

**THE INFLUENCE OF MARKETING COMMUNICATION MIX TOWARD
PURCHASE DECISION IN AUTOMOTIVE INDUSTRY (CASE STUDY OF
YAMAHA MIO SERIES IN KEDIRI, INDONESIA)**

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**THE INFLUENCE OF MARKETING COMMUNICATION MIX TOWARD
PURCHASE DECISION IN AUTOMOTIVE INDUSTRY (CASE STUDY OF
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ABSTRACT

This research identifies the influence of marketing communication mix on consumer purchase decision to buy Yamaha Mio series in Kediri Regency. In marketing communication mix, there are five variables namely advertising, sales promotion, personal selling, public relation, and direct marketing. By employing appropriate method, this study aims at observing consumer consideration on consumer purchase decision to buy Yamaha Mio series in Kediri regency.

This research used explanatory approach as research method. The data in this research was obtained from interview, observation, and questionnaire. Sampling technique used in this research is non-probability sampling by employing 105 respondents. Likert measurement scale was employed to measure consumer's answer.

The results show that marketing communication mix partially and simultaneously have significant influence on consumer purchase decision to buy Yamaha Mio series in Kediri regency. Based on multiple linear regressions, it is known that advertising variable has dominant influence on consumer purchase decision to buy Yamaha Mio series in Kediri regency with the amount of regression coefficient 0.365. In conclusion, company must add promotion media to increase consumer attention to use Yamaha Mio series and Yamaha should prepare their promotion activity well before carried out in order to appropriate to the target market. Yamaha also should add more budget on advertising because based on this study has dominant effect to consumer purchase decision.

Keyword: Marketing Communication Mix, Consumer Purchase Decision, Yamaha Mio series

**PENGARUH BAURAN KOMUNIKASI PEMASARAN TERHADAP
KEPUTUSAN PEMBELIAN DI INDUSTRI OTOMOTIF (STUDI KASUS
YAMAHA MIO SERIES DI KABUPATEN KEDIRI, INDONESIA)**

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ABSTRAKSI

Penelitian ini menidentifikasi pengaruh dimensi bauran komunikasi pemasaran terhadap keputusan pembelian konsomen untuk membeli Yamaha Mio Series di Kabupaten Kediri. Dalam bauran komunikasi pemasaran terdapat lima variable yang meliputi: iklan, promosi penjualan, penjualan perorangan, hubungan masyarakat, dan pemasaran langsung. Penelitian ini bertujuan untuk mengobservasi dengan menggunakan cara yang tepat dalam mengetahui pertimbangan apa saja yang konsumen pikirkan dalam menentukan pilihan untuk membeli Yamaha Mio series di Kabupaten Kediri.

Penelitian ini menggunakan pendekatan melalui explanatory (penjelasan) sebagai metode penelitian. Data dalam penelitian ini didapatkan dengan cara wawancara, observasi, dan kuisioner. Teknik sampel yang digunakan dalam penelitian adalah non-probability sampling dan dalam peneltian ini terdapat 115 responden. Skala pengukuran jawaban responden kuisioner dalam penelitian ini menggunakan skala Likert.

Hasil dari penelitian ini adalah variable dimensi bauran komunikasi pemasaran secara simultan maupun parsial mempunyai pengaruh yang signifikan terhadap keputusan pembelian konsumen untuk membeli Yamaha Mio series di Kabupaten Kediri. Berdasarkan perhitungan regresi linier berganda, dapat diketahui terhadap variabel iklan mempunyai pengaruh dominan terhadap keputusan pembelian konsumen untuk membeli Yamaha Mio serie di Kabupaten Kediri. Dari hasil penelitian, dapat disimpulkan bahwa perusahaan harus menambah media promosi untuk meningkatkan perhatian konsumen untuk menggunakan Yamaha Mio series dan pihak Yamaha harus mempersiapkan sebaik mungkin aktivitas promosi yang akan dilakukan agar benar-benar mengena terhadap target pasar mereka.

Kata Kunci: Bauran Komunikasi Pemasaran, Keputusan Pembelian Konsumen, Yamaha Mio series

A. BACKGROUND

Nowadays, the increasing number of vehicle in Indonesia especially motorcycle. The selling amount of motorcycle in Indonesia is the biggest one in the world, third only to China and India. According to the data from Asosiasi Industri Sepeda Motor Indonesia in 2004, 3,887,678 motorcycles were sold in Indonesia and increased to 7,743,879 in 2013 in which 4,897,668 or 62.25% were automatic motorcycles.

