

# **THE ANALYSIS OF PROMOTION MIX AFFECTING CUSTOMER PURCHASE DECISION TO BUY WOMEN'S CLOTHING VIA ONLINE STORE**

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## **Abstract**

This study is explanatory research, in accordance with purpose to describe the causal relationship among variables through hypothesis testing. This research aims to examine the effect of Promotion Mix on Customer Purchasing Decision at Online Store. The hypothesis analysis is about simultaneous effect, partial effect and dominant factor, were conducted in order to acknowledge the relationships among the independent variables (Advertising, Personal Selling, Sales Promotion, Public Relation and Direct Marketing) on Customer's Purchasing Decision.

The samples and population of this study were students of economic and business faculty of Brawijaya University as customer of online store. In this study, the data collection method by distributing 100 questionnaire. The sampling technique used is Purposive sampling and the research instruments were tested using the validity test, reliability test, and classical assumption test. The hypothesis testing used the F test and t test in Multiple Regression Analysis.

The multiple regression analysis showed that simultaneously, Advertising, Sales Promotion, Direct Marketing, Personal Selling, and Public Relation had significant effect on Customer Purchasing Decision. Meanwhile, partial test shows that the variables of Advertising, Personal Selling, and Public Relation had significant effect on Customer Purchasing Decision. However, the variables of Sales Promotion and Direct Marketing had no significant effect on Customer's Purchasing Decision. The dominant test shows that Advertise has dominant effect on customer's purchasing decision.

*Keywords: Promotion Mix, advertise, personal selling, sales promotion, public relation, direct marketing, customer's purchasing decision.*

## **Background of the study**

Technology changes dynamically along with the development of business which grows rapidly and increased competition in the economy world cannot be avoided. The competitors who compete in the global era have to undergo tight competition. Therefore, the management of good marketing is strongly needed by every company which put much concern on a marketing aspect. To maintain its existence in competitive market, then a

company need to develop not only good products and competitive prices, but also the ability to communicate with the parties having an interest in the company. The information is very important in marketing in order to make interested parties understand the intention of businesses or products offered. Therefore, the submission of such information should be effective particularly things related to promotional activities.

The promotion is a marketing mix that includes all activities undertaken to communicate and promote a company's

products to the target markets. According to Kotler, there are five components of the promotion mix, namely advertising, personal selling, sales promotion, publicity and direct marketing.

Nowadays, there are various models of women's clothing sold in every store from a large scale store to a small store. As the demand of products and services related to women needs is increasing day by day, the purchasing activity can be done either directly visit the store or via online. Online shopping involves the activity of purchasing products or services over the Internet. All the products in online stores are described through text with photos and multimedia files. Many online stores provide links for extra information about their products. They often provide safety procedures, instructions, manufacture specification and demonstration.

These studies were chosen because of online selling and buying activities in Indonesia is rapid growth. In 2013, the activity of online buying and selling in indonesia ' s economic growth over 17 % of the transaction value more than 12 trillion rupiahs. Online shopping is one phenomenon that evolves over progress in technology and increased the number of Indonesian people that are becoming more literate with gadgets. In addition activities of online shopping made it easier for consumers because they can purchase products from anywhere and at any time solely by relying on internet access.

The author choose women's clothing in this study because the majority of enthusiasts online buy and sell are dominated by woman who is also a housewife, teenagers, and young workers. Most of the clothes sold are a women's

clothe because the needs of women is far higher than man. A woman is born with the desire of higher spending than man. The desire of woman that's great also supported by the presence of the latest model in the development of fashion especially in women clothes.

There are three problems on this study those are:

- a. Is there any simultaneous effect of promotion mix on customers' purchase decisions to buy women's clothing via online store?
- b. Is there any partial effect of promotion mix on customers' purchase decisions to buy women's clothing via online store?
- c. Among those five variables (advertise, personal selling, sales promotion, public relation and direct marketing), which one is the most dominant factor that affecting customers' purchase decision to buy women's clothing via online store?

## **Literature Review**

### ***Promotion Mix***

Kotler and Armstrong (2007:363), promotion mix is "called marketing communication mix consist of the specific blend of advertising, sales promotion, public relations, personal selling, and direct marketing tools that the company uses to persuasively communicate costumer value and build customer relationships."

#### **1. Advertising**

Advertising is a key component of promotion and is usually one of the most visible elements of an integrated marketing communications program. Advertising is paid, nonpersonal communication

transmitted through media such as television, radio, magazines, newspaper, direct mail, outdoor displays, the internet and mobile devices (Ferrel and Hartline, 2008:286).

## 2. Personal Selling

Personal selling becomes significant variable influencing customer purchasing decision toward women's clothing in online store. Personal selling as a verbal communication and face-to-face interaction with one or more of the potential buyers in order to provide the product or service, or to answer questions, or to respond to requests or others (McCarthy and Perreault, 2004).

## 3. Sales Promotion

Sales promotion is a collection of incentive tools and mostly in short term, sales promotion is designed to encourage the purchase of specific product and service faster (Kotler and Armstrong, 2004:545). Sales promotion consists of short-term incentives to encourage the purchase or sales of a product or service.

