

The Effect of Advertising, Prices, and Public Relations on Red and White Cement Purchase Decisions in Gresik Regency

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ABSTRAK

Latar belakang pada penelitian ini adalah penjualan Semen Merah Putih tidak memenuhi target. Penelitian ini bertujuan untuk melakukan pengujian Pengaruh Periklanan, Harga, Dan Hubungan Masyarakat Terhadap Keputusan Pembelian Semen Merah Putih Di Kabupaten Gresik. Penelitian ini menggunakan metode kuantitatif. Populasi pada penelitian ini konsumen yang telah membeli produk Semen Merah Putih, sedangkan pengambilan sampel menggunakan teknik Probability Sampling dengan menggunakan simpel random sampling. Alasannya adalah karena cara pengambilan sampel dari anggota populasi dengan menggunakan acak tanpa memperhatikan strata (tingkatan) dalam anggota populasi sampel. Sampel yang diteliti peneliti adalah 96 96 orang yang telah melakukan pembelian produk Semen Merah Putih. Teknik analisis menggunakan uji instrumen, uji asumsi klasik, dan uji hipotesis. Untuk alat bantu uji menggunakan Statistical Package for the Social Sciences (SPSS). Hasil dari penelitian ini menunjukkan bahwa periklanan berpengaruh positif dan signifikan terhadap keputusan pembelian, harga berpengaruh positif dan signifikan terhadap keputusan pembelian, dan hubungan masyarakat berpengaruh positif dan signifikan terhadap keputusan pembelian

Kata Kunci : Periklanan, Harga, Hubungan Masyarakat Dan Keputusan Pembelian.

ABSTRACT

The background in this research is the sale of Semen Merah Putih does not meet the target. This study aims to examine the influence of advertising, price, and public relations on the purchasing decision of Red and White Cement in Gresik Regency. This study uses quantitative methods. The population in this study were consumers who had purchased Semen Merah Putih products, while the sample was taken using the Probability Sampling technique using simple random sampling. The reason is because of the way of taking samples from members of the population using random regardless of the strata (levels) in the members of the sample population. The sample studied by the researcher was 96 96 people who had made a purchase of Red and White Cement products. The analysis technique uses instrument testing, classical assumption test, and hypothesis testing. For the test tool, the Statistical Package for the Social Sciences (SPSS) is used. The results of this study indicate that advertising has a positive and significant effect on purchasing decisions, price has a positive and significant effect on purchasing decisions, and public relations has a positive and significant effect on purchasing decisions.

Keywords: Advertising, Price, Public Relations and Purchase Decision.

INTRODUCTION

According to Kotler (2012: 178), the stages that buyers go through to reach a purchase decision pass through five stages, namely: problem recognition, information search, evaluation of

alternatives, purchase decisions, and post-purchase behavior. Consumers need a separate strategy to achieve these goals and there are several factors that also influence, namely

external and internal factors. External factors are factors that are beyond the reach of the company, such as: technology, economic conditions, government regulations, and the socio-cultural environment.

PT Cemindo Gemilang, which was founded in 2011, is a producer of premium quality cement with the trademark Semen Merah Putih. Since its inception, PT Cemindo Gemilang has been committed to maintaining the consistency of its quality through providing the best cement raw materials and building factories with the latest technology operated by a professional workforce. Currently PT Cemindo Gemilang already has six factories in Indonesia spread across Banten, East Java, West Kalimantan, North Sumatra and Bengkulu. Within five years, PT Cemindo Gemilang managed to distribute Semen Merah Putih to 17 provinces in Indonesia with a distribution and marketing network on the islands of Sumatra, Kalimantan, Java, Bali and Nusa Tenggara. Going forward, Semen Merah Putih will continue to increase its distribution area, in accordance with PT Cemindo Gemilang's commitment to provide premium quality cement throughout Indonesia. The following is data on the decision to buy Semen Merah Putih for 2020 from the marketing division.

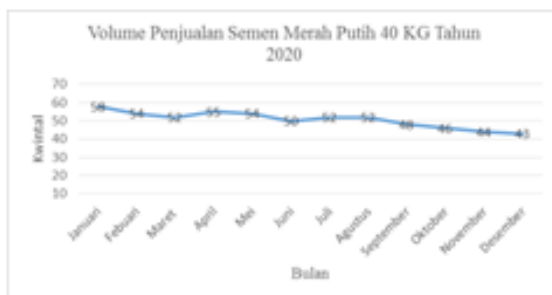


Figure 1: Graph of 40 KG Red and White Cement Sales Volume in 2020 turnover rate

According to Kotler (2012; 179) sales volume is the final result achieved company from the sale of products produced by the company, based on figure 1.1 regarding the decision to purchase Semen Merah Putih products, PT. Cemindo Gemilang currently has sales volumes experiencing a lack of achieving targets on product sales as a result of the decision to purchase 40 kg of red and white cement in 2020, namely by achieving monthly results with

quintals above 60. This will be examined in the decision to purchase 40 kg red and white cement products at PT. Cemindo Gemilang in 2020 the sales target set by the company is 60 quintals while the realization that occurred in January was 58 quintals sold, in February it sold 54 quintals, in March it sold 52 quintals, in April it sold 55 quintals, in May it sold 54 quintals, June sold 50 quintals, July sold 52 quintals, August sold 52 quintals, September sold 48 quintals, October sold 46 quintals, November sold 44 quintals, and December sold 43 quintals, the conclusion from this data is that sales realization is not in accordance with the sales target set by the company, meaning that the purchase decision on Semen Merah Putih 40 KG is not optimal..

