The Influence of Public Relations and Direct Marketing on Purchase Decisions

Nellyaningsih[1] and R Hidayat[2]

[1, 2]Universitas Telkom, Indonesia

[1]nellyaningsih18@gmail.com
[2]rahmathidayat@tass.telkomuniversity.ac.id

Abstract. Competition in the paint industry tends to increase, make PT. ICI Paints Indonesia keep trying to increase sales by creating a promotional mix strategy through public relations and direct marketing activities so that consumer purchasing decisions should be maintained. The purpose of this study is to determine the influence of public relations and direct marketing to consumer purchasing decisions PT. ICI Paint especially Dulux users. This research uses the quantitative method. Analytical techniques used are multiple linear regression, F test, and T-test. The renewal of this study is still at least research that examines the influence of public relations strategy and direct marketing to purchase decisions. The results showed the simultaneous impact of public relations and direct marketing to Purchase decisions

## 1.	Introduction

Paint is one of the most promising business in Indonesia. The high growth of the property business is a significant trigger factor that encourages increased demand for color. One of the factors supporting paint business is the increasing number of population, the number of households and the income per capita of Indonesian society. According to research conducted by MARS Indonesia, in 2010 the consumption of paint in Indonesia reached 772,454 tons. By 2014, the figure has become 877,459 tons [1]. Although the growth of business each year continues to be recorded the competition is also increasingly fierce, especially the plan of different paint companies into Indonesia [2] because Indonesia has a population of more than 250 million people, this makes Indonesia a soft market or promising for foreign paint companies such as India Asian Paint and Towa Paint from Thailand [3]. On the other hand with the increasing number of foreign companies entering the Indonesian market resulted in a vast diversity of choice available to consumers, ranging from various brands, colors, quality, prices, etc. Added many sells with free paint without a brand or sold freely with kilogram system, therefore the producers also as the creator of goods or services will try to satisfy the consumer because the satisfaction that affects the purchase decision [4].

PT. ICI Paints Indonesia. Tbk is one of the largest paint manufacturers in Indonesia that produces various kinds of paint that is very qualified and quality compared to other products because of the color produced by PT. ICI Paints Indonesia, Dulux paint is the most widely used product by consumers. PT. ICI Paints Indonesia was established in December 1926 and to date has operated 15 integrated factories, one of its factories located in Cikarang, PT. ICI Paints Indonesia also produces various other paint types, Novalux, Penta, Prima, Carera, Epont Paint, and others [5]. PT. ICI Paints Indonesia is also currently the only one of the most beautiful paint manufacturers in Indonesia and is actively promoting its promotion mix strategy through public relations and direct marketing to keep its company in front. Therefore the authors try to study more deeply about the influence of Public Relations & Direct Marketing Against Purchase Decision Dulux Wall Paint ". The results of this study are expected to provide an overview of the business actors, especially PT. Dulux about public relations & direct marketing as well as its impact on purchasing decisions.

2. Theorical Framework

Marketing is "Identifying and meeting human and social needs. [6], where marketing is also a process by which the company creates value for customers and builds strong customer relationships to capture value from customers in return."[7]. Marketing management is grouped into four commonly known aspects of marketing mix or marketing mix and is a collection of controlled tactical marketing tools that combine to generate the desired response in the target market and the 4P marketing approach of product, price, place, and promotion often works for goods, but additional elements require attention and distribution systems.[8]. promotional mix element consists of five main tools, that is [9]:

1) Advertising: represents all non-personal presentation, promotion of ideas, promotions of products or services that specific sponsor paid.
2) Sales Promotion: various short-term incentives to encourage the desire to try or buy a product or service.
3) Public relation and publicity: multiple programs to promote and protect the company's image or individual products.
4) Personal Selling: Direct interaction with prospective buyers or more to make a presentation, answer directly and accept orders.
5) Direct marketing: the use of letters, telephone, facsimile, e-mail, and other nonpersonal interfaces to communicate with or obtain an immediate response from individual customers and potential customers.

