THE EFFECT OF INTEGRATED MARKETING COMMUNICATION AND SERVICE QUALITY ON CUSTOMER PURCHASE DECISION GOJEK GRESIK

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Abstract

This study aims to determine the effect of Integrated Marketing Communication (IMC) and Service Quality on purchasing decisions on Gojek users in Gresik. This study uses quantitative methods, the population is Gojek customers in Gresik. Sampling was carried out with the Roscoe formula which yielded a value of 30, furthermore, the accuracy of SPSS analysis using a value of 100. The data was obtained by questionnaires distributed in June 2018. There were 22 questions in the questionnaire with Likert scale. This study used multiple regression analysis by testing the validity and reliability testing for each statement. Hypothesis testing is applied in this study with F test, t-test, correlation coefficient, and determination coefficient. The classic assumption test in this study was applied using multicollinearity test, heteroscedasticity test, autocorrelation test, normality test, and linearity test. The results of this study shows that Integrated Marketing Communication variables and Service Quality variables simultaneously influence purchasing decisions. It can be concluded that increasing the independent variables, namely Integrated Marketing Communication and Service Quality, will also increase the dependent variable, namely the purchase decision for Gojek in Gresik.

Keywords: Integrated Marketing Communication, Service Quality, Purchase Decisions

I. INTRODUCTION

The development of information and communication technology, especially in application systems and social media have stimulated the growth of new creative industries, and it is exemplified by transportation service. Based on application extension, online transportation rapidly evolved in big cities like Jakarta, Surabaya, and Bandung. The business grows and acquires legal support after the Ministry of Transportation issued regulations to manage online transportation with the Ministry of Transportation Regulation No. PM 32 year 2016 about The Administration of Non-Route Motorized and Non-Motorized Public Transportation to replace KM 35 year of 2003 about Administration of Vehicle and Public Transportation. The regulation elaborates use of application for public transportation services. It motivates online transportation companies, which utilize motorcycles or cars, to compete in taking over the market share. Data from Ministry of Transportation mentions that there are at least five registered application-based online transportation which has been approved: 1) Grab; 2) Gojek; 3) Uber; 4) Blujek and 5) Ladyjek (Kompas, 2016).

Tight competition among online transportation services makes companies struggle to develop their marketing strategies to reach the target market as effectively as possible (Ambarwati et al., 2015). Online transportation competition in Southeast Asia, especially in Indonesia, has been increasing nowadays. There are three big companies namely Grab, Uber, and Gojek which experiencing significant growth in 2016, and currently the market share in Indonesia is expected to be USD 3.4 billion compared to 2015. In the other hand, Gojek still dominates Indonesian online transportation with USD 1.34 billion growth (Kabarbisnis, 2016).

By the end of 2015, Gojek had employed 200,000 motorcycle drivers in Jakarta, Bali, Bandung, and Surabaya. Its growth is considered fast from only 1,000 drivers in 2014, to 3,000 in April 2015. Gojek will operate in other big cities as soon as possible because the total of Gojek app users has reached 5 million people. The management has succeeded building an easy-to-remember brand image of Gojek, even though big challenges are still coming from competitors.

The challenges make motorized online transportation companies, which use motorcycles or cars, are competing for market share. Based on the data from the Ministry of Transportation, Gojek is the first service company, which possesses the most significant number of customers. Gojek work system allows the consumers and Gojek drivers access the application via smartphones. To win the competition, a company must have an outstanding marketing strategy, creativity, and also innovation to deliver message to customers. Therefore, the existence of marketing tools can be utilized in such a way and mutually integrated to deliver the message well. The method of integrating existing marketing tools is called Integrated Marketing Communication (IMC).

This research highlights IMC practice from companies and their impacts on consumer purchasing

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decisions which provide basic knowledge and IMC implementation, especially for companies utilizing information technology such as Gojek. IMC is a combination of all marketing tools, approaches, and resources within a company maximizing the impacts on the minds of consumers and profit at the lowest possible cost. Marketing begins with marketing mix and also involves internet marketing, sponsorship, direct marketing, database marketing, and public relations. All promotional tools integrated with other components of the marketing mix to gain excellence over competitors can be called as IMC which focuses on identifying consumers and developing suitable strategies (both online and offline) to build strong Brand-Consumer relationship.

According to Zahay et al., (2012), companies, which implement customer-centered IMC, establish consistent relationships with audiences and target markets, procedures, models, and systems to link business and management of functional areas of the organization. Good communication between consumers and companies becomes key to IMC implementation. IMC can be the answer to strict market competition, marketing issues, and consumer behavior. Companies which can integrate IMC with advanced technology have a greater chance to influence customer decisions in making purchases (Rust et al., 2010). As defined by Mihart (2012), the research shows that advertising or agency managers should not take emphasis and rely only on one media as a marketing strategy in their efforts to get customers. The manager should be aware that the competition is getting stricter; hence, various marketing strategies should be combined.