Considering the market situation, one of the strategies used to win competition and become the market leader is marketing communication or promotion dealing with how good the product, but if the consumers do not know about the product quality, the product will not be accepted by the consumers. Promotion activity not only serves as communication tool between company and customer but also as a tool to persuade consumer to buy product which is appropriate with their needs and wants. Marketing communication mix consists of advertising, sales promotion, public relation, personal selling, and direct marketing.

Yamaha as the first motorcycle company that introduces automatic motorcycle in Indonesian consumers became the market leader in automatic motorcycle sales during 2006-2009 with Mio as its most prominent product. However, Honda as the competitor has released Beat and Vario to compete with Mio which finally can take over the market leader from Yamaha until now. PT Yamaha Motor Indonesia renewed Mio series in 2013 to compete with Beat from Honda. Mio series in 2013 was the development from the former Mio released in 2006. The new Mio series use injection technology to manage fuel consumption to overcome the main weakness of the former Mio.

In Kediri Regency, there are five Yamaha authorized dealers. They are Armada Putra Motor, Mataram Sakti, Timbul Jaya Motor, Jaya Motor and Trijaya Motor. The competition between Honda's automatic motorcycles with Yamaha's automatic motorcycles is tight and also the dealer performance in Kediri Regency

was good. It was proven one of Yamaha dealers, Trijaya Motor, awarded as the number 3 the best performing dealer in Indonesia on 2013.

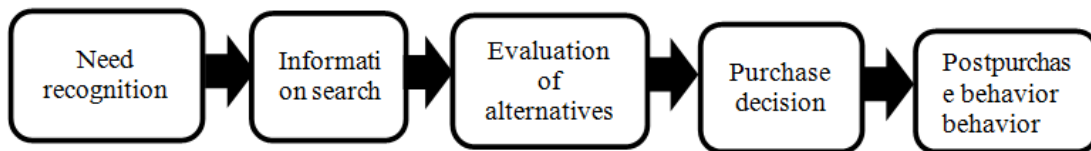
B. LITERATUR REVIEW

Purchase Decision

According Kotler (2006), purchasase decision is consumer action to choose product from several alternate products which will be used by the consumer. . It means that purchase decision is series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy.

According to Solomon, et al., (2010) consumer decision making is a central part of consumer behavior. Typically the buyer decision process takes place in five stages. These stages are essential for a consumer in making purchases on a conscious or a subconscious level.

Figure 1. Buyer Decision Making Process



Source: Kotler et al. 2008

Marketing Communication Mix

Marketing communication or promotion refers to the process of informing and persuading consumers to buy certain product. By using this process, marketers convey persuasive message and information to its potential customers. According Kotler and Keller (2006) peruse promotion as the means by which firms attempt to inform persuade and remind consumers –directly or indirectly about the products and brands they sell.

1. Advertising

Advertising is the most commonly tool used for informing the present and prospective consumer about the product, its quality, features, availability, etc. Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Ads can be a cost-effective way to disseminate messages, whether to build a brand preference or to educate people (Kotler and Keller, 2006).

2. Sales Promotion

Sales promotion, a key ingredient in marketing campaign, consists of a collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade (Kotler-Keller, 2006). Sales promotion includes tools for consumer promotion, trade promotion, and business and sales-force promotion.

3. Public Relation

Public relation is building good relations with the company's various publics by obtaining favorable publicity, building up good corporate image, and handling or heading off unfavorable rumors, stories and events (Kotler and Armstrong, 2008). It involves a variety of programs designed to promote or protect company's image or its individual product.

4. Personal Selling

Personal selling, the art of persuasion is defined as a one-on-one interaction whereby a tangible or intangible item of value is exchanged for a different item, usually with money in an amount of equal or greater value of the item being sold.

5. Direct Marketing

Direct marketing is the use of consumer-direct channels to reach and deliver goods and services to consumers without using marketing middlemen (Kotler and Keller, 2006). Direct marketing benefits

customers in many ways. Home shopping can be fun, convenient, and hassle-free. It saves time and introduces consumers to a larger selection of merchandise.

