

Customers not sell their goods

[Business](#), [Marketing](#)



Influence Of Advertising Program Implementation Via Internet And Marketing Via E-Mail Against Advertising Information Processing And Besides The Implication Against Purchasing Decision

Introduction

At the present economic, some of clients non sell their goods and merchandise straight to concluding client, but via selling agent. Merchandise selling represents stub for each house beside others activities that must execute to make the best mission and vision for obtain market the merchandise. Information engineering development at the present becomes one of option can do media in attempt market the merchandise and the same clip as publicity media for house wholly to public.

Globalization influence against populace 's life form in all globe side can be observed clearly. Globalization issued or" cold revolution" foremost with crowded the information engineering web. Information engineering development enable public that exist in full side Earth can interactive and execute dealing, without must upset by geographic boundary line. More from it, others change feels at public behaviour form in spend their fund that now besides begin move from characterize form of " conventional" into ingestion pattern form of " modern" . It average, at the present public Begin like efficient shopping manner and non much need worksheet. For illustration, internet media applications (E-mail) that enable public particularly that high mobility to shopping without have to occupy with spell to shopping Centre or market place.

PT. San Miguel Indonesia as company that dressed ore at snack represent one of extremely concern company at the selling field. PT. San Miguel

Indonesia. It so happens vision from San Miguel Indonesia is closeness with client represents a pick become outlook that will be created at merchandise and service. So that the company will ever give the best with create a value that can make. To able to make company 's vision and mission objective so PT. San Miguel Indonesia ever attempt to shut with their client. In information engineering and globalisation epoch, so the challenge will be faced by PT. San Miguel Indonesia non easily, because competition more and more strict caused by a batch of competitory company and assorted similar merchandise. This state of affairs influenced by high client 's involvement to purchase the merchandise because class and quality and monetary value cheaper.

At the present information engineering development enable each company near with client even if via electronic media. One of attempt that can performed by company to make client is with working the information engineering development represents chance and challenge faced by PT. San Miguel Indoensia.

Literature Review

Together with addition competition in battle for the market, selling activity has importance function in a company for addition the sale. Selling is extremely cardinal affair, so that ca n't considered as alone map. Because selling is manner to look full companies from concluding consequence, viz. from their client 's position (success of a concern non determined by manufacturer but by client) (Peter Drucker, 2000) . Selling besides comprise full company 's activities in adapt to itenvironmentcreatively and fortune (Ray Corey, 2000) .

While harmonizing to Philip Kotler (2004: 9) selling construct represents a societal procedure that inside single and group obtain what they need and want with create, offer, and besides free to alter valuable merchandise with others side.

Harmonizing to John E. Kennedy (2006: 13) selling is an interconnected activity program group to place demand and develop, administer, advance, and besides make up one's mind precisely monetary value from a merchandise and service to make satisfaction from client that purpose to give net income.

Investigated factor in this research consist of four research variables that describe range and connexion form and besides aim will be reached from this research, viz. publicizing plan, selling via electronic mail, information procedure and besides buying determination.

a. First, publicizing plan variable that make up determination needed to construct in general advertisement(Kotler, 2005) . Advertising plan has influence to publicizing information processing by client consist of four indexes viz. target market section (market) , direction/mission, message, and besides media.

B. Second, selling variable via e-mail (e-mail selling) can considered as tool of electronic selling (e-marketing) . E-mail selling included in direct selling communicating group (direct selling) (Kalyanam et. al. , 2002) . This variable consist of two indexes that are promotional e-mail and besides related electronic mail of service.

c. Third, information processing variable. This variable consist of 6 indexes such as exposure, attending, comprehension, understanding, keeping and purchase connotation.

d. Fourth, purchaing determination variable used as public presentation measuring media of advertisement.

Development of marketing scheme in this instance directed to can carry through client 's demand and desire at market served. In competition epoch more and more non cognize geographics boundary line, comprehension for client 's demand and apprehension at served market will determinated company 's nonsubjective accomplishment success. Marketing consept in this instance contain that full company 's activities directed to able to fulfill client 's desire and demand.

Attendance of electronic and print media show serious attitude for entrepreneurs to repaire merchandise, goods and service quality through determining of quality standarization and service quality, and besides publicity scheme stabilisation. litas produk, barang, dan jasa via penetapan standarlisasi mutu dan kualitas pelayanan, serta pemantapan strategi promosi. Marketing communicating strategic that exact can avoid company from effect lose of publicity activity it non effectual and efficient.

Customer 's determination procedure as consequence of by and large ad explantion started from require debut, information research, alternate rating and ended with buying and satisfaction (Sumarwan, 2003) .

Research Methodology

Research about advertisement via this cyberspace and selling via electronic mail performed at a company that concern in bite field viz. PT. San Miguel Indonesia with spread out inquirer to internet user that have acces site of PT. San Miguel Indonesia. The study consequence informations processed with used SPSS plan Version 13. 0.

