

# THE EFFECT OF MARKETING COMMUNICATION MIX ON CUSTOMERS' PURCHASING DECISION: Study on the Customers of Ramayana Department Store, Malang

Ayuni Berta Anugrahsari, Fatchur Rohman

International Management Program, Faculty of Economy and Business,  
University of Brawijaya

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**Abstract:** *This study aims to examine the effect of Marketing Communication Mix on Customers Purchasing Decision at Ramayana Department Store Malang. The regression analysis, F test and t test were conducted in order to acknowledge the relationships among the independent variables (Advertising, Sales Promotion, Direct Marketing, Personal Selling and Public Relation) on Customer's Purchasing Decision. This study is explanatory research, in accordance with its purpose to determine the causal relationship among variables through hypothesis testing. The samples in this research were the customers of Ramayana Department Store Malang. The data collection method of this study by distributed questionnaire. The sampling technique used is Purposive sampling and the research instruments were tested using the validity test, reliability test, and classical assumption test. The hypothesis testing used the F test and t test in Multiple Regression Analysis. The multiple regression analysis showed that simultaneously, Advertising, Sales Promotion, Direct Marketing, Personal Selling, and Public Relation had significant effect on Customer's Purchasing Decision. Meanwhile, partial test shows that the variables of Advertising, Sales promotion and Personal Selling had significant effect on Customer Purchasing Decision. However, the variables of Direct Marketing and Public Relation had no significant effect on Customer's Purchasing Decision. The dominant test shows that Personal Selling has dominant effect on customer's purchasing decision.*

**Keywords:** *Marketing Communication Mix, advertising, sales promotion, direct marketing, personal selling, public relation, customer's purchasing decision.*

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## BACKGROUND

Indonesia economic growth has increased significantly in last few years. This growth can be shown by the increase of 6.23 percent in 2012 compared to the previous year, in which all the sectors have been

increased (BPS, 2013). Retail business as part of trade sector, has big contribution to the formation of Gross Domestic Product (GDP) after transportation and communication. All Industry sectors are expected give

positive influences and supports in increasing Indonesia economic growth.

Retail sector is growing dramatically in Indonesia. This is shown by the purchasing power of Indonesian people became stronger, it is marked by increasing income per capita of U.S \$ that reached 3,540 U.S\$ (Apipudin, 2012). Moreover, in last six-year period from 2007-2012, a number of modern retail outlets in Indonesia have grown an average of 17.57% per year. In 2007, the number retail businesses in Indonesia are about 10,365 outlets, and in 2012 it reached 18,152 outlets (Apipudin, 2012).

In addition Indonesia is also a big market for retail industry especially one type retail business department store, which is sells non-food products. From the national socioeconomic survey, it was recorded that the total household consumption non-food product in 2011 is Rp 419 trillion, and it is increased 4.5% from the previous year (Rp 401 trillion). Moreover, about 23 million people in Indonesia have the ability to spend their money 2 million or more per month (Khrisnamurti, 2012). When someone

has ability to spend their money 2 million or more per month, thus he will try to meet their needs and be more selective in buying the products. Because of these condition, retail business will face tight competition especially department store in Indonesia.

Department store as a business player cannot be separated from the need of earning by increasing sales, following market needs, and competing with the competitors. To earns much profit and competing with competitor. Department store should able to make customer interested in their products with one kind of marketing strategy that is marketing communication mix. Marketing communication mix aims to informing, persuading and reminding customers about the company's product and services (Kotler, 2005:249). The problem is happened in Ramayana Department Store.

Although Ramayana Department Store is long player business in retail business, they face some problem. It is marked by Ramayana Department Store get third rank market share in

Indonesia, the lowest net profit among the competitors, and face tight competition (Euromonitor, 2013). This condition is similar to the condition in Malang, Ramayana Department Store faces tight competitions. Although Ramayana Department Store Malang provides affordable price for the low income segment, but the other competitors also often provide discount and low price for their products. Moreover, the customers are aware toward the quality of products. The more expensive the price, the more quality of the products is.

In Malang a lot of shopping centre which sold similar products like in Ramayana department store Malang such as MX Mall, Gajahmada Plaza, Malang Plaza, Mall Olympic Garden, Mitra I Department Store, Araya Plaze, Sarinah Dept. Store II, and Matahari Department Store. This condition requires Ramayana department store, Malang to compete using the right marketing communication mix, because marketing communication plays important role to inform, persuade and remind customer toward the products and services. The

marketing communication tools are advertising, sales promotion, direct marketing, personal selling and public relation (Kotler and Armstrong, 2012:432).

