

# **The Impact of Digital Marketing, Personal Selling, Sponsorship and Brand Image Towards Purchase Decision Wedding Organizer Client in Surabaya**

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*This research was conducted to determine the impact of Digital Marketing(X1), Personal Selling(X2), Sponsorship(X3), and Brand Image(X4) towards Purchase Decision(Y) of wedding organizer clients in Surabaya. This research used a quantitative method to analyze the effect between the independent and dependent variables. The sample was taken from purposive sampling consist of 100 wedding organizer clients in Surabaya who at least had used the service in the last two years. Questionnaire was used as the research instrument to collect the primary data. This research is also supported by secondary data from previous study to support the result. The data collected were analyzed using the SPSS application. The results of this research indicate that Digital Marketing (X1) and Personal selling(X2) have a significant positive impact on Purchase Decision(Y). While the Sponsorship(X3) and Brand Image(X4) do not have significant positive impact on Purchase Decision(Y). Furthermore, Digital Marketing(X1), Personal Selling(X2), Sponsorship(X3), and Brand Image(X4) are indicated to have a significant positive impact simultaneously on Purchase Decision(Y).*

**Keywords:** Digital Marketing, Personal Selling, Sponsorship, Brand Image, Purchase Decision, Wedding Organizer

*Penelitian ini dilakukan untuk mengetahui pengaruh Digital Marketing (X1), Personal Selling (X2), Sponsorship (X3), dan Brand Image (X4) terhadap Keputusan Pembelian (Y) klien wedding organizer di Surabaya. Penelitian ini menggunakan metode quantitative untuk menganalisis pengaruh antara variabel independen dan dependen. Sampel diambil dari purposive sampling yang terdiri dari 100 klien wedding organizer di Surabaya yang telah menggunakan jasa tersebut dalam dua tahun terakhir. Kuesioner digunakan sebagai instrumen penelitian untuk mengumpulkan data primer. Penelitian ini juga didukung oleh data sekunder dari penelitian sebelumnya untuk mendukung hasil penelitian. Data yang terkumpul dianalisis menggunakan aplikasi SPSS. Hasil penelitian ini menunjukkan bahwa Digital Marketing (X1) dan Personal Selling (X2) berpengaruh positif signifikan terhadap Keputusan Pembelian (Y). Sedangkan Sponsorship (X3) dan Brand Image (X4) tidak berpengaruh positif signifikan terhadap Keputusan Pembelian (Y). Selanjutnya Digital Marketing (X1), Personal Selling (X2), Sponsorship (X3), dan Brand Image (X4) secara simultan terindikasi berpengaruh positif signifikan terhadap Keputusan Pembelian (Y).*

**Kata Kunci:** Digital Marketing, Personal Selling, Sponsorship, Brand Image, Purchase Decision, Wedding organizer.

## 1. Introduction

Competing in a tight competition market to get the targeted customers and reach a company's goals should be followed with promotional activity. Promotional activity is one of the important aspects that a company should hold to disseminate information about their product or services to the targeted market. With the development of technologies in this digital era, company has been using digital marketing to promote its services or product. How the personal seller builds trust to its potential customer can encourage the potential customer to choose their company.

Sponsorship is the granting of cash or barter payments for objects of ownership with a reply in the form of access to the potential use of advertisements related to company objects or products. This will increase the company's engagement and target market, and be the potential platform to influence the

customer purchase decision process. Company promotion activities cannot be separated from brand image. It can be influenced by how the company delivers their message to the customer, including their promotional activity, and company brand image. The success of company's promotional activity and brand image is related with how the company manage them. Every company has its own method of delivering promotional activity because they have their own focus and targeted customer.

## 2. Theoretical Basis

### Digital Marketing

Digital marketing uses the internet and the use of other interactive technologies to create and connect a dialogue between companies and identified consumers (Coviello, Milley, and Marcolin, 2001). The dimensions of digital marketing in terms of promotion as part of the marketing mix (4Ps) according to (Ryan, 2009), namely Website, Search Engine Optimization (SEO), Paid Search Click-Based Advertising (PPC advertising),

Affiliate Marketing and Strategic Partnerships (Affiliates), marketing and strategic (partnership), online public relations (Online PR), social networks, e-mail marketing, and customer relationship management.

### **Personal Selling**

According to (Shimp, p. 2010), personal selling is a form of individual communication where a salesperson deals with prospective buyers and tries to influence them to buy a product or service. According to (Armstrong, Adam, Denize, & Kotler, 2014), personal selling consists of personal interactions with customers and potential customers to make sales and maintain relationships with customers.

### **Sponsorship**

(Graham, Hughes, & Fill, 2008) considered sponsorship as a marketing communications tool in which a company offers funding or other resources (financial, personal services, equipment, experience, or others) to cover all or part of the costs and other requirements associated with a project or event (concert, sporting event, educational program, television program or other events) in return for displaying its logos, brand

names, and products. Event-Sponsor fit is the extent to which a customer believes that an event and the sponsoring brand have a similar identity (Lacy & Angeline, 2013).

### **Brand Image**

According to Aaker in (Simamora, 2003) brand image is a unique set of associations that marketers want to create or nurture. The associations state what the brand is and what it promises to consumers. Meanwhile, according to (Kotler & Keller, 2007), brand image is an impression in the minds of consumers about a brand that is formed by the consumer about brand message and experience, resulting in images that are in the consumer mind.