According to Tjiptono (2015; 08) public relations are efforts to develop intimate, appropriate and therefore profitable relationships for both parties, such as between a company, industry or organization and the existing community. The phenomenon of public relations that occurs is that Semen Merah Putih products participate in becoming CSR in the construction of facilities and infrastructure for the residents of Manyar Village. So based on the background the researcher is interested in taking the title "The Influence of Advertising, Prices, and Public Relations on Purchasing Decisions of Red and White Cement in Gresik Regency".

LITERATURE REVIEW

Advertising

According to Iskandar (2012: 54), one way to increase consumer buying interest can be done with marketing. In modern marketing, companies not only develop quality products, set the right price and place products that are affordable to consumers, but companies also communicate with consumers. Communication made by the company is by promotion. The main function of a promotional strategy for marketers is to convince target customers that the goods and services offered have different advantages compared to competitors, so that this can be attract consumers to make purchases. one of the elements of the promotion mix, especially in advertising, consumers are interested in buying a product and will increase purchasing decisions. This is in line with Dani's research (2019) which states that the promotion mix has a significant effect on purchasing decisions.

H1: The advertising variable has a positive effect on purchase decision.

Price

According to Iskandar (2012: 54), one way to increase consumer buying interest can be done with marketing, modern marketing, companies not only develop quality products, set the right price and place products that are affordable to consumers but companies communicate with consumers. Communication made by the company is by promotion. The main function of a promotional strategy for marketers is to convince target customers that the goods and services offered have different advantages compared to competitors, so that this can be attract consumers to make purchases. one of the elements of the promotion mix, especially on price, consumers are interested in buying a product and will increase purchasing decisions. This is in line with Sulistiawati's research (2020) which states that the promotion mix has a significant effect on purchasing decisions.

H2: The price variable has a positive effect on purchase decision.

Public Relation

According to Iskandar (2012: 54), one way to increase consumer buying interest can be done with marketing, modern marketing, companies not only develop quality products, set the right price and place products that are affordable to consumers but companies communicate with consumers. Communication made by the company is by promotion. The main function of a promotional strategy for marketers is to convince target customers that the goods and services offered have different advantages compared to competitors, so that this can be attract consumers to make purchases, one of the elements of the promotional mix, especially in public relations, consumers are interested in buying a product and will increase purchasing decisions. This is in line with Mahmudah's research (2015) which states that the promotion mix has a significant effect on purchasing decisions.

H3: The public relation variable has a positive effect on purchase decision.

METODE

In this study, researchers used a type of quantitative research. This research was

conducted at PT Cemindo Gemilang Gresik which is located at Jalan Maspion V Alfa, Tenger, Roomo, Manyar District, Gresik Regency, East Java 61151. The population in this study were consumers who had purchased Red and White Cement. In this study the sampling used is by using probability sampling technique, namely by using Simple Random Sampling. The reason is the method of taking samples from members of the population using random without regard to strata (levels) in members of the population. So based on the above formula the number of samples used is 96 people who have purchased Semen Merah Putih products. Primary data was obtained through several statements through questionnaires given to respondents, namely building shops that buy Semen Merah Putih products in Gresik regarding several independent variables and one dependent variable, namely advertising, price, public relations and purchasing decisions. The data obtained from this primary data must be processed again using statistics. The data source for this research was obtained from the marketing division and respondents' answers from building shops that buy Semen Merah Putih products in Gresik. The method used is multiple linear regression analysis. This analysis is to determine the relationship between the independent and dependent variables. In addition, multiple linear regression is used to test the validity of the hypotheses proposed in the study which will later be processed using the SPSS program.

RESULT

The Effect of Advertising on Purchase Decision

The results of this study indicate that advertising has a positive effect on purchasing decisions. The results of this analysis show a positive direction, meaning that the higher the advertising, the higher the purchasing decision, some advertising indicators such as clear advertising information, persuasive advertising, advertising frequency, media used, attractive advertising can influence purchasing decisions.

The Effect of Price on Purchase Decision

The results of this study indicate that price has a positive effect on purchasing decisions. The results of this analysis show a positive direction, meaning that the higher the price, the higher the purchasing decision. Some price indicators such

as price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits can influence purchasing decisions.

The Effect of Public relation on Purchase Decision

The results of this study indicate that public relations have a positive effect on purchasing decisions. The results of this analysis show a positive direction, meaning that the higher the public relations, the higher the purchase decision. Some indicators of public relations such as good image, CSR activities, sponsoring an event, and charity events are able to influence purchasing decisions.

CONCLUSION

Based on the results of the discussion and interpretation of the results it can be concluded as follows:1) Advertising has a positive and significant effect on purchasing decisions for Semen Merah Putih Gresik.2) Prices have a positive and significant effect on purchasing decisions for Semen Merah Putih Gresik.3) Public Relations has a positive and significant effect on purchasing decisions for Semen Merah Putih Gresik

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