According to Kotler and Keller (2006:188), there are four factors that influence consumers in consumer purchasing decision, they are marketing stimuli, other stimuli, consumer psychology, and consumer characteristic.

The marketing communication mix that is created by Ramayana Department Store is one of the implementation of marketing stimuli, in which have final purpose to influence the customers purchasing decision. The steps of the process purchasing decision are problem recognition, search alternative, choose alternative, decision to buy, and behaviour after take buying decision (Kotler, 2005:204). Through the marketing communications, the information, ideas and values about the product and services is expected delivered to the customer.

## **LITERATURE RIVIEW**

### **Marketing**

Marketing is parallel to other business function such as production, research, management, human resources and accounting. The goal of marketing is to connect the organization to its customer (Ferrel and Hartline, 2008:7).

### **Communication**

According Kotler and Amstrong (2012:439), there are nine elements of communication, consisting of:

1. Sender: The party sending the message to another party.
2. Encoding: The process of putting thought into symbolic form.
3. Message: The set of symbol that the sender transmits.
4. Media: The communication channel through which the message moves from the sender to the receiver.
5. Decoding: The process by which the receiver assigns meaning to the symbol encoded by the sender.
6. Receiver: The party receiving the message sent by another party.
7. Response: The reaction of the receiver after being exposed to the message.

8. Feedback: The part of the receiver's response communicated back to the sender.

9. Noise: The unplanned static or distortion during the communication process, which result in the receiver getting a different message than the one the sender sent.

### **Marketing Communication**

Marketing communication means, the firms attempts to inform, persuade, and remind consumers directly or indirectly about the products and brands that they sells (Kotler dan Keller, 2012:498). While, according to Shimp (2003:2), marketing communication consisting of two principal elements, they are communication and marketing.

Communication is the process by which thought and understanding delivered to the organization and individual. Marketing is set activities in which the company and other organizations transfer values (exchange between company and its customers). Thus, it can be concluded that the marketing communication is combined by all the elements of

marketing mix which facilitate by creating a sense disseminated to customer.

### **Marketing Communication Mix**

Marketing communication mix is consisting of the specific blend of advertising, sales promotion, direct marketing, personal selling and public relation tools that the company uses to persuasively communicate customer value and build customer relationship (Kotler and Amstrong, 2012: 432).

### **Advertising**

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler and Amstrong, 2012:461). Marketing management must make four important decisions when developing an advertising program, they are setting advertising objectives, setting advertising budget, developing advertising strategy (message decision and media decision), and evaluating advertising campaign (Kotler and Amstrong, 2012:461).

### **Sales Promotion**

According to Kotler and Amstrong (2004:544), sales promotion is collection of incentive tools and mostly in short term, sales promotion designed to encourage the purchase of specific product and service faster.

According Ferrel and Hartline (2008: 304), the types of sales promotion to the customer are:

#### **1. Coupons**

Coupons reduce the price of a product and encourage customer to try new or established brand.

#### **2. Rebates**

Rebates are very similar to coupons except that they requires .Much effort on the consumer part to obtain the price reduction.

#### **3. Samples**

Free samples are one of the most widely used consumer sales promotion methods. Samples stimulate trial of a product, increase volume in the early stages of the product life cycle, and encourage consumer actively search for products.

#### 4. Loyalty Program

Loyalty program or reward loyal is for customers who engage in repeat purchase. These programs are popular in many industries due to their potential to dramatically increase profit over the long term.

#### 5. Point of Purchase

Promotion include displays, counter pieces, display racks, or self-service cartons that are designed to build traffic, advertise a product, or induce impulse purchases.

#### 6. Premium

Premiums are items offered free or at a minimum cost as a bonus for purchasing a product.

### **Direct Marketing**

According to Kotler and Armstrong (2012:432), direct marketing is direct connections with carefully targeted individual consumer to both obtain an immediate response and cultivate lasting customer relationship.

The form of direct marketing such as direct mail, catalog, online marketing, telephone marketing, and others (Kotler and Armstrong, 2012:449). Direct marketing messages

emphasize a focus on the customer, data, and accountability. The characteristics of direct marketing according to Kotler and Armstrong (2012:449) are:

1. Less Public: The message is normally directed to a specific person.
2. Immediate and Customized : Message can be prepared very quickly and can be tailored to appeal specific consumers.
3. Interactive : It allows a dialogue between the marketing team and the consumers, and message can be altered depending on the consumer's response.