## 4. Public Relation

Public relation is one component of a firm's corporate affair activities. The goal of public relation is to track public relations to communicate with its stakeholder's for the same reasons that it develops advertisements (Ferrell Hartline, 2008:294). According to Kotler and Armstrong (2011, 454) Public relation building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.

## 5. Direct Marketing

Direct marketing consists of connecting directly with carefully targeted consumers,

often on a one-to-one, interactive basis. Using detailed databases, companies tailor their marketing offers and communications to the needs of narrowly defined segments or individual buyers (Kotler and Armstrong, 2011:496).

## *Electronic Retailing*

Electronic retailing (also called e-tailing, online retailing, and internet retailing) is a retail format in which the retailers communicate with customer and offer product and services for sale over the internet. Perspectives on electronic retailing have changed dramatically over the past 10 years. In 1998, most retail expert was predicting that a new breed of high-tech, web savvy entrepreneurs would dominate the retail industry.

## *E-Commerce and Internet Shopping*

E-commerce (EC) is the process of buying, selling, transferring, or exchanging products, services, and or information via computer networks, including the Internet.

From consumers' perspective, a significant benefit of Internet shopping compared to other retail formats is the vast number of alternatives that become available to them; in other words, through the Internet, a person living in Florida can shop at Harrod's in London in less time than it takes to visit a local department store (Alba et al., 1997). The interactive nature of the Internet offers consumers many opportunities to increase the efficiency of online shopping by improving the availability of product information, enabling direct multiattribute comparisons, and reducing prospective buyers' information search costs

## ***Buying Decision Process***

These basic psychological processes play an important role in understanding how consumer actually makes their buying decisions. Purchase decision is an essential part in consumer behavior that led to the purchase of products and services. In making a purchase decision, consumers can not be separated from the factors that influence and motivate consumers to hold purchases. Of these factors consumers will conduct an assessment of the various alternatives to the various alternative options and choose one or more alternatives are needed based on certain considerations.

Schiffman and Kanuk (2007: 508) define a decision as selection of an option from two or more alternative choices. In other words, for a person to make a decision, a choice of alternatives must be available. If consumers have to decide which alternative will be selected and may be a replacement if needed, then he makes a purchase. Purchase includes a decision on what to buy, whether to buy or not, when to buy, where to buy and how to pay for it.

## ***Hypothesis***

Based on the literature and previous research, the hypotheses in this study are as follows :

- H<sub>1</sub>: Factors of promotion mix has a stimulatory effect on the customer purchasing decision to buy women's clothing via online store.
- H<sub>2</sub>: Factors of promotion mix has a partial influence on the on the customer purchasing decision to buy women's clothing via online store.

- H<sub>3</sub>: Factors have an influence on the personal selling of the most dominant of the customer purchasing decision to buy women's clothing via online store.

## **Research Metodology**

### ***Type of Research***

Based on the formulation of the problem and research objectives, this study is using the quantitative approach, which emphasizes on hypotheses testing and the use of parametric data or measured data. This study is also categorized as explanatory research which is a research that describes the causal relationships between variables through hypothesis testing.

In the implementation explanatory research using the survey method, a method of research that attempt to explain or describe a social phenomenon by looking at the relationship of research variable (Singarimbun, 2006).

To determine the number of samples, according to Naresh K Maholtra (1993:662) the number of sample size should be at least four or five times the number of attributes used in the study.

There are six attributes in this study, Advertise (X<sub>1</sub>), Personal Selling (X<sub>2</sub>), Sales Promotion (X<sub>3</sub>), Public Relation (X<sub>4</sub>), Direct Marketing (X<sub>5</sub>) and Customer Purchase Decision (Y). Therefore, the 100 samples used in this study is deemed appropriately representing the population.

### ***The Sampling Techniques***

The sampling technique in this study is non probability sampling. Non-probability sampling is a sampling of ways

in which each element of the unknown probability of being selected to be the subject population samples (Sekaran, 2009). According to Marzuki (2007) purposive sampling were selected based on consideration of the sample in accordance with the purposes and intent of the study.

In this study, the respondent characteristics are:

1. Respondents were student of Faculty of Economic and Business University of Brawijaya.
2. Respondent has social media accounts.
3. Respondent has experienced shopping women clothing in online store minimal once.

### ***Research Variable***

The study variable is an attribute of an object or activity which may have particular variations set by the investigator to be learned and conclusions drawn.

In this study the variables used are the promotion mix factor are identified with (X) as independent variables and customer purchasing decision are identified with (Y) as the dependent variable.

Independent variable is one that influences the dependent variable in either a positive or negative way. There are five independent variables in this study, those are :

- a. Advertise ( $X_1$ ), Motion pictures ( $X_{1.1}$ ), Video ( $X_{1.2}$ ), Posters ( $X_{1.3}$ ).
- b. Personal selling ( $X_2$ ), Sales presentation ( $X_{2.1}$ ), Samples ( $X_{2.2}$ ), Satisfying service ( $X_{2.3}$ )
- c. Sales promotion ( $X_3$ ), Games and contest ( $X_{3.1}$ ), Bonus and gifts ( $X_{3.2}$ )

- d. Public relation ( $X_4$ ), Community ( $X_{4.1}$ ), Testimonials ( $X_{4.2}$ ), Events ( $X_{4.3}$ )
- e. Direct marketing ( $X_5$ ), E-mail ( $X_{5.1}$ ), Catalogs ( $X_{5.2}$ )

Dependent variable is a variable that is affected or become due because of the independent variables. This is the outcome of the changes brought about by changes in an independent variable Sekaran and Bougie (2010). In this study the dependent variable used is customer purchasing decision toward women's clothing in online store.

