Analysis of Promotional Media Strategies on Customer Decisions in CV. Arfina Music Prabumulih City

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Abstract: This research examined the variables of social media and word of mouth on customer decisions. The data used in this study was primary data obtained through a survey of 145 respondents selected randomly through non probability sampling techniques. This study used multiple linear regression analysis which found that social media variables had a positive but not significant effect while variables word of mouth had a positive and significant effect on customer decisions.

Keywords: promotion, social media, word of mouth, customer decisions

I. INTRODUCTION

Services business is a type of business that has the broadest aspects and scope of business compared to other types of businesses. In addition to having a variety of products and services, the type of business services includes having the most intense competition. The business management strategy is required to always be able to absorb market changes and customertastes that are always changing at any time. One is a strategy that focuses on the customer(custumerorrientation) whose aim is to maximize customersatisfaction by understanding the customer's wishes like behavior, needs, and desires (Tjiptono and Diana, 2015: 45). In general, more types of business services rely on quality service as an effort or a way to provide satisfaction to its customers. Likewise with CV. Arfina Music in Prabumulih City engaged in entertainment services strives to maintain its market share so that the products it markets can continue to be maintained and even improved. CV. Arfina Music offers a package of entertainment services for all event activities starting from the lower, middle and upper classes. In a business world, promotional media strategies play an important role in the continuity of the business being run. Media promotions that are done are very different, through social media, brochures, word of mouthword of mouth (). According to research conducted by the We Are Social Company, an English media company that collaborates with the Hootissue, the average Indonesian takes 3 hours 23 minutes a day to access social media. The survey results also show that as many as 41 percent of Indonesians often use Facebook, then Instagram users as much as 38 percent are in third place. Quality is one of the factors that custumers consider before buying or using a product. Quality is determined by a set of uses and functions,

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Including durability, dependence on other products or other components, exclusivity, comfort, external appearance (color, shape, packaging, etc.).

(Handoko, 2010: 49). In addition to product quality, a review of prices is also increasingly important, because each price set by the company will result in a different level of demand for products, usually demand and prices are inversely proportional, namely the higher the price, the lower the demand for the product.

This study will examine more deeply about the promotional media that are applied, namely social media and word of mouth on customerdecisions to use or not the services offered. In some of the results of research that has been done previously by Van Doren, Fencher & Green Adelsberger (2010), Peter Yannopoulos (2011), and Novita Ekasari (2014) explain that there is a significant influence of social media promotion on customerdecisions. Likewise, research conducted by Judith & Dina (2006) and Chintya (2013) found that word of mouth has a significant effect on customerdecisions. On the contrary, research conducted by Felix & Sandi (2014), Carunia & Rani (2017) found that the promotion of using social media did not significantly influence customerdecisions because the variables that had a significant effect were service quality and price. Research conducted by Raniawati & Totok (2017) found that the role of word of mouth did not significantly influence customerdecisions. This study found variable brand awareness and public perception that had a significant effect. From the results of previous research, not all forms of promotion can be suitable and guarantee the success of the promotion if it is not in accordance with the conditions that are owned by a product, a type of promotion must be sought in accordance with the conditions of the product to be promoted. Therefore, the author needs to examine more deeply related to this issue and take the title of the research "Analysis of Promotional Media Strategies AgainstCustomerDecisions at CV. Arfina Prabumulih City ".

II. LITERATURE REVIEW

Carunia & Rani (2017), the results of this study are romosi not significantly influence the purchasing decisions made by Traveloka online customers. The proportion of independent variables in influencing the variance in customerpurchasing decisions is only 62.1%. This means that the remaining 37.9% are caused by other variables not examined in this study. Raniawati & Totok (2017), the results of this study are factors that partially influence purchasing decisions are brand awareness and public perception,

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whilecommunication variables *word of mouth* do not affect purchasing decisions. This is because the concept of *word of mouth* as a form of marketing communication does not include the persuasive elements of

Felix & Sandy (2014), the results of this study are that promotion through social media namely Facebook, Twitter and Instagram simultaneously has no significant effect on Lenovo promotion. Novita (2014), the results of this study are Promotion has a significant effect on purchasing decisions.

Chintya (2013), the results of this study are the most influential variables in this study are Traditional WOM (X1), from the results of the T-test, Traditional WOM values are greater than Electricic WOM (X2), which means that traditional WOM has significant value in the Purchase Decision.Peter (2011), the result of this research is that the Internet revolutionized the way companies run their businesses and become increasingly important tools for marketing success.Chevalier, Mayzlin & Dina (2006), the results of this study are our regression estimates showing that the relative sale of a book on these two sites is related to differences across sites in the number of reviews for the book and in various differences in sites in star ratings average of these reviews.