C. RESEARCH METHOD

Based on the characteristics of the problems examined in this study, the type of research used is explanatory research. Explanatory research is aimed to test a theory or hypothesis to strengthen or even to reject the existing theory or hypothesis.

Validity Test

Validity can be defined as the extent to which differences in observed scales scores reflect true differences among objects on the characteristic being measured, rather than systematic or random errors

Reliability Test

Reliability refers to the extent to which a scale produces consistent result if repeated measurements are made. Therefore, reliability can be defined as the extent to which measurements are free from random error

Multiple Regression Analysis

Linear regression analysis is used to analyze the influence of some dependent variables (Y) or independent variables (X) toward one dependent variable. After the multiple regressions that used are free from the classical assumption error, it is continued to the hypothesis testing and dominant testing.

F Test

F test is used to know the degree of appropriateness of model variables used is able to explain the analyzed phenomenon. Independent variables are able to explain dependent variable.

t Test

This test is aimed to test the influence of independent variable toward the dependent variable separately.

Dominant Test

Standardized coefficients or beta coefficients are the estimation resulted from an analysis carried out on variables that have been standardized so that their variance is 1. To determine the independent variable that best defines (dominant) the value of the dependent variable in a linear regression model, Beta Standardize Coefficient with the largest number among others is employed.

D. FINDINGS AND DISCUSSION

Multiple Regression Analysis

Based on the problem formulation and the hypotheses of this study, the data are analyzed using multiple regression analysis. The multiple regression analysis is used to count the value of the effect among independent variables, which consist of advertising, sales promotion, public services, personal selling, and direct marketing.

Table 1. Multiple Linier Regression Test Result

Variable		Standardized Coefficients	t Test	Sig.	Information
Dependent	Independent				
Consumer Purchase Decision (Y)	Constant		-0.440	0.098	
	Advertising (X_1)	0.365	5.007	0.000	Significant
	Sales Promotion (X_2)	0.184	2.288	0.024	Significant
	Public Relation (X_3)	0.195	2.523	0.013	Significant
	Personal Selling (X_4)	0.190	2.650	0.009	Significant
	Direct Marketing (X_5)	0.194	2.890	0.005	Significant

Source: Processed Data, 2014

The above regression equity result can be described as follows:

- Advertising's regression coefficient (b_1) is 0.365, it shows the impact of advertising on consumer purchase decision. Positive value of regression coefficient show that adverteng positively influences toward consumer purchase decision, which means that every increasing in advertising would cause increasing consumer purchase decision.

- Sales promotion's regression coefficient (b_2) is 0.814, it show that sales promotion influences sales promotion. Positive value of regression coefficient shows that sales promotion positively influences consumer purchase decision, which means that every increasing in sales promotion would cause consumer purchase decision to increase.
- Public relation's regression coefficient (b_3) is 0.195. it shows that public relation influences consumer purchase decision, positive value of regression coefficient shows that public relation positively influence consumer purchase decision, which means that every increasing inn public relation would cause consumer purchase decision to increase..
- Personal selling's regression coefficient (b_4) is 0.190. it shows that the impact of personal selling on consumer purchase decision, positive value of regression coefficient shows that public relation positively influences consumer purchase decision, which means that increasing in personal selling would cause consumer purchase decision to increase.
- Direct marketing's regression coefficient (b_5) is 0.194 which shows the impact of direct marketing to consumer purchase decision. Positive value of regression coefficient shows that direct marketing positively influences consumer purchase decision, which means that increasing in direct marketing would cause consumer purchase decision to increase.

Correlation coefficient (R) is 0.808, showing that there are strong relations among advertising, sales promotion, public relation, personal selling, and direct marketing on consumer purchase decision for 74.5%. This relation is categorized in strong relation because a relation is called perfect if correlation coefficient teaches 100% or 1 (with positive or negative mark).

From the multiple linier regression result above, It can be known that adjusted R square is 0.636. This number shows that advertising, sales promotion, public relation, personal selling, and direct marketing variable could contribute to consumer purchase decision variable in for 63.6%, while the other 36.4% is affected by other variable which is not included in this research.