### ***Data Collection Method***

Data collection method used in this study are questionnaire, internet browsing and a preliminary interview to determine whether the person have shopping online before.

### ***Data Analysis Technique***

Data obtained from questionnaires subsequently processed and analyzed in classical assumption test in order for the model used to provide a representative result, the classical assumption test conducted on a model to test the hypothesis. Model developed in this study must satisfy the basic assumption of normality and linearity.

### ***Data Analysis Method***

Model analysis of the data used in this study is the analysis of multiple regression analysis. Multiple regression analysis was used to analyze the influence of independent variables consisting of advertise ( $X_1$ ), personal selling ( $X_2$ ), sales

promotion ( $X_3$ ), public relation ( $X_4$ ), and direct marketing ( $X_5$ ).

### *Coefficient of Determination*

The coefficient of determination ( $R^2$ ) was essentially measures how much the ability to explain variation in the dependent variable. the coefficient of determination was between zero and one. Small value of  $r^2$  which means the ability of the independent variables in explaining the variation in the dependent variable is very limited. Value near one means is required to predict the variation in the dependent variable.

To know the size of the independent variables in influencing the dependent variable can be determined by the value of the coefficient of determination shown by the adjusted  $r$  square ( $R^2$ ).  $r$  square value can be adjusted up or down when one independent variable is added to the model. The coefficient of determination is used to measure the percentage of the effect of independent variables on the dependent variable can be seen from the overall determination of the formula =  $R^2 \times 100\%$ .

### **Hypothesis Test**

#### *The Simultaneous Hypothesis Testing (F Test)*

Used to determine the relationship between independent variables and the dependent variable, whether direct evidence of advertise ( $X_1$ ), personal selling ( $X_2$ ), sales promotion ( $X_3$ ), public relation ( $X_4$ ), and direct marketing ( $X_5$ ) is really an effect simultaneously on the consumer purchasing decision (dependent variable /  $Y$ ).

The test steps are as follows (Ghazali, 2007)

- a. Determine Hypothesis Formulation
  - $H_0: \beta_1 = \beta_2 = 0$ , meaning that the variables  $X_1, X_2, X_3, X_4$  and  $X_5$  does not have a significant effect simultaneously to variable  $Y$
  - $H_0: \beta_1 = \beta_2 \neq 0$ , which means that the variables  $X_1, X_2, X_3, X_4$ , and  $X_5$  have significant effect simultaneously to variable  $Y$ .
- b. Determining the 95% confidence level ( $\alpha = 0.05$ )
- c. Determine the significance
  - The value of significance (P value)  $< 0.05$  then  $H_0$  is rejected and  $H_a$  accepted.
  - The value of significance (P value)  $> 0.05$  then  $H_0$  rejected and  $H_a$  accepted.
- d. Make conclusions
  - If (P value)  $< 0.05$  then  $H_0$  is rejected and  $H_a$  accepted. This means that independent variables simultaneously (jointly) affect the dependent variable.
  - If (P Value)  $> 0.05$  then  $H_0$  rejected and  $H_a$  accepted. This means that independent variables simultaneously (together) do not affect the dependent variable.

To test the hypothesis whether accepted or rejected by comparing the value of  $F$ . calculated by  $F$ . tables. If  $F$  calculated  $< F$  table, then  $H_0$  refused and  $H_1$  accepted, and if  $F$  calculated  $> F$  table, then  $H_0$  refused and  $H_1$  accepted. Hypothesis testing and simultaneous partial data processing is done using SPSS (Statistical Package for Social Sciences) with version 11.5.

#### *The Partially Hypothesis Testing (t-test)*

Used to determine the relationship between independent variables and the

dependent variable, whether direct evidence of advertise ( $X_1$ ), personal selling ( $X_2$ ), sales promotion ( $X_3$ ), publicity ( $X_4$ ), and direct marketing ( $X_5$ ) is really an effect partially on the dependent variable Y (consumer purchasing decision).

The test steps are as follows (Ghozali, 2005)

- a. Determine Hypothesis Formulation
  - $H_0: \beta = 0$ , meaning that the variables  $X_1, X_2, X_3, X_4$  and  $X_5$  does not have a significant effect partially to variable Y.
  - $H_0: \beta = 0$ , meaning that the variables  $X_1, X_2, X_3, X_4$  and  $X_5$  have a significant effect partially to variable Y.
- b. Determining the 95% confidence level ( $\alpha = 0.05$ )
- c. Determine the significance
  - The value of significance (P value)  $< 0.05$  then  $H_0$  is rejected and  $H_a$  accepted.
  - The value of significance (P value)  $> 0.05$  then  $H_0$  rejected and  $H_a$  accepted.
- d. Make conclusions
  - If (P value)  $< 0.05$  then  $H_0$  is rejected and  $H_a$  accepted. This means that independent variables partially influence the dependent variable.
  - If (P Value)  $> 0.05$  then  $H_0$  is accepted and rejected. This means that independent variables do not affect the partial dependent variable.