III. RESEARCH METHODS

The scope of this study is music service users who are in the Prabumulih City area which is limited by social media variables and word of mouth. This research uses primary data sources. Data is obtained from surveys in the field using a questionnaire. Population of this study is all custumers totaling 250 custumers who use Arfina Music & Soundsystem music services in 2018. The samples in this study were some custumers of Arfina music & sound systems. According to Hair et al. (2006) the size of the sample if it is too large will make it difficult to get a suitable model, and it is recommended that the appropriate sample size between 100-200 respondents. For that the number of samples will be determined based on the results of the minimum calculation. Determination of the minimum number of samples according to Hair et al (2006) are: (Number of indicators + number of latent variables) x (Number of questions). Based on these guidelines, the minimum sample size for this study is:

$5 \times 29 = 145$ respondents.

The sampling technique to determine the sample to be used in this study using non-probability sampling technique, namely purposive sampling. Purposive sampling is a method of sampling based on certain characteristics such as:

- a. Custumers who use Arfina services are music & soundsystem.
- Customers who have been *updated* or find out info about Arfina Music on their social networks.
- Custumers who come directly to Arfina Music's place. Respondents who live and live in Prabumulih City.

Techniques Analysis Data

1. Description of Statistics

Based on the criteria used in the respondent's answer category, it is easier to use 3 categories: high,

medium, and low. How to categorize data based on the formula from Azwar, (2009: 108) are as follows:

High: $X \ge M + SD$

Medium: $M - SD \le X < M + SD$

Low: X <M - SD

2. Multiple Linear Regression

Social Media and *Word of Mouth* as an independent variable (free) and customerdecisions as the dependent variable (bound), the multiple regression equation can be written as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

Y: CustomerDecisions 55: *Term Error*

 α : Constants Regression coefficient x_1 X_1 : Social Media : Regression coefficient x_2

X₂: Word of Mouth

IV. RESULTS AND DISCUSSION

Overview of CV. Arfina Music Kota Prabumulih

CV. Arfina is one of the music entertainment service companies located in Prabumulih City, South Sumatra. CV. Arfina offers a Single Organ, Organ Plus, Band, Orchestra, Nasyid & Sound System service package. The package is offered for all types of event needs such as Wedding Parties, Birthday Parties, Thanksgiving, Inauguration of Offices, Arisan, etc.

The Validity and Reliability Test

validity of the instrument is sought by calculating the correlation value with the *Pearson Product Moment (PPM)* in the SPSS program. Critical number of correlation table (r table) obtained is 0.1882 (this number is obtained from n-2 or 107-2 = 105, in the PPM table). Thus if there is an instrument correlation coefficient under 0.1882 then it is declared invalid. To find the reliability of the instrument can be done after the questionnaire has been tabulated, then a reliability test is conducted to find out the trust level of the respondents' answers can be trusted.

Variables Social Media (X1)

The following are the results of testing the validity and reliability of the measurement tool of social media variables such as the following table:

Table 1. Questionnaire Validity Social Media (X1)

No		CorrelationM	Cronbach's	Desc
	Correlation	ulti	Alpha	
1	.277	.088	.478	valid
2	.222	.070	.513	valid
3	.391	.159	.397	valid
4	.285	.110	.473	valid
5	.296	.097	.471	valid

Source: Processed Data 2018

Table 1 can be seen as valid criteria that aitem is if the total item correlation (rix) is 3 0.3 (Sugiyono, 2015).



Based on the results of Table 1 the statement of Social Media variables from the Questionnaire 1 to 5 has a r-count value greater than r-Table. Then it can be concluded that all items of motivation used in this study are valid.

Table 2 Social Media Reliability Questionnaire (X₁)
Reliability Statistics

	Kenability Statistics						
	Cronbach's Alpha	Cronbach's Alpha Based	Item Total	Desc			
-	.524	.526	5	Reliable			

Source: Data Processed 2018

In the table above it can be seen that the reliability coefficient (r_{ix}) , is in the range 0 to with 1.00, where if the reliability coefficient of the gauge is closer to 1.00, it means that the measurement results are more reliable (Azwar, 2015). The alpha (α) reliability coefficient on social media consisting of 5 items is equal to 0, 526.