2.1 Public Relation

Public Relation is a deliberately planned effort intentionally, to establish and maintain mutual understanding between the organization and its people. This opinion indicates that public relations are a process or activity that aims to develop communication between organizations and parties outside the organization [10]. public relations is also an Interaction and create public opinion as a favorable input for both parties, and is a professional profession in the field because it is a crucial factor in achieving organizational goals with the precise and continuously because public relations is the survival of the organization concerned [11]. This public relation has a positive influence on purchasing decisions [12] and the relationship mix also affects brand image and brand awareness that implications will make purchasing decisions also increase [13].

2.2 Direct Marketing

Direct Marketing is an interactive marketing system that utilizes one or more media to generate measurable responses or transactions at any location. In direct marketing, promotional communications aimed directly at individual consumers, with the aim that the messages are responded to by the consumer concerned, either by telephone, post or by coming directly to the marketer [14]. Direct marketing affects consumer purchasing decisions by raising public awareness [15]

2.3 Purchase Decision

The purchase decision is an act of the consumer to buy or not to the product [8]. From the various factors that influence consumers in buying a product or service, usually consumers always consider the quality, price and product already known by the public Before consumers decide to buy, usual consumers through several stages first, namely, (1) the introduction of problems, (2) information search. (3) alternative evaluation, (4) buying decision or not, (5) post-purchase behavior [6]. Another notion of a purchase decision is a person's decision whereby he or she chooses one of several alternative options [16].

2.4 Framework Analysis

The research design used in this research is the causal research design. The design of causal research is research that aims to determine the relationship of a causal or causal cause of a thing,

following our research title is "Analysis of Public Relations and Direct Marketing Effects on Purchase Decision." (Fig 1).
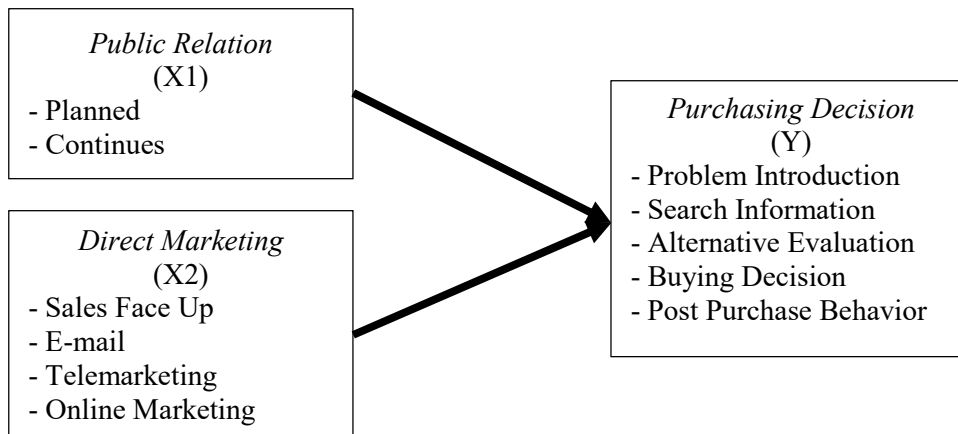

Figure 1. Research Framework

3. Methodology

The research method is a scientific way to get data with a specific purpose and usefulness [17]. "The research method is also a scientific way to acquire, develop and verify knowledge or theory." [18]. here the authors use quantitative research and analysis used by using multiple linear regression analysis. consisting of three variables including two independent variables (X1 = Public Relations, X2 = Direct Marketing) and one dependent variable (Y = Purchase Decision). The data used are secondary data (paper, news, etc.) and primary data (survey). The population in this study with the community Bandung, to meet the technical requirements in sampling, there must be a sample limit that regulates the entry or not a case becomes the object of research. In this research, the research coverage is Bandung society which is the customer of Dulux wall paint. Because the total population of Dulux consumers in Bandung City not identified with certainty, this research uses a nonprobability sampling method. Operation of the variables of the two variables used as objects in this study using an interval scale in the form Likert scale. According to Sugiyono Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about the phenomenon of social. In this study selected social phenomena have been specified by the researchers to research variables. Referring to the above explanation, then for the instrument of reality the answers that support each statement are: 1 = Strongly disagree; 2 = Disagree; 3 = Less agree; 4 = Agree; and 5 = Strongly agree [17]

When viewed systematically, the proper systematic model uses Multiple Linear Regression.

$$Y = a + b1X1 + b2X2 \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots (1)$$

