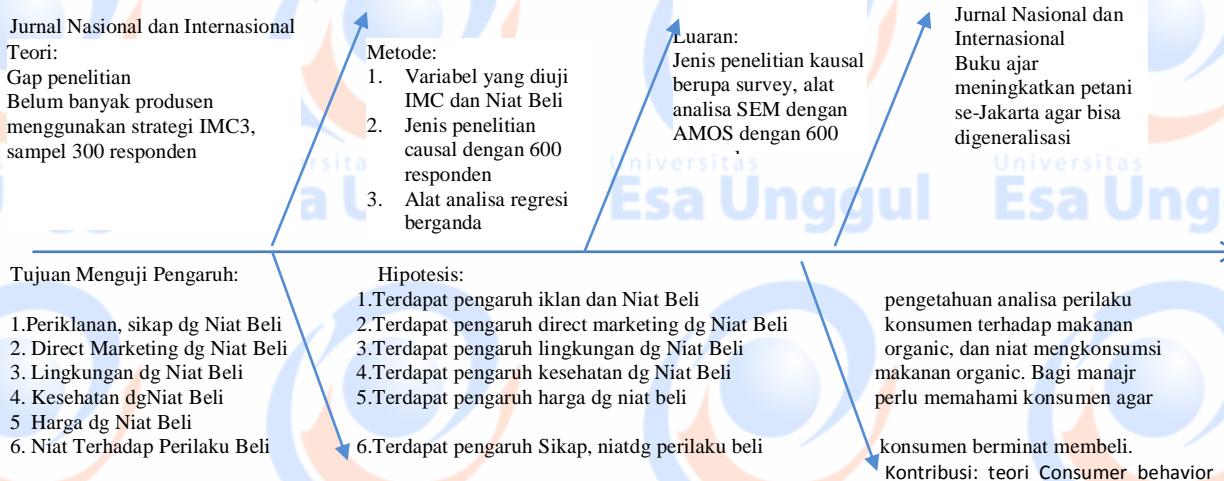
Keterangan: Pertama perkembangan integrated marketing communication dimulai pada tahun 1980 oleh Asosiasi Marketing Amerika tentang konsep IMC dan pada tahun 1990 mulai diterapkan dalam beberapa penelitian. Di Negara Cina dan Thailand di mulai sejak tahun 2000 lalu mulai berkembang dinegara berkembang. Penelitian terdahulu terdapat hasil yang kontradiksi bahwa Manengkey and Tieung (2015) promosi penjualan, iklan, personal selling tidak signifikan terhadap peningkatan penjualan. Sedangkan hasil temuan (Suh,*et al* 2008) berpengaruh terhadap niat pembelian. 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 *Structural 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



Penelitian Tahun Ke 2



Tabel 4.1. Format Ringkasan Anggaran Biaya Penelitian Tim Pasca Sarjana Setiap Tahun

No.	Jenis Pengeluaran	Biaya Yang Diusulkan	
		Tahun 1	Tahun 2
1	Instrumen Penelitian	15.000.000	29.500.000
2	Bahan habis pakai	28. 000.000	53.000.000
3	Perjalanan	47. 000.000	64.500.000
4	Lain-lain	15. 000.000	30.250.000
5	Tambahan Publikasi ke International Scopus	50. 000.000	50. 000.000
Jumlah		155. 000.000	227.250.000

Jadwal Penelitian

Tabel 4.2. Jadwal Penelitian

Tabel 2. Jadwal Penelitian

RINCIAN ANGGARAN PENELITIAN TAHUN I

L-2

Material	Justifikasi Pemakaian	Kuantitas	Harga Satuan (Rp)	Total
Foto copy 5 lembar x 300 org	Kuesioner	1500	500	750.000
Tarpotasi Fokus Group	Tatap Muka	100	75.000	7.500.000
Makan Siang dan snek	Konsumsi	100	50.000	5.000.000
Kuesioner Framing	Instrumen	100	10.000	1.000.000
Ceramah Makanan Organik	Kesehatan	2	2.000.000	4.000.000
Selebaran Informasi Organik	Informasi	600	10.000	6.000.000
Bener hasil penelitian	Laporan	2	100.000	200.000
Pengolahan data : Regresi	Olah data	3	900.000	2.700.000
Data wawancara dengan produsen	Pencarian data	3	1.000.000	3.000.000
Pembelian Metopen Hair dkk	Literatur	2	1.350.000	2.700.000
Biaya mencari data ke responden	Data	300	1000	3.000.000
Sub Total (Rp)				35.850.000
Material	Justifikasi Pemakaian	Kuantitas	Harga Satuan (Rp)	Total
Kertas A4	Laporan	8	50.000	400.000
Cenderamata	Responden	300	13.000	3.900.000
Sewa Laptop dan printer 8 bulan	Penelitian	8	300.000	2.400.000
Beli Internal hardist	Simpan Data	1	1.481.300	950.000
Cartridge Printer Laser	Laporan	4	1.000.000	2.000.000
Tinta Printer (Hitam dan Warna)	Laporan	4	500.000	2.000.000
USB 8G	Penyimpanan	5	300.000	1.500.000
Transport lokal	Transportasi	3	350.000	1.050.000
Sub Total (Rp)				14.200.000
Material	Justifikasi Pemakaian	Kuantitas	Harga Satuan (Rp)	Total
Perjalanan Dinas 5 produsen	Wawancara	7	500.000	3.500.000
Beli bibit dan penanaman organik	Budidaya	5	400.000	2.000.000
Transportasi local	Perjalanan	10	250.000	2.500.000
Laporan Kemajuan	Sarana	2	500.000	1.000.000
Sosialisasi ke petani	Perjalanan	4	500.000	2.000.000
Rapat persiapan, laksanaan, laporan	Rapat	7	250.000	1.750.000
Dinas ke petani melatih	Pelatihan	3x4	400.000	5.200.000
Rapat lap. kemajuan dan lap penelitian	Diskusi	3	300.000	900.000
Sub Total (Rp)				18.850.000
Kegiatan	Justifikasi	Kuantitas	Harga Satuan (Rp)	Total
Studi Literatur& terjemahkan	Laporan	19	300.000	5.700.000
Pembuatan Laporan	Laporan	5	1.000.000	5.000.000
Publikasi International	Seminar Inter	1	7.000.000	7.000.000
Akomodasi, pesawat dan hotel	Seminar	3	3.000.000	12.000.000
Transportasi & Akomodasi	Diseminasi	3	2.000.000	6.000.000
Biaya Seminar Internasional 4 mhsw	Laporan	4	2.000.000	2.000.000
Akomodasi Laporan Akhir	Laporan	2	1.000.000	2.000.000
Jurnal tambahan Terindex Scopus	Tambahan	1	30.000.000	30.000.000
Sub Total (Rp)				69.700.000
Total Anggaran (Rp)				155.000.000