### **Personal Selling**

According to Kotler and Armstrong (2012:432), personal selling is personal presentation by the firm's sales force for the purpose of making sales and building customer relationship. While According to Peter and Olson (2000:183), personal selling is the most powerful methods of promotion because the communication personal and sales man can increase the involvement consumer with the

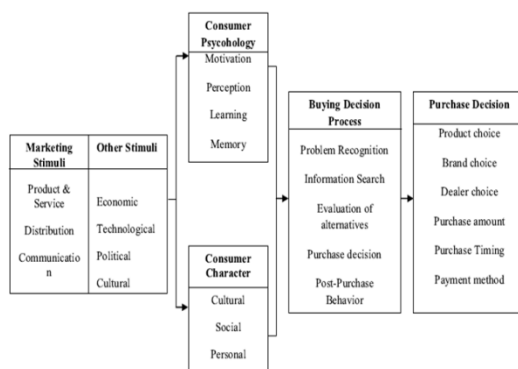
product or decision making process. Thus, the customer will be more motivated to understand the information that given by sales man about the product.

### Public Relation

Public relation is the element of promotion mix that tracks public attitudes, identifies issues that may elicit public concern, and develops programs to create and maintain positive relationship between a firm and its stakeholder (Ferrel and Hartline, 2008: 294). Public relations build good relations with the various public companies with obtain the desired publicity, establish a good corporate image, and deal with or confront the rumours, stories, and events.

### Consumer Behavior

**Figure 1.**



Source: Kotler and Keller, (2006:188)

The first model of behaviour is based on Kotler and Keller (2006:188). The starting point of understanding the consumers behaviour is stimulus response model that shown in Figure 1. Marketing stimuli and Environmental stimuli influence to the awareness of the customer, at the same time a set of psychological process is combined with certain consumer characteristic establishing purchase decision.

The marketer task is to understand what happen in customer awareness between the arrival of the outside marketing stimuli and the ultimate purchase decision. There are four keys of psychological that affect consumer buying decision, they are motivation, perception, learning, and memory fundamentally influence customer response to the various marketing stimuli.

### Customer Purchasing Decision

According to Kotler and Keller (2006:196), develop “stage model” purchase decision process, consist of

#### 1. Problem Recognition

The purchasing of product starting when the buyer recognize a problems or needs.

## 2. Information Search

Consumers who need some products, they will encourage to seek and gather information as much as possible.

## 3. Evaluation of Alternative.

After consumer get information about the products that they want, consumer will evaluate all the information that they already got.

## 4. Purchase Decision

In purchase decision, the consumer must take decisions on brand, price, vendor, quantity, time purchase and method of payment.

## 5. Post Purchase Behaviour

After buying a product, consumers will experience satisfaction or dissatisfaction.

### **Hypothesis:**

**H<sub>1</sub>:** Estimates that the variables of Marketing Communication Mix (X) that include Advertising (X<sub>1</sub>), Sales promotion (X<sub>2</sub>), Direct marketing (X<sub>3</sub>), Personal selling (X<sub>4</sub>), and Public Relation (X<sub>5</sub>) are simultaneously effects on customer purchasing decision (Y)

at Ramayana Department Store, Malang.

**H<sub>2</sub>:** Estimates that the variables of Marketing Communication mix (X) that include Advertising (X<sub>1</sub>), Sales promotion (X<sub>2</sub>), Direct marketing (X<sub>3</sub>), Personal selling (X<sub>4</sub>) and Public Relation (X<sub>5</sub>) are partially effects on customer purchasing decision (Y) at Ramayana Department Store, Malang.

**H<sub>3</sub>:** Variable Marketing Communication Mix, advertising (X<sub>1</sub>) is a dominant variable effects customer purchase decision at Ramayana Department Store, Malang.

### **RESEARCH METHODOLOGY**

Based on the problem characteristic that will be examined, the type of the research is *explanatory research*. The explanatory research is the study explained by the researchers about causally relationship between variables through hypothesis testing (Singarimbun and Effendi, 2006:8).

The population and sample of this study is the customers of Ramayana Department Store, Malang.



The sampling method that is used in this research is Non probability sampling. Purposive sample is was selected based on consideration of the sample in accordance with the purpose and intent of the study. Two major types of purposive sampling are judgement and quota sampling. Judgement sampling is a sampling technique in which the researcher selects the sample members based on some criteria

Based on Judgement sampling that is used, the criteria for select the respondents in this study are relied on the following characteristic:

1. The sample is customer of Ramayana Department Store Malang.
2. The customers who purchase the products twice or more in Ramayana Department store Malang.
3. The criteria age of this sample is more than 15 years old because considered at that age, the respondents able make their own decision.