To test the hypothesis whether accepted or rejected by comparing the value t. Calculated with t. tables. If t calculated  $< t$  table, then  $H_0$  refused and  $H_1$  accepted and if the t count  $> t$  table, then  $H_0$  refused and  $H_1$  accepted.

### *Dominant test*

According Ghozali (2007) based on the value of the highest standardized regression coefficients, the dominant test can see the value of the regression coefficient of each variable in which variables have the largest coefficients or standardized regression is the dominant variable affecting the dependent variable (Y).

## **Findings and discussion**

### ***Research Object***

The object in this study is online store or online shop in Indonesia specifically small and middle size online retailer that growing rapidly the past five years.

### ***The Online Store Phenomenon***

*Lucas Chua is a freelance consultant* with extensive E-commerce experience in Singapore. When he was 16, he sold limited edition Nike sneakers on eBay. He has previously worked with several top blogshops for more than 2 years and interned at Zalora. It is not known who first created the word blogshop or started the first ever blogshop in Singapore, but blogshops have become a huge phenomenon in Singapore, with four of the country's ten most-searched stores being blogshops. A blogshop is an online fashion store that uses a blog such as Livejournal to conduct business online. Blogshops usually sell women's clothing and accessories for affordable prices ranging from \$12 to \$30.

### ***Platforms for Online Seller and Buyer***

There are several platforms used by small and middle size retailer to promote

and advertise their product, those platforms are:

1. KasKus
2. Facebook
3. BlacBerry Messenger
4. Twitter
5. Instagram

### **Characteristic of respondent**

Respondent population in this study is women student of undergraduate program in Faculty of Economic and Business of Brawijaya University Malang. One hundred sample were taken randomly.

### **Validity and Reliability Test**

Validity test is used to see whether valid or not valid each instrument in the promotion mix variables. Value critic of this test is 0.196 with  $DF = n-1$  significance level of 0.05 (5%). Instrument is valid if the figures obtained correlation coefficient is greater than the value of  $r$  critic.

Reliability is an index that indicates the extent to which the measuring instrument can be trusted or relied on. To see reliable or not, is done by looking at the coefficient of reliability (coefficient of reliability). The coefficient values range from 0 to 1. Increasingly close to 1 indicate more reliable. Size used for more reliable when Cronbach's Alpha above 0.6.

### **Result of Clasical Assumption Test**

#### **Normality Test**

Normality test aims to test whether in regression model, disturbing variable or residual variable have normal distribution. A good data distribution is when the data have normal distribution or close to normal. In this study, the normality test

has been gained by using the analysis of One Sample Kolmogorov-Smirnov Test. If the Asymp.sig value is greater than  $\alpha$  (0.05), it means that the regression model is spread normally.

**One Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	.65366481
Most Extreme Differences	Absolute	.031
	Positive	.029
	Negative	-.031
Kolmogorov-Smirnov Z		.313
Asymp. Sig. (2-tailed)		1.000

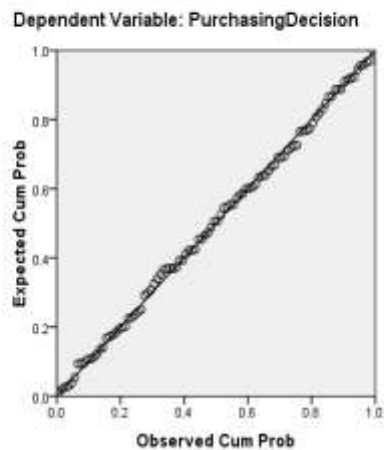
<sup>a</sup> Test distribution is Normal.  
Source: primary data processed, December 2014

Based on Kolmogorov-Smirnov coefficients are gained 0.313 with a significance value of 1.000, in which the value is greater than  $\alpha$  (0.05). Because the significance value is  $> \alpha$  (0.05), the residual variable is normally distributed and fulfills the normality assumption. so that  $H_0$  is accepted and can be concluded that normalty residual assumption is fulfilled. If PP-Plot graphic is used, can be seen that spots from the data is approaching diagonally and can be said that the model is spread normally.

No.	Variables	Collinearity Statistic		Explanation
		Tolerance	VIF	
1.	X <sub>1</sub>	.794	1.259	No Multicollenearity
2.	X <sub>2</sub>	.765	1.307	No Multicollenearity
3.	X <sub>3</sub>	.940	1.064	No Multicollenearity
4.	X <sub>4</sub>	.900	1.111	No Multicollienarity
5.	X <sub>5</sub>	.774	1.291	No Multicollienearity



Normal P-P Plot of Regression Standardized Residual



With using normal pp plot in the picture above, found that majority data spots is is diagonal line of regression, so its stated that residual spreaded normally and normality assumption fulfilled whether tested statistically, histogram or normal pp plot found that residual spread normally and normality assumption test is fulfilled.