The company success and viability depend on the strategy of combining different types of marketing strategies and constructing it as an effective marketing strategy. IMC is the answer, which involves marketing communications planning adding value to in-depth planning by evaluating the strategic role of communication science and combining it to get accurate and consistent results through the integration of separated messages.

Shimp (2013) explained IMC is a process of developing and implementing various forms of effective communication programs to customers and prospects in a sustainable manner. The purpose of IMC is to influence or give direct effect to the behavior of its target audience. IMC considers all sources which can connect customers with products or services of a brand or company, as a potential path to deliver future messages. IMC also uses all relevant and acceptable forms of communication to customers. In other words, the IMC process begins with the customer, and the company defines the forms and methods which need to be developed for a persuasive communication program to create a voluntary and non-coercion buying decision.

Also, in a very high competition requiring good service, consumers should be satisfied with the service they receive. Quality of service is a unique phenomenon because the dimensions and indicators can be different among the people involved in the service. According to Azwar (2012), to overcome the previously mentioned differences, the basic nature of the provision of health services, which meet the needs and demands of service users, should be used as a guideline. Service quality refers to the level of service excellence in meeting the needs and demands of every consumer. Moreover, Azwar also explained that the fulfillment of the needs and demands of service users is imperative. It means that the quality of service improves the level of perfection of service is causing a sense of satisfaction in each customer.

Satisfaction can be interpreted as an effort to accomplish something or make something adequate (Tjiptono, 2008), while Kotler (2009) defined satisfaction as a feeling of pleasure or disappointment experienced by a person after comparing performance perceptions or product results with expectations. Hence, it can be understood that the role of good service quality is significant and very influential. The absence of appropriate services products will be less desirable by consumers. Therefore, the quality of service should include five dimensions developed by Parasuraman, Zeithaml and Berry 1988 (in Tjiptono 2008) consist of physical evidence (tangibles), reliability, responsiveness, assurance, and empathy. For service companies, the quality of service becomes the key to win the competition.

Customer satisfaction has become a central concept in business and management discourse. Satisfaction can form perception, and it can position the company’s products in the eyes of customers. Contentment is significant as a reference for improving the quality of service so that the services provided can produce satisfaction at an optimal level.

Online transportation needs to offer an excellent service quality for consumers to elevate consumers satisfaction. Besides, promotion and competitive price can influence someone to use online transportation. Affordable price will shape the consumers’ preference in using online transportation services than conventional transportation because of the convenience offered.

Many researchers have conducted the study of service quality, price and promotion of Gojek on consumer satisfaction. Research by Inggrid Panjaitan (2016) showed that the service and pricing of Gojek affect consumer satisfaction. Consumer satisfaction will not be established without specific strategies laid out by the company. Consumer satisfaction is an important indicator of the online transportation service company. In Indonesia, the latest data from Kominfo 2017
explained that there were 63 million Indonesian internet users and almost 85% of whom was active social media users.

According to Kotler and Amstrong (2001), purchasing decisions are the stage in the buyer’s decision-making process in consumer purchase. Decision making is an individual activity which is directly involved in obtaining and using the goods offered. There are four psychological factors affect a person to make purchase: (1) motivation (a person’s drive to act in order to satisfy his needs so as to reduce the tension); (2) perception (the process of individual choosing, organizing and interpreting inputs to create meaningful images); (3) knowledge (learning involves a change in a person’s behavior gained from experience); and also (4) attitudes (acquired through action and learning).

The current research chooses IMC at Gojek company, especially in Gresik because Gojek recently opened its branch in the middle of 2018 and followed by other companies like Uber and GrabBike. Based on Gojek Ltd. for Gresik region, it is known that the enthusiasm of Gresik people in employing the service is very high. It can be seen from the increasing monthly user data. The number of drivers in September was recorded by 800 registered drivers, doubled from the previous month accounted only by 400 registered drivers. Based on an interview with Gojek marketing manager in Gresik, the company operates a variety of marketing strategies such as advertising on internet, social media, brochures, radio air time, direct selling, events, media partners and also word of mouth. The promotion on social media and the internet is directly performed by central management. Meanwhile, for direct selling by Gojek driver, they offer Go-pay Top Up mechanism, discount, and the introduction of new features on Gojek apps. To strengthens the marketing function, Gojek also manages advertisements in local newspapers such as Radar, Surya, and JavaPos.

Based on the background explained above, the researcher interested in analyzing the influence of Integrated Marketing Communication (IMC) on purchase decision of Gojek Gresik; thus, the title of this research is “Influence of Integrated Marketing Communication (IMC) and Service Quality on Purchase Decision of Gojek Gresik.”

II. LITERATURE REVIEW

2.1 Integrated Marketing Communication

According to Shimp (2013), IMC is a process of developing and implementing various forms of persuasive communication programs to customers and prospects in a sustainable manner.

