

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 customer tastes that are always changing at any time. One is a strategy that focuses on the customer (*customer orientation*) whose aim is to maximize customer satisfaction 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 mouth* (*word of mouth*). According to research conducted by the *We Are Social* Company, an English media company that collaborates with the *Hootsuite*, 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 customers 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 customer decisions 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 customer decisions. Likewise, research conducted by Judith & Dina (2006) and Chintya (2013) found that *word of mouth* has a significant effect on customer decisions. On the contrary, research conducted by Felix & Sandi (2014), Carunia & Rani (2017) found that the promotion of using social media did not significantly influence customer decisions 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 customer decisions. 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 on "Analysis of Promotional Media Strategies Against Customer Decisions at CV. Arfina Music Prabumulih City".

II. LITERATURE REVIEW

Carunia & Rani (2017), the results of this study are not significantly influence the purchasing decisions made by Traveloka online customers. The proportion of independent variables in influencing the variance in customer purchasing 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,



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			
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		Cronbach's Alpha	Desc
	Correlation	Multi		
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 $r\text{-count} > r\text{-table}$, 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			
Cronbach's Alpha	Cronbach's Alpha	Total Items	Description
.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 CustomerDecisions (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)

	Correlation		Cronbach's Alpha	Desc
	Correlation	Multi		
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 $r\text{-count} > r\text{-table}$, 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 Alpha	Cronbach's Alpha	Total Items	Description
.544	.546	5	Reliable

Source: Data Processed 2018

Reliability coefficient (r_x), 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 Customers from CV. Arfina of Prabumulih City, amounting to 145 customers. 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 customers or 55.2% were male - male, while female customers amounted to 65 customers 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

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 Customers or 70.3% have Diploma 3 / Strata 1 education level, while 43 Customers have high school education level. Distribution of respondents by Type of Customer can be seen in the following table:

Table 10 Distribution of Respondents by Customer Type

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 Customers 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 customers or 49% get information from Facebook, while 74 customers 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.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information :

Y: Consumer Decisions

X1: Social Media

X2: Word of Mouth

a: constant number

b: regression coefficient

Testing 1:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
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 ^a
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:

1. 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

1. 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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