### **Multicollinearity test**

Multicollinearity test aims to test whether in regression model is found the correlation between the independent variables. If the correlations happen, the variable has multicollinearity problem. A good regression model should not have any correlation with independent variables. To knowing there is no multicollinearity, can be use:

- VIF (Variance Influence Factor), in which if  $VIF < 10$
- The tolerance value  $< 1$

The result of the study for the multicollinearity test can be presented in the following table:

**The Classical Assumption Test on Variables Multicollinearity**

Based on the multicollinearity table above, it shows that the tolerance value is  $< 1$  and the VIF is  $< 10$ . Thus, it can be concluded that there is no multicollinearity and regression model used which is free from multicollinearity.

### **Heteroscedasticity**

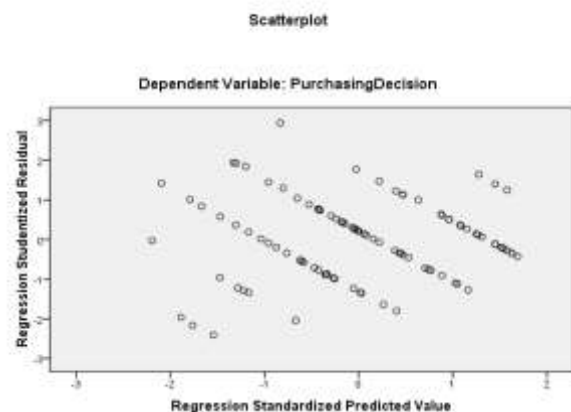
Heteroscedasticity aims to test whether in regression model occurs the difference variance from residual of one observation to other observations. If the variance from the residual from one observation to other observation is the same, it is called homoscedasticity. But, if it is different it is called heteroscedasticity.

The basic decision making of heteroscedasticity test according to (Ghozali, 2007:139) are:

- If specific pattern exists which is the points form certain order (waves widened, and narrowed), it indicates the heteroscedasticity.
- If there is no specific pattern in which the points are spread above and below the zero on the Y axis, it indicates no heteroscedasticity.

The research result for the heteroscedasticity test can be seen as follow:

### **Heteroscedasticity Test Result**



Based on the Figure above, it shows that the data spread is very random; no certain pattern occurs and spreads over and below the 0 on Y axis. It means that there is no heteroscedasticity.

### Multiple Regression Analysis

Based on the problem formulation and the hypotheses of this study, the data are analyzed using multiple regression analysis. This analysis to determine the effect of independent variable which consist of Advertise ( $X_1$ ), Personal Selling ( $X_2$ ), Sales Promotion ( $X_3$ ), Public Relation ( $X_4$ ) and Direct Marketing ( $X_5$ ) on Customer Purchasing Decision (Y).

#### Multiple Regression Analysis Results

From the Table above, multiple linier regression models can be drawn as follow:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

$$Y = 5.787 + 0.535X_1 + 0.287X_2 + 0.046X_3 + 0.171X_4 + 0.041X_5$$

Which:

- $\alpha$  = Constanta
- Y = Customer purchasing decision
- $X_1$  = Advertise
- $X_2$  = Personal Selling
- $X_3$  = Sales Promotion
- $X_4$  = Public Relation
- $X_5$  = Direct Marketing

Variable	(Unstandar dized Coefficient s) B	(Standardize d Coefficients ) B	t calculate d	Sig.	Remarks
Constant	5.787		5.096	.000	Significant
Advertise ( $X_1$ )	.411	.535	7.527	.000	Significant
Personal Selling ( $X_2$ )	.330	.287	3.956	.000	Significant
Sales Promotion ( $X_3$ )	.032	.046	.705	.483	No Significant
Public Relation( $X_4$ )	.105	.171	2.561	.012	Significant
Direct Marketing ( $X_5$ )	.055	.041	.563	.575	No Significant
$\alpha$ = 0.05 Determination coefficient (R <sup>2</sup> ) = .622 Adjusted R <sup>2</sup> = .602 F Calculated = 30.992 F table = 2.435 t Table = 1.985 Significant F = 0.000					

The interpretations of the equation are:

1.  $\beta_1 = 0.535$

The coefficient value of  $\beta_1$  regression, indicating that advertise ( $X_1$ ) brings positive and significant affects the customer purchase decision (Y). The coefficient value of  $\beta_1$  regression shows that if there is an increase on  $X_1$ , then Y tends to increase as well; in other hand, if there is a decrease in  $X_1$ , then Y tends to decrease too. Advertise ( $X_1$ ) variable has Sig.t of 0.000. It means that advertise significantly influence customer purchase decision because Sig.t < 0.05.

2.  $\beta_2 = 0.287$

The coefficient value of  $\beta_2$  regression, indicating that personal selling ( $X_2$ ) brings positive and significant affects the customer purchase decision (Y). The coefficient value of  $\beta_2$  regression shows that if there is an increase on  $X_2$ , then Y tends to increase as well; in other hand, if there is a decrease in  $X_2$ , then Y tends to decrease too. Personal selling ( $X_2$ ) variable has Sig.t of 0.000. It means that personal

selling significantly influence customer purchase decision because  $\text{Sig.t} < 0.05$ .

