ANALYSIS OF MARKETING COMMUNICATION AND ITS EFFECT ON CONSUMER PURCHASE INTENTION OF GOLD METAL AT PT. PEGADAIAN (PERSERO) MANADO UTARA BRANCH

ANALISA KOMUNIKASI PEMASARAN DAN EFEKNYA PADA MINAT BELI KONSUMEN EMAS DI PT. PEGADAIAN (PERSERO) CABANG MANADO UTARA

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Abstract: Marketing Communication becomes increasingly necessary in today's competitive environment. In their effort to introduce a product to public, company should provide trusted information about the product so it can attract public attention. Marketing communication becomes important for PT. Pegadaian (Persero) Manado Utara Branch to think seriously about how they can compete effectively with other financial institutions that provide gold metal product. This research is using associative method with multiple regression analysis technique. Questionnaires are distributed to 100 respondents who are the consumers on gold metal. This study found that marketing communication influence on consumer purchase intention simultaneously, while advertising has negative significant and other variables positively significant influence on consumer purchase intention partially, where personal selling is the most dominant variable. Author has recommended that the head of PT. Pegadaian (Persero) Manado Utara Branch need to extensively and widely advertise the gold metal's information through prints media and electronics, because the more people watch, listen, and read the advertisement, the more it will increase consumer purchase intention.

Keywords: marketing communication, advertising, sales promotion, consumer purchase intention.

Abstrak: Komunikasi Pemasaran sangat diperlukan dalam lingkungan yang kompetitif saat ini. Untuk memperkenalkan produk kepada masyarakat, perusahaan harus menyediakan informasi terpercaya tentang produk dan dapat menarik perhatian publik. Komunikasi pemasaran menjadi penting bagi PT. Pegadaian (Persero) Cabang Manado Utara untuk berpikir serius tentang bagaimana dapat bersaing secara efektif dengan lembaga keuangan lainnya yang menyediakan produk emas. Penelitian ini menggunakan metode asosiatif dengan teknik analisis regresi berganda. Kuesioner dibagikan kepada 100 responden yang terdaftar sebagai konsumen emas. Studi ini menemukan bahwa komunikasi pemasaran berpengaruh secara simultan terhadap minat beli konsumen, iklan memiliki pengaruh negatif signifikan, dan variabel lainnya yang berpengaruh positif signifikan terhadap minat beli konsumen secara parsial yang mana *personal selling* merupakan variabel yang paling dominan. Penulis menyarankan bahwa pemimpin PT. Pegadaian (Persero) Cabang Manado Utara perlu secara ekstensif dan lebih luas mengiklankan informasi tentang emas melalui media cetak dan elektronik, karena semakin banyak yang menonton, mendengarkan, dan membaca iklan tersebut dapat lebih meningkatkan minat beli konsumen.

Kata Kunci: komunikasi pemasaran, iklan, promosi penjualan, minat beli konsumen.

INTRODUCTION

Research Background

The development of economy and globalization improve people awareness of the importance of investments not only as a lifestyle but also as a great way to investing money that is always spinning and profitable. Gold have been recognized as highly valued. Even today, people regularly flock to gold metal as an asset that maintain its value. Gold metal was important as currency but now is regarded mainly as investment and industrial commodities. Investors must protect their assets in order to mitigate the potential downside risks associated with individual components of investment portfolio.

The data from USA Gold Price Pty. Ltd, in 1994, the price of gold below Rp. 50.000 but in the year of 2015 gold reached a price ranging between Rp. 550.000. It proves the price of gold last 21st years is increasing every year. Almost every country has had at least one major "currency crisis" over the last one hundred years. Those that had some of their wealth in gold survived. Unfortunately many people saw their saving become worthless. Gold metal has different characteristics with other commodities. Gold has a limited supply and unlimited demand. Gold is also easy to buy, sell and store, and is recognized and accepted worldwide. There are four psychological factors that influence a person's behavior towards the purchase of gold product such as motivation, perception, learning, and beliefs and attitudes.

Financial institution that is well known by its slogan, *"mengatasi masalah tanpa masalah"* is PT. Pegadaian (Persero), which is as a very effective alternative in financing because it does not require a complex requirement that can complicate the consumer in funding. *MULIA (Murahbahah Logam Mulia Untuk Investasi Abadi)* from PT. Pegadaian (Persero) facilitates the ownership of gold bullion through the sale of gold to the community by cash and/or credit with quick and flexible process within a period of time. Gold metal is becoming very popular because its zero inflation, so the price is not too affected by the rising prices of other goods; also the price of gold has always followed the world commodity prices.