2.1.1 Description of Integrated Marketing Communication

Integrated Marketing Communication is a form of marketing communication which needs a plan, creation, integration, and various implementations, such as an advertisement, sales promotion, personal selling, sponsorship, and publicity, sent to the target or brand customers and determined time. The first stage of the IMC process needs marketing to complete customers segmentation profiles or prospective customers, and then decide what kind of message and the best channel to achieve communication purpose, providing information, persuasion, and reminder as well as driving the action to the targeted market segment (Chitty, Barker, & Shimp, 2008).

2.2 Service Quality

The word “quality” has many definitions and meanings because different people will have a considerable definition, such as conformity with requirements and demands, compatibility for the use of continuous refinement, free from damage or faulty, fulfillment of consumers’ needs, and enjoyment provision. Within TQM (Total Quality Management) perspective, quality is broadly seen, which not only the aspect of result which is emphasized but also it includes process, environment, and human being. It is clearly seen in the definition formulated by Goeth and Davis which was quoted by Tjiptono (2012) stated that quality is a dynamic condition related with product, service, human, process, and environment fulfilling or exceeding expectation. On the contrary, there are various definitions on quality ranging from the controversial to the more strategic ones.

The characteristic of good service according to Kasmir (2005) is formulated as follows:

1. Responsible for every consumer/visitor
2. Quick and precise
3. Communicable
4. Trusted to provide a guarantee of secrecy in every transaction
5. Knowledgeable and capable
6. Caring for the consumer/visitor’s needs

2.2.1 Service Quality Dimension

There are several opinions about service quality dimension offered by Parasuraman, Zeithaml, and Berry in Saleh (2010) who did particular research on several types of service and successfully identified ten main factors which determine service quality. Those ten factors are:

1. Reliability, consisting of work consistency (performance) and the ability to be trusted (dependability). The company provides appropriate service since the beginning of its encounter with customers. Furthermore, it also means that the
related company fulfills its promise such as providing its service according to the agreed schedule.
2. Responsiveness, taking form in the willingness or readiness of staffs to provide the service needed by consumers.
3. Competence, possessing the necessary skills and knowledge needed to provide certain service.
4. Accessibility, consisting of accessibility reaches and encountered. It means that the location of a service facility is unchallenging to be accessed, not having a long period of waiting time, having an effortless connection of the company’s communication channel, etc.
5. Courtesy, consisting of politeness, respect, attention, and hospitality possessing by the personal contact.
6. Communication, providing information to Consumers in the language that they could comprehend and always listening to any advice and complaints from consumers.
7. Credibility, being honest and can be trusted. Credibility covers the company’s name and its reputation, personal characteristic, personal contact, and interaction with consumers.
8. Security, having the capability to secure the company from danger, risk, or anxiety. This aspect consists of physical safety, financial security, and confidentiality.
9. Understanding/knowing the Customers, exercising efforts to understand the consumers’ needs.
10. Tangibles, displaying the physical proof of the service. It could be in the form of physical facility, tools used, or personnel’s appearance.

### 2.3 Purchase Decision

A decision can only be made if there are alternatives chosen. If no alternative option is identified, then the action executed without considering any available option cannot be said as making a decision. According to Kotler and Armstrong (2008), the consumers' purchase decision is the decision to purchase the most favored brand from various existing alternatives. However, there are two factors between purchase intention and purchase decision. The first factor is related to people's attitude; meanwhile, the second factor is the situational factor. Therefore, preference and purchase intention cannot always produce actual purchasing.

#### 2.3.1 Decision Making Process

The decision-making process is an activity which should be conducted to achieve the target, expecting to solve a problem. In other words, a process of problem-solving is directed towards the target. Specific purchase decision process, as explained by Kotler and Armstrong (2008), consists of a particular chain of events: problem introduction, information seeking, alternative evaluation, purchase intention and after purchase behavior. These stages can be explained in detail as follows:

1. Problem introduction. Consumers realize their needs. They understand that there are differences among the real condition with the expected condition.
2. Information seeking. After recognizing the need for goods and services, consumers then search for information, saved within memory (internal information) or information obtained from the environment (external information). They face risks from unanticipated impacts from certain emergencies. These emerging impacts may not be comfortable; hence, consumers try to reduce this uncertainty from advertisement, family, or friends.
3. Alternative evaluation. Consumers learn and evaluate the obtained alternatives through information seeking to obtain the best choices which will be used to make purchase decision making.
4. Purchase decision. Consumers decide to carry out product or service purchase which has been obtained from alternative evaluation towards the chosen brand. After making a purchase, consumers will undergo a stage of either satisfaction or dissatisfaction.

