THE INFLUENCE OF ADVERTISING, PUBLICITY, AND PUBLIC RELATION ON CONSUMER PREFERENCE IN MANADO QUALITY HOTEL

PENGARUH IKLAN, PUBLISITAS, DAN HUBUNGAN MASYARAKAT TERHADAP PREFERENSI KONSUMEN DI HOTEL QUALITY MANADO

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ABSTRACT

A company must do more than make good products, they have to inform consumers about product benefits and carefully position their products in consumers' mind. Recently, advertising, publicity and public relation are proved as effective moves by top companies to deliver their purpose as a main preference to all consumers. The study aim to find the influence among advertising, publicity, and public relation on consumer preference in Manado Quality Hotel. The research method is purposive analysis and the data is obtained from questionnaire that distributed to the consumer of Manado Quality Hotel. The analysis method is multiple regression analysis. 100 consumers of Manado Quality Hotel were randomly selected as samples. The result showed that Advertising, Publicity and Public Relation have a positive influence on consumer preference. However, Publicity is showed not significantly on consumer preference. The company should improve the quality of advertising and public relation as their marketing tools.

Keywords : Advertising, Publicity, Public Relation, Consumer Preference.

ABSTRAK

Sebuah perusahaan harus melakukan lebih dari membuat produk yang baik, mereka harus menginformasikan konsumen tentang manfaat produk dan secara hati-hati memposisikan produk mereka dalam pikiran konsumen. Periklanan, publisitas dan hubungan masyarakat terbukti efektif oleh perusahaan atas untuk menyampaikan tujuan mereka sebagai acuan preferensi utama untuk semua konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh signifikan antara iklan, publisitas, dan hubungan masyarakat pada preferensi konsumen dalam Manado Quality Hotel. Metode penelitian ini adalah analisis purposive dan data yang diperoleh dari kuesioner yang dibagikan kepada konsumen dari Manado Quality Hotel. Metode analisis adalah analisis regresi, statistik f, uji t statistik dan uji asumsi klasik. Sampel dari penelitian ini adalah 100 dari konsumen Manado Quality Hotel. Berdasarkan penelitian yang telah dilakukan, hasilnya menunjukkan bahwa Iklan, Publisitas dan Humas memiliki pengaruh positif pada preferensi konsumen. Namun, Publisitas menunjukkan pengaruh yang tidak signifikan pada preferensi konsumen. Perusahaan harus meningkatkan kualitas iklan dan humas sebagai alat pemasaran mereka.

Kata kunci: Iklan, Publisitas, Hubungan Masyarakat, Preferensi Konsumen.

1. INTRODUCTION

Research Background

The purpose of the company to use the marketing tools is to attract people with their product, and it proved successful in market nowadays. Advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader as Publicity involves the use communication to make an entity publicly known and Public Relation is the strategic process of maintaining the reputation of an individual, organization or brand in the eyes of the public. As promotional strategies (Advertising, publicity, and public relation), they serve as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision and market preference. Advertising, publicity and public relations are mass-communication tools available to marketers.

Manado Quality Hotel is one of the comfortable accommodations located in the prime of the city, offering a combination of friendly and professional services which also provides choices of facilities such as ballroom, meeting room, business center, lounge and restaurant. There are so many competitors in town, and so Manado Quality Hotel needs to attract people inside and outside as well to maintain the preference and loyalty through the marketing tools.

Research Objective

1. To know the influence of Choosing Advertising in Quality Hotel Manado, partially.
2. To know the influence of Publicity in Quality Hotel Manado, partially.
3. To know the influence of Public Relationship in Quality Hotel Manado, partially.
4. To know the influence of Choosing Advertising, Good-Publicity and Maintaining Public Relationship in Quality Hotel Manado, simultaneously.