The Word of Mouth Variables (X2)

Following are the results of testing validity and reliability for Word of mouth variable measurement tools such as the following table:

Table 3 Questionnaire validity Word Of Mouth (X2)

	Correlation	Correlation Multi	Cronbach's Alpha	Desc
1	1.337	.151	.449	Valid
2	.286	.113	.478	Valid
3	.276	.113	.484	Valid
4	.344	.148	.440	Valid
5	.233	.092	.509	Valid

Source: Processed Data 2018

Table 3 can be seen a comparison between r-calculation obtained using SPSS and r-table statistical tools. In the validity test, there is a basis for decision making, namely if r-count> r-table, it can be concluded Valid.Based on the results of Table 3 the word of mouth variable statement from questionnaire X1.1 to X1.5 has a r-count value greater than r-Table. Then it can be concluded that all word of mouth items used in this study are valid.

Table 4 Questionnaire reliability of Word of Mouth (X2)
Reliability Statistics

210110	indicating states				
Cronbach's	Cronbach's	Total	Description		
Alpha	Alpha	Items			
.528	.530	5	Reliable		

Source: 2018 Processed Data

Reliability coefficient $(r_{ix)}$ are in the range of numbers from 0 to 1.00, where if the reliability coefficient of the measuring instrument is closer to 1.00, it means that the measurement results are more reliable (Azwar, 2015). The reliability coefficient of alpha (α) in word of mouth which consists of 5 items is equal to 0, 530.

The Variables of Customer Decisions (Y)

Following are the results of testing validity and reliability on measuring instruments CustomerDecision variables such as the following:

Table 5 Questionnaire validity CustomerDecision (Y)

				\ /
	•	Multi	Cronbach's	Desc
	Correlation	Correlation	Alpha	
1	.244	.156	.529	Valid
2	.317	.140	.482	Valid
3	.346	.131	.464	Valid
4	.245	.173	.523	Valid
5.	.392	198	.439	Valid

Source: Data Processed 2018

In Table 5 can be seen the comparison between r-count obtained using SPSS and r-table statistical tools. In the validity test, there is a basis for decision making, namely if r-count> r-table, it can be concluded Valid.Based on the results of Table 5 the statement of work discipline variables from questionnaire Y.1 to Y.5 has a r-count value greater than r-Table. Then it can be concluded that all the performance items used in this study are valid.

Table 6 CustomerDecision Questionnaire Reliability (Y)
Reliability Statistics

Cronbach's	Cronbach's	Total	Description
Alpha	Alpha	Items	
	.544.546	5	Reliable

Source: Data Processed 2018

Reliability coefficient ($_{rx}$), is in the range of 0 to 1.00, where if the reliability coefficient of the measuring instrument approaches 1.00, it means that the measurement results are more reliable (Azwar, 2015). The reliability coefficient of alpha (α) on CUSTOMERDECISIONS consisting of 5 items is equal to 0, 546.

General Overview of Respondents

Respondents in this study were Custumers from CV. Arfina of Prabumulih City, amounting to 145 custumers. The identity of the respondents in this study included Gender, Age, Education, CustomerType and Information about Arfina.

Distribution characteristics of respondents by sex can be seen in the following table:

Table 7 Distribution of Respondents by Gender

Gender	Frequency	Percentage
MEN	80	55.2
Women	65	44.8
Total	145	100.0

Source: Results Sports Research Data, 2018

Table 7 shows that the majority of respondents, which amounted to 80 custumers or 55.2% were male - male, while female custumers amounted to 65 custumers or 44.8% of all respondents. Distribution of respondents according to age can be seen in the following table:



Table 8 Distribution of Respondents by Age

Age	Frequency	Percentage
17-25	40	27.6
26-35	27	18.6
36-45	36	24.8
46	42	29.0
Total	145	100.0

Source: Research Data Results, 2018

Table 8 shows that the majority of respondents are as many as 42 employees or 29% have ages 46 years and above. Distribution of respondents according to education level is shown in Table 9 below:

Table 9 Distribution of Respondents by Education Level Education

Education					
Level	Frequency	% of Middle			
School / High School	43	29.7			
D3 / S1	102	70.3			
Total	145	100.0			

Source: Results of Research Data, 2018

Table 9 shows that most respondents namely as many as 102 Custumers or 70.3% have Diploma 3 / Strata 1 education level, while 43 Custumers have high school education level. Distribution of respondents by Type of Customercan be seen in the following table:

Table 10 Distribution of Respondents by CustomerType
Custumer

Custumer					
Type	Frequency	Percentage			
PERSONAL	122	84.1			
INSTITUTION	23	15.9			
Total	145	100.0			

Source: Results of Research Data, 2018

Table 10 shows that most respondents were 122 people or 84.1% is Private, while 23 Custumers are Government and Private Agencies. Distribution of respondents according to Information About Arfina is shown in the following table:

Table 11 Distribution of Respondents According to Information about Arfina

Information About Arfina	Frequency	%
FACEBOOK / INSTAGRAM	71	49.0
FRIENDS	74	51.0
Total	145	100.0

Source: Results of Research Data, 2018

Table 11 shows that most respondents that is as many as 71 custumers or 49% get information from Facebook, while 74 custumers or 51% get information from friends.