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

No.	Nama	Instansi Asal	Bidang Ilmu	Alokasi Waktu (jam/minggu)	Uraian Tugas
1.	Dr. Endang Ruswanti, SE, MM.	Univ. Esa Unggul	Perilaku Konsumen	8	Brosing Jurnal Internasional, menterjemahkan dan meresume untuk dijadikan dasar pembuatan proposal, membuat proposal, mendiskusikan dengan para anggota peneliti
2	Dr Rilla Gantini, Akt, MM	Univ. Esa Unggul	Keuangan	6	Membantu menyempurnakan proposal, mengecek pustaka, dan mempersiapkan kuesioner, dan mempersiapkan bahan yang diperlukan untuk penelitian
3	Dr Sabrina O.S., SE, MBus	Univ. Pelita Harapan	Marketing	6	Membantu interpretasi hasil analisis dan laporan penelitian, menangani pelaksanaan pelatihan petanian organik
4	Nurul Afriyani	UEU	Pemasaran	5	Menyebarluaskan kuesioner
5	Bagus Sangaji	UEU	Pemasaran	5	Mentabulasi hasil kuesioner
6	Henny Novriani Hassan	UEU	Pemasaran	5	Menguji Indikator
7	Ridwan Nurmansyah	UEU	Pemasaran	5	Menguji Indikator

SURAT TUGAS

No: 079/Esa Unggul/Pasca-Eks/MM/X/2017

Yang Bertanda Tangan di Bawah ini:

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

Menugaskan kepada Dosen yang tercantum dibawah ini:

Nama : Dr Endang Ruswanti, SE, MM
Unit : Magister Manajemen
Jabatan : Dosen

Menjadi Pembimbing Tesis mahasiswa Program Studi Magister Manajemen atas nama:

No	Nama Mahasiswa	NIM	Konsentrasi	Keterangan
1	Nurul Afrianti	201401055	Pemasaran	Lulus Agustus 2017
2	Bagus Sangaji	201101085	Pemasaran	Lulus September 2017
3	Ridwan Nurmansyah	201401095	Pemasaran	Lulus September 2017
4	Henny Novriani Hassan	201401045	Pemasaran	Lulus Oktober 2017

Demikian surat tugas dan keterangan ini disampaikan, dan dapat digunakan sebagaimestinya.

Jakarta, 26 Oktober 2017

Program Pasca Sarjana


Universitas
Esa Unggul
Program Pascasarjana
Dr. Tantri Yanuar Rahmat Syah, SE, MSM
Kaprodi Magister Manajemen

PETANI YANG BERSEDIA MENANAM SAYURAN ORGANIK

No.	Nama	Alamat	Jumlah	Tanda Tangan
1	Subur	Jl. Flamboyan RT. 007, RW. 02 Srengseng Kemanggungan Jakarta Barat	Rp 200.000,-	
2	Dani	Srengseng RT. 007, RW. 02 Kemanggungan Jakarta Barat	Rp 200.000,-	
3	Hohili	Srengseng RT. 007, RW. 02 Kemanggungan Jakarta Barat	Rp 200.000,-	
4	Mamad	Srengseng RT. 007, RW. 02 Kemanggungan Jakarta Barat	Rp 200.000,-	
5	Safidah	Srengseng RT. 007, RW. 02 Kemanggungan Jakarta Barat	Rp 200.000,-	

Jakarta, 4 Agustus 2017
(Ketua Peneliti)

Dr Endang Ruswanti, SE, MM

LOA ISKA 17 dengan Publikasi SCOPUS ASP



Your Reference: ICBBM17-00141900
Date: 4 July 2017

Final Review and Submission Review: ICBBM17-0017

THE INFLUENCE OF INTEGRATED MARKETING COMMUNICATION ON INTENTION TO BUY ORGANIC PRODUCT
(CASE STUDY OF LOTTE MART IN JAKARTA)
(Muhammad Rizaluddin, Nida Qurtina, Sistirno Dwiwita & Dwiwidya)
Corresponding author: Endang Ruswanti endangruswanti@gmail.com

[Download ICRIMERecord ID: 141900]

Dear Prof./Dr. /Mr. /Mrs. /Miss. Ms.

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Chairman ISKA 2017



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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 berikanhadiah 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

Rumah 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

**ANALYSIS ADVERTISING, SALES PROMOTION, PERSONAL SELLING and DIRECT
SELLING ON INTENTION TO BUY ORGANIC VEGETABLES IN RITEL**

JAKARTA BARAT

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Abstract, Penelitian ini memiliki Gap bahwa produk organik terutama sayuran kurang diminati oleh ibu-ibu rumah tangga. Padahal makanan organik sangat dibutuhkan oleh tubuh agar sehat selalu, namun sehubungan harga lebih mahal dari pada sayuran non organik maka konsumen berkecenderungan untuk konsumsi non organik. Jika kita sudah mendengar beras organik dari Tasik Malaya sudah diekpor ke negara Amerika, Jerman dan Swiss, mengapa kita tidak mengkonsumsi?. Tujuan penelitian ini ingin menguji jika sayuran organik ditawarkan melalui iklan, sales promotion, personil salling dan direct marketing mungkinkah konsumen berniat membeli sehingga konsumen organik bertambah luas dan jumlahnya semakin besar. Dengan tambahan konsumen organik maka petani akan bertambah keuntungannya dan dengan membantu petani merubah menanan non organik menjadi menanan sayuran organik. Sesuai dengan teori jika strategi pemasaran dikembangkan menjadi holistik berkemungkinan konsumen yang belum mengtahui informasi tentang organik akan mempertimbangkan untuk mengkonsumsi produk organik. Diharapkan agar para petani meningkatkan inovasi dengan teknologi tepat guna dan digalakkan pelatihan-pelatihan baik beras maupun sayuran organik. Penelitian ini menggunakan metode survey, dengan responden ibu rumah tangga atau bapak yang perhatian dengan kesehatan keluarga. Sampel penelitian adalah konsumen yang belum pernah mengkonsumsi organik dan sedang belanja di sebuah toko ritel dijakarta barat. Sampel penelitian berjumlah 113 terdiri atas pria 51 orang dan wanita 62 orang. Umur responden antara 23-54 tahun, alat analisa yang digunakan SPSS. Hasil penelitian menunjukkan bahwa iklan dan direct selling mempengaruhi niat pembelian konsumen, sedangkan sales promotin dan personal selling tidak mempengaruhi niat pembelian konsumen. Implikasi bagi manajer adalah meningkatkan promosi dengan iklan baik media cetak maupun elektronik dmaupun direct selling agar konsumen meningkat niat mengkonsumsi sayuran organik. Kontribusi teoritis adalah menambah wawasan peneliti tentang *Integrasi Marketing Communication* sebagai bahan ajar.