### 2.6 Conceptual Framework and Hypothesis

#### Figure 2.3 Conceptual Framework

<table>
<thead>
<tr>
<th>Description:</th>
</tr>
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<tbody>
<tr>
<td>Influence partially</td>
</tr>
<tr>
<td>Influence simultaneously</td>
</tr>
</tbody>
</table>

H1 : IMC (Integrated Marketing Communication) has a significant effect on Purchase Decision.
H2 : Service Quality has a significant effect on Purchase Decision.
H3 : IMC (Integrated Marketing Communication) and Service Quality simultaneously affect Purchase Decision.

III. RESEARCH METHODOLOGY

3.1 Types of Research

This research is an explanatory research or correlational research. Singarimbun, Masri, and Sofian (2006) stated that “explanatory research is a method which explains the relationship between variables through hypothesis test”. Furthermore, Frankel and Wallen (2008) also explained that explanatory research is research to explain a relationship or influence between two variables or more without any attempt to influence the variable; therefore, no variable manipulation is conducted.

3.2 Research Object and Scope of Research

This research is conducted in Gojek Company in Gresik regency as the location of this research. The research location is selected because Gojek will open a new branch in the middle of 2018 and compete with other application of online-based transportation companies such as Uber and GrabBike. Moreover, based on the data from PT Gojek in Gresik area, it has been recorded that the number of users and drivers rapidly inclines. Another reason is that Gojek applies several marketing strategies such as an advertisement in several internet media, social media, brochure, radio, media partner, as well as through traditional marketing channels such as information dissemination from words of mouth. Direct marketing approach is conducted by Gojek drivers by offering Gopay TopUp, discount, and explaining new features of Gojek. For advertisement purposes, this company utilizes billboard as well as Instagram updates to promote their promo in Gresik.

3.3 Population and Sample

Population and samples can be categorized as the element of the research. This research is completed through a survey. It is useful and powerful in finding answers of the research question through data collection. Thus, the population needs to be targeted correctly. The process of selecting the proper individuals, objects, or events as the representatives of the entire population is known as sampling (Sekaran, 2013).

3.4 Research Instrument

Research instruments used to collect data in this research are as follows:

1. Questionnaire

In this method, the researcher uses a printout questionnaire and conducts a direct interview to save the data collection time and ensuring that the respondents voluntarily fill out a questionnaire which is expected to provide an objective data. The answers of the questions use column or checklist method.

2. Interviews

In this method, the researcher conducts an interview with costumer of Gojek in Gresik.

3.5 Test Research Instrument

The validity and reliability test are conducted to determine the extent to which the instrument is considered reliable. The valid research result is that if there are similarities between the data collected by the actual data which happened on the object of the research. Meanwhile, a research is called reliable if there is a commonality of the data in a different time.

3.5.1 Validity Test

According to Ghozali (2013), the validity test is used to measure whether or not a questionnaire is valid. A questionnaire is considered valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire.

3.5.2 Reliability Test

This reliability test is an overall instrument analysis. The coefficients of the reliability of this research employ explanatory basis by Azwar (2012) which stated that the reliability coefficient ranges from 0 to 1.00. The more coefficient value close to 1.00 then the instrument is valued as steadier and more reliable.

3.6 Classical Assumption Test

The classical assumption test is conducted to determine the condition of the data used in this research. There are three models of classical assumption test namely normality test, multicollinearity, and heteroscedasticity.

3.6.1 Normality Test

According to Ghozali (2013), the normality test aims to test whether the regression model or residual confounding variables have a normal distribution. Normality can be detected by looking at the spread of the data (points) on the diagonal axis of the graph or the histogram of the residual, based on decision-making.

3.6.2 Multicollinearity Test

The multicollinearity test is employed to detect the presence or absence of relationships between some or all of the independent variables in the regression model. Multicollinearity is a state which one or more independent variables are expressed as linear conditions with other variables. If among the free converters used are not at all correlated with each other, then it can be
said that there is no multicollinearity identified (Creswell, 2015).

3.6.3 Heteroscedasticity Test
Heteroscedasticity test aims to test whether there is inequality variance of the residuals of the observations to other observations in the regression model. If the variance of the residuals of the observations to other observations is different, then it can be called as heteroscedasticity.

3.7 Data Analysis Technique
3.7.1 Multiple Linear Regressions
Multiple regression analysis is used to determine how much effect that IMC and service quality have on customer purchasing decisions. The general form of the multiple regression equation in this research is as follows:

\[ Y = \alpha + \beta_1 X_1 + \beta_2 X_2 \]

3.7.2 Determinant Coefficient (Adjusted R²)
The coefficient of determination (R²) essentially measures the extent of the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination has a value between zero to one. The small value (R²) means that the ability of the independent variables to explain the dependent variable is minimal. A value close to one means the independent variables provide almost all the information needed to predict the independent variables.

3.8 Hypothesis Testing
Hypothesis is a temporary answer which has been expressed in the form of a question. It is said to be temporary because the answers given are based on relevant theory or previous study, not based on empirical facts obtained during data collection. Therefore, the hypothesis can also be expressed as a theoretical answer to the formula of the research problem, not an empirical answer yet (Sugiyono, 2014).