Information:
Y   : Purchase Decision
a   : Constants
b1   : Regression coefficient (slope) magnitude of influence Promotion Mix
          (Public Relation) By providing added value to the purchase decision.
b2   : Regression coefficient (slope) magnitude of influence Promotion Mix
          (Direct Marketing) by providing added value to the purchase decision.
X1   : Public Relation
X2   : Direct Marketing

4. Result & Discussion

In this section will be presented the results of research and discussion obtained from the dissemination of questionnaires to the recipient as the primary data source in this study, in addition to data acquisition through observation and literature study to complete the primary data. The questionnaire consisted of 18 questions with details of 6 questions about Public Relation, seven questions about Direct Marketing and five questions about purchasing decisions. The number of respondents samples in this study as many as 100 people consisting of 25 questionnaires each part of the region in Bandung, the method used to process and analyze data in this study is a simple linear regression as a tool in decision making.

4.1 Validity test

Table 1. Validity Test

Variabel	No. Item	RCount	information
Public Relation	1	.5309	Valid
	2	.4639	Valid
	3	.6282	Valid
	4	.514	Valid
	5	.6373	Valid
	6	.6685	Valid
Direct Marketing	1	.5193	Valid
	2	.565	Valid
	3	.561	Valid
	4	.5969	Valid
	5	.4052	Valid
	6	.4589	Valid
	7	.4219	Valid
Purchasing Decision	1	.663	Valid
	2	.6839	Valid
	3	.7201	Valid
	4	.767	Valid
	5	.703	Valid

n = 100, a = 0.05, rtable = 0.195

The results of validity testing with SPSS 16 as listed in table 1, indicates that the validity test results stated every item of the question is valid, as it meets the requirements of r-count> table so that all statement items can be used in this research.

4.2 `Reliability test

Table 2. Reliabilitas Test - Variabel *Public Relation*

Reliability Statistics

Cronbach's Alpha	N of Items
.729	6

Table 3. Reliabilitas Test - Variabel *Direct Marketing*

Reliability Statistics

Cronbach's Alpha	N of Items
.765	7

Table 4. Reliabilitas Test - Variabel Purchasing Decision

Reliability Statistics

Cronbach's Alpha	N of Items
.748	5

Table 2.3, and 4 show the value or Cronbach's Alpha score of 0.729, 0.765, and 0.748 so that the variables of Public Relation, Direct Marketing, and Purchase Decision can be said to be reliable with a strong correlation and trustworthy data relationships, in the sense that the question on the questionnaire the respondent's answers are consistent or stable over time.

4.3   Normality test

The following is the result of normality data test from the influence of Promotion Mix (Public Relation & Direct Marketing) to the decision of purchase:

Table 5. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	2.45126070
Most Extreme Differences	Absolute	.103
	Positive	.061
	Negative	-.103
Kolmogorov-Smirnov Z		1.035
Asymp. Sig. (2-tailed)		.235
a. Test distribution is Normal.		
b. Calculated from data		

Normality test results are normal, because sig is 0.235> 0.05 (alpha). From the picture below states that the normality test results are said to be normal because of the scattered data in the form of a circle following the direction of the appropriate diagonal line.

Normal P-Plot of Regression Standardized Residual
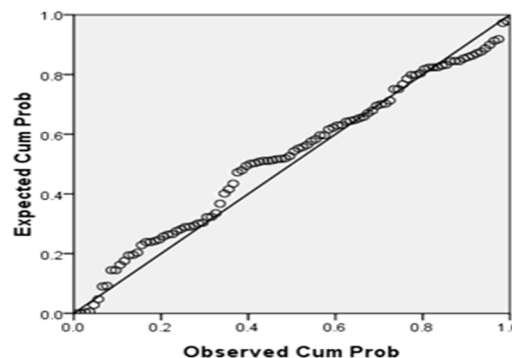Dependen Variable : Purchase Decision

Figure 2. P-Plot Normality Test

4.4   Multiple linier regresion

Table 6. Model Summary

R	R Square
.471[a]	.222

a. Predictors: (Constant), Direct Marketing, Public Relation

The table above explains the value of correlation or relationship (R) that is 0.471. This value interpreted that the relationship between the two research variables is moderate. Through this table also obtained the value of R Square or determinate coefficient which shows how good the regression model formed by the interaction of independent variables and dependent variables. The ratio of determination obtained is 22.2% which interpreted that the independent variable X has a contribution influence of 22.2% to Y and 77.8% from another factors outside the variable X.