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

INTRODUCTION

Produk Makanan Organik menjadi trend baru bagi pemasar karena konsumen menunjukkan ketertarikan khusus terhadap makanan organik. Kesadaran akan gaya hidup sehat individu mengarah pada membeli makanan organik. Namun perlu diketahui faktor penentu yang berpengaruh sebagai bentuk keputusan membeli keputusan untuk makanan organik. Masalah penelitian pertama adalah konsumen berkecenderungan kurang konsumsi sayuran organik, pada hal penyakit kanker saat ini meningkat di Indonesia. Kedua menurut Lee et al, (2000), belum banyak penelitian tentang makanan organik yang dipromosikan secara terpadu. Selain hal tersebut temuan Suh, et al (2015) mengemukakan bahwa *sales promotion, personal selling, public relation, advertising*, dan *direct marketing* berpengaruh signifikan terhadap keputusan pembelian.

Sedangkan Manengkey dan Tielung (2015) menunjukkan bahwa sales promotion tidak berpengaruh signifikan terhadap peningkatan penjualan. Chryssohoidis dan Krystallis (2005) menyebutkan bahwa konsumen berkecenderungan konsumsi produk organik lebih dari 63% di negara Yunani beberapa responden kurang puas atas tersedianya makanan organik. Lobb, Mazzocchi and Traill (2007) mengemukakan bahwa konsumen merasa khawatir pada keamanan produk non organik. Informasi media cetak dan elektronik tentang produk organik di Indonesia dirasakan sangat kurang. Sedangkan konsumen yang memiliki penghasilan menengah atas belum menyadari manfaat produk organik bagi kesehatan. Faktor yang paling mempengaruhi adalah konsistensi ketersediaan produk organik, harga lebih mahal dari pada non organik hal ini mempengaruhi niat pembelian konsumen pada produk organik.

Tujuan penelitian ini menguji pengaruh IMC terhadap niat pembelian sayuran organik, mengingat temuan Verbeke and Vackier (2005) menyebutkan bahwa pengalaman pembelian diidentifikasi sebagai faktor penting mempengaruhi niat pembelian produk organik ditemukan di Negara Belgia. Sedangkan Haab and Beaverson (2007) menemukan karakteristik demografi mempengaruhi perilaku pembelian aneka produk organik. Negara Korea Selatan menemukan beberapa masalah berkaitan dengan kekhawatiran keamanan bahan makanan non organik dikemukakan (Food Bank, 2005), mereka memiliki niat pembelian tinggi terhadap produk organik. Suh(2008) mayoritas toko swalayan memiliki nilai lebih jika menyediakan makanan organik. Namun pasar dan konsumsi produk organik masih terbatas dibandingkan bahan makanan non organik. Permintaan aneka sayuran organik tidak meningkat.

Teori komunikasi pemasaran terpadu telah dikembangkan di Amerika Serikat yakni Universitas Northwestern pada tahun 1980. Perkembangan komunikasi pemasaran terpadu dalam pemasaran global mefokuskan kepada konsumen dari negara Barat ke Timur, gelombang penelitian IMC dipelopori oleh Prof Don Schulte disebutkan bahwa model IMC dilaksanakan berbeda di setiap pasar luar negri dengan unik dan spesial. Sedangkan di Cina IMC pertama kali diperkenalkan ke Cina pada tahun 1990 an ketika negara berkembang pesat pada pasar digital secara disebabkan pemasar mencari strategi pemasaran yang baru dan tepat secara holistik. Sedangkan di Korea IMC berkembang awal tahun 2000 an, hal ini terjadi karena stagnasi ekonomi dan pasar yang semakin padat. Mereka menyadari bahwa pemasaran harus fokus pada merek dan strategi yang berorientasi pada konsumen.

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 menyarankan bahwa produsen dan pengecer jika ingin mendapatkan keuntungan perlu menggunakan strategi komunikasi pemasaran terpadu. Komunikasi pemasaran terpadu sebagai pendekatan manajemen pemasaran strategis karena efektifitas 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 revolusioner

karena budaya seluruh departemen dan konsultan telah berkembang pada gagasan pemisahan periklanan, pemasaran langsung, promosi penjualan, personal selling dan publik relation agar harmonis berorientasi pada pelanggan (Jones, 2008). Sedangkan efek informasi pada kesediaan konsumen untuk membayar lebih pada produk ayam alami organik ditemukan Gifford and Bernard. (2011).

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

Patel and Chugan (2015) menyebutkan bahwa menciptakan dampak etis dari iklan dipersepsikan konsumen memainkan peranan penting memotivasi mengembangkan niat beli karena mereka percaya produk terkait dengan lingkungan hijau. Tugas pengiklan adalah mendorong pelanggan memiliki kesadaran, pengetahuan, keinginan, referensi dan pembelian. Pelanggan banyak melihat iklan setiap hari, tetapi hanya akan mengingat merek yang disukai baik menggunakan media elektronik seperti internet, penjualan online, televisi, radio maupun media cetak seperti surat kabar, bilboard, majalah, catalog dan lain-lain. Tugas pengiklan adalah menarik minat agar tertarik pada produk yang ditawarkan.

Pengiklan dapat mendorong calon konsumen agar berniat membeli dengan memberikan sampel produk (Buzzel, 2004). Pengalaman dalam proses pembelian mempengaruhi niat beli ulang, jika sudah yakin manfaat produk sesuai dengan harapan konsumen. Pentingnya produsen membuat car-cara baru untuk meningkatkan pembelian dengan menawarkan melalui teknologi modern seperti pembelian online sehingga meminimalisir biaya operasional (Ghale dan Singh (2015) ; MuhammedanKubise, 2012). Organisasi jasa dapat menggunakan iklan secara jangka pendek maupun jangka panjang, secara jangka panjang diharapkan konsumen memiliki niat membeli ulang. Ruswanti (2016) menemukan bahwa sikap yang positif pada kewirausahaan mempengaruhi positif signifikan pada niat berwirausaha.