3.8.1 F Test (Simultaneous Test)
According to Ghozali (2013), the statistical F test indicates whether all the independent variables are included in the model have a simultaneous effect on the dependent variable. The null hypothesis (H₀) states that all independent variables included in the model do not have a simultaneous effect on the dependent variable, while the H₁ states that all independent variables have a significant influence on the dependent variable.

3.8.2 T Test (Partial Test)
According to Ghozali (2013), t test shows how far the effect of the independent variables individually in explaining the dependent variable.

IV. RESULT AND DISCUSSION
4.1 Descriptive Analysis of Respondents Characteristics
There are five characteristics which determine the respondent’s identity which are gender, age, occupation, income, and frequency of using service. There are 26 male respondents (26%) and 74 female respondents (74%). The respondents are dominated by female assuming that female way more independent and mobile nowadays. The age range of respondents is around 17-25 which are about 20 respondents or 20%. It is then followed by the respondents aged between 25-30 years for 47 respondents or 47%. The majority of respondents of this research are those who work as employee and student. Those who are having income for most income for Rp4,000,001-Rp5,000,000 are 39 persons or 39% followed by an income range of Rp3,000,001-Rp4,000,001 for 20 persons or 20%. The majority of the respondents utilized Gojek more than five times, as depicted by the data with 48 respondents (48%). This result will aid the researcher to conduct this research because most respondents have already known Gojek as a company as well as a brand. Furthermore, based on the previous presented data, the respondents who utilize Gojek service around 3-5 times are 34 users (34%), followed by the respondents utilizing the service less than three times accounted by 18 users or 18%.

4.2 Descriptive Analysis of Variables
The description of the distribution of Integrated Marketing Communication (X₁), Service Quality (X₂), and Purchase Decision (Y) items are used to determine the frequency and variety of respondents to the items of questions in the questionnaire. Customer gives a positive perception of those three variables that the mean value of Integrated Marketing Communication (X₁) variable is 4.10 which is 4. The total average of agree point is 41.2% means that dominantly, respondents choose to agree for Integrated Marketing Communication variable. For Service Quality (X₂) variable is 4.22 which is 4. The total average of agree point is 51.6% means that dominantly, respondents choose to agree for Personal Selling variable. For Purchase Decision (Y) variable is 4.08 which is 4. The total average of agree point is 53% means that dominantly, respondents choose to agree for Purchase Decision variable.

4.3 The Result of Test of Research Instrument
Before doing the real research, a test using the measurement instrument like validity and reliability test is needed.
4.3.1 Result of Validity Test

Validity testing is crucial in a study, especially those employing questionnaires in obtaining data.Validity testing is intended to reach the validity of the concept and empirical reality. Validity testing is a measure showing the validity levels of an instrument. An instrument is affirmed to be valid if it is able to measure what the researcher wants to measure or can reveal the data from the variables examined appropriately. The high and low validity levels of the instrument present the extension to which the data collected does not deviate from the description of the variable in question.

Validity testing can be completed by correlating each factor or variable with the total factor or variable by using the correlation (r) product moment. The formulation of test criteria to accept or reject the hypothesis of a valid statement is as follows:

- **H₀**: \( r = 0 \), There are no valid data at the level of trust (α) 5%.
- **H₁**: \( r ≠ 0 \), There are valid data at the level of trust (α) 5%.

The null hypothesis (H₀) is accepted when \( r_{\text{count}} < r_{\text{table}} \) and vice versa. The alternative hypothesis (H₁) is accepted when \( r_{\text{count}} > r_{\text{table}} \).

Validity testing is conducted through the SPSS program ver. 20.0 by using product moment correlation to produce the value of each item statement with the overall question item score. More result details are presented in the following Table 4.9 as follows:

4.3.2 The Result of Reliability Test

Reliability testing investigates the level of stability, constancy, and accuracy of a measuring instrument or test used to determine the extent to which measurements are relatively consistent when repeated measurements are conducted. This test is employed to determine the extent to determine a person's answer as consistent or stable over time. Arikunto explained reliability as: "Reliability presents an understanding that an instrument can be adequately trusted to be employed as a data collection tool because the instrument is acceptable."

Reliability testing technique utilizes alpha reliability coefficient. In the decision-making criteria, if the value of the alpha reliability coefficient is greater than 0.6, then the variable is reliable.

4.4 Classical Assumptions Test Result

The multiple regression analysis models are applied in this research, connecting to several assumptions and fulfilling the classic assumptions in the underlying model. Testing assumptions must be accomplished in order to utilize the regression equation properly. The test requirement analysis is as follows:

4.5.1 Normality Test Result

This test procedure is performed by the Kolmogorov-Smirnov test to find out whether the residual value is normal, with the following conditions:

- **H₀**: residual is normally spread
- **H₁**: residual is abnormally spread

If the value is sig. \( (p-value) > \), then H₀ is accepted which means that normality is fulfilled.