### **Purchase Decision**

According to (Kotler & Keller, 2009), the specific purchasing decision process consists of these sequence steps as follows:

1. Introduction of the problems, needs
2. Information search
3. Alternatives evaluation
4. Purchasing decision
5. Post-purchase behavior.

The process of consumer purchasing decision making does not stand alone but influenced by several factors as stated by (Kotler & Keller, 2007) including the cultural factor, social, personal, and psychology of the buyer.

### **3. Hypothesis Concept**

**H1:** Digital marketing influences and has a significant positive impact towards purchase decision.

**H2:** Personal selling influences and has a significant positive impact towards purchase decision.

**H3:** Sponsorship influences and has a significant positive impact towards purchase decision.

**H4:** Brand image influences and has a significant positive impact towards purchase decision.

### **4. Research Method**

#### **Type of Research**

According to (Sugiyono, 2006), explanatory research is a study that explains the causal relationships between variables that influence hypotheses. As stated by (Sugiyono, 2003), quantitative method obtains research data in the form of numbers or explored qualitative data, and this

research used statistical analysis to interpret the data gathered.

#### **Population and Sampling**

This research population are wedding organizer clients in Surabaya who had chosen and used a wedding organizer in the last two years, to measure the cause and effect between existing variables.

This research included as purposive sampling. The definition of purposive sampling is sampling based on certain considerations such as population characteristics or characteristics that have been known (Notoatmodjo, 2010).

#### **Type of Data**

According to (Hasan, 2002), primary data is data obtained or collected directly in the field by the person doing the research or those who need it. Primary data can be obtained from informant sources, namely individuals or groups, such as interviews conducted by researchers. This research used secondary data to support the primary data.

#### **Data Analysis Method**

Based on the existing variable in this research, there are more than two independent variables that may affect one independent variable. Data

were analyzed using regression analysis to find out the impact of digital marketing, personal selling, sponsorship, and brand image towards client purchase decision.

### Result

Dependent Variable	Independent Variables	Unstandardized Coefficient	Standardized Coefficients	t	Sig.
		B	Beta		
Y	(Constant)	-0.343		-0.115	0.909
	X1	0.242	0.303	3.509	0.001
	X2	0.576	0.451	4.586	0.000
	X3	0.020	0.014	0.125	0.901
	X4	0.203	0.137	1.302	0.196

The meanings of these numbers are as follows:

1. A constant of -0.343; meaning that if X1, X2, X3, X4 the value is 0, then the magnitude of Y is a negative value of -0.343.
2. The regression coefficient for the X1 variable is 0.242; it means that with each increase in X1 by 1 unit, it will increase Y by 0.242 units, assuming other independent variables have a fixed value.

3. The regression coefficient for the X2 variable is 0.576; it means that every increase in X2 is 1 unit, it will increase Y by 0.576 units, assuming other independent variables have a fixed value.
4. The regression coefficient for the X3 variable is 0.020; it means that every 1 unit increase in X3 will increase Y by 0.020 units, assuming other independent variables have a fixed value.
5. The regression coefficient for the X4 variable is 0.203; it means that with every increase in X4 by 1 unit, it will increase Y by 0.203 units, assuming other independent variables have a fixed value.

### Discussion

The results of the hypothesis test on this research show that Digital Marketing, Personal Selling, Sponsorship, and Brand Image affect purchase decision simultaneously. According to Kotler and Keller (2009: 184), the specific purchasing decision process consists of these sequence steps as follows: introduction of the problems, needs,

information search, alternatives evaluation, purchasing decision, and post-purchase behavior.

Digital marketing is the use of digital and other internet platforms. Marketing activities, according to (Ryan ,2009) include website, Search Engine Optimization (SEO), Pay Per Click Advertising (PPC ads), Affiliate Marketing and Strategic Partnerships (Affiliates), online public relations (Online PR), social networks, and e-mail marketing. Effective digital marketing used by wedding organizers can influence clients on making purchase decisions. It is supported by (Arifuddin et al. ,2019), who stated that digital marketing positively and significantly influences purchase decision as the use of digital marketing which helped clients on getting information anywhere anytime.

According to Kotler & Armstrong (2014: 484), personal selling consists of personal interactions with customers and potential customers to make sales and maintain relationships with customers. The use of personal seller in wedding organizer can influence the client purchase decision because

personal seller can directly persuade and build customer trust with the direct communication. It can help the wedding organizer maintains relationship with their clients.

Fill and Hughes (2008) considered sponsorship as a marketing communications tool in which a company offers funding or other resources (financial, personal services, equipment, experience, or others) to cover all or part of the costs and other requirements associated with a project or event (concert, sporting event, educational program, television program, or other events) in return for displaying its logos, brand names, and products.

Based on the hypothesis result of this research, a brand image did not significantly affect the purchase decision. It can happen as the study by Bob Foster (2016) stated that purchase decision could be influenced by other factors not included in the research. Brand image consists of company, user, and also product image, it means the

differences in the customer perspective can occur and result in the purchase decision by client.

### **Conclusion**

1. Digital marketing variable have an impact positively on the purchase decision variable. It means more effective and expansion on using of digital marketing can increase the client purchase decision on wedding organizer client.
2. personal selling variable has a positive impact on the purchase decision variable. It is known that personal selling effectively affects the clients' purchase decision with the direct communication between the client and the wedding organizer.
3. sponsorship do not have an impact on the client purchase decision. It is because other variables are not include in this research.

4. Brand image do not have an impact on clients' purchase decision. It is because there are other variables not include in this research.

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