3.  $\beta_3 = 0.046$

The coefficient value of  $\beta_3$  regression indicates that Sales Promotion ( $X_3$ ) is positive but not significant effect on customer purchase decision (Y). The coefficient value of  $\beta_3$  regression shows that if there is an increase on  $X_3$  then Y tends to increase as well; on the contrary, if there is a decrease on  $X_3$ , then Y tends to decrease too. Sales promotion ( $X_3$ ) variable has Sig.t of 0.483. It means that sales promotion does not significantly influence customer purchase decision because  $\text{Sig.t} > 0.05$ .

4.  $\beta_4 = 0.171$

The coefficient value of  $\beta_4$  regression, indicating that public relation ( $X_4$ ) brings positive and significant affects the customer purchase decision (Y). The coefficient value of  $\beta_4$  regression shows that if there is an increase on  $X_4$ , then Y tends to increase as well; in other hand, if there is a decrease in  $X_4$ , then Y tends to decrease too. Public relation ( $X_4$ ) variable has Sig.t of 0.012. It means that public relation significantly influence customer purchase decision because  $\text{Sig.t} < 0.05$ .

5.  $\beta_5 = 0.041$

The coefficient value of  $\beta_5$  regression indicates that Direct marketing ( $X_5$ ) is positive but not significant effect on customer purchase decision (Y). The coefficient value of  $\beta_5$  regression shows that if there is an increase on  $X_5$  then Y tends to increase as well; on the contrary, if there is a decrease on  $X_5$ , then Y tends to decrease too. Direct marketing ( $X_5$ ) variable has Sig.t of 0.575. It means that direct marketing does not significantly influence customer purchase decision because  $\text{Sig.t} > 0.05$ .

### Coefficient Determinant ( $R^2$ )

The coefficient determination ( $R^2$ ) aims to determine how much the effect of the independent variables (X) on the dependent variable (Y). The coefficient of determination value is determined by the value of adjusted R square.

#### Coefficient of Determinant

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 <sup>a</sup>	.622	.602	.67084

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

b. Dependent Variable: Customer Purchasing Decision

Based on the Table above, it shows that from the calculation results the regression coefficient of determination (adjusted  $R^2$ ) is obtained 0.602. It means that 60.2% of the customer purchasing decision (Y) is affected by the Advertise ( $X_1$ ), Personal Selling ( $X_2$ ), Sales Promotion ( $X_3$ ), Public Relation ( $X_4$ ), and Direct Marketing ( $X_5$ ). Whereas the remaining 39.8% of the customer purchasing decision (Y) is affected by other variables that had not been examined in this research. The other variables is marketing variables which consist of product, price, place, and promotion. This is because marketing mix also a business tool used by marketer to create and maintain a business.

### Hypothesis Test

#### *Simultaneous Test (F test)*

The first hypothesis reveals that Advertise ( $X_1$ ), Personal Selling ( $X_2$ ),

Sales Promotion ( $X_3$ ), Public Relation ( $X_4$ ), and Direct Marketing ( $X_5$ ) simultaneously affect the customer purchasing decision ( $Y$ ). The simultaneously hypothesis test is conducted by using F test or ANOVA.

Two ways of testing the proof of significant relationship simultaneously in the first hypothesis are:

- Comparing the value of  $F_{\text{count}}$  and  $F_{\text{table}}$ . If  $F_{\text{count}} > F_{\text{table}}$ , means the independent variable affects the dependent variable simultaneously and the hypothesis proposed is supported by empirical data.
- Comparing the significant level (Sig. F), that is 0.05 or ( $\alpha = 5\%$ ). If the calculated result significance is lower than given (sig.  $F < 0.05$ ), there must be significant correlation.

#### Regression Model Simultaneously Test

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	69.737	5	13.947	30.992	.000 <sup>a</sup>
Residual	42.303	94	.450		
Total	112.040	99			

- a. Predictors: (Constant), Advertise, Personal Selling, Sales Promotion, Public Relation, Direct Marketing
- b. Dependent Variable: Customer Purchase Decision

Based on the Table above, it can be concluded that there is simultaneously effects the variables of Advertise ( $X_1$ ), Personal Selling ( $X_2$ ), Sales Promotion ( $X_3$ ), Public Relation ( $X_4$ ), and Direct Marketing ( $X_5$ ) on the customer

purchasing decisions ( $Y$ ). This result is obtained by comparing the value of  $F_{\text{count}}$  with  $F_{\text{table}}$ . ( $30.992 > 2.435$ ) In Table 4.23, it is also found a significance value of 0.000. If this is compared with the significance value of  $\alpha = 0.05$  then the result of significance is smaller than  $\alpha = 0.05$ .

This result shows  $H_0$  was rejected and  $H_1$  was accepted. Therefore, it can be concluded that Advertise ( $X_1$ ), Personal Selling ( $X_2$ ), Sales Promotion ( $X_3$ ), Public Relation ( $X_4$ ), and Direct Marketing ( $X_5$ ) have a simultaneous and significant effect on customer purchasing decisions ( $Y$ ).