H1 : Advertising mempengaruhi signifikan terhadap niat pembelian

Temuan Manengkey dan Tielung (2015) menunjukkan bahwa sales promotion tidak berpengaruh signifikan terhadap peningkatan penjualan. Sedangkan Cole (2011) sales promosi adalah cara yang digunakan dalam menuntun pelanggan dari keadaan yang kurang menyadari manfaat produk organik untuk menjadi sadar agar mengkonsumsi. Ini cara berkomunikasi dengan individu, kelompok atau organisasi agar secara langsung atau tidak langsung memfasilitasi pertukaran informasi dan membujuk konsumen untuk menerima produk organik yang ditawarkan. Promosi penjualan sebagai kegiatan untuk mendorong pembelian dan merupakan elemen penting perencanaan pemasaran.

H2 : Sales Promotion mempengaruhi signifikan terhadap niat pembelian

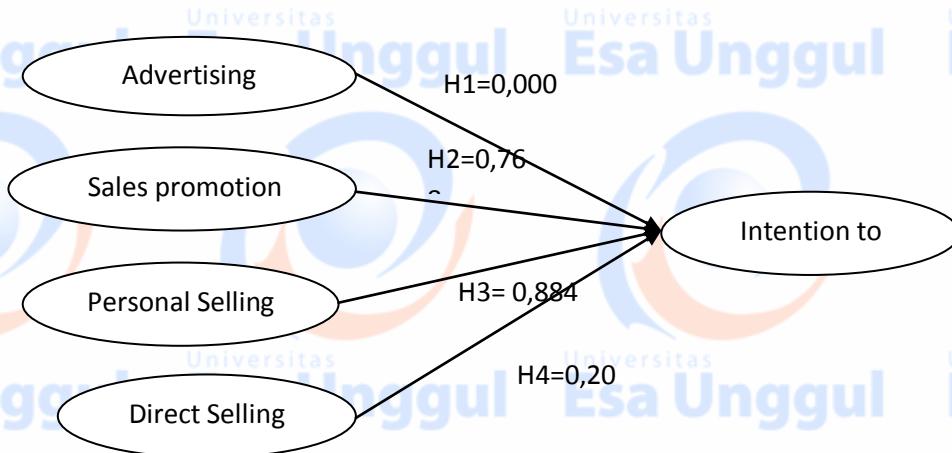
Perkembangan teknologi pemasaran seperti internet, penjualan online membuka kolaborasi sosial media komunikasi (Berglof and Bolton, 2002). Teori ini mencoba melewati disambiguity proses pembelian dengan lebih jujur. Integrated Marketing Communication menciptakan nilai produk

maupun merek dan memastikan konsistensi pesan yang dikirimkan melalui lima dimensi diterima konsumen. Personal selling merupakan elemen penting dalam memastikan kepuasan pembelian dan pasca pembelian dalam membengun hubungan jangka panjang pembeli dan penjual didasarkan pengertian dan kepercayaan. Murithi (2015) dan Lee (2002) mengemukakan bahwa personal selling dapat dilakukan dengan tatap muka langsung atau melalui tehnologi melalui internet maupun e-mail. Kemajuan tehnologi yang dengan cepat selama 30 tahun terakhir telah mengubah cara konsumen saat berinteraksi dengan organisasi melalui telpon, surat-menjurut. Produsen memiliki data pelanggan secara terintegrasi agar dapat memahami kebutuhan dan memberikan kepuasan bagi pelanggan. Dengan kepuasan yang diperoleh pelanggan tentu berniat untuk membeli ulang produk atau jasa yang ditawarkan.

H3 : Personal Selling mempengaruhi signifikan terhadap niat pembelian

Direct selling melalui penawaran produk melalui daftar harga, surat menyurat (Kotler, 2008). Pemasaran langsung melalui telpon itu sangat efektif mempengaruhi niat pembelian, terutama informasi tentang produk langsung diterima konsumen dapat mempengaruhi niat pembelian. Sedangkan Muhanji and Ngari (2015) menemukan bahwa direct selling berpengaruh terhadap penjualan kinerja bank umum. Kotler and Amstong (2008) mendefinisikan direct selling meliputi pertama membedakan pemasaran langsung dari jenis pemasaran lain dengan penjualan. Kedua berfokus untuk pengembangan teori dan pengujian pada pemasaran langsung sebagai daerah tertentu pemasaran. Ketiga pemasaran langsung lebih efektif karena langsung kepada berbagai khalayak, dan disebut sistem pemasaran interaktif yang menggunakan satu atau lebih media iklan untuk mengukur penjualan disetiap tingkatan.

H4 : Direct Selling mempengaruhi signifikan terhadap niat pembelian



Metode Penelitian

Objekpenelitian yang digunakan dalam penelitian ini sayuran organik. Sedangkan yang menjadi populasi penelitian adalah seluruh konsumen yang berbelanja di LotteMart pada tanggal bulan Juni-Agustus 2017. Lebih lanjut, disain sampling pada penelitian ini adalah *judgemental sampling*. Terdapat dua criteria utama yang digunakan dalam pemilihan responden. Pertama, responden adalah konsumen yang berada di dalam Lotte Mart pada bulan Juli-Agustus 2017. Kedua, responden

setidaknya pernah membeli produk sayuran organik dalam 6 bulan terakhir Juni 2017. Jumlah sampel dalam penelitian ini adalah sejumlah 120 sampel, akan tetapi hanya dapat diolah sebanyak 113 sampel. Hal ini dikarenakan beberapa responden tidak mengisi kuesioner secara lengkap. Responden terdiri atas wanita 62 dan pria 51 konsumen yang sedang belanja di toko ritel Jakarta Barat.

Definisi Konseptual dan Operasional

Pada penelitian ini indikator-indikator pada variabel penelitian dapat kandaripenelitian-penelitian dan dengan penelitian sejenis belumnya. 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 and Vackier (2005).