Literature Reviews

Consumer Preference

Consumer preference can be defined as the fact of people liking or wanting one thing more than another. Consumer Preference is the ability of consumers to choose is by way of sort of high and low efficiency gained from taking a bunch of different stuff (Nicholson, 2002). Every individual has the desire to meet the needs of everyday life; even desired needs exceed the limits of its capabilities. It is an issue for individuals in determining the choice to meet their needs, because each individual has a different behavior and preferences. According to Maritz (2004) Consumer preference is a marketing term meaning a consumer likes one thing over another. Consumer preference is a general term applied to all facets of marketing products and services. This is not to be confused with the more-specific term brand preference, which relates to consumers preferring one brand over competing brands. If one brand is unavailable, consumers will likely choose another brand to fill the gap

Advertising

Advertising can be defined as promotion via a recognizable advertisement placed in a definable advertising medium, guaranteeing exposure to a target audience in return for a public rate for the space or time used." It means that advertising should take a good place and have a strong positioning in consumer's mind. So, the consumers can always recognize the advertisement as the way the company communicates their purpose to the consumer for the space or time used. In another opinion, according Kotler and Armstrong (2008) "Any paid form of non-personal

presentation and promotion of ideas goods or services by an identified sponsor the most familiar modes of ads are print media (newspaper and magazine) and electronic media (television, radio and internet.)" This statement state that the Printed-media and electronic medias have a great influence in general advertising. People are always looking for the simplest and fastest way to gain information. Using of that kind of habit, Company should take their advertising in the route of consumer follow as their positioning brand.

Publicity

Publicity can be defined as an act to attracting media's attention to gaining visibility with public at large. Publicity is differs from other promotional mix in that it is costless most of the time. Publicity according to Cole (1996) is "news about the organization or its product reported in the press (media)". Publicity can build a trust from consumers to the company. In other word publicity is a name of company itself. If the company can make a good publicity then people might want to use their product or services. It even can raise a testimonial from old-user to the new-user. According to Crosier (1994), "Publicity is promotion via release to definable news media in the hope of secondary exposure via an editorial mention earned by the news worthiness of the subject "Publicity involves the use communication to make an entity publicly known. One dictionary defines publicity as "the state or quality of being public" and suggests that publicity is an "act or device to attract public interest" and support (Merriam Webster's Dictionary, 2009). Being public implies visibility, attention, prominence, identification, understanding, and openness.

Public Relation

Public relation can be defined as the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. In August 1998, the World Assembly of Public Relations Associations defined the field as ; "The art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest". Ivy Lee and Edward Louis Bernays established the first definition of public relations in the early 1900s as follows: "a management function, which tabulates public attitudes, defines the policies, procedures, and interests of an organization, followed by executing a program of action to earn public understanding and acceptance."

Research Hypotheses

H_1 : Advertising has influence on Employee Performance in Quality Hotel Manado, partially.
H_2 : Publicity has influence on Employee Performance in Quality Hotel Manado, partially.
H_3 : Public Relation has influence on Customer Preference in Quality Hotel Manado, partially.
H_4 : Advertising, Publicity and Public Relation have influences on Customer Preference in Quality Hotel Manado, simultaneously.

2.   RESEARCH METHOD

Type of Research

This research is causal research with quantitative approach. This research is conducted to analyze the impact of work environment on employee performance.

Place and Time of Research

This research is conducted in Manado city, particularly at the Quality Hotel Manado from June to July 2015.
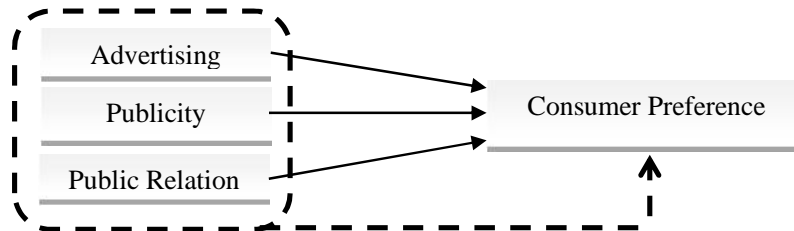
Research Framework

Figure 1. Research Framework
Source: Processed Data, 2015

Population

Population is the entire group of people, events or things of interest that the researcher wishes to investigate. (Sekaran and Bougie, 2009). Population is generalized to the object or subject which has a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sugiyono, 2005). The population in this research is Consumer of Manado Quality Hotel and above 17 years.