The marketing communication strategy determines the success of effective communication activities. Based on this, the identification of the issues examined in this study is how the communication process PT. Pegadaian (Persero) Manado Utara Branch, what kinds of messages conveyed and any media used in attracting prospective consumers as well as any obstacles encountered in attracting prospective consumers. The usefulness of this study as an evaluation for PT. Pegadaian (Persero) Manado Utara Branch in implementing socialization strategies in order to achieve high public participation.

The popularity to invest the gold metal in Manado City, attracted the interest of people to invest money in gold. The communities are aware that the fluctuation of inflation is unpredictable that causes people to think the needs of investment can maintain the value of their wealth, one of them is investment in gold. In addition, the financial institutions (banks) and non-banks in Manado City, facilitate it by issuing fine gold investment product. With the rising of financial institutions, the way to invest money in gold become easier because of the adequate facilities. The importance of marketing communication's determining the success of effective communication activities by PT. Pegadaian (Persero) Manado Utara Branch in order to compete with other competitors.

Research Objective

The objectives which the thesis intends to achieve, are as follows:

1. Advertising, sales promotion, personal selling, and direct marketing effect on consumer purchase intention of gold metal at PT. Pegadaian (Persero) Manado Utara Branch.
2. Advertising on consumer purchase intention of gold metal at PT. Pegadaian (Persero) Manado Utara Branch.
3. Sales promotion on consumer purchase intention of gold metal at PT. Pegadaian (Persero) Manado Utara Branch.
4. Personal selling on consumer purchase intention of gold metal at PT. Pegadaian (Persero) Manado Utara Branch.
5. Direct marketing on consumer purchase intention of gold metal at PT. Pegadaian (Persero) Manado Utara Branch.

THEORITICAL FRAMEWORK

Theories

Advertising

Jedidi, Mela and Gupta (1999) noted that advertising brings both short and long-term effect in terms of increasing consumer's brand choice utility and reducing their price sensitivity. Busari, Olannye, and Taiwo (2002) stated that advertisement in such a media as print (newspaper, magazines, billboards, flyers) or broadcast (radio, television) typically consist of pictures, headlines, information about the product and occasionally a response coupon. Broadcast advertisement on the other hand consists of an audio or video narrative that can range from 15 seconds spots to longer segments known as infomercials, which generally last 30 to 60 minutes.

Sales Promotion

Sales promotions are short-term incentives to encourage the purchase or sale of a product defined by Okyere, Agypong, and Nyarku (2011). Blythe (2006) describes sales promotion as any activity intended to generate a temporary boost in sales. This includes several communications activities pursued in an attempt to provide added value or incentives to customers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. Such efforts are usually geared towards stimulating product interest, trials or purchase. It is specifically designed to boost quick sales and ultimately create loyalty.

Personal Selling

Jobber (2007) describes personal selling as the marketing task that involves face-to-face contact with a customer. Unlike the other tools within the communication mix, personal selling permits a direct interaction between buyers and sellers. Okyere, Agypong, and Nyarku (2011) noted that this two-way communication means that the seller can identify the specific needs and problems of the buyers and tailor the sales presentation in the light of this knowledge
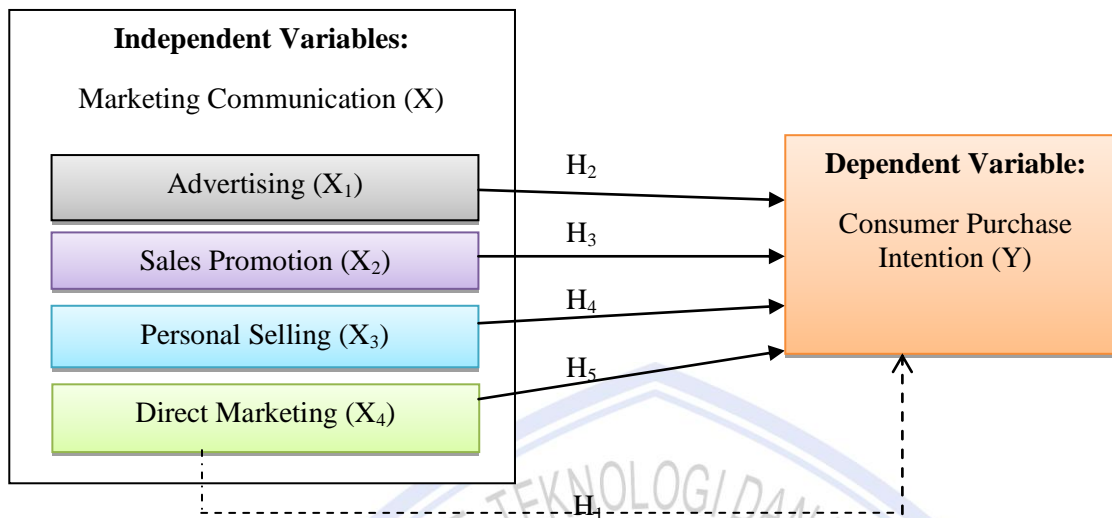
Direct Marketing