Multiple Regression Analysis

In this study there are more than one independent variable that will be tested in order to know the magnitude of the influence that exists between Social Media and Word of mouth together on consumer decisions, then multiple regression analysis is conducted.

 $Y = a + b_1 X_1 + b_2 X_2 + e$

Information:

Y: Consumer Decisions X1: Social Media

X2: Word of Mouth

a: constant number

b: regression coefficient

Testing 1:

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		
Model		В	Std. Error	Beta	t	Sig.
1	(Constant)	16.007	2.223		7.201	.000
	MEDIA SOSIAL	048	.076	050	631	.529
	WORD OF MOUTH	.290	.072	.320	4.031	.000

a. Dependent Variable:

KEPUTUSAN KONSUMEN

Based on the results of the data above, it shows (p> 0.05) where it shows that social media does not significantly influence consumer decisions. Whereas (p <0.05) where it shows that there is a significant influence between word of mouth and consumer decisions.

Testing 2:

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.336	2	26.668	8.311	.000°
	Residual	455.670	142	3.209		
	Total	509.007	144			

a. Predictors: (Constant), word of mouth, media sosial

b. Dependent Variable: Consumer Decisions

In the results of the data above, the significance of F 0.000 (p <0.05) indicates that there is a significant relationship between social media and word of mouth variables with consumer decision variables.

Discussion of Research Results

Based on the results of the study, the results of the discussion can be obtained as follows:

Effect of Promotion Strategy using Social Media on Consumer Decisions:

Based on the results of the study, it was shown that social media towards consumer decisions had a positive but not significant effect, this is the same as previous research conducted by Felix & Sandi (2014), Carunia & Rani (2017) found that promotion using social media had no significant effect on consumer decisions. On the results of this study and based on interviews with several respondents in the field found results that consumers use social media only to find information and see the types of products offered, but to decide to use services or not consumers also ask with family, friends or consumers who have used to raises a sense of trust and confidence in the quality of the services offered by CV. Arfina Music.Based on the dominant respondent's data, the average age> 46 and the existence of a culture of non-trust is only through social media,



so social media is only the initial information when someone searches for information regarding their need to use entertainment services. The results of the study on the dimensions of the message content that clearly showed very good results.

Effect of Promotion Strategy using Word of Mouth on Consumer Decisions

Based on the results of the study, it shows that word of mouth has a positive and significant effect on consumer decisions, the results of this study are similar to previous studies conducted by Judith & Dina (2006) and Chintya (2013) who found that word of mouth had a positive and significant effect on decisions consumer. On the results of this study and based on interviews with several respondents in the field found results that consumers get information from family, friends or consumers who have used and lead to a sense of trust and confidence in the quality of services offered by CV.

Arfina Music, then search for information on social media like Facebook and Instagram to see the types of products offered. Based on the number of respondents, it shows that respondents get information about Arfina from friends as much as 74 consumers or 51% of the total respondents, so that it can be stated that the community is still confident and trusting from the recommendations of family or friends. This can be noticed by CV. Arfina Music in order to always maintain the best quality so that people who recommend keep going well and in accordance with the quality provided.

V. CONCLUSIONS AND RECOMMENDATIONS

CONCLUSION

From the results of calculations and discussion conclusions can be drawn as follows:

- Social media variables have a positive but not significant effect on Consumer Decision variables. Consumers use social media only to find information and see the types of products offered, but to decide to use services or not consumers also ask with family, friends or consumers who have used to generate trust and confidence in the quality of services offered by CV. Arfina Music.
- 2. Word of mouth variables have a positive and significant effect on Consumer Decision variables. Consumers get information from family, friends or consumers who have used it and created a sense of trust and confidence in the quality of the services offered by CV. Arfina Music, then search for information on social media like Facebook and Instagram to see the types of products offered.

RECOMMENDATIONS

- Promotion through word of mouth can be improved by giving appreciation or gifts to people who recommend CV. Arfina Music so that more consumers know information about Arfina Music and always maintain the best quality.
- 2. For further research, it is expected that respondents can be added so that the distribution of answers is broad and better results are obtained in the future.

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