The results of the normality test are presented in Table 4.11.

Table 4.11: Normality Test Result

<table>
<thead>
<tr>
<th>One-Sample Kolmogorov-Smirnov Test</th>
<th>Unstandardized Residual</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>100</td>
</tr>
<tr>
<td>Normal Parameters</td>
<td>Mean</td>
</tr>
<tr>
<td></td>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Most Extreme</td>
<td>Absolute</td>
</tr>
<tr>
<td></td>
<td>Differences Positive</td>
</tr>
<tr>
<td></td>
<td>Negative</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
<td>1.286</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.073</td>
</tr>
</tbody>
</table>

Source: Primary data processed (2018)

From the calculation results, the obtained sig values amounts to 0.073 (can be seen in Table 4.11) or greater than 0.05; hence the provision of H₀ is accepted, and the assumption of normality is fulfilled.

4.5.2 Multicollinearity Test Result

This Multicollinearity Test is conducted to find out that there is no strong relationship, there is no perfect linear relationship, or there is no interrelation between independent variables. The test method is beneficial to compare the Tolerance value obtained from multiple regression calculations; if the tolerance value is less than ( < ) 0.1, then multicollinearity occurs. Multicollinearity test result is illustrated in Table 4.12.

Table 4.12: Multicollinearity Test Results
Based on Table 4.12, the following test results of each independent variable are:

- Tolerance for Integrated Marketing Communication is 0.851
- Tolerance for Service Quality is 0.851

The test result obtains the overall tolerance value of less than (>); thus, it can be concluded that multicollinearity between independent variables does not exist.

Multicollinearity test can also be conducted by comparing the value of VIF (Variance Inflation Factor) with the number of 10. If the VIF value is more than (> 10, then multicollinearity occurs. The following test results for each independent variable are:

- VIF for Integrated Marketing Communication is 1.175
- VIF for Service Quality is 1.175

Therefore, it can be concluded that there is no multicollinearity between independent variables. Thus, the assumption of the absence of multicollinearity can be fulfilled.

### 4.5.3 Heteroscedasticity Test Result

Heteroscedasticity test is used to determine if the unequal value of residual deviation occurs due to the value size of one of the independent variables, or there is a difference in variance with the increasing value of the independent variable. The test procedure is conducted by testing scatter plots. Homogeneity testing of various features is based on the following hypotheses:

- **H₀**: There is no systematic relationship between the variables that explain the absolute value of the residual.
- **H₁**: There is a systematic relationship between the variables that explain the absolute value of the residual.

Heteroscedasticity test result is illustrated in Figure 4.2.

![Scatterplot](scatterplot.png)

**Figure 4.2**

**Heteroscedasticity Test**

Source: Primary data processed (2018)

From the test results, it is found that the scatterplot display diagram spreads and does not form a particular pattern. If heteroscedasticity does not occur, it is apparent that the residue has a homogeneous (constant) variety or in other words, there are no symptoms of heteroscedasticity.

By fulfilling all the classical regression assumptions above, the multiple linear regression model applied in this research is already appropriate. Therefore, interpretation can be taken from the results of multiple regression analysis.

### 4.6 Data Analysis Method

This regression analysis is applied to calculate the amount of influence between Integrated Marketing Communication (X₁) and Service Quality (X₂) as independent variables, and Purchase Decision (Y) as dependent variable. By applying SPSS for Windows version 20.00, the obtained regression model is depicted in the following Table 4.13.

#### Table 4.13 Recapitulation of Regression Result

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>Independent Variable</th>
<th>Beta (Standardized Coefficients)</th>
<th>t count</th>
<th>Sig.</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase decision(Y)</td>
<td>X₁</td>
<td>0.398</td>
<td>5.545</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td></td>
<td>X₂</td>
<td>0.509</td>
<td>7.091</td>
<td>0.000</td>
<td>Significant</td>
</tr>
</tbody>
</table>

From the above equation, it can be interpreted that: Purchase decisions will increase by 0.398 units for one additional unit of X₁ (Integrated Marketing Communication). Thus, if Integrated Marketing Communication has an increase of 1 unit, then the Purchase Decision will increase by 0.398 units with the assumption that the other variables are considered constant.

### 4.6.1 Multiple Regression Analysis

Regression equation is used to determine the form of the relationship between the independent variable and the dependent variable. The regression model used is standardized regression because the data used in this research are interval data, measured with a Likert scale to measure attitudes, opinions, and perceptions of a person or group. In standardized regression, the size of the variable or the answer has been equated. The obtained regression equation based on Table 4.13 is as follows:

\[ Y = 0.398X₁ + 0.509X₂ \]
Purchased decisions will increase by 0.509 units for one additional unit of X2 (Service Quality). Thus, if Service Quality has increased by 1 unit, then the Purchase Decision will increase by 0.509 units with the assumption that the other variables are considered constant. Based on the above interpretation, it is concluded that Integrated Marketing Communication and Service Quality increase, and is followed by an increase in Purchase decision.

