

The Effect of Marketing Communications on Consumer Decisions in Using The XL Cellular Card In Banda Aceh: Consumer Motivation a Mediation Variable

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Article's history:

Received 18 January 2021; Received in revised form 30 March 2021; Accepted 8 April, 2021; Published 10 September 2021.
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Suggested citation:

Jamali, Jamil, M. 2021. The Effect of Marketing Communications on Consumer Decisions in Using The XL Cellular Card In Banda Aceh: Consumer Motivation a Mediation Variable. *Indonesian Journal Economic Review (IJER)*, Volume 1 (1): 10-18.
DOI: <https://doi.org/10.35870/ijer.v1i1.18>.

ABSTRACT:

Modern marketing is not only oriented by developing good products, interesting rate members, and making them affordable for consumers, but the company has to build communication with the potential consumers in order to receive their aspirations and wills intended to fulfill and satisfy the consumers' need. This research is focused on the impact of marketing communication on the consumers' decision in using cellular card XL, through consumers' motivation. The goal of this study is to determine whether there is an indirect effect of marketing communication for consumer decisions through consumer motivation. The object of this study is the user's XL in Banda Aceh. The sampling method used in this study is the purposive sampling method, the method of sampling based on certain criteria. The analysis technique used is path analysis. The result of this study indicates that marketing communication directly has positive and significant effects on consumers' motivation, consumers' motivation has positive and significant effects on consumers' decisions, and marketing communication has positive and significant effects on consumers' decisions. Meanwhile, marketing communication indirectly has positive effects on consumers' decisions through consumers' motivation..

Keywords: Marketing Communications; Consumer Decision; Consumer Motivation.

JEL Classification: M31; P36; D11.

INTRODUCTION

Competition between competitors in the telecommunications sector is getting tougher [1,2], requiring companies to have an appropriate strategy to sell their products [3,4,5]. Recently, we have seen intense competition among cellular operators [6], and trying to attract consumers' attention by implementing various strategies [7,8]. Even in the media, we often see tariff or price wars carried out by cellular operators [9]. This tariff or price war is used by consumers by choosing the cheapest operator and always changing operators when consumers start to feel that the operator tariffs they use are now getting expensive [10]. PT. XL Axiata Tbk or abbreviated as XL, is one of several cellular operators. PT. Excelcomindo Pratama Tbk (XL) as a provider of cellular communication services in Indonesia has been operating commercially since October 1996 with a cellular license, which at that time was known as Pro XL and in 2004 changed its logo and brand image to XL. Currently, there are more and more cellular operators in Indonesia, including Telkomsel, Three, Indosat, Smartfreen, Flex, etc. PT. Excelcomindo Pratama Tbk (XL) must compete to acquire and retain existing customers.

Cell phone operator PT. Excelcomindo Pratama Tbk (XL) changed the use of the company name from PT Excelcomindo Pratama Tbk to PT XL Axiata Tbk. However, the change in the company's name will not change and affect the XL brand. The use of this new name further enhances the synergy carried out by XL as part of Axiata Group Berhad to become the leading cellular operator in the region, especially Indonesia," said President Director of XL Hasnul Suhaimi yesterday. A very interesting phenomenon today is the promotion war between cellular operators, every cellular operator innovates in releasing products and communicating to existing customers as well as to prospective customers who are none other than competitors' customers. There are several factors that influence consumer decisions in buying a product. According to Kotler and Armstrong (2008:172), a person's purchase decision can be influenced by motivation, perception, and attitude. In this study, the kits will discuss the problem of consumer motivation.

LITERATURE REVIEW

In getting to know consumers, it is necessary to study consumer behavior as a habit of human activities in daily life [11,12]. Other people's perceptions and internal motivation will influence the final decision that is considered the most appropriate [13,14,15]. The purchase decision is the stage in the buyer's decision-making process where the consumer actually buys the product [16,17,18]. Purchasing decisions, some experts such as Engel et al. (1994) and Hawkins et al (1998) in Kotler (2005) state that consumer decision is a process that is carried out by consumers in purchasing a product or service [19,20]. The purchasing decision process is a behavior to determine a decision development process in purchasing a product [14,21]. There are five purchasing decisions, namely:

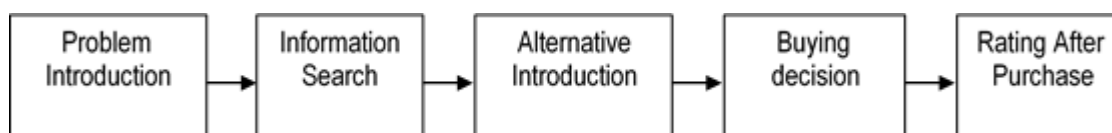


Figure 1. Purchase decision process

According to Schiffman and Kanuk (2000) "Motivation can be described as the driving force within individuals that impels them to action". This means that motivation is the driving force within a person that forces him to take an action. Motivation is a personal condition that encourages the individual's desire to carry out certain desires to achieve goals [22]. Purchase motivation is divided into rational and emotional motivation [23]. Rational motivation is a purchase that is based on the facts shown by the product to consumers and is a product attribute that is functional and objective, for example, product quality, product price, availability of goods, the efficiency of use of these goods are acceptable [24]. While emotional motivation in purchasing is related to feelings, the pleasure that can be captured by the senses, for example by having a certain item can increase social status, the role of the brand makes the buyer show his economic status and is generally subjective and symbolic. Motivation is an activated or driven state in which a person directs behavior based on goals; in ha) these include drives, desires, and desires. Marketing communication consists of 2 main elements, namely communication and marketing. The word communication or communication in English comes from the Latin word *communis* which means "same", communicate, communication, or communicate which means "to make the same" (to make common). The first term (*communes*) is the most sexing referred to as the origin of the word communication, which is the root of other similar Latin words. Communication suggests that thought, a meaning, or a message are shared equally (Mulyana, 2002:41). The marketing communication mix consisting of advertising, public relations, personal selling, sales promotion, and direct marketing is a tool used by companies for communication that aims to increase customer confidence and build good communication with customers. Marketing communication is a means that companies use in an effort to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. The marketing communication promotion mix consists of six main ways of communication which are commonly known as the promotional mix. A person's purchase decision can be influenced by motivation, perception, and attitude [25]. Motivation arises because of the need [26]. The need itself arises because consumers feel uncomfortable with what they should feel and actually feel [27,28]. Recognition of needs causes pressure on consumers, thus encouraging consumers to do something.

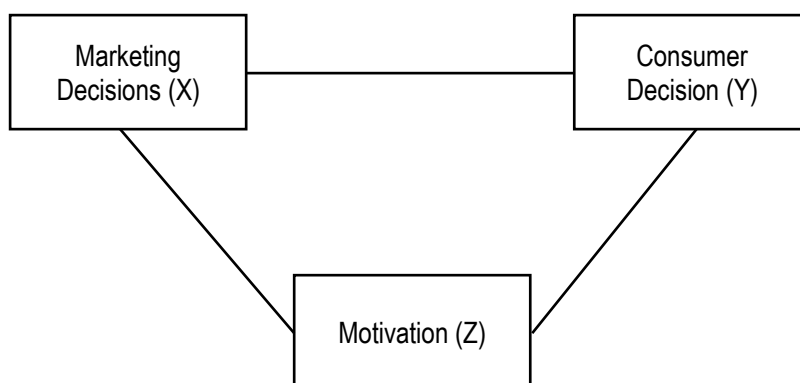


Figure 2. Research Framework

Hypothesis

Based on the theory above, the writer formulates the following hypothesis:

H1: Marketing communication has an effect on consumer motivation

H2: Consumer motivation affects consumer decisions

H3 : Marketing communication affects consumer decisions

H4 : Marketing communication affects consumer decisions in using XL cellular cards with consumer motivation as a mediating variable.

RESEARCH METHODS

The data analysis method used in this research is by using a statistical software tool known as SPSS version 16.0.