Mengukur Reliabilitas dan Validitas

Penelitian ini mengukur uji keandalan dengan menggunakan analisis *Cronbach's alpha*. Keandalan adalah tingkat konsistensi antara ukuran-ukuran dalam variable kuesioner. Lebih lanjut, keandalan adalah indeks yang menunjukkan sejauh mana suatu alat ukur dapat dipercaya atau dapat diandalkan (Burns & Bush, 2005). Jadi masih menurut Burn dan Bush (2005) keandalan menunjukkan apakah responden menunjukkan respon yang sama pada pertanyaan yang identik. Pada penelitian ini, *Cronbach alpha* yang digunakan adalah yang berada di atas 0,7 (Hair *et al.*, 2006) dimana menandakan variabel tersebut andal. Untuk pengujian validitas yang digunakan dalam penelitian ini adalah validitas konstrukt. Validitas adalah kemampuan suatu indikator pembentuk konstrukt untuk mengukur secara akurat konsep yang sedang diteliti (Malhotra, 2007). Lebih lanjut, validitas konstrukt menyatakan instrumen yang diuji benar-benar sesuai dengan konsep teori (Malhotra, 2007). Validitas konstrukt dapat dicapai apabila, validitas konverjen dan validitas diskriminan tercapai (Davis, 2005). Dari hasil analisis diperoleh nilai Kaiser-Meyer-Olkin Measure of Sampling Adequacy pada kotak KMO and Bartlett's Test adalah lebih besar 0,567 hasil ini memperlihatkan valid karena nilai KMO melebihi dari 0,5. Hasil pengujian analisis diketahui bahwa nilai korelasi masing-masing faktor periklanan enam indikator rata-rata menunjukkan 0,60 diatas 0,5. Berdasarkan hasil pengujian validitas faktor disimpulkan bahwa semua faktor adalah valid sebagai pembentuk variabel iklan.

Hasil analisis KMO and Bartlett's Test adalah sebesar 0,609. Disamping itu, nilai signifikansi 0,000 disimpulkan bahwa instrumen ini telah memenuhi syarat valid. Selanjutnya, hasil korelasi dari masing-masing faktor tersebut tergolong lebih tinggi ($>0,5$). Hasil pengujian analisis diketahui bahwa nilai korelasi masing-masing faktor pertanyaan Sales Promotion lima indikator menunjukkan hasil 0,517. Hasil pengujian validitas faktor disimpulkan semua faktor valid sebagai pembentuk variabel Sales Promotion. Analisis diperoleh nilai Kaiser-Meyer-Olkin Measure of Sampling Adequacy pada kotak KMO and Bartlett's Test adalah sebesar 0,518. hasil ini memperlihatkan instrumen valid karena nilai KMO telah lebih dari 0,5. Nilai signifikansi 0,000 disimpulkan 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 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 yaitu : 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 (Gujarati 2003).

ANALISIS DAN DISKUSI:

Model	Sum of Squares	df	Mean Square	F	Sig
Advertising mempengaruhi niat pembelian	5.270	1	5.270	19.039	.000
Sales promotion tidak mempengaruhi niat beli	0.028	1	.028	.088	.768
Personal selling tidak mempengaruhi niat beli	0.007	1	.007	.021	.884
Direct sellingmempengaruhi niat beli	2.937	1	2.937	9.862	.002

KESIMPULAN

Hasil penelitian menunjukkan bahwa periklanan dan direct selling mempengaruhi niat pembelian sayuran organik, sedangkan sales promotion dan personal selling tidak mempengaruhi niat pembelian sayuran organik. Implikasi bagi manajer adalah agar meningkatkan promosi melalui iklan baik media cetak maupun elektronik karena dua dimensi Integrated marketing communication. Untuk direct selling tentu ditingkatkan agar calon konsumen maupun konsumen sayuran organik niat belinya meningkat. Penting iklan ditingkatkan untuk member informasi kepada konsumen tentang manfaat makanan organik. Jika iklan dianggap kredibel oleh konsumen dan dapat diverifikasi maka membantu konsumen merasa membuat perbedaan dalam membeli produk yang lebih sehat. Hasil ini mendukung temuan Wagner and Hansen (2002) menyebutkan bahwa dimensi iklan dinyatakan sebagai terkait antara produk organik dan mempromosikan gaya hidup.

Sedangkan Tung et al (2012) menyebutkan bahwa perluasan komunikasi dan kebijakan lebih lanjut sangat diperlukan untuk memperkuat kepercayaan konsumen terhadap pertanian organik. Pembelian makanan anorganic dipahami untuk pemilihan produk berdasarkan proses produksi, kandungan, kemasan, daur ulang, jenis limbah yang dihasilkan dan aturan penanamannya (Calomarde 2000). Analisis koefisien dalam regresi berganda menunjukkan bahwa untuk setiap kenaikan unit periklanan mempengaruhi niat konsumen akan meningkat sebesar 2,520 unit, mengingat variabel lainnya tetap tidak berubah. Untuk setiap peningkatan unit direct selling niat akan naik sebesar 2,297 unit, asalkan variabel lainnya tetap tidak berubah. Selain itu, untuk setiap penurunan sales promotion unit atribut, niat akan menurun sebesar 0,28 unit, niat akan menurun sebesar 0,008 unit, untuk setiap unit kenaikan personal selling niat akan turun sebesar 0,007 unit, asalkan variabel lainnya tetap tidak berubah.

HASIL DAN PEMBAHASAN

Pembahasan berdasarkan hasil analisis yang dilakukan untuk penelitian ini, kami mengetahui variabel mana yang memiliki pengaruh signifikan terhadap niat pembelian. Mengingat periklanan, memiliki dampak positif terhadap niat pembelian sayuran organik. Ini menyiratkan bahwa konsumen akan memiliki niat untuk membeli sayuran organik jika diberikan informasi oleh toko melalui iklan baik cetak maupun elektronik. Selain itu, hasilnya menunjukkan bahwa dimensi periklanan merupakan faktor penting pertama yang mempengaruhi niat konsumen untuk membeli sayuran organik. Sedangkan direct selling memiliki pengaruh positif dengan niat terhadap pembelian sayuran organik. Ini menyiratkan bahwa jika konsumen memiliki lebih banyak informasi tentang produk sayuran organik oleh toko ritel melalui daftar harga dan online mempengaruhi peningkatan niat konsumen untuk membeli sayuran organik.

Hasil penelitian ini menemukan bahwa direct selling merupakan faktor terpenting kedua yang mempengaruhi niat konsumen membeli sayuran organik. Sales promotion tidak mempengaruhi niat pembelian sayuran organik temuan ini mendukung temuan Manengkey dan Tielung (2015) untuk

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

Implikasi manajerial hasil penelitian ini lebih relevan berfokus pada pentingnya toko yang menjual sayuran organik untuk meningkatkan pengiklanan maupun direct selling agar konsumen memiliki motivasi terhadap niat membeli sayuran organik. Grundey dan Zaharia (2008) menemukan bahwa strategi marketing mix merupakan aset yang harus menginvestasikan lebih banyak usaha untuk mengakomodasi agar permintaan pasar meningkat, konsumen membeli sayuran organik. Agar tercapai tujuan ritel memerlukan penguatan persepsi konsumen dalam mengkomunikasikan organik bahwa makanan organik menjadikan konsumen kreatif untuk mengekspresikan hubungan antara produk dan lingkungan serta menghadirkan citra perusahaan tentang tanggung jawab lingkungan dan mempromosikan gaya hidup ekologi (Wagner dan Hansen 2002). Hasil penelitian ini dari empat hipotesa yang signifikan hanya ada dua dimensi yakni advertising dan direct selling pada niat konsumen membeli sayur organik. Keterbatasan penelitian ini adalah jumlah sampel perlu diperluas. Variabel lain yang perlu dianalisa seperti pengetahuan konsumen, manfaat kesehatan konsumsi organik dan sikap terhadap kesadaran lingkungan.