Hypothesis Testing

1. Hypothesis 1

To test the first hypothesis stating that all promotion mix variables consisting of advertising, sales promotion, public relation, personal sales, and direct marketing have partial influence toward consumer purchase decision making to buy Mio series of Yamaha with t test. The t test results are presented in the following table:

Table 2. t Test Result

Variable	t Test	t Table	Sig. t	Information
Advertising	5.007	1.980	0.000	Significant
Sales Promotion	2.288	1.980	0.024	Significant
Public Relation	2.523	1.980	0.013	Significant
Personal Selling	2.650	1.980	0.009	Significant
Direct Marketing	2.890	1.980	0.005	Significant

Source: Processed primary data, 2014

The results on table above can be explained as follows:

1. Advertising

The regression analysis result obtained are t test value = 5.007 and t table value = 1.980 so t test > t table or significance value $0.000 < 0.05$. Thus H_0 is rejected or H_a is accepted.

2. Sales promotion

The regression analysis results obtained are t test value = 2.288 and t table value = 1.980 so t test > t table or significance value $0.024 < 0.05$ so H_0 is rejected or H_a is accepted.

3. Public relation

The regression analysis results obtained are t test value = 2.523 and t table value = 1.980 so t test > t table or significance value $0.013 < 0.05$ so H_0 is rejected or H_a is accepted.

4. Personal selling

The regression analysis results obtained are t test value = 2.650 and t table value = 1.980 so t test > t table or significance value $0.009 < 0.05$ so H_0 is rejected or H_a is accepted.

5. Direct marketing

The regression analysis results obtained are t test value = 2.890 and t table value = 1.980 so t test > t table or significance value $0.005 < 0.05$ so H_0 is rejected or H_a is accepted.

2. Hypothesis 2

To test the second hypothesis stating that all promotion mix variables consisting of advertising, sales promotion, public relation, personal sales, and direct marketing have simultaneous influence toward consumer purchase decision making in buying Mio series of Yamaha, then F test is used. The F test results are presented in the following table:

Table 3. F Test Results

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,498	5	2,100	37,265	,000 ^a
	Residual	5,578	99	,056		
	Total	16,077	104			

a. Predictors: (Constant), Direct Marketing, Public Relation, Personal Selling, Advertising, Sales Promotion

b. Dependent Variable: Consumer Decision

Based on that table above, the obtained F significance value is 0.000 smaller than $\alpha = 0.05$ ($0.000 < 0.05$), so advertising, sales promotion, public relation, personal selling, and direct marketing simultaneously influence consumer purchase decision. Therefore, the second hypothesis is accepted.

Dominant Test Result

To test the most influencing marketing communication variable for consumer to buy Yamaha Mio series based on the number of regression coefficient of the

variable which has significant influence on consumer purchasing decision. Variable which has the biggest coefficient and significant is variable which has dominant influence toward consumer purchase decision. The numbers of regression coefficient of each independent variable are presented in the following table:

Table 4. Regression Coefficient of Each Variable

Variable	Regression Coefficient	Sig. t	Information
Advertising	0.365	0.000	Significant
Sales Promotion	0.184	0.024	Significant
Public Relation	0.195	0.013	Significant
Personal Selling	0.190	0.009	Significant
Direct Marketing	0.194	0.005	Significant

Source: Processed primary data, 2014

Based on the multiple linear regression analysis result above, it is shown that that advertising, sales promotion, public relation, personal selling, and direct marketing partially have significant influence toward consumer purchase decision of the five variables which has the biggest regression coefficient is advertising with the amount of 0.365 is other four variables.

Discussion

1. The Influence of Advertising on Consumer Purchase Decision

Advertising significantly influences consumer purchase decision and variable which has dominant influence toward consumer purchase decision, is shown by t significance value smaller than $\alpha = 0,5$ ($0,000 < 0,05$). This result shows that advertising as one of promotion activity has much role on company's effort to promote product produced by company. By using advertising, new product could be known by consumer and attracts consumer interest, so it could increase consumer purchase decision. In addition, advertising must consider many factors like output produced, cost spent, and target market.

2. The Influence of Sales Promotion on Consumer Purchase Decision

Sales promotion variable has significant influence on consumer purchase decision, shown by t significance value smaller than $\alpha = 0.5$ ($0.024 < 0.05$). The influence is positive, meaning that higher sales promotion variable would cause higher consumer purchase decision. In contrast, smaller sales promotion variable would cause smaller consumer purchase decision. Sales promotion is promotion activity in addition to advertising, personal selling, public relation, and direct marketing which attract consumer purchase. Sales promotion is aimed to increase demand from consumer, attract consumer to buy more, and also support advertising activity. Through sales promotion, company can attract new consumer to test new product, buy more, attract competitor's promotion activity and increase planned buying.