Normality trial used to cognize informations distribution in variable will be used in research, and from proving consequence that performed to informations of all variables explained have normal distribution. Data computation with correlation method used to explained grade of relationship intimacy inter variables, and from analysis performed to informations of all variables explained have close relationship and between each variable interrelatedness. While arrested development used to prove influence between one variable with others.

Hypothesis That Influence Decision Process

Operational hypothesis make up nonsubjective hypothesis. It means researcher formulate hypothesis non merely based on base sentiment, but based on objectiveness excessively, that research hypothesis that made non yet of class precisely after tested with usage being informations. For it writer formulate the job will be tested as follow:

1. Ho1: There is nil influence between advertisement plan application at cyberspace and selling merchandise of PT San Miguel Indonesia via electronic mail to publicizing plan processing by cyberspace user.

Ha1: There is influence between advertisement plan application at cyberspace and selling merchandise of PT San Miguel Indonesia via electronic mail to publicizing plan processing by cyberspace user.

2. Ho2: There is nil influence between advertisement plan at cyberspace and selling merchandise of PT San Miguel Indonesia via electronic mail to internet user comprehension about merchandise of PT San Miguel Indonesia.

Ha2: There is influence between advertisement plan at cyberspace and selling merchandise of PT San Miguel Indonesia via electronic mail to internet user comprehension about merchandise of PT San Miguel Indonesia.

3. Ho3: There is nil influence between executor of advertisement plan in cyberspace and selling merchandise of PT San Miguel Indonesia via electronic mail to buying determination either straight or via information processing stage.

Ha3: There is influence between executor of advertisement plan in cyberspace and selling merchandise of PT San Miguel Indonesia via electronic mail to buying determination either straight or via information processing stage.

Discussion

Respondent Characteristic

This research location is in Depok and Bekasi, where per centum for Depok part = 57.33 % and for Bekasi part = 42.67 % . Number of respondent is every bit many as 150 individuals, while per centum of respondent 's sex is for male = 59.33 % and female = 40.67 % . Dominant age of respondent

between 21-25 old ages old, respondent 's latest instruction bulk is non yet finish from S1, respondent 's occupation position bulk is pupils and privat employee, respondent 's gross bulk per month is & It ; Rp. 2. 000. 000, respondent 's old alteration used cyberspace is & gt ; 3 old ages, respondent 's clip mean alteration usage cyberspace in clip of one hebdomad is 1-10 hours, respondent 's requirement bulk entree cyberspace is for shoping cyberspace site, respondent 's requirement bulk entree web site is for amusement, and most frequently topographic point used by respondent to entree cyberspace is warnet.

Correlation Trial

Consequence of correlativity trial SPSS Output analysis is as follow:

- Advertising variable with information processing variable

Correlation between advertisement variable and information processing is every bit large as 0. 625. It means is relationship between advertisement variable and information processing strong and same way (because positive consequence) . In the same way means if advertisement is high so information processing high excessively. Correlation of both variables have important characteristic because value it 's important every bit large as 0. 00 & It ; 0. 025.

- Advertising variable with buying determination variable

Correlation value between publicizing variable and buying determination every bit large as 0. 420. It means relationship between advertisement variable and buying determination strong and same way (because positive

consequence) . Correlation of both variables have important characteristic because value it 's important every bit large as 0. 00 & It ; 0. 025.

- Advertising variable with marketing variable via electronic mail

Correlation value between Advertising variable and selling via electronic mail is every bit large as 0. 491. It means relationship between advertisement variable and selling via electronic mail strong and same way (because positive consequence) . Correlation of both variables have important characteristic because value it 's important every bit large as 0. 000 & It ; 0. 025.

- Information processing variable with buying determination variable

Correlation value between Information treating variable and buying determination every bit large as 0. 542. It means relationship between Information treating variable and buying determination strong and same way (because positive consequence) . Correlation of both variables have important characteristic because value it 's important every bit large as 0. 000 & It ; 0. 025.

- Information processing variable with marketing variable via electronic mail

Correlation value between Information treating variable and selling via electronic mail is every bit large as 0. 577. It means relationship between Information treating variable and selling via electronic mail strong and same way (because positive consequence) . Correlation of both variables have

important characteristic because value its important every bit large as 0. 000 & It ; 0. 025.

· Purchasing determination variable with marketing variable via electronic mail

Correlation value between buying determination variable and selling via electronic mail is every bit large as 0. 519. It means relationship between buying determination variable and selling via electronic mail strong and same way (because positive consequence) . Correlation of both variables have important characteristic because value its important every bit large as 0. 000 & It ; 0. 025.

From consequence above can cognize that tightest additive relationship is between publicizing variable with information processing variable viz. every bit large as 0. 625. In the others word, supposed factor that most influence information processing variable every bit large as with advertisement variable.