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THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION(STUDY IN INDONESIAN DRUGSTORE)

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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 customers 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 customers 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, reliability, 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 Tsotsou (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 exceed customer's hope 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 Dortsyol (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.

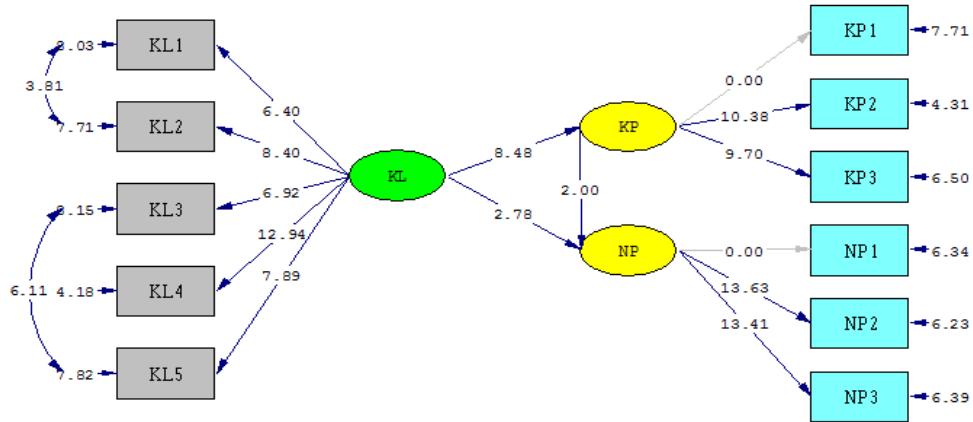
Measurement

This research consists of one exogen variable (service quality) and two endogen 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 to obtain 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 (H_1) 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 (H_2) 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 (H_3) 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

Recomendation for Further Reasearch

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 to make influence in the variable of repurchase intention.

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HOW PRICE MODERATE THE PROMOTION AND PRODUCT QUALITY ON MOTORCYCLE CONSUMER'S LOYALTY (Case In Indonesia)

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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.

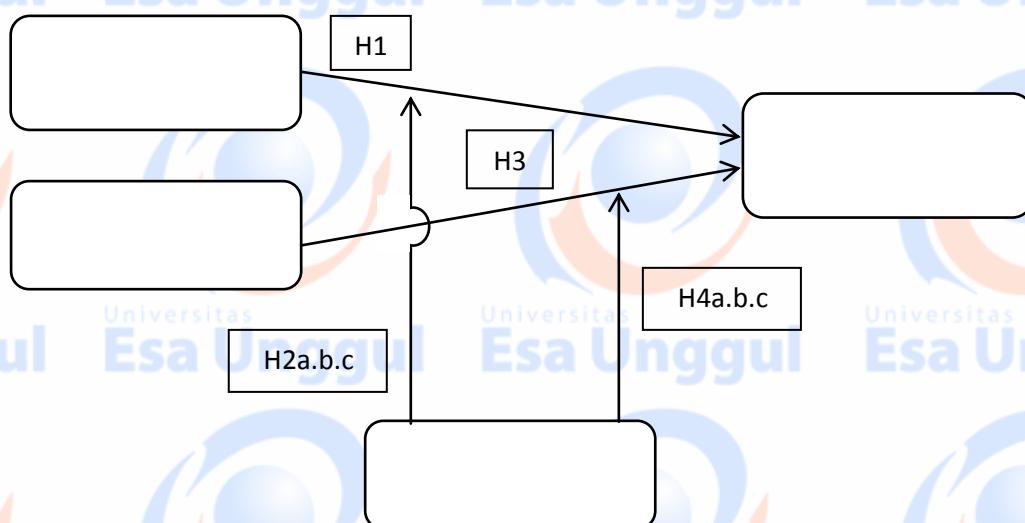
Consumers' behavior after purchasing a product is determined by consumer's satisfaction of a product as the last process of sales. The concept of consumer's loyalty is more connected to behavior rather than attitude. Positive consumer's attitude can be indicated by the consumer's loyalty to the product 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 $F_0 = 1.887$ (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 $F_0 = 8.188$ (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

Source	df	F	Sig.
Corrected Model	3	3.820	.012
Intercept	1	.001	.976
PRCODE	1	1.887	.172
PRCODE * RPCODE	1	.208	.649
Error	116		
Total	120		
Corrected Total	119		

Source: Test result on tools of data analysis

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

Source	df	F	Sig.
Corrected Model	3	6.080	.001
Intercept	1	.021	.885
KPCODE	1	8.188	.005
KPCODE * RPCODE	1	.190	.664
Error	116		
Total	120		
Corrected Total	119		

Source: Test result on tools of data analysis

Table 3. Parameter Estimate Desain A (AB) (Promotion)
Dependent Variable: Consumer's Loyalty

Parameter	Notes	B	β	t	Sig.
Intercept		-.421	β_0	-2.464	.015
[PRCODE=1,00]	PR = 1	.324	β_1	1.294	.198
[PRCODE=2,00]	PR = 2	0 ^a		.	.
[RPCODE=1,00]	RP = 1	.604	β_2	2.417	.017
[RPCODE=2,00]	RP = 2	0 ^a		.	.
[PRCODE=1,00] * [RPCODE=1,00]		-.161	β_3	-.456	.649

Source: Test result on tools of data analysis

Table 4. Parameter Estimate Desain A (AB) (Product Quality)
Dependent Variable: Consumer's Loyalty

Parameter	Notes	B	β	t	Sig.
Intercept		-.470	β_0	-3.159	.002
[KPCODE=1,00]	KP = 1	.601	β_1	2.331	.021
[KPCODE=2,00]	KP = 2	0 ^a		.	.
[RPCODE=1,00]	RP = 1	.445	β_2	1.727	.087
[RPCODE=2,00]	RP = 2	0 ^a		.	.
[KPCODE=1,00] * [RPCODE=1,00]		-.159	β_3	-.435	.664

Source: Test result on tools of data analysis

Table 5. Intercept Parameter β_i Design A (AB) (Promotion)