Sample

The sampling technique used the Purposive Sampling Method. The researcher chooses the sample based on who they think would be appropriate for the study. This is used primarily when there is a limited number of people that have expertise in the area being researched and fit with the criteria. The criteria of sample are consumers who at least had an experience once with hotel's facilities (Room, Restaurant, and other facilities).

Data Collection Method

In this research the primary data that will to distribute the questionnaire in order to find the influence of advertising, publicity, and public relation on consumer preference in manado quality hotel.

Data Analysis Method

Validity and Reliability Test

To analyze the validity of questionnaire, Pearson Product Moment is used. An instrument measure valid if that instrument measures what should be measured. Sekaran and Bougie (2010) reliability is a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in instrument.

Multiple Regression Analysis Model

Multiple regression analysis is similar to the simple regression analysis but it uses more than one independent variable to explain variance in the dependent variable (Sekaran and Bougie, 2010). The starting point of multiple regression analysis is the conceptual model and the hypotheses derived from that model that the researcher has developed in an earlier stage of the research

process. (Sekaran and Bougie, 2010). The formula of multiple regression models in this research is shown as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Notes:

Y	= Consumer Preference	α	= Constant
X_1	= Advertising	e	= Error
X_2	= Publicity		
X_3	= Public Relation		
$b_1, b_2, b_3,$	= The regression coefficient of each variable		

3.   RESULT AND DISCUSSION

Validity Test Result

Table 1. Result of Validity Test

No	Variable/Indicator	r count	r table	Note
	Advertising			
1	1	0.686	0.1654	Valid
2	2	0.601	0.1654	Valid
3	3	0.581	0.1654	Valid
4	4	0.741	0.1654	Valid
5	5	0.791	0.1654	Valid
	Publicity			
1	1	0.867	0.1654	Valid
2	2	0.825	0.1654	Valid
3	3	0.736	0.1654	Valid
4	4	0.804	0.1654	Valid
5	5	0.783	0.1654	Valid
	Public Relation			
1	1	0.740	0.1654	Valid
2	2	0.813	0.1654	Valid
3	3	0.727	0.1654	Valid
4	4	0.803	0.1654	Valid
5	5	0.550	0.1654	Valid
	Consumer Preference			
1	1	0.533	0.1654	Valid
2	2	0.599	0.1654	Valid
3	3	0.566	0.1654	Valid
4	4	0.577	0.1654	Valid
5	5	0.624	0.1654	Valid

Source: Data processed, 2015.

Reliability Test Result

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Note
Advertising	0.887	Reliable
Publicity	0.887	Reliable
Public Relation	0.887	Reliable
Consumer Preference	0.887	Reliable

Source: Data processed, 2015.

Table 2 shows the result with the Cronbach's Alpha is more than 0,6, means the data is reliable.

Multiple Regression Result

Table 3. Multiple Regression Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.009	1.449		3.456	.001
	Advertising	.317	.102	.349	3.123	.002
	Publicity	.043	.093	.055	.466	.642
	public relation	.313	.095	.340	3.294	.001

a. Dependent Variable: consumer preference

Source: Data processed, 2015.

Based on Table 3, the result of multiple regression analysis can be concluded, the equation of this research is:

$$Y = 5.009 + (0.317) X_1 + (0.043) X_2 + (0.313) X_3$$

1. Constant value is 5.009 means if the independent variable x1, x2, x3 are zero, the value of dependent variable (Y) is 5.009.
2. Advertising (X1) = 0.317 it means that publicity has a positive influence to consumer preference. When advertising of the Manado Quality Hotel increase by 1 then consumer preference will increase 0.317.
3. Publicity (X2) = 0.043 it means that publicity has a positive influence to consumer preference. When publicity of the Manado Quality Hotel increase by 1, then consumer preference will increase 0.043.
4. Public Relation (X3) = 0.313 it means that public relation has a positive influence to consumer preference. When public relation of the Manado Quality Hotel increase by 1 then consumer preference will increase 0.313

Hypotheses Testing
F-test

Table 4. F-test result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	192.022	3	64.007	24.123	.000[b]
	Residual	254.728	96	2.653		
	Total	446.750	99			

a. Dependent Variable: consumer preference
b. Predictors: (Constant), public relation, advertising, publicity

Source: Data processed, 2015.