Direct Marketing has defined direct marketing as an interactive system of marketing that use one or more advertising media in acquiring a measurable response and/or transaction at any location. Similarly, direct marketing is described as the use of mail, fax, e-mail or internet to communicate directly with or solicit response or dialogue from specific customers and prospects (Kotler & Keller, 2009; Kotler & Armstrong, 2010). Direct marketing is aimed at creating and exploiting a direct relationship between producers/sellers and their customers/buyers stated by Okyere Agypong, and Nyarku (2011).

Consumer Purchase Intention

Lin and Lin (2007), purchase intention is a process used to evaluate consumer decision making". Kotler (2000), purchase intention defined as consumer behavior occur when consumer stimulated by external factors and come to purchase decision based their personal characteristics and decision making process.

Previous Research

Omneya and Ayman (2012) proves a positive relationship between all variables. Direct marketing and personal selling proved to create positive customers' attitude and thus an intention to purchase. Idris *et al* (2012) finds out that most insurance marketing officers are more interested in using three (advertising, personal selling and public relations) amongst the six elements in their quest for generating premium income and large volume of businesses. Chai *et al* (2013) found all marketing communications' variables (advertising, sales promotion, personal selling, public relations, online marketing) are positive on Young Generation's Perception in Malaysia.

Figure 1. Conceptual Framework

Figure 1. Conceptual Framework
Source: Data processed, 2015

Research Hypothesis

The hypotheses can be formulated, as follows:

H_1: Advertising, sales promotion, personal selling, and direct marketing influence on consumer purchase intention of gold metal at PT. Pegadaian (Persero) Manado Utara Branch simultaneously.

H_2: Advertising influence consumer purchase intention of gold metal at PT. Pegadaian (Persero) Manado Utara Branch partially.

H_3: Sales promotion influence consumer purchase intention of gold metal at PT. Pegadaian (Persero) Manado Utara Branch partially.

H_4: Personal selling influence consumer purchase intention of gold metal at PT. Pegadaian (Persero) Manado Utara Branch partially.

H_5: Direct marketing influence consumer purchase intention of gold metal at PT. Pegadaian (Persero) Manado Utara Branch partially.

RESEARCH METHOD

Type of Research

This research is causal type of research where it is designed to determine if one variable causes another variable to occur or change. In this research is to investigate the marketing communication tools and the effect on consumer purchase intention of gold metal at PT. Pegadaian (Persero) Manado Utara Branch. This research is a quantitative method since using questionnaires as a tool to gather data and analysis.

Place and Time of Research

The study was conducted in Manado and the time of research for about two months (April 2015 until May 2015).

Population and Sample

The population in this research is people who listed as consumers on gold metal at PT. Pegadaian (Persero) Manado Utara Branch. The sample is took 100 respondents from the total consumers of gold metal who listed.

Data Collection Method

There are two types of data that are used to make an appropriate result, which are: (1) Primary data defined as information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. The primary data of this study gets from the results of questionnaires. The questionnaires are distributed to respondents so they can respond directly on the questionnaires. (2) Secondary data is collected for some purpose other than the problem at hand taken from books, journals, articles, and relevant literature from library and internet.

Operational Definition and Measurement of Variables

1. Advertising (X_1) is to informs consumer regarding product information through media electronics and prints. Advertising has the potential to inform public and to induce them to visit the company for further information and to make purchase decision.
2. Sales Promotion (X_2) can be described as short-term incentives to encourage the purchase of product. Company gives coupons, rebates, premiums in order to attract consumer to make purchase decision.
3. Personal Selling (X_3) is used sales marketing to communicating and delivering information about the product through face-to-face interaction with one or more prospective purchasers.
4. Direct Marketing (X_4) is an interactive system of marketing that used in order to communicating directly with or solicit a direct response from specific consumer and prospects.
5. Consumer Purchase Intention (Y) occurs when consumer have an intention of the product and decided to make purchase.