	RP = 1	RP = 2	Deviation	Hypothesis
PR = 1	$\beta_0 + \beta_1 + \beta_2 + \beta_3$	$\beta_0 + \beta_1$	$\beta_2 + \beta_3$	
PR = 2	$\beta_0 + \beta_2$	β_0	β_2	H2b
Deviation	$\beta_1 + \beta_3$	β_1	β_3	H2c
Hypothesis		H2a		

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

	RP = 1	RP = 2	Deviation	Hypothesis
KP = 1	$\beta_0 + \beta_1 + \beta_2 + \beta_3$	$\beta_0 + \beta_1$	$\beta_2 + \beta_3$	
KP = 2	$\beta_0 + \beta_2$	β_0	β_2	H4b
Deviation	$\beta_1 + \beta_3$	β_1	β_3	H4c
Hypothesis		H4a		

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 β 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 (β_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 (β_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 (β_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 β 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 (β_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 (β_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 (β_3), with sig. value 0.664 (>0.05).

Table 7. Structural Relationship Test Result

Hypothesis	Hypothesis Statement	Sig. Value	Notes
H1	Promotion improve consumer's loyalty	0.172	Data does not support the hypothesis
H2a	Specific to groups who has expensive price perception, groups who has high promotion perception are more loyal than group who has low promotion perception.	0.198	Data does not support the hypothesis
H2b	Specific to groups who has low promotion perception, groups who has cheap price perception are more loyal than groups who has expensive price perception	0.017	Data support the hypothesis
H2c	Specific to groups who has good promotion perception, groups who has cheap price perception are more loyal than groups who has expensive price perception.	0.649	Data does not support the hypothesis
H3	Product quality improve consumer's loyalty.	0.005	Data support the hypothesis
H4a	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	0.021	Data support the hypothesis
H4b	Specific to groups who has low product	0.087	Data does not support the hypothesis

Hypothesis	Hypothesis Statement	Sig. Value	Notes
	quality perception, group who has cheap price perception are more loyal than groups who has expensive price perception.		
H4c	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.	0.664	Data does not support the hypothesis

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.

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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.

Jeyasudha 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:

H₁: 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:

H₂: 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:

H₃: 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. The 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:

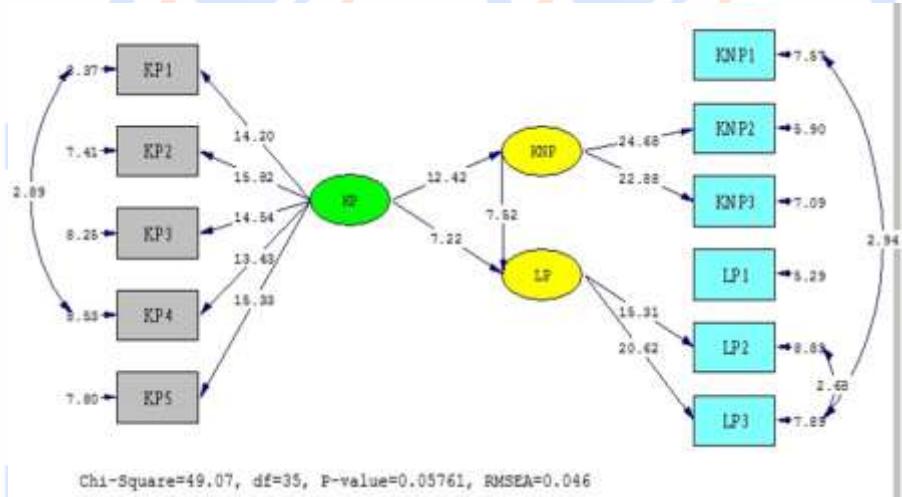


Figure 2
Path Diagram t-value

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

Hypothesis	Hypothesis Statement	t-value	Note
H_1	Good service quality will create patient loyalty	7.22	Data supported hypothesis
H_2	Good service quality will create patient satisfaction	12.42	Data supported hypothesis
H_3	Good satisfaction will create patient loyalty	7.52	Data supported hypothesis

In the present study, the result of the test of the first hypothesis (H_1) which is the relation between service quality and loyalty found that analysis result supported H_1 , meaning good service quality will produce 7.22 patient loyalty (Table 1). The test of the second hypothesis (H_2) found that analysis result supported H_2 , meaning good service quality will improve patient quality by 12.42 (Table 1). The test of the third hypothesis (H_3) found that the analysis result supported H_3 , 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 (H_1) found that the analysis result supported hypothesis H_1 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 (H_2) found that the analysis result supported hypothesis H_2 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.

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Tourism Image Asa Mediation Tourist Satisfaction (A Survey in The Industrial Tourism Object in Cilegon City)

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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 telita 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 adaptat 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

Peacock and Small Peacock, Coconut Seven Beach, Pulorida Beach; Religious tourism such as the Tomb of Sheikh Djamaruddin; Artificial tours such as Jogging track, Jungle park, Krakatau Golf Course; Shopping tours such as Krakatau Junction, Cilegon Supermall; Culinary tour like Pondok Palm, Cibeber Night Market; Tourism industry such as Indonesia Power, PT. Krakatau Steel, PT. Krakatau Posko.

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

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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

consumer 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

Tourism Image As A Mediator In Tourist Satisfaction (A Survey in the Industrial Tourism Object in

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:

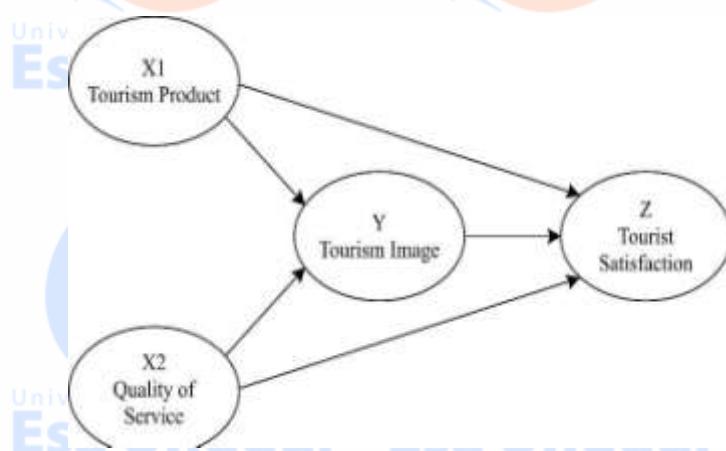


Figure 1. Research Thinking Framework

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.