Arrested development Trial

· Regression trial consequence of dependant variable (Y1) information processing

From computation consequence, obtained correlativity value R between advertisement variable and selling variable via e-mail with information processing every bit large as 0, 719. It means relationship both the variables extremely strong. Positive correlativity show that relationship between advertisement variable and selling variable via e-mail same way. It means if

advertisement and selling via electronic mail more and more addition so information treating more and more frequently performed.

R2 table shown Determination Coefficient (DF) in above computation every bit large as 0. 517 or same with 51, 7 % . It means, that every bit large as 51, 7 % full variant information processing sum can be explained from Ad and selling variable via electronic mail. And the remainder every bit large as 48, 3 % explained from others causal factor that come from exterior of this arrested development theoretical account. Therefore, above arrested development theoretical account is appropriate. From analysis consequence so can be concluded that information processing influenced by publicizing plan via cyberspace and selling via electronic mail.

Regression equation obtained from analysis is $Y_1 = 1.033 + 0.455x_1 + 0.340x_2$. It means partly advertisement and selling variables via electronic mail influenced to variable Y (information processing) .

· Regression trial consequence of Dependent Variable (Y2) Buying determination.

From computation consequence, obtained correlativity value R between marketing variable via electronic mail, advertisement, information processing with buying determination variable every bit large as 0, 622. It means relationship all of three variables is strong. Positive correlativity shows that relationship between advertisement and selling variables via electronic mail, and information processing is same way. It means if

advertisement, selling via electronic mail, and information processing more and more frequently performed so purchasing determination will increase.

R2 table shown Determination Coefficient (DF) in above computation every bit large as 0. 386 or same with 38, 6 % . It means, that every bit large as 38, 6 % full discrepancies of entire buying determination can be explained from advertisement and selling variables via electronic mail, and information processing. And the remainder every bit large as 61, 4 % explained from others causal factors come from this arrested development theoretical account. Therefore, above arrested development theoretical account is appropriate and true. From analysis consequence had shown that information processing, advertisement and selling via e-mail influence for buying determination.

Regression equation obtained from analysis is $Y_2 = 1.304 - 0.016x_1 + 0.315x_2 + 0.403x_3$. It means partly information processing, and selling variables via electronic mail that have influence to Y variable (buying determination) . While for advertisement variable have nil relationship or influence Y variable (buying determination) that can be looked from computation significance bigger from (& gt ;) 0. 05.

Oclusion

Conclude

Based on correlativity trial between advertisement variable in cyberspace and information processing and besides between marketing variable via e-mail and information processing had shown strong relationship and same way. It had shown that advertisement plan in cyberspace and selling via

electronic mail wholly had influenced to information processing. It means if advertisement variable in cyberspace and selling via electronic mail is high, so information treating variable will be better or high. Because within information processing variable influenced by publicizing variable in cyberspace and selling via electronic mail, can be looked at equation $Y1 = 1.033 + 0.455x1 + 0.340x2$. With finding coefficient every bit large as 51.7 % , it shown that information processing explained from advertisement variable in cyberspace and selling via electronic mail every bit large as 51.7 % and the remainder every bit large as 48.3 % explained from others factor outside of advertisement variable and selling via electronic mail.

Internet user 's comprehension about merchandise of PT San Miguel Indonesia influenced from publicizing plan in cyberspace performed by PT. San Miguel Indonesia and from marketing via electronic mail either straight or via anterior information processing stage that consequence in involvement fro cyberspace user to execute buying determination against merchandise of PT. San Miguel Indonesia. Where information processing variable has influence every bit large as 54, 2 % against buying determination variable, so that can be concluded that some internet user can understand merchandise of PT. San Miguel Indonesia via advertisement media in cyberspace every bit large as 54, 2 % .

Strong relationship and same way based on correlativity trial between marketing variable via electronic mail, advertisement in cyberspace, and information processing influenced buying determination for cyberspace user that can be looked at equation $Y2 = 1.304 - 0.016x1 + 0.315x2 + 0.403x3$,

partly influenced buying determination cyberspace user is information treating variable (x2) and marketing via electronic mail (x3) .

Determination coefficient value obtained every bit large as 38. 6 % , it shown that buying determination cyberspace user explained by marketing variable via electronic mail, advertisement in cyberspace, and information processing every bit large as 38. 6 % . And the remainder every bit large as 61. 4 % explained from other factors come from outside of the variable. This instance shown that buying determination by cyberspace user non based on advertisement plan in cyberspace, selling via electronic mail, and besides information treating merely but buying determination can happen without all of three the variable.

Suggestion

The company has to able to maximise plan have run that is publicizing at cyberspace and selling via e-mail optimally with give new invention against being advertisement and selling in order to able to pull internet user attending performed buying determination to merchandise of PT San Miguel Indonesia so that can increase the gross revenues.

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