Because of big population the customers of Ramayana Department

Store Malang, to get more objective and accurate result, to be more effective the researcher use 150 samples.

This study conducts data collection from primary sources and secondary sources. The primary data obtained from this research are acquired from distributing questionnaire to the customers.

The secondary data obtained from reference book, website that contains data reference and data from Ramayana Department Store Malang.

The model data analysis used in this study is multiple regression analysis. Regression analysis is the study about the dependence of dependent variable with one or more independent variables, aims to estimating or predicting the average population or value of the dependent variable based on the value of the independent variables (Ghozali, 2011:96).

## **FINDING AND DISCUSSION**

### **Validity and Reliability Test**

#### **Validity Test**

The conclusion validity test uses “product moment” with significance

level of 5% or 0.05. Variable was categorized as valid if the significance level less than 5% (0.05). Pearson Correlation value also determines the validity of a data, when the r value is larger than 0.3, the data can be said valid (Solimun, 2002).

**Table 1.**  
**Valdity Test**

X <sub>1.1.1</sub>	0.583	0.000	Valid
X <sub>1.1.2</sub>	0.718	0.000	Valid
X <sub>1.1.3</sub>	0.681	0.000	Valid
X <sub>1.2.1</sub>	0.597	0.000	Valid
X <sub>1.2.2</sub>	0.641	0.000	Valid
X <sub>1.3.1</sub>	0.721	0.000	Valid
X <sub>1.3.2</sub>	0.649	0.000	Valid
X <sub>1.4.1</sub>	0.612	0.000	Valid
X <sub>1.4.2</sub>	0.603	0.000	Valid
X <sub>2.1.1</sub>	0.630	0.000	Valid
X <sub>2.2.1</sub>	0.630	0.000	Valid
X <sub>2.3.1</sub>	0.775	0.000	Valid
X <sub>2.3.2</sub>	0.702	0.000	Valid
X <sub>2.3.3</sub>	0.681	0.000	Valid
X <sub>2.3.4</sub>	0.674	0.000	Valid
X <sub>3.1.1</sub>	0.724	0.000	Valid
X <sub>3.2.1</sub>	0.843	0.000	Valid
X <sub>3.2.2</sub>	0.786	0.000	Valid
X <sub>3.2.3</sub>	0.779	0.000	Valid
X <sub>3.3.1</sub>	0.673	0.000	Valid
X <sub>3.4.1</sub>	0.692	0.000	Valid
X <sub>4.1.1</sub>	0.736	0.000	Valid
X <sub>4.1.2</sub>	0.765	0.000	Valid
X <sub>4.1.3</sub>	0.716	0.000	Valid
X <sub>4.2.1</sub>	0.755	0.000	Valid
X <sub>4.3.1</sub>	0.833	0.000	Valid
X <sub>4.4.1</sub>	0.825	0.000	Valid
X <sub>4.4.2</sub>	0.814	0.000	Valid
X <sub>5.1.1</sub>	0.648	0.000	Valid
X <sub>5.2.1</sub>	0.785	0.000	Valid
X <sub>5.2.2</sub>	0.777	0.000	Valid
X <sub>5.3.1</sub>	0.731	0.000	Valid
X <sub>5.4.1</sub>	0.733	0.000	Valid
Y <sub>1.1.1</sub>	0.765	0.000	Valid
Y <sub>1.1.2</sub>	0.765	0.000	Valid
Y <sub>1.2.1</sub>	0.658	0.000	Valid
Y <sub>1.2.2</sub>	0.676	0.000	Valid

Y <sub>1.3.1</sub>	0.708	0.000	Valid
Y <sub>1.3.2</sub>	0.543	0.000	Valid
Y <sub>1.3.3</sub>	0.750	0.000	Valid
Y <sub>1.4.1</sub>	0.672	0.000	Valid
Y <sub>1.5.1</sub>	0.668	0.000	Valid
Y <sub>1.6.1</sub>	0.470	0.000	Valid

Source : Primary data processed, 2014

Based on the Table.1, it shows that every questions or items in questionnaire have significance value <0.05 and Pearson correlation value > 0.3. Thus, the conclusion of the questionnaires item for advertising (X<sub>1</sub>), Sales promotion (X<sub>2</sub>), Direct Marketing (X<sub>3</sub>), Personal selling(X<sub>4</sub>) and Public Relation (X<sub>5</sub>) are valid.