4.6.2 Determinant Coefficient (Adjusted $R^2$)

<table>
<thead>
<tr>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.758</td>
<td>0.574</td>
<td>0.566</td>
</tr>
</tbody>
</table>

Source: Primary data processed (2018)

The determination coefficient is used to calculate the influence or contribution of the independent variable to the dependent variable. From the analysis in Table 4.15, the adjusted R (coefficient of determination) is 0.566. It means that 56.6% of the Purchase Decision variable will be influenced by its independent variables (Integrated Marketing Communication (X1) and Service Quality (X2)). The remaining 43.4% of the Purchase Decision variable will be influenced by other variables excluded in this research.

Also, a correlation coefficient shows the degree of the relationship between the independent variables (Integrated Marketing Communication and Service Quality) and the dependent variable (Purchase decision). The R value (correlation coefficient) of 0.758 indicates that the relationship between independent variables and dependent variable is in a strong category due to an interval of 0.6 - 0.8.

4.7 Hypothesis Test Result

Hypothesis testing is an essential part of research to answer the hypothesis made by the researcher after data is collected and processed, Regression models that have been obtained need to be tested both simultaneously and partially. Testing regression models simultaneously is performed using the F test or ANOVA and partial regression model testing is performed by T test.

4.7.1 F Test Result

Based on Table 4.12, the calculated F value is 65.444, while F table ($\alpha = 0.05$; db regression = 2; db residual = 97) is 3.09. Since F arithmetic $> F$ table is 65.448 which is more than ($> 3.090$) or sig value F (0.000) is less than ($< \alpha = 0.05$), the regression analysis model is significant. It means that $H_0$ is rejected and $H_1$ is accepted, meaning that the dependent variable (Purchase decision) can be significantly influenced by the independent variable (Integrated Marketing Communication (X1) and Service Quality (X2)) variables on Purchase Decision (Y).

4.7.2 T Test (Partial Test) Result

$T$ test is utilized to determine whether each independent variable has a significant effect on the dependent variable. In another way, if $t$ count is more than ($> t$ table or $t$ count is less than ($< t$ -t table, then the result is significant, meaning that $H_0$ is rejected and $H_1$ is accepted. Whereas, if $t$ count is less than ($< t$ table or $t$ count is more than ($> t$ -t table then the results are not significant, meaning that $H_0$ is received and $H_1$ is rejected. Based on Table 4.13, the following results are obtained:

$T$ test between X1 (Integrated Marketing Communication) and Y (Purchase decision) shows that $t$ count = 5.545 while t table ($\alpha = 0.05$; db residual = 97) is 1.985. Since t count $> t$ table is 5.545 (which is more than ($> 1.985$) or the value of sig t (0.000) is less than ($< \alpha = 0.05$), the effect of X1 (Integrated Marketing Communication) on the Purchase Decision is significant, meaning that $H_0$ is rejected and $H_1$ is accepted. Thus, it is obvious that Purchase decisions can be significantly influenced by Integrated Marketing Communication. Similarly, increasing Integrated Marketing Communication will significantly increase the Purchase decision.

$T$ test between X2 (Service Quality) and Y (Purchase decision) shows t count equals to ($) = 7.091. While t table ($\alpha = 0.05$; db residual = 97) is 1.985. Since $t$ count is more than ($> t$ table (7.091> 1.985) or the value of sig t (0.000) is less than ($< \alpha = 0.05$, the effect of X2 (Service Quality) on Purchase Decision is significant at alpha 5%. It means that $H_0$ is rejected and $H_1$ is accepted; therefore, Purchase Decision can be significantly influenced by Service Quality. Similarly, increasing Service Quality will significantly increase Purchase decision. From the overall results, it can be concluded that the independent variables have simultaneously and partially significant influence on Purchase decisions. In addition, it is apparent that one of two independent variables which are Service Quality gives more dominant influence on Purchase Decision because it has the largest beta coefficient and t count.

4.8 Discussion

Based on the result obtained in this research applies a multiple linear regression analysis techniques with the findings in the regression equation table. Integrated Marketing Communication (X1) and Service Quality (X2) on Purchase Decision have a positive direction, where if Integrated Marketing Communication (X1) and Service Quality (X2)
experience an increase, it will cause an increase in Purchase decision (Y).