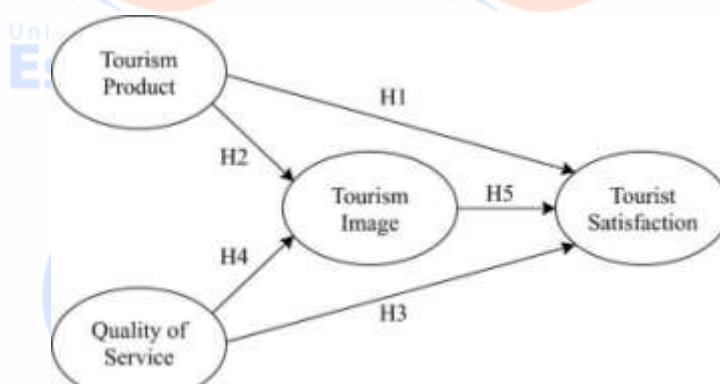


Figure 2. Research Model

Information:

Travel Product = independent variable 1

Quality Service = independent variable 2

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

Research variable	Dimensions	Operationalization
Tourism Products	Attractions	1. Nature tourism in the city of Cilegon well preserved. 2. Cultural tourism is still preserved.
	Accessibility	3. Easily accessible tourist sights 4. To reach the tourist attraction the availability of easy transportation tool.
		5. Tourism actors organize tourism products in cooperation with other agencies.
	Networking	
Service quality	Tangibility	6. Tourists get the convenience of service and information
	Reliability	7. Officers reward tourists
	Responsiveness	8. The services provided are fast and efficient.
	Assurance	9. Officers help tourists deftly 10. The clerk behaves politely and well mannered in serving tourists
		11. At tourist attractions available information center
Tourism Imagery	Professionalism	12. Tourists feel happy to visit the attractions
	Modern	13. Tourists enjoy the facilities provided and modern technology.
		14. Tourism actors are willing to receive input both suggestions and criticism from visitors
	Segments	
Traveler's Satisfaction	Product quality	15. Existing tourist products guarantee and quality
	Service quality	16. Tourists prioritize excellent service to visitors.
	Emotional	17. Travelers feel to have and want to visit again.
	Price / Cost	18. The price offered, tourists never feel the disappointment
		19. Tourists feel the price charged by the tourism actors is affordable.

Result

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:

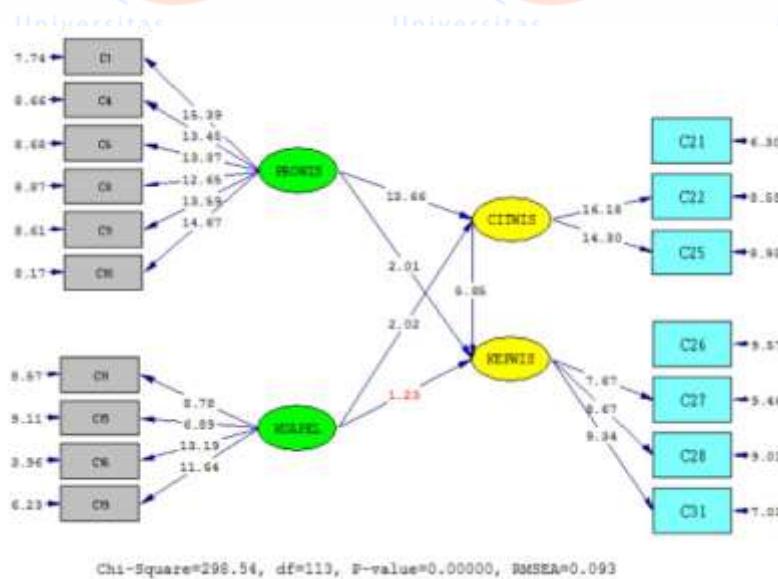


Image: Path Diagram T-Value

The research results obtained are as follows:

Table: Hypothesis Testing Research Model

Hypothesis	Hypothesis Statement	Value T-Value	Information
H ₁	There is the influence of travel products to travel satisfaction	2.01	Data support the hypothesis
H ₂	There is the influence of tourism products on the tourist image	13.66	The data support the hypothesis
H ₃	There is no effect of service quality on tourism satisfaction	1.23	The data do not support the hypothesis
H ₄	There is influence of service quality to tourism image	2.02	The data support the hypothesis
H ₅	There is influence of tourism image to the satisfaction of tourism	5.85	The data support the hypothesis

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.

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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

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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, Visscher and Siegrist (2011). Suh et al. (2015) point outs that there is significant influence sales promotion, personal selling, public relations, advertising, and direct marketing to purchase decisions. In relating with organic products, Chryssooidis and Krisstallis (2005) found that consumer attitudes in the Greek state toward consumption of organic products were significantly positive. Furthermore, Lobb, Mazzocchi 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 Hamdli, 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.

H_1 : 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 Armstrong, 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. Adeebi (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.

H_2 : There is positive and significantly relationship between promotion and intention to buy

2.2.3 The 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) .Person 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 customers certainly intend to buy back the products or services offered.

H₃ 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)

H₄: There is 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). Operasional 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) dependent 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 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. 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.

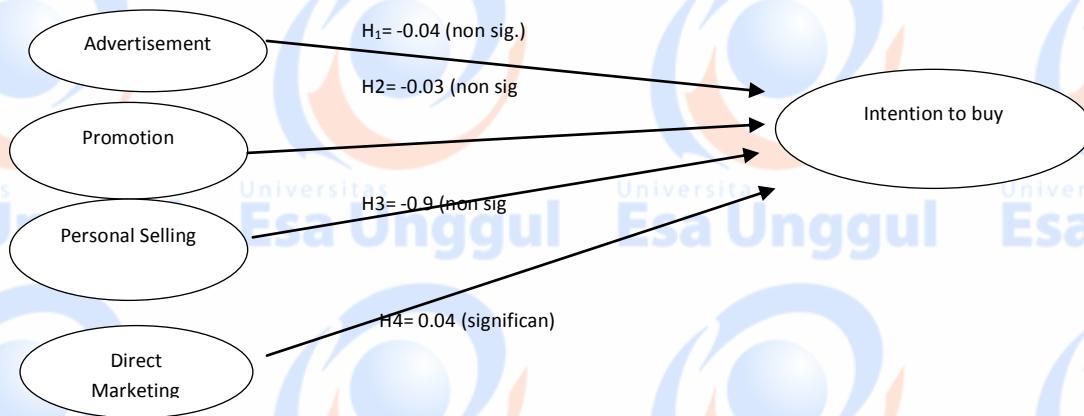


Figure 1. Research Model

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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