Data Analysis Method

Validity and Reliability Test

Validity is the ability to measure what it is supposed to validity test used to know whether the instrument is valid or not. This study shows the values of all indicators are above 0.30, which means that all the indicators of variables considered as valid. The reliability of a measure is established by testing for both consistency and stability. The analysis from this study shows that an overall reliability (Cronbach's Alpha) of each variable is > 0.60. This value can be considered as an acceptable value because it has been exceeding 0.60, which is an acceptable value or reliable.

Classic Assumption

Normality

Testing the normality assumption is to test whether the regression model, the independent variable and dependent variable has a normal distribution or not. Regression model is good if the data distribution is normal or near normal, if the data is spread around the diagonal line and follow the direction of the diagonal line, then the regression fulfill the normality assumption.

Multicollinearity

The purpose was to test the assumption of multicollinearity in the regression model to test whether there is a correlation between the independent variables and dependent variable. A good regression model should be free from the problem of multicollinearity and there is no correlation between the independent variables.

Heteroscedasticity

A good regression model is free from the case of heterocedasticity. Basis for decision making of a regression model said that heterocedasticity occur if there is no clear pattern and the point spread above and below the number zero (0) on the Y axis, does not occur heterocedasticity.

Multiple Regression Analysis Model

Multiple regression analysis is the process of calculating the coefficient of multiple determination and regression equation using two or more independent variables and one independent variable. The equation model of multiple regression analysis which used in this research can formulate as shown below:

$$Y = a + b_1X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

Whereas:

Y	=	Consumer purchase intention
a	=	Intercept
b_1, b_2, b_3, b_4	=	The regression coefficient of each variable
x_1	=	Advertising
x_2	=	Sales promotion
x_3	=	Personal selling
x_4	=	Direct marketing
e	=	Error

RESULTS AND DISCUSSION

Result
Validity and Reliability Test

The Reliability result shows that the instrument can be considered as an acceptable or reliable because the value of Alpha Cronbach has been exceeding 0.60, it proves that the data is up to standard and can move forward to the next step. The Validity result shows that the validity for each variable are good where the values are above minimum level of 0.30. It means that all independent variables in are above the minimum level.

Classical Assumption Test
Normality
Table 1. Normality Test Result

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,33367255
Most Extreme Differences	Absolute	,070
	Positive	,042
	Negative	-,070
Kolmogorov-Smirnov Z		,705
Asymp. Sig. (2-tailed)		,703

a. Test distribution is Normal.
   Source: SPSS Data, 2015

In term of multiple regression test, the independent variables Advertising (X_1), Sales Promotion (X_2), Personal Selling (X_3), and Direct Marketing (X_4) with dependent variable Consumer Purchase Intention (Y) has a normal distribution ($p > 0.05$). By using the Kolmogorov-Smirnov test, obtained the value is 0.703. Thus, it can be concluded that the data is normally distributed because the value is > 0.05.

Multicollinearity
**Table 2. Multicollinearity Test Result**

Model	Collinerity Statistics	
	Tolerance	VIF
X_1	,809	1,236
X_2	,773	1,294
X_3	,821	1,217
X_4	,845	1,183

Source: SPSS Data, 2015

The multicollinearity test can be known through the tolerance and VIF, whereby if the value of tolerance > 0.1 and VIF < 10 it means the regression model are free from multicollinearity. Based on the result, the variables (X_1, X_2, X_3, and X_4) of tolerance value are > 0.1 and the VIF value are < 10. It was indicated that there is a correlation between the independent variables and free from the problem of multicollinearity.

Heteroscedasticity Test

Figure 2. Heteroscedasticity Test Result
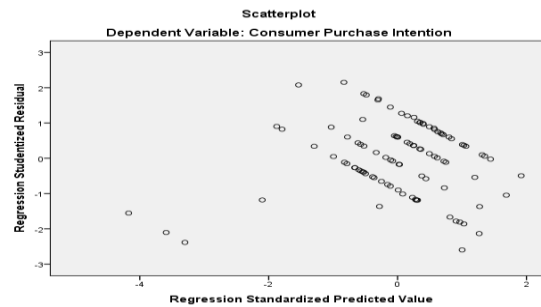
Source: SPSS Data Analysis, 2015

The graph describing the plot spread above and below the number 0 (zero) on the Y-axis. This proves that (the independent variables on dependent variable) the model is free from heteroscesdasticity.