Data Quality Test

Research conclusions in the form of answers or research problem solving [28,29], are made based on the results of the data testing process which includes the selection, collection and analysis of data. Therefore, the conclusion depends on the quality of the data analyzed and the instruments used to collect the research data. There are two concepts to measure data quality, namely:

Validity test

The validity test is carried out to determine whether the measuring instrument that has been prepared can be used to measure what is intended to be measured accurately. The trial should be conducted on a minimum of 30 respondents. An instrument is said to be valid if it can reveal data from the variables studied correctly and has high validity, the high and low validity of the instrument indicates the extent to which the data collected does not deviate from the description of the variable in question. To test the validity can be calculated the correlation between each question the total score with the correlation technique "product moment" from Pearson. The calculation used is the product moment correlation technique which can be obtained by the formula (Sugiono, 2004):

$$r = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{\{n\sum x^2 - (\sum x)^2\}\{n\sum y^2 - (\sum y)^2\}}}$$

Information:

r = Correlation coefficient

y = dependent variable

x = Independent variable

n = Number of responders

If r count > r table with a significance level of 5%, it can be concluded that there is a real correlation between the dimensions specified so that it can be said that the questionnaire as a measuring tool is valid.

Reliability Test

Reliability test is a test used to measure the questionnaire which is an indicator of a variable or construct. Measurements were carried out only once and then the results were compared with the questions. One questionnaire is said to be reliable if it gives a Cronbach alpha value > 0.60 (Sekaran, 2006). The "cronbach alpha" technique is carried out by calculating the variance of each question item and the total variance of the questions. cronbach alpha can be obtained by the formula (Sekaran, 2006: 60):

$$r = \left[\frac{k}{(k-1)} \right] \left[1 - \frac{\sum \sigma_b^2}{\sigma_{i^2}} \right]$$

Information:

r = Instrument reliability coefficient (cronbach alpha)

k = Lots of questions

$\sum \sigma_b^2$ = Total item variance

σ_{i^2} = Total variance

Calculation of the weight of the questionnaire assessment is to use a Likert scale which is a method for measuring attitudes by stating their agreement or disagreement with certain subjects, objects or events.

Hypothesis testing

After measuring the variables in this study, then testing was carried out for each hypothesis. To determine whether to accept or reject the proposed hypothesis, statistical testing is necessary. This study tests the hypothesis by path analysis. Path analysis is used to analyze the pattern of relationships between causal variables (exogenous variables) and effect variables (endogenous variables with the aim of testing and seeing the effect in parallel and simultaneously (Riduwan and Kuncoro, 2008: 115). The path analysis used in this study is formulated as following:

$$Z = \beta_{xz} + e_1 \dots \dots \dots (1)$$

$$Y = \beta_{xy} + \beta_{zy} + e_2 \dots \dots \dots (2)$$

Information:

X = Marketing Communication

Y = Consumer Decision

Z = Consumer Motivation

β = Path coefficient

e = Error

RESULTS AND DISCUSSION

The design of hypothesis testing based on the framework that has been stated previously is as follows:

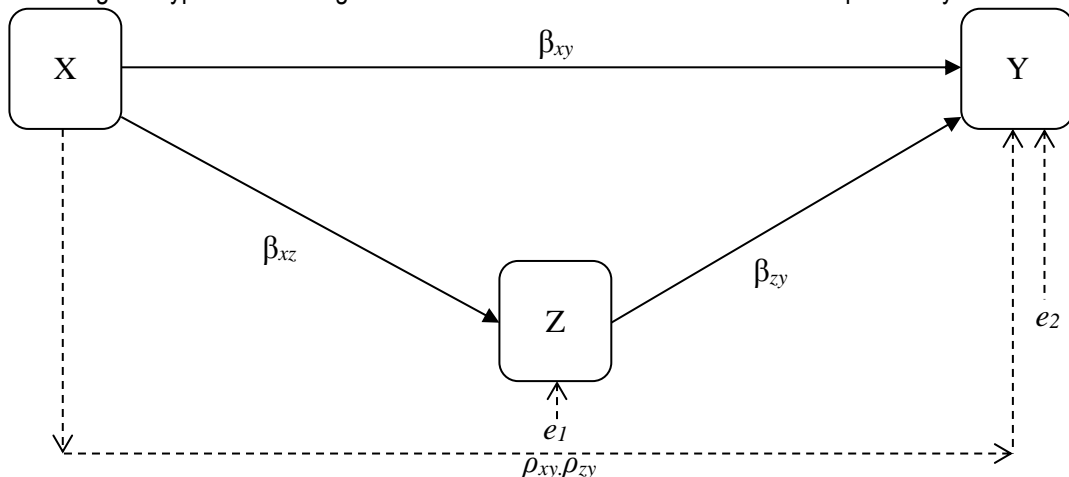


Figure 3. Research Model

Model 1

To find out whether the independent variable (X) has an effect on the intervening variable (Z) a partial test is used with the following steps:

1. Determine the null hypothesis (Ho) and the alternative hypothesis (Ha) as follows: The operational hypothesis is:
 $H_{01} : \beta_{xz} = 0$ Marketing communication (X) has no effect on Consumer Motivation (Z).
 $H_{a1} : \beta \neq 0$ Marketing communication (X) has an effect on Consumer Motivation (Z).
- 2) Determine the criteria for acceptance and rejection of the hypothesis.
 The criteria for accepting and rejecting the hypothesis are as follows:
 Jika: $\beta_{xz} = 0$; Ha diterima.
 Jika: $\beta_{xz} \neq 0$; Ho ditolak.

If Ho is accepted, it means that the marketing communication variable (X) has no effect on the consumer motivation variable (Z), whereas if Ho is rejected, it means that the marketing communication variable (X) has an effect on the consumer motivation (Z). The magnitude of the influence of Marketing Communication (X) on Consumer Motivation (Z) is indicated by the coefficient of determination of the independent variable. The value of the coefficient of determination is calculated by squaring the path coefficient of the independent variable (ρ_{xz}). The coefficient of determination lies in the interval 0 R2 1 If R2 is getting closer to 1, the greater the proportion of X's contribution to variable Z. If R2 is getting closer to 0, the smaller the proportion of X's contribution to Z's variable.

Model 2

To find out whether the independent variable (X) and the intervening variable (Z) have a paralytic effect on the dependent variable (Y), a paraial test is used with the following steps:

1. Determine the null hypothesis (Ho) and the alternative hypothesis (Ha) as follows: The operational hypothesis is:
 $H_{02} : \beta_{zy} = 0$, Consumer motivation (Z) has no effect on consumer decisions (Y).
 $H_{a2} : \beta_{zy} \neq 0$, Consumer Motivation (Z) has an effect on Consumer Decisions (Y).
 $H_{03} : \beta_{xy} = 0$, Marketing Communication (X) has no effect on Consumer decisions (Y).
 $H_{a2} : \beta_{xy} \neq 0$, Marketing Communication (X) has an effect on Consumer Decisions (Y).

Model 3

Model 3, namely Marketing Communication (X), and Consumer Motivation (Z) affect consumer decisions (Y), the simultaneous test is used as follows:

- 1) Determine the null hypothesis (H04) and the alternative hypothesis (H,4) as follows: The operational hypothesis is:
 $H_{04} : \beta_{xy} \cdot \beta_{zy} = 0$, Marketing Communication (X) Consumer Motivation (Z) has no direct, indirect and simultaneous effect on Consumer Decisions (Y).
 $H_{04} : \beta_{xy} \cdot \beta_{zy} \neq 0$, Marketing Communication (X) Consumer Motivation (Z) has a direct, indirect and simultaneous effect on Consumer Decisions (Y).

Path Analysis

In testing the effect of marketing communication through consumer motivation on consumer decisions on XL card users in Banda Aceh, it is done using mediation analysis. The variable of consumer motivation serves as a variable that connects marketing communications to consumer decisions. The analysis is carried out based on the standardized coefficients from the regression results between marketing communication on consumer motivation, consumer motivation on consumer decisions, consumer decisions on consumer decisions. Based on this analysis, it can be formulated as follows:

$$Z = \beta_{xz} + e_1 \dots \dots \dots (1)$$

$$Y = \beta_{xy} + \beta_{zy} + e_2 \dots \dots \dots (2)$$

Hypothesis test

Model 1 Testing

Testing the hypothesis of model 1 is a test of the results of the interaction between marketing communication and consumer motivation. This test is done by simple linear regression analysis. The results of testing the hypothesis of the 1 pzx model can be obtained as follows in table 1:

Table 1. Regression Model pzx

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.420	.283		8.543	.000
	Marketing Communication	.404	.069	.509	5.850	.000