### Reliability Test

Reliability test used in this study is using Cronbach Alpha coefficient. If the Alpha is bigger than 0.6 ( $\alpha > 0.6$ ), it means that the instruments are reliable.

**Table 2.**  
**Reliability Test**

Variables	Cronbach's Alpha ( $\alpha$ )	Reliability Test
X <sub>1</sub>	0.824	Reliable
X <sub>2</sub>	0.770	Reliable
X <sub>3</sub>	0.844	Reliable
X <sub>4</sub>	0.891	Reliable
X <sub>5</sub>	0.784	Reliable
Y	0.863	Reliable

Source: Primary data processed, 2014

Based on the Table 2, it shows that all the variables of Advertising (X<sub>1</sub>), Sales Promotion (X<sub>2</sub>), Direct Marketing (X<sub>3</sub>), Personal selling (X<sub>4</sub>), Public Relation (X<sub>5</sub>) and Customer

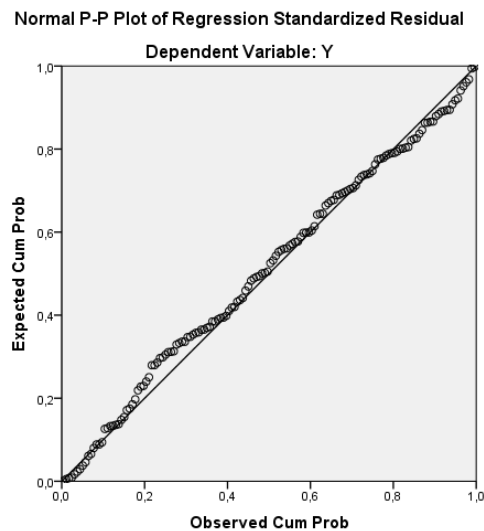
Purchasing Decision (Y) have Cronbach Alpha Coefficient ( $\alpha$ ) > 0.6. Thus, the conclusion all the question items in questionnaire for all variables are reliable.

### Classical Assumption Test

#### Normality Test

Normality test aims to test whether in regression model, disturbing variable or residual variable have normal distribution.

**Figure 2.**



Source: Primary data processed, 2014

Based on the Figure 2, it shows that the data spread near the diagonal line and the dots also follow the diagonal line. This means that the regression model is fulfils the normality assumption.

The Normality test also can gained by using the analysis of *One Sample Kolmogorov-Smirnov Test*. If the Asymp.sig value is greater than  $\alpha$  (0.05), it means that the regression model is spread normally.

**Table 3.**

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	3,79786495
Most Extreme Differences	Absolute	,063
	Positive	,042
	Negative	-,063
Kolmogorov-Smirnov Z		,767
Asymp. Sig. (2-tailed)		,598

a. Test distribution is Normal.

b. Calculated from data.

Source : Primary data processed, february 2014

Based on the table 3 above, Kolmogorov-Smirnov coefficients are gained 0,767 with a significance value of 0.598, in which the value is greater than  $\alpha$  (0.05). Because the significance value is  $>\alpha$  (0.05), the residual variable

is normally distributed and fulfils the normality assumption.

### Multicollinearity Test

To know the multicollinearity, can be uses VIF (Variance Influence Factor), in which if  $VIF > 10$  and the tolerance value  $> 1$

**Table 4.**  
**Multicollinearity Test**

Variable	Collinearity Statistic		Explanation
	Tolerance	VIF	
$X_1$	0,585	1,709	No Multicollinearity
$X_2$	0,690	1,449	No Multicollinearity
$X_3$	0,751	1,332	No Multicollinearity
$X_4$	0,615	1,627	No Multicollinearity
$X_5$	0,628	1,591	No Multicollinearity

Source : Primary data processed, 2014

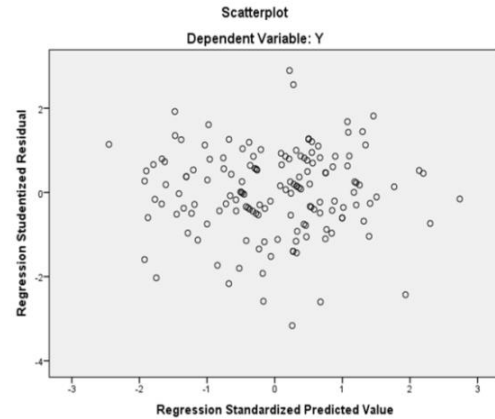
Based on the multicollenearity table above, it shows that the tolerance value is  $< 1$  and the VIF is  $< 10$ . Thus, it can be concluded that there is no multicollenearity and regression model used which is free from multicollenearity.