Multiple Linear Regression
Table 3. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	2,735	1,203		2,273	,025		
Advertising	,010	,036	,023	,276	,783	,809	1,236
Sales Promotion	,370	,086	,366	4,326	,000	,773	1,294
Personal Selling	,295	,063	,382	4,658	,000	,821	1,217
Direct Marketing	,175	,085	,166	2,052	,043	,845	1,183

a. Dependent Variable: Consumer Purchase Intention
   Source: SPSS Data Analysis, 2015

The equation model of multiple regression analysis as shown below:

$$Y = 2.735 + 0.010\ X_1 + 0.370\ X_2 + 0.295 X_3 + 0.175\ X_4$$

From the multiple linear regression equation above, it can inform the interpretation as follows:
1. Constant value of 2.735 means that if the variables in this research: X_1, X_2, X_3, and X_4 simultaneously increased by one scale or one unit will increase the Y at 2.735.
2. Coefficient value of 0.010 means that if the variables in this research of X_1 increased by one scale or one unit, then Y increases 0.010.
3. Coefficient value of 0.370 means that if the variables in this research of X_2 increased by one scale or one unit, then Y increases 0.370.
4. Coefficient value of 0.295 means that if the variables in this research of X_3 increased by one scale or one unit, then Y increases 0.295.
5. Coefficient value of 0.175 means that if the variables in this research of X_4 increased by one scale or one unit, then Y increases 0.175.

Table 4. Table R and R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,690[a]	,476	,454	1,36146

a. Predictors: (Constant), Direct Marketing, Sales Promotion, Personal Selling, Advertising
   Source: SPSS Data Analysis, 2015

The analysis of coefficient correlation (r) is equal to 0.690 indicating that the correlation between variables simultaneously (X_1, X_2, X_3, and X_4 on Y) has a quiet strong relationship. To determine the contribution The Effect of X_1, X_2, X_3, and X_4 on Y can be seen that the determinant of the coefficient (r^2) in the table above. r^2 value of 0,476 in this study was imply that the contribution of Advertising (X1), Sales Promotion (X2), Personal Selling (X3) and Direct Marketing (X4) on Consumer Purchase Intention (Y) of 47.6% while the remaining 52.4% is affected by other variables not examined in this study.

Hypothesis Test
Table 5. F-Test Result

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	159,910	4	39,978	21,568	,000[b]
	Residual	176,090	95	1,854		
	Total	336,000	99			

a. Dependent Variable: Consumer Purchase Intention
b. Predictors: (Constant), Direct Marketing, Sales Promotion, Personal Selling, Advertising
   Source: SPSS Data Analysis, 2015

The value F_{count} is 21.568 with sig. 0.000 shows on table 4.7. The significant below < 0.05, The value of F_{table} is 2.47, means F_{count} (21.568)> F_{table} (2.47). Therefore, H_o is rejected and H_a is accepted. Thus, the formulation of hypothesis that the influence of independent variables X_1, X_2 , X_3 , and X_4 on dependent variable Y simultaneously accepted.

Table 6. T-Test Result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	2,735	1,203		2,273	,025
	Advertising	,010	,036	,023	,276	,783
	Sales Promotion	,370	,086	,366	4,326	,000
	Personal Selling	,295	,063	,382	4,658	,000
	Direct Marketing	,175	,085	,166	2,052	,043

a. Dependent Variable: Consumer Purchase Intention
   Source: SPSS Data Analysis, 2015

1. The significance value of X_1 is 0,783 it means the variable of X_1 is not influence on Y because t_{count} values less than ttable and also the significance value = 0,783 exceed 0.05. Therefore, there is no significant influence of variable Advertising (X_1) on consumer purchase intention (Y).
2. The significance value of X_2 is 0,000 it means the variable of X_2 partially influence on Y significantly because the value of t_{count} X_3 is 4,326 greater than the value of t_{table} 1,985 and also the significance value =

0.000 less than 0.05. Therefore, prediction of sales promotion (X_2) that influence on consumer purchase intention (Y) doing errors 0.0%. The confidence of this prediction is above 95%. Thus, Ha received.

3.   The significance value of X3 is 0,000 it means the variable of X_3 partially influence on Y significantly because the value of t_{count} X_3 is 4,658 greater than the value of t_{table} 1,985 and also the significance value = 0.000 less than 0.05. Therefore, prediction of personal selling (X_3) influence on consumer purchase intention (Y) doing errors 0.0%. The confidence of this prediction is above 95%. Thus, Ha received.