Model 2 Testing

Hypothesis testing model 2 is a test of the results of the parallel interaction between consumer motivation on consumer decisions, and marketing communication on consumer decisions. This test is carried out by simple linear regression analysis. The results of testing the pzy model hypothesis can be obtained as follows in table 2:

Table 2. Regression Model pzy

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.628	.531		3.069	.003
	Consumer Motivation	.575	.130	.408	4.423	.000

a Dependent Variable: Consumer Decision

Table 3. Regression Model pxy

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.240	.429		5.224	.000
	Marketing Communication	.423	.104	.379	4.051	.000

a Dependent Variable: Consumer Decision

Path Analysis of the Effect of Marketing Communication on Consumer Decisions Through Consumer Motivation as a Mediation Variable

To find out the error value for each of the independent variables' effects on the dependent, it can be done through calculations $(1 - R \text{ Square})^2$. Based on this formula, the value of R Square of the influence of X on Z can be seen in the following table 4.:

Table 4. R Square the effect of X on Z

Model	R	R Square	Adjusted R Square	Std- Error of the Estimate
1	.379(a)	.143	.135	.55740

a Predictors: (Constant), Marketing Communication

b Dependent Variable: Consumer Decision

Source: Secondary Data 2020 (processed)

Untuk mengetahui nilai R Square pengaruh X dan Z terhadap Y dapat dilihat pada tabel berikut 5 ini:

Table 5. R Square the effect of X and Z on Y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.454(a)	.206	.190	.53943

a Predictors: (Constant), Consumer Motivation, Marketing Communication

b Dependent Variable: Consumer Decision

$$2 = (1 - 0,206)^2 = 0,630$$

Based on the results of data analysis that has been carried out, the model formed from the influence of marketing communication on consumer decisions through consumer motivation as a mediating variable can be seen in the following chart:

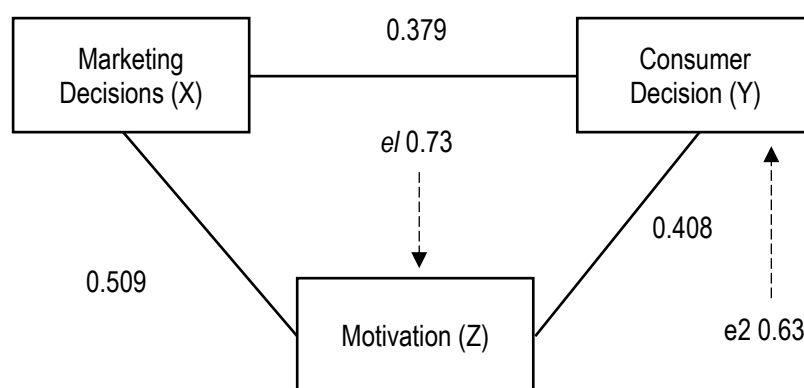


Figure 4. The influence of marketing communications on consumer decisions through consumer motivation

CONCLUSION

The results of the study in this study as a whole can be concluded that marketing communication has an effect on consumer motivation and consumer decisions in using XL cellular cards. This conclusion can be stated in more detail as follows.

1. Marketing communication has an effect on consumer motivation. The results show that the better marketing communications implemented by the company will increase the motivation within consumers in purchasing XL cellular cards. In order to increase consumer motivation, companies must increase advertising, sales promotion, direct marketing, and product sales.
2. Consumer motivation has a positive and significant effect on consumer decisions. These results indicate that higher consumer motivation is proven to improve consumer decisions in choosing XL cellular cards in Banda Aceh. In order to improve consumer decisions, it is necessary to increase consumer motivation.
3. Marketing communication has a positive and significant effect on consumer decisions. This shows that the better the marketing communication perceived by the consumer, the higher the consumer's decision to choose the XL cellular card. In order to improve consumer decisions, companies need to improve advertising, sales promotion, direct marketing, and personal selling of products.
4. The application of marketing communications by the company will have a positive impact on consumer decisions through consumer motivation. It can be seen from the results of research that marketing communication has a positive effect on consumer decisions in choosing XL cellular cards through consumer motivation. This means that the higher the consumer's motivation based on the marketing communications carried out by the company, the higher the consumer's purchasing decisions.

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