#### Partial Test (t-test)

The second hypothesis, the partial test (t test) aims to determine whether the independent variables consisting of Advertise ( $X_1$ ), Personal Selling ( $X_2$ ), Sales Promotion ( $X_3$ ), Public Relation ( $X_4$ ), and Direct Marketing ( $X_5$ ) have partial effect on customer purchasing decisions ( $Y$ ). The independent variables can be concluded to have partial and significant effect when  $t_{\text{calculated}} > t_{\text{table}}$  and Sig.  $F < 0.05$ . The hypothesis formulation:

- $H_0: \beta_1 = 0$ , means that the variables  $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_4$  and  $X_5$  does not have a partial and significant effect no Y variable.
- $H_1: \beta_1 \neq 0$ , the variables  $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_4$  and  $X_5$  have partial and significant effect on Y variable. The result of partial test can be presented as follow:

**The Significantly Result of t-Test**

Variable	Standardized Coefficient Beta	T	Sig.	Decision
Advertise (X <sub>1</sub> )	.535	7.527	.000	H <sub>0</sub> is rejected H <sub>1</sub> is accepted
Personal Selling (X <sub>2</sub> )	.287	3.956	.000	H <sub>0</sub> is rejected H <sub>1</sub> is accepted
Sales Promotion (X <sub>3</sub> )	.046	.705	.483	H <sub>0</sub> is accepted H <sub>1</sub> is rejected
Public Relation (X <sub>4</sub> )	.171	2.561	.012	H <sub>0</sub> is rejected H <sub>1</sub> is accepted
Direct Marketing (X <sub>5</sub> )	.041	.563	.575	H <sub>0</sub> is accepted H <sub>1</sub> is rejected

Source: data primary processed, December 2014

This t test is conducted by using SPSS 16 version software. From the Table above, shows that the t-test statistics of Advertise variable is 7.527 with significance value of 0.000.  $t_{\text{calculated}}$  statistic value is bigger than the  $t_{\text{table}}$  ( $7.527 > 1.985$ ) and the significance value is less than  $\alpha = 0.05$ . This test indicates that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. Thus, the Advertise (X<sub>1</sub>) has significant effect on customer purchasing decision (Y).

From the Table above, shows that the t-test statistics of Personal Selling variable is 3.956 with significance value of 0.000.  $t_{\text{calculated}}$  statistic value is bigger than the  $t_{\text{table}}$  ( $3.956 > 1.985$ ) and the significance value is less than  $\alpha = 0.05$ . This test indicates that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. Thus, the Personal Selling (X<sub>2</sub>) has significant effect on customer purchasing decision (Y).

From the Table above, shows that the t-test statistics of Sales Promotion variable is 0.705 with significance value of 0.483.  $t_{\text{calculated}}$  statistic value is smaller than the  $t_{\text{table}}$  ( $0.705 < 1.985$ ) and the significance value is more than  $\alpha = 0.05$ . This test indicates that H<sub>0</sub> is accepted and H<sub>1</sub> is rejected. Thus, the Sales Promotion

(X<sub>3</sub>) does not have significant effect on customer purchasing decision (Y).

From the Table above, shows that the t-test statistics of Public Relation variable is 2.561 with significance value of 0.012.  $t_{\text{calculated}}$  statistic value is bigger than the  $t_{\text{table}}$  ( $2.561 > 1.985$ ) and the significance value is less than  $\alpha = 0.05$ . This test indicates that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. Thus, the Public Relation (X<sub>4</sub>) has significant effect on customer purchasing decisions (Y).

From the Table 4.25, shows that the t-test statistics of Direct Marketing variable is 0.563 with significance value of 0.575.  $t_{\text{calculated}}$  statistic value is smaller than the  $t_{\text{table}}$  ( $0.563 < 1.985$ ) and the significance value is more than  $\alpha = 0.05$ . This test indicates that H<sub>0</sub> is accepted and H<sub>1</sub> is rejected. Thus, the Direct Marketing (X<sub>5</sub>) does not have significant effect on customer purchasing decisions (Y).

### **Dominant Test**

The third hypothesis is dominant test, it aims to determine which of the independent variables (Advertise (X<sub>1</sub>), Personal Selling (X<sub>2</sub>), Sales Promotion (X<sub>3</sub>), Public Relation (X<sub>4</sub>), and Direct Marketing (X<sub>5</sub>)) have the most dominant effect on dependent variable. In a linear regression model, the *Standardize Beta Coefficient* is used with the largest number among others.

Based on the Table significantly result of t-test above, it shows that among the independent variables (Advertise (X<sub>1</sub>), Personal Selling (X<sub>2</sub>), Sales Promotion (X<sub>3</sub>), Public Relation (X<sub>4</sub>), and Direct Marketing (X<sub>5</sub>)), the Advertise (X<sub>1</sub>) variable has the largest *Beta Coefficient Standardized* (0.535). Therefore, it can be

concluded that Advertise ( $X_1$ ) is the most dominant over other variables.

## Discussion

This research aims to determine the effect of Advertising ( $X_1$ ), Personal Selling ( $X_2$ ), Sales Promotion ( $X_3$ ), Public Relation ( $X_4$ ), and Direct Marketing ( $X_5$ ) on Consumer Purchasing Decision (Y) in online store. After being discussed, there are some implications that can be applied to improve a company's operational objective based on the theory.

Advertising variable becomes the dominant variable in influencing purchasing decision toward women's clothing in online store. Advertise can affect someone (consumers) in the purchase decision because it is based on consumer's perspective regarding the subjective and objective assessment of the expected criteria. Advertising in online store, consumer can visit the site or page of the store without time limitation,.