4.5   F Test

Table 7. ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	169.331	2	84.665	13.806	.000[a]
	Residual	594.859	97	6.133		
	Total	764.190	99			

a.   Predictors: (Constant), Direct Marketing, Public Relation
b.   Dependent Variable: Keputusan Pembelian

Based on the above table, obtained sig = 0,000 which means <significant criterion (0,05), with regression equation model based on research data is important meaning, linear regression model meets linearity criteria..

4.6   T-test

Table 7. ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	169.331	2	84.665	13.806	.000[a]
	Residual	594.859	97	6.133		
	Total	764.190	99			

a. Predictors: (Constant), Direct Marketing, Public Relation
b. Dependent Variable: Keputusan Pembelian

Based on the above table, the model of regression equation obtained by the coefficient of constant and coefficient of existing variables on Colom Unstandardized Coefficients B. Based on this table obtained the model of regression equation: $Y = 8.754 + 0.356 + 0.148X$

The explanations for the regression equation are:
The value of constantan in the regression line is +8,754, and it's means that if no sales (x = 0) then the customer satisfaction (y) is worth 8,754 points. The value of the regression coefficient (b) Public Relation of +0.356 and the amount of regression coefficient (b) Direct Marketing of +0.148, This means that each addition of 1 point public relations and direct marketing, will be predicted to increase the purchase decision by 0,504 points.

Research Analysis

We get the result that from the data of research questionnaire about the Analysis of Public Relations & DirectMarketing Effect on Purchase Decision Dulux wall paint product, which get the highest total score found in variable Y, that is variable of purchase decision equal to 4,018, While the variable X1 (public relations) score of 4.01 and the variable X2 (direct marketing) score of 3.66. The location divided four-point like at the area of North Bandung which is in Paris Van Java. Then we get the result that from the data questionnaire research on the Analysis of Public Relations & DirectMarketing Effect on Purchase Decision Dulux wall paint products, which get the highest total score of the public relations variables are listed on Q4 indicator (Dulux advertisement is getting preferred by consumers), that is 4.52. While getting the lowest total number of public relation variables found in indicator Q1 (Dulux always create an attractive promotional strategy for consumers), that is equal to 3.72. The location of East Bandung which is in Metro Indah Mall. We get the result that from the data of research questionnaire about the influence of promotion mix (Public Relation & DirectMarketing) to Purchase Decision Dulux wall paint product, which gets the highest total score from public relation variable there on the Q6 indicator (Dulux quality increasingly quality day), which amounted to 4.4. While those who get the lowest total number of direct marketing variables found on the indicator Q10 (Dulux provide direct offers via fax), that is equal to 3.2.

The location of South Bandung stationed at Miko Mall. We got the result that from the data of research questionnaire about the influence of promotion mix (Public Relation & DirectMarketing) to Purchase Decision Dulux wall paint product, which get highest total score from direct marketing variable and decision purchase is on Q13 indicator (Dulux has an online site) and Q14 (I need Dulux paint for building), that is 4.36. While the lowest total number of direct marketing variables found on Q9 indicator (Dulux gives direct product offer via telephone), that is equal to 2.84. The location of Central Bandung which is in Bandung Indah Plaza. We get the result that from the data of research questionnaire about the Analysis of Promotion Mix (Public Relation & DirectMarketing) on Purchase Decision Dulux wall paint products, which get the highest total score of public relations variables are on the indicator Q2 (Dulux paint color choice is diverse and exciting), that is equal to 3.76. While the lowest total score of direct marketing variables is in the Q9 indicator (Dulux gives direct product offer via telephone), that is equal to 3.04.

5. Conclusion

1. Based on the results F obtained, simultaneously or simultaneously (Public relations and Direct Marketing) has a significant influence on purchasing decisions.
2. Viewed from the results of the T-test, or the result of partial control, public relations has a more significant impact on purchasing decisions than direct marketing
3. The magnitude of the influence of public relations and direct marketing seen from the results of multiple regression test of 22.2% and the remaining 77.8% influenced by other factors that are not in carefully.