Table 4 shows the value of F count 24.123 with 0.00 significant. To find out the value of F table, the calculation is actualized as follows:

       F table = FINV (0.10, k-1, n-k)
                = FINV (0.10, 3-1, 100-3)
                = 2.358119

F count is larger than f table, then the regression model off f-test can be defined 24.123 is larger than 2.358 which means Ho is rejected and H_1 is accepted. The regression model can be used to explain that independent variables such as X_1 (Advertising), X_2 (Publicity), and X_3 (Public relation) simultaneously influence the dependent variable which is Y (Consumer Preference).

T-Test

Table 5. T-test result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.009	1.449		3.456	.001
	Advertising	.317	.102	.349	3.123	.002
	Publicity	.043	.093	.055	.466	.642
	Public relation	.313	.095	.340	3.294	.001

a. Dependent Variable: consumer preference

Source: Data processed, 2015

The t table using 10% moe (= 0.10). df(n-4) or 100-4 = 96 and t-table is 1.661. If the t_{count} is greater than t_{table} then the hypothesis is accepted and if the t_{count} is lesser than t_{table} then the hypothesis is rejected.

1. Table 5 shows the result of Advertising shows that t value 3.123 is more than t table 1.661 means that Ho is rejected and Ha is accepted. It means that hypothesis H1 Advertising has a significant influence partially on consumer preference.
2. Table 5 shows that the result of Publicity shows that t value 0.466 is below than t table 1.661 means that Ho is accepted and Ha is rejected. It means that hypothesis H2 Advertising has not a significant influence partially on consumer preference.
3. Table 5 shows that the result of Public Relation shows that t value 3.294 is more than t table 1.661 means that Ho is rejected and Ha is accepted. It means that hypothesis H3 Public relation has a significant influence partially on consumer preference.

Discussion

The independent variables of (X1) Advertising and (X3) public relation, have simultaneously positive influence on dependent variable (Y) consumer preference in Manado Quality Hotel. The (X2) Publicity has a positive but not significant influence partially on consumer preference. Advertising as a variable has influence on consumer preference at Manado Quality Hotel because as a company on tourism sector, the company really depends on advertising through media so the information of the existing hotel is spread widely not limited to the local region. As a symbolic figure people already aware with the company through publicity by local newspaper. Unfortunately, the company seems to not depend heavily on publicity because they are rarely attracting press to introduce the company to the customers. In term of public relation, it shows clearly that maintaining a good reputation as a company is important. The public relation also can limit the damage from outside and inside the company. If the public relation is strong within the company it can build trust on consumer as long-term benefit to the company.

4. CONCLUSIONS AND RECOMMENDATION

Based on the result of analysis and the discussion in the previous chapter, the conclusions drawn from this research are as follows:

1. Advertising influence positively and significantly on consumer preference at Manado Quality Hotel.
2. Publicity influence positively but not significantly on consumer preference at Manado Quality Hotel.
3. Public Relation influence positively and significantly on consumer preference at Manado Quality Hotel.

4. The independent variables (Advertising, Publicity and Public Relation) have influences on dependent variable (Consumer Preference) simultaneously.

Based on the result and the conclusion, the research recommendations are as follows:
1. The company should be able to see and figure it out other variables that has an influence on consumer preference, because based on the result of this research it is found that mostly are caused by other factors that not include in this research therefore consumer preference will be maximized.
2. It is better for company to improve the advertising and public relation activities because both of variables have significant influence on consumer preference at Manado Quality Hotel. But it is better for company to look again the publicity even the result is not significant because of the possibility of errors in the distribution of publicity.
3. Company should maintain the independent variables advertising, publicity and public relation because these three variables from this research have simultaneous significant influence on increase in Consumer Preference at Manado Quality Hotel, therefore the influence on consumer preference will be maximized.
4. The company should looks for other factors that affect the influence on consumer preference, due to the lack that caused by another factor.
5. For the further research, the result of R^2 shows that there is any other variables that have to be considered in this research. Further research should add other variables that can influence the consumer preference so the consumer preference can be maximized.

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