### Heteroscedasticity Test

Heteroscedasticity aims to test whether in regression model occur the

difference variance from residual of one observation to other observations

**Figure 3.**



Based on the Figure 3, it shows that the data spread is very random, no certain pattern occurs, and spreads over and below the 0 on Y axis. It means, there is no heteroscedasticity.

### Data Analysis Method

#### Multiple Regression Analysis

The data analysis in this research use multiple regression analysis to determine the effect of independent variable which consisting of Advertising ( $X_1$ ), Sales Promotion ( $X_2$ ), Direct Marketing ( $X_3$ ), Personal Selling ( $X_4$ ) and Public Relation ( $X_5$ ) on Customer Purchasing Decision (Y).

**Table 5.**  
**Multiple Regression Analysis Results**

Variables	(Unstandardized Coefficients) <i>B</i>	(Standardized Coefficients) <i>B</i>	<i>t</i> calculated	Sig.	Remarks
Constant	5.596		2.187	0.030	Significant
Advertising ( $X_1$ )	0.277	0.231	3.164	0.002	Significant
Sales promotion ( $X_2$ )	0.363	0.210	3.129	0.002	Significant
Direct marketing ( $X_3$ )	0.023	0.017	0.259	0.796	No Significant
Personal selling ( $X_4$ )	0.448	0.391	5.489	0.000	Significant
Public relation ( $X_5$ )	0.153	0.090	1.282	0.202	No Significant
$\alpha$ $R$ Determination coefficient ( $R^2$ ) $F_{\text{Calculated}}$ $F_{\text{table}}$ $t_{\text{Table}}$ Significant F					
= 0.05 = 0.742 = 0.535 = 35.300 = 2.435 = 1.977 = 0.000					

Source : Primary data processed, 2010

From the table 5 above, Multiple linier regression model can be drawn as follow:

$$Y = \alpha + \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

$$Y = 0.231X_1 + 0.210X_2 + 0.017X_3 + 0.391X_4 + 0.090X_5 + e$$

The interpretations of the equation are:

1.  $\beta_1 = 0.231$

The coefficient value of  $\beta_1$  regression, indicating that advertising variable ( $X_1$ ) positive and significantly affects the customer purchasing decision ( $Y$ ). The coefficient value of  $\beta_1$  regression shows that every Advertising variable increases by 1

point, the customer purchasing decision (Y) will increase as many as 0.231 times or in other words, every customer purchasing decision increase (Y) needs a advertising as many as 0.231 by assuming that other variables are fixed or *ceteris paribus*. In this variable Advertising ( $X_1$ ) has Sig.t 0.002, means the advertising significantly effect on customer purchasing decision because Sig.t<0.05.

2.  $\beta_2 = 0.210$

The coefficient value of  $\beta_2$  regression, indicating that sales promotion variable ( $X_2$ ) positive and significantly effects the customer purchasing decision (Y). The coefficient value of  $\beta_2$  regression shows that every sales promotion variable increases by 1 point, the customer purchasing decision (Y) will increase as many as 0.210 times or in other words, every customer purchasing decision increase (Y) needs a advertising as many as 0.210 by assuming that other variables are fixed or *ceteris paribus*. In this variable Sales Promotion ( $X_2$ ) has Sig.t 0.002,

means the sale promotion significantly effect on customer purchasing decision because Sig.t<0.05.

3.  $\beta_3 = 0.017$

The coefficient value of  $\beta_3$  regression indicating that direct marketing variable ( $X_3$ ) is positive and does not significantly effect the customer purchasing decision. The coefficient value of  $\beta_3$  regression shows that every direct marketing variable increases by 1 point, the customer purchasing decision (Y) will increase as many as 0.017 times or in other words, every customer purchasing decision increase (Y) needs a advertising as many as 0.017 by assuming that other variables are fixed or *ceteris paribus*. In this variable Direct Marketing ( $X_3$ ) has Sig.t 0.796, means the direct marketing does not significantly effect on customer purchasing decision because Sig.t>0.05.

4.  $\beta_4 = 0.391$

The coefficient value of  $\beta_4$  regression, indicating that personal selling variable ( $X_4$ ) is positive and

significantly effects the customer purchasing decision (Y). The coefficient value of  $\beta_4$  regression shows that every direct marketing variable increases by 1 point, the customer purchasing decision (Y) will increase as many as 0.391 times or in other words, every customer purchasing decision increase (Y) needs a advertising as many as 0.391 by assuming that other variables are fixed or *ceteris paribus*. In this variable Personal Selling ( $X_4$ ) has Sig.t 0.000, means the personal selling significantly effect on customer purchasing decision because Sig.t<0.05.