4.   The significance value of X_4 is 0,043 it means the variable of X_3 partially influence on Y significantly because the value of t_{count} X_4 is 2,052 greater than the value of t_{table} 1,985 and also the significance value = 0,043 less than 0.05. Therefore, prediction of direct marketing (X_4) influence on consumer purchase intention (Y) doing errors 0.0%. The confidence of this prediction is above 95%. Thus, Ha received.

Discussion

Advertising, Sales Promotion, Personal Selling, and Direct Marketing on Consumer Purchase Intention

Advertising, Sales Promotion, Personal Selling, and Direct Marketing influence on Consumer Purchase Intention but in T-test showed Advertising has no significant influence on Consumer Purchase Intention partially. All the data from this studies shows how marketing communication to be the main role to play in marketing success to attract consumer intention. Marketing communication is the main way to communicate directly or indirectly with the target audience and it also can build a relationship. The communication also involves feedback from the audience to the company when audience can stimulate and receive the message.

Advertising on Consumer Purchase Intention

Advertising does not significantly influent consumer purchase intention. It means majority of respondents disagree that advertising has a big impact in their intention to purchase gold metal and low acceptance and unaccepted respectively to the minds of public. This finding differs with the previously study by Idris *et al* (2012) noted that advertising also considered as an information provider which leads to greater market share (in terms of premium income) and a positive image in market as consumers are better able to match their needs and wants against the products offering (in terms of volume of businesses).

Sales Promotion on Consumer Purchase Intention

Sales promotion has a positive significant influence on consumer purchase intention of gold metal PT. Pegadaian (Persero) Manado Utara Branch partially. This variable is secondly highly. This variable is the second highest. The consumers are very interested and satisfied if they got promotions when they purchase gold metal. These results align with earlier finding of Chai *et al* (2013) who noted that this study found that sales promotion is important and significant impact on buying silver online. It enhances customer's perceived value of product price, leading towards the incentive to make the purchase decisions

Personal Selling on Consumer Purchase Intention

Personal selling has a positive significant influence on consumer purchase intention of gold metal PT. Pegadaian (Persero) Manado Utara Branch partially. This variable is the highest of all. Personal selling was considered as the best of the marketing communication tools. This study found that almost all consumers are attracted and motivated to purchase gold metal through sales marketing's presentation. They got more information and knowledge about gold metal that they did not know before. This marketing communication tool is very successful rather than other marketing tools. This result supported by Idris *et al* (2012) which noted that Personal selling as a tool is the most used and relevant in the Nigerian insurance market environment mainly in life insurance business.

Direct Marketing on Consumer Purchase Intention

Direct marketing has a positive significant influence on consumer purchase intention of gold metal PT. Pegadaian (Persero) Manado Utara Branch partially. This variable is the third highest. Direct Marketing involves contacting the existing and potential customers directly through telemarketing, direct mail, and online marketing (e-mail and official websites) without employing any intermediaries in the process. This is supported by Omneya and Ayman (2012) noted that direct marketing in all its forms proved to create positive customers' attitude and thus an intention to purchase.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusions may be drawn as follows:
1. Advertising, sales promotion, personal selling, and direct marketing influence on consumer purchase intention simultaneously.
2. Advertising has negative influence on consumer purchase intention.
3. Sales promotion has a positive significant influence on consumer purchase intention.
4. Personal selling has a positive significant influence on consumer purchase intention.
5. Direct marketing has a positive significant influence on consumer purchase intention.

Recommendation

The following below are recommendations as input that hopefully can be useful as suggestions:
1. PT. Pegadaian (PERSERO) Manado Utara Branch should pay more attention in marketing communication tool which is advertising. This company need to extensively and widely more advertise the gold metal's information through prints media and electronics. Hence, the more people who watch, listen and read the advertising, the more it can reach potential consumers of gold metal.
2. Personal selling has a highest influence among other marketing communication tools, PT. Pegadaian (PERSERO) Manado Utara Branch should use this tool more extensively because this tool is very effective way to communicate the information to audiences.
3. PT. Pegadaian (PERSERO) Manado Utara Branch should design training programs specifically aimed at helping sales marketing develop their skills, abilities and competencies that are necessary in developing strong expertise. The other thing is to give them reward in order to motivate them to do their job.

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