1. The Effect of Integrated Marketing Communication(X1) and Service Quality (X2) on Purchase decision

The F test is conducted to test the research hypothesis which states that there is significant influence between Integrated Marketing Communication (X1) and Service Quality (X2) on the simultaneous Purchase decision. The result of the test presents a significance value of F, which equals to 0.000; thus, the significance of F <α is 0.000 <0.05. It shows that H0 is rejected, meaning that there is significant influence between independent variables (Integrated Marketing Communication (X1) and Service Quality (X2)) and dependent variable (Purchase decision). When viewed from the Adjusted R Square obtained a value, Integrated Marketing Communication (X1) and Service Quality (X2) have the effect of 56.6% in influencing Purchase decision, while the remaining 43.4% is influenced by other variables not examined in this research.

The results of this research are in line with the results of research conducted by Bambang Dwi Hartono and Johny Edward Patterson (2017). They stated that Service Quality and Marketing Communications simultaneously influence Purchase Decision. Service Quality affects Purchase Decision. Marketing Communications affects Purchase Decision.

2. The effect of Integrated Marketing Communication (X1) on Purchase Decision (Y)

The analysis using multiple regression method obtains a t count value of 5.545 with sig. t 0.000; with a t table of 1.985, meaning that Integrated Marketing Communication variable has an influence on Purchase decision. Based on the significant value of t, which equals to 0.000 and is smaller than the alpha of 0.000 <0.05, it is apparent that Integrated Marketing Communication has a significant influence on Purchase decision.

Tom Duncan (2012) declared that IMC is a new generation of marketing approach which has been widely used by companies to focus their efforts in achieving, maintaining, and developing company relationship with its customers and related parties. They develop a communication-based marketing model which emphasizes the importance of managing company communication.

Organizations considered IMC as a proper set of implementations which involves development, planning, effective execution, and evaluation of measurable, strong coordination, effective brand communication programs interacting over time with stakeholders, potential consumers, prospects, and other associates as well as with appropriate internal and external audiences (Schultz, 2004).

3. The Effect of Service Quality (X2) on Purchase Decision (Y)

From the results of the analysis by using multiple regression method, the researcher obtained t value of 7.091 with t table of 1.985, meaning that Service Quality variable has a significant influence on Purchase decision. From the significant value of t (which is equal to 0.000 and is smaller than the alpha of 0.000 <0.05), it is concluded that Service Quality has a significant influence on Purchase decision.

According to Kotler and Armstrong (2008), the consumer Purchase Decision is marked by consumers’ preference to the most loved brand from various existing alternatives. However, there are two factors, existing between purchasing intention and decision (people’s attitude and situational factor). Therefore, preference and purchasing intention do not solely impact the actual purchase decision.

Purchase Decision is the stage of the buyers’ decision process when the consumer seriously determines for purchasing a product. Kotler (2008) pointed out that the decision comes when the consumers recognize the problem, search for information regarding products or certain brand and evaluate how good those alternatives could solve the problem lead to purchase decision.

Rizza and Hapzi (2017) stated that the quality of service has a positive and significant impact on purchase decisions. The result of this research is in line with research conducted by Peres (2014) which was stating that that service quality positively affects purchase decisions.

4.8 Managerial Implication

This research provides theoretical and practical implications for Integrated Marketing Communication and Service Quality towards Purchase decision, which is the advertisement (Ad), becomes the most influential dimension among others. As seen, Gojek engages several advertisements on the billboard around Gresik, advertising through existing digital facilities that are accessible to everyone. Therefore, people are interested in using Gojek services. Therefore, Gojek should keep such strategy by extending the contract of the billboard and by providing interesting advertisements through digital means. Besides, Gojek has already depicted as having the best effort to promote its service from the advertising section. Direct Marketing, unfortunately, is the weakest strategy. Although Gojek often offers customers through existent application. Several people are not familiar with Gojek and its service. Furthermore, Gojek
provides a clear order on its service to attract consumers.

V. CONCLUSION AND SUGGESTION

5.1 Conclusion

This research investigates which variables influence Purchase Decisions. Based on the calculation of multiple linear regression analysis, the research findings can be suggested. Based on the results obtained, the variables of Integrated Marketing Communication and Service Quality have a significant influence simultaneously on Purchasing Decisions to Gojek. Therefore, it can be concluded that by increasing the independent variable, the Purchase Decision of Gojek can be improved. Based on the results of the t test partially, Integrated Marketing Communication provides a significant effect partially on the Purchase Decision. Based on the results of the t test partially, Service Quality has a significant effect partially on the Purchase Decision. Based on the results of the t test, Service Quality variable has the highest t count and beta coefficients. Hence, Service Quality variable has the most powerful influence compared to other variables, dominantly influencing Purchase Decisions.

5.2 Suggestion

Based on the previously mentioned conclusions, some suggestions can be offered, expected to be beneficial for the company and other parties. The suggestions are as expected that the company can maintain and improve service to Service Quality because the Service Quality variable has a dominant influence on Purchase Decisions. By increasing facilities or features in the application, Purchase Decision will subsequently increase. Considering the independent variables in this research as influential on Purchasing Decision, it is expected that the results of this research can be employed as a reference for further researchers to enhance this research by considering other variables different than those offered in this research.

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