5.  $\beta_5 = 0.090$

The coefficient value of  $\beta_5$  regression, indicating that public relation variable ( $X_5$ ) is positive and does not significantly effect the customer purchasing decision (Y). The coefficient value of  $\beta_5$  regression shows that every direct marketing variable increases by 1 point, the customer purchasing decision (Y) will increase as many as 0.090 times or in other words, every customer purchasing decision

increase (Y) needs a advertising as many as 0.090 by assuming that other variables are fixed or *ceteris paribus*. In this variable Public relation ( $X_4$ ) has Sig.t 0.202, means the public relation does not significantly effect on customer purchasing decision because Sig.t>0.05.

**Coefficient determinant ( $R^2$ )**

The coefficient determination ( $R^2$ ) aims to determine how much the effect of the independent variables (X) on the dependent variable (Y).

**Table 6.**  
**Coefficient of Determinant**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,742 <sup>a</sup>	,551	,535	3,86324

a. Predictors: (Constant),  $X_5$ ,  $X_2$ ,  $X_3$ ,  $X_4$ ,  $X_1$

b. Dependent Variable: Y

Source : Primary data processed, 2014

Based on the Table 6, it shows that from the calculation results the regression coefficient of determination (adjusted  $R^2$ ) obtained 0.535. It means that 53.5% of the customer purchasing decision (Y) is affected by the

Advertising ( $X_1$ ), Sales promotion ( $X_2$ ), Direct Marketing ( $X_3$ ), Personal Selling ( $X_4$ ), and Public Relation ( $X_5$ ).

## Hypothesis Test

### Simoultaneously test (F test)

Two ways of testing the proof of significant relationship simultaneously in the first hypothesis are:

1. If  $F_{\text{calculated}} > F_{\text{table}}$ , the hypothesis in this study is supported by empirical data.
2. If the calculated result significance is lower than given ( $\text{sig.F} < 0.05$ ), there must be significant correlation

**Table 7.**

### Regression Model Simultaneously Test

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	2634.190	5	526.838	35.300	0.000
1 Residual	2149.143	144	14.925		
Total	4783.333	149			

Source : Primary data processed, 2014

The result is  $35.300 > 2.435$  meaning that there is a significant relationship. In Table 7, it is also found a significance value of 0.000. If this is compared with the significance value

of  $\alpha = 0.05$  then the result of significance is smaller than  $\alpha = 0.05$ .

This result shows  $H_0$  was rejected and  $H_1$  was accepted. Thus, it can be concluded that the advertising ( $X_1$ ), sales promotion ( $X_2$ ), direct marketing ( $X_3$ ), personal selling ( $X_4$ ), and public relation ( $X_5$ ) have a simultaneous and significant effect on customer purchasing decision (Y).

### Partial Test (t test)

The independent variables can be concluded to have partial and significant effect when  $t_{\text{calculated}} > t_{\text{table}}$  and  $\text{Sig.F} < 0.05$ . The conclusion of partial test can be described as follow:

- a. Advertising ( $X_1$ ) t- tes

**Table 8.**

### Advertising Partial test Result

Hypothesis	Value	Decision
$H_0: \beta_1 = 0$ (The Advertising ( $X_1$ ) does not have significant effect on customer purchasing decision(Y)) $H_1: \beta_1 \neq 0$ (The Advertising ( $X_1$ ) has significant effect on customer purchasing decision)	$t = 3.164$ $\text{Sig.} = 0.002$ $t_{\text{table}} = 1.977$	$H_0$ is rejected, $H_1$ is accepted

Source: Primary data processed, 2014

The t test found that  $t_{\text{calculated}}$  statistic value is bigger than the  $t_{\text{table}}$  ( $3.164 > 1.977$ ) and the significance



value is less than  $\alpha = 0.05$ . This test indicates that  $H_0$  is rejected and  $H_1$  is accepted. Thus, the Advertising ( $X_1$ ) has significant effect on customer purchasing decision (Y).

b. Sales promotion ( $X_2$ ) t- test

**Table 9.**  
**Sales Promotion Partial test Result**

Hypothesis	Value	Decision
$H_0: \beta_1 = 0$ (The Sales Promotion ( $X_2$ ) does not have significant effect on customer purchasing decision(Y)) $H_1: \beta_1 \neq 0$ (The Sales promotion ( $X_2$ ) has significant effect on customer purchasing decision	$t = 3.129$ $Sig. = 0.002$ $t_{table} = 1.977$	$H_0$ is rejected, $H_1$ is accepted