3. The Influence of Public Relation on Consumer Purchase Decision

Public relation variable has significant influence on consumer purchase decision, it is shown by t significance value smaller than $\alpha = 0.5$ ($0.013 < 0.05$). That influence is positive, meaning that higher public relation variable would cause higher consumer purchase decision. Otherwise, smaller public relation variable would cause smaller consumer purchase decision. Through public relation activity company gets benefit from news value contained in a product to make product image aimed at raising consumer awareness, building credibility and decreasing promotion cost.

4. The Influence of Personal Selling on Consumer Purchase Decision

Personal selling variable has significant influence on consumer purchase decision, it is shown by t significance value that is smaller than $\alpha = 0.5$ ($0.009 < 0.05$). That influence is positive, meaning that higher personal selling variable would cause higher consumer purchase decision. Otherwise, smaller personal selling variable would cause smaller consumer purchase decision. Personal selling is one of marketing strategies and company's efforts to communicate the information with consumer directly. Personal selling must be organized well for example the designing

promotion media which could attract consumer attention in order to obtain optimal communication effect, so it will affect consumer perception and increase product selling. This research finding is supported by respondents' answer stating that good communication skill of sales force help in convincing consumer to choose Mio series.

5. The Influence of Direct Marketing on Consumer Purchase Decision

Direct marketing variable has significant influence on consumer purchase decision as shown by t significance value smaller than $\alpha = 0.5$ ($0.005 < 0.05$). That influence is positive, meaning that higher direct marketing variable would cause higher consumer purchase decision. Otherwise, smaller direct marketing variable would cause smaller consumer purchase decision. It shows that one of direct marketing is building relation with consumer and directly communicating with consumer. This research result is supported by respondent's answer stating that Yamaha often carries out telemarketing and it could influence consumer to buy Mio series.

6. The Influence of Advertising, Sales Promotion, Public Relation, Personal Selling, and Direct Marketing Simultaneously on Consumer Purchase Decision

The result of analysis show that advertising, sales promotion, public relation, personal selling, and direct marketing simultaneously have influence on consumer purchase decision. The findings reveal that five independent variables give contribution on dependent variable – consumer purchase decision – in the amount of 63.6%. It means that consumer purchase decision variable is influenced by advertising, sales promotion, public relation, personal selling and direct marketing in the amount of 63.6% and the rest 36.4% is influenced by other variable excluding in this study. Other variables that could influence consumer purchase decision are product, price and place variables. The significant influence of independent variable on dependent variable can be identified from the sig F value 0.000 smaller than $\alpha = 0.05$. Thus, H_0 is rejected. It shows that promotion is one of marketing success factor

determinants. No matter how good the quality of the product, if consumers never hear about it and not sure that the product would be useful for the consumers, so consumers would never buy that product.

E. CONCLUSIONS AND SUGGESTIONS

Conclusions

Conclusions drawn based on the finding of the study are follows:

1. Advertising, sales promotion, public relation, personal selling, and direct marketing partially has influence toward consumer purchase decision to buy Yamaha Mio series in Kediri Regency.
2. Advertising, sales promotion, public relation, personal selling and direct marketing simultaneously have significant influence on consumer purchase decision to buy Yamaha Mio series in Kediri Regency.
3. Among advertising, sales promotion, public relation, personal selling, and direct marketing, advertising has the most dominant influence on consumer purchase decision to buy Yamaha Mio series in Kediri Regency.

Suggestions

The formulated suggestions in this study are as follows:

1. The company should add promotion media in order to increase consumer attention to buy Mio series and also company should maintain and increase promotion activities which are already carried out by the company. Because promotion is one of marketing strategies and company's efforts in informing and communicating with consumer, it can be employed by the company to introduce and promote their products to potential consumers to make them buy the product and loyal with company. Good design on promotion media for attracting consumers and creating optimal communication between company and consumers would influence consumer purchase decision.

2. The company should maintain good relation with people especially with consumers.
3. It is suggested to further researcher to conducted research about other variables which are not included in this study because the finding of this study shows that there are other variables which have influence on consumer purchase decision.

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