Consumer can get more information from picture, price, size, colour, and other from caption picture or from online video. This factor is considered as one of the advantages of shopping online in online store. The researcher in this research showed that there is positive effect between advertising to consumer purchasing decision meaning that the higher the shop can attract the consumer, the more likely they make decision to shop online.

Personal selling variable becomes significant in influencing the consumer purchasing decision toward women's clothing in online store. Personal selling serves as a verbal communication and face-to-face interaction with one or more of the potential buyers in order to provide

information related to the product or service, or to answer questions, or to respond to requests or others (McCarthy and Perreault, 2004).

This promotional activity can be measured through: the level of training and skills of sales staff, the style and appearance, the possibility of providing information, capabilities in solving problems, displaying, verbal persuasion, and style presentation. Therefore, a quick purchase decision will be emerged if there is positive perception on service and information of the items to be bought. For an online store, the amount of information becomes very advantageous if the owner friendly provides services for consumers when they ask about the product it can make the consumers satisfied and make the purchasing decision.

Sales promotion variables as a marketing effort or activity in which marketing or non marketing means that they are used at a particular time to stimulate increasing demand or to prove the availability of the product (obydat, 2004). This promotional activity can be measured by individual and collective selling types of awards, free gifts and subscriptions, economic packages offers, free samples, rebates, the multiplicity of services, sales offers events, sales offers duration, dissemination methods, realized credibility.

In this result of study, sales promotion has no significant effect for customer to make purchase decision because this variable not really important for customer to buy women's clothing via online store. In this research sales promotion that online store owner provide in the form of game or competition that have relation with the product will give

gift for the consumer. Usually customer prefer purchase the products they like than following the game but they not interest with the prize.

Public Relation is a variable that is significant but get low value in this research. This is very beneficial in building a good relation between the organization and its audience, achieving satisfaction and mutual understanding, either internally or externally, through the implementation of policies and programs based on the principle of social responsibility, and employing media to build a good image of the company (Lovelock & Wirtz, 2004). Consumer of online store are interested and make purchasing decision because they often see the communities that use the products sold by that store.

This promotional activity also can be measured through: the areas of social activities these companies carry out such as supporting social business and giving charity, teams and clubs Sports, support loyalty of consumers, accepting and handling the consumers' complaints and criticisms, addressing problems and issues.

In buying online product, direct marketing variable affects the consumer's purchasing decision. Direct marketing such as the owner of online store must always do promotion to consumers by sending a message or e-mail if there is the newest product. In this result of study, direct marketing has no significant effect for customer to make purchase decision because this variable not really important for customer to buy women's clothing via online store. This is because customer feel no need to see an email from owner of online store to know the new product. The customer can find out information about

the newest of products from advertise because advertise can inform more simple and faster than e-mail or catalog.

## **Conclusion**

This study analyzed the effect customer purchase decision toward women's clothing in online store. Based on the analysis and discussion, the conclusions are as follow:

1. The overall variables of advertising, personal selling, sales promotion, public relation and direct marketing simultaneously affect and support the customer purchase decision.
2. From the overall variables of promotion mix only several variables (advertising, personal selling, public relation) are partially and significantly affect the customer's purchase decision.
3. Based on the result of the study, the variable of advertising is the most dominant variable that affects the customer's purchase decision.

## **Recommendation**

Suggestions or recommendations raised by the theories that have been constructed and are based on the research results obtained. The results of descriptive statistics in this study can be used as an additional source of reference and information for strategic planning of marketing the product through psychological factors, social as well as the image of online store itself to further increase customers interest and become one of the key factors to successfully compete in the national business scope.

Based on the theory investigated and the research result, the writer had several recommendation for those who utilize the result of this study and for the further researchers. Online store is perfectly used as an alternative for retailer who did not have full time for managing their business, such as women's clothe store or as a support for an existing physical store due to the fact that the majority of consumers still prefer visiting women's clothe stores as their primary shopping way.

For further researchers, the result of this study can be used as an additional reference, although still far from being perfect. Therefore, to conduct research on the issues related to customer purchasing decision, especially in the field of promotion mix, it should consider other factors and empirical studies that are more varied to support the finding on the different factors and observe more accurately. For instance, other factors such as the promotion itself, product, price and place as well as other variables may also have an influence on customer purchasing decision.

Beside promotion mix as a tool to maintain the business, marketer also consider the promotion variables itself because Successful promotion helps a firm to spread costs over a larger output. promotion involves engaging in a range of promotional activities, competitions, product tasting and other. Second is product, the product has to have the right features - for example, it must look good and work well. Third is about price, the price must be right because consumer will need to buy in large number to produce a healthy profit. Getting the right price involves examining customer perceptions

and rival products as well as costs of manufacture. And the last is place, the goods must be in the right place at the right time because making sure that the goods arrive when and where they are wanted is an important operation. Future research can also analyze not only internal factors that influence consumer decision to shop online but also external factor such as consumer's family, and psychological aspect on a bigger scale of general population so it did not only employ students in economic and business faculty of Brawijaya University but also the Indonesian citizen for wide scope.

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