Source: Primary data processed, 2014

The t-test found that  $t_{calculated}$  statistic value is bigger than the  $t_{table}$  ( $3.129 > 1.977$ ) and the significance value is less than  $\alpha = 0.05$ . This test indicates that  $H_0$  is rejected and  $H_1$  is accepted. Thus, the Sales promotion ( $X_2$ ) has significant effect on the customer purchasing decision (Y).

c. Direct Marketing ( $X_3$ ) t-test

**Table 10.**  
**Direct Marketing Partial test Result**

Hypothesis	Value	Decision
$H_0: \beta_1 = 0$ (The Direct Marketing ( $X_3$ ) does not have significant effect on customer purchasing decision(Y)) $H_1: \beta_1 \neq 0$ (The Direct Marketing ( $X_3$ ) has significant effect on customer purchasing decision	$t = 0.259$ $Sig. = 0.796$ $t_{table} = 1.977$	$H_0$ is accepted, $H_1$ is rejected

Source: Primary data processed, 2014

The t-test found that.  $t_{calculated}$  statistic value is less than the  $t_{table}$  ( $0.259 < 1.977$ ) and the significance value is higher than  $\alpha = 0.05$ . This test indicates that  $H_1$  is rejected and  $H_0$  accepted. Thus, the direct marketing ( $X_3$ ) does not have significant effect on customer purchasing decision (Y).

d. Personal Selling (X<sub>4</sub>) t-test

**Table 11.**  
**Personal Selling Partial test Result**

Hypothesis	Value	Decision
$H_0: \beta_1 = 0$ (The Personal Selling (X <sub>4</sub> ) does not have significant effect on customer purchasing decision(Y)) $H_1: \beta_1 \neq 0$ (The Personal Selling (X <sub>4</sub> ) has significant effect on customer purchasing decision)	$t = 5.489$ $Sig. = 0.000$ $t \text{ table} = 1.977$	$H_0$ is rejected, $H_1$ is accepted

Source: Primary data processed, 2014

The t-test found that  $t_{\text{calculated}}$  statistic value is bigger than the  $t_{\text{table}}$  ( $5.489 > 1.977$ ) and the significance value is less than  $\alpha = 0.05$ . This test indicates that  $H_0$  is rejected and  $H_1$  is accepted. Thus, the personal selling (X<sub>4</sub>) has significant effect on the customer purchasing decision (Y).

e. Public Relation (X<sub>5</sub>) t-test

**Table 12.**  
**Public Relation Partial test Result**

Hypothesis	Value	Decision
$H_0: \beta_1 = 0$ (The Public Relation (X <sub>5</sub> ) does not have significant effect on customer purchasing decision(Y)) $H_1: \beta_1 \neq 0$ (The Public Relation (X <sub>5</sub> ) has significant effect on customer purchasing decision)	$t = 1.282$ $Sig. = 0.796$ $t \text{ table} = 1.977$	$H_0$ is accepted, $H_1$ is rejected

The t test found  $t_{\text{calculated}}$  test statistic value is less than the  $t_{\text{table}}$  ( $1.282 < 1.977$ ) and the significance value is higher than  $\alpha = 0.05$ . This test indicates that  $H_1$  is rejected and accepts  $H_0$ . Thus, the public relation (X<sub>5</sub>) does not have significant effect on customer purchasing decision (Y).

**Dominant Test**

Among the independent variables (Advertising (X<sub>1</sub>), Sales promotion (X<sub>2</sub>), Direct Marketing (X<sub>3</sub>), Personal Selling (X<sub>4</sub>) and Public Relation (X<sub>5</sub>)), the Personal Selling (X<sub>4</sub>) variable has the largest *Beta Coefficient Standardized* (0.391). Therefore, it can be concluded that Personal Selling (X<sub>4</sub>) is the most dominant over other variables.

**CONCLUSION**

1. The overall marketing communication mix consisting of advertising, sales promotion, direct marketing, personal selling and public relation simultaneously affect and support the customer purchasing decision.
2. Not all of the variables of marketing communication mix (advertising,

sales promotion, direct marketing, personal selling and public relation) are partially effect on customer purchasing decision. Only three variables that partially have significant effect and support the customers purchasing decision. They are advertising, sales promotion, and personal selling. The other variables that do not partially have significant effect and support the customer's purchasing decision are direct marketing and public relation.

3. Personal selling is the most dominant variable that effect the customer's purchasing decision.

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