Acknowledgement

References

[1]   N. I. Sari, "Kebutuhan Terus Meningkat, Industri Cat Munculkan Produk Baru," *Merdeka.Com*. [Online]. Available: Https://Www.Merdeka.Com/Uang/ Kebutuhan-Terus-Meningkat-Industri-Cat-Munculkan-Produk-Baru.Html. [Accessed: 29-May-2018].

[2]   G. Mediatama, "Pasar Bisnis Cat Tetap Menjanjikan," *Kontan.Co.Id*, 13-Oct-2016. [Online]. Available: Http://Industri.Kontan.Co.Id/News/Pasar-Bisnis-Cat-Tetap- Menjanjikan. [Accessed: 28-May-2018].

[3]   Liputan6.Com, "Indonesia Jadi Pasar Empuk Produk Cat Luar Negeri," *Liputan6.Com*. [Online]. Available: Https://Www.Liputan6.Com/Bisnis/Read/2631095/Indonesia-Jadi-Pasar-Empuk-Produk-Cat-Luar-Negeri. [Accessed: 28-May-2018].

[4]   R. Hidayat, "Pengaruh Kepuasan Konsumen Terhadap Keputusan Pembelian Lampu Philips (Studi Kasus Pada Mahasiswa Telkom University)," *J. Ecodemica*, Vol. 3, No. 1, Pp. 305–310, Mar. 2016.

[5]   "Tentang Pt. Ici Paints Indonesia ~ Ici Paints." [Online]. Available: Http://Duluxicipaints.Blogspot.Com/P/Tentang-Pt-Ici-Paints-Indonesia.Html. [Accessed: 29-May-2018].

[6]   P. T. Kotler And G. Armstrong, *Principles Of Marketing*. Pearson Education, 2011.

[7]   P. Kotler And G. Armstrong, *Principles Of Marketing*. Pearson, 2010.

[8]   G. Armstrong, S. Adam, S. Denize, And P. Kotler, *Principles Of Marketing*. Pearson Australia, 2014.

[9]   P. Kotler, *Manajemenpemasaran*. Jakarta: Pt. Indexs, 2005.

[10]   *Public Relations, Pedoman Praktis Unkpr*. Bumi Aksara, 2002.

[11]   M. Assumpta, *Dasar-Dasar Public Relation*. Jakarta: Grasindo, 2002.

[12]   K. E. Andries, "Pengaruh Public Relation Dan Strategi Periklanan Terhadap Keputusan Pembelian Produk Samsung S5 Di Manado," *J. Berk. Ilm. Efisiensi*, Vol. 16, No. 1, 2016.

[13]   R. S. Rahman, "Pengaruh Bauran Hubungan Masyarakat (Public Relations Mix) Terhadap Citra Merek Dan Kesadaran Merek Serta Implikasinya Terhadap Keputusan Siswa Memilih Studi," *J. Ekon. Bisnis Entrep.*, Vol. 10, No. 1, Pp. 44–59, 2016.

[14]   F. Tjipjono, *Strategi Pemasaran*, 3rd Ed. Yogyakarta: Andi.

[15]   R. Purnama And A. R. Pralina, "Pengaruh Direct Marketing Terhadap Keputusan Pembelian Di Restoran The Centrum Bandung," *Tour. Hosp. Essent. J.*, Vol. 6, No. 1, Pp. 973–982, 2016.

[16]   L. Kanuk, Leslie And L. Schiffman, "Perilaku Konsumen Leon Schiffman-Leslie Lazar Kanuk Di Lapak Dankenolshopbook Dankenolshopbook," *Bukalapak.Com*. [Online]. Available: Https://Bukalapak.Com/P/Hobi-Koleksi/Buku/Ekonomi-Akuntansi/7pgowr-Jual-Perilaku-Konsumen-Leon-Schiffman-Leslie-Lazar-Kanuk. [Accessed: 27-Oct-2017].

[17]   Sugiyono, *Buku Metode Penelitian Kuantitatif Kualitatif Dan R&D - Penerbit Alfabeta*. Bandung: Cv. Alfabeta, 2015.

[18]   U. Suharsaputra, *Metode Penelitian : Kuantitatif, Kualitatif Dan Tindakan.* Bandung: Pt. Refika Aditama, 2002.