

## INFLUENCE OF ADVERTISING PROGRAM IMPLEMENTATION VIA INTERNET AND MARKETING VIA E-MAIL AGAINST ADVERTISING INFORMATION PROCESSING AND ALSO THE IMPILICATION AGAINST PURCHASING DECISION AT PT. SAN MIGUEL INDONESIA IN DEPOK AND BEKASI REGIONS

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### ABSTRACT

*At the present time role of internet not only as tool to looking for information, but also possess great potential as marketing and trading medium, especially advertising. For each company, advertising media via internet in Indonesia constitute opportunity all at once challenge that have to faced in operate their operational and activity. Gool research is influence of advertising program implication via internet and marketing via e-mail against advertising information processing and also its implication against purchasing decision. Result that was obtained from this observation indicates that purchasing decision for internet user is influenced from advertising variable in internet, marketing via e-mail, through information processing stage. Although in advertising variables just a few it's influences, but still can influence purchasing decision for internet user. Because purchasing decision not only based to advertising program in internet and marketing via e-mail only, but can from others factor outside the variable that can influence purchasing decision.*

*Key Word : Advertising, Information Processing, Marketing Via E-Mail and Purchasing Decision*

### 1. INTRODUCTION

At the present economic, some of customers not sell their goods and product directly to final customer, but via marketing broker. Product marketing represents stub for each firm beside others activities that must performed to reach the best mission and vision for obtain market the product. Information technology development at the present becomes one of alternative can made media in effort market the product and the same time as promotion media for firm entirely to public.

Globalization influence against public's living pattern in all globe side can be observed clearly. Globalization issued or "cold revolution" first with crowded the information technology network. Information technology development enable public that exist in entire side globe can interactive and perform transaction, without must disturb by

geographic border. More from it, others change feels at public behavior pattern in spend their fund that now also begin move from characterize pattern of "conventional" into consumption pattern shape of "modern". It mean, at the present public begin like efficient shopping style and not much need worksheet. For example, internet media application ( *E-mail* ) that enable public especially those high mobility to shopping without have to busy with go to shopping centre or marketplace.

PT *San Miguel* Indonesia as company that concentrate at snack represent one of highly concern company at the marketing field. PT *San Miguel* Indonesia. It so happens vision from *San Miguel* Indonesia is closeness with customer represents a choice become expectation that will be created at product and service. So that the company will always give the best with create a value that can create. To able to reach company's

vision and mission objective then PT San Miguel Indonesia always effort to close with their customer. In information technology and globalization era, then the challenge will be faced by PT San Miguel Indonesia not easy, because competition more and more strict caused by a lot of competitive company and various similar product. This situation influenced by high customer's interest to buy the product because grade and quality and price cheaper.

At the present information technology development enable each company close with customer even if via electronic media. One of effort that can performed by company to reach customer is with exploit the information technology development represents opportunity and challenge faced by PT San Miguel Indoensia.

## 2. THEORETICAL BACKGROUND

Together with increase competition in fight for the market, marketing activity has importance role in a company for increase the sale. Marketing is highly fundamental matter, so that can't considered as alone function. Because marketing is way to look entire companies from final result, namely from their customer's view (success of a business not determined by producer but by customer) (Peter Drucker, 2000). Marketing also comprise entire company's activities in adapt to it environment creatively and luck (Ray Corey, 2000).

While according to Philip Kotler (2004 : 9) *marketing concept represents a social process that inside individual and group obtain what they need and want with create, offer, and also free to change valuable product with others side.*

According to John E. Kennedy ( 2006 : 13 ) *marketing is an interrelated activity plan group to identify requirement and develop, distribute, promote, and also decide exactly price from a product and service to reach satisfaction from customer that aim to yield profit.*

Investigated factor in this research consist of four research variables that describe scope and connection pattern and also target will be reached from this research, namely advertising program, marketing via e-mail, information process and also purchasing decision.

- a. First, advertising program variable that make up decision needed to build in general advertising (Kotler, 2005). Advertising program has influence to advertising information processing by customer consist of four indicators namely target market segment (*market*), direction/mission, *message*, and also *media*.
- b. Second, marketing variable via e-mail (*e-mail marketing*) can considered as tool of electronic marketing (*e-marketing*). *E-mail marketing* included in direct marketing communication group (*direct marketing*) (Kalyanam et. al., 2002). This variable consist of two indicators that are promotional *e-mail* and also related *e-mail* of service.
- c. Third, information processing variable. This variable consist of 6 indicators such as *exposure*, *attention*, *comprehension*, *agreement*, *retention* and *purchase intension*.
- d. Fourth, Purchasing decision variable used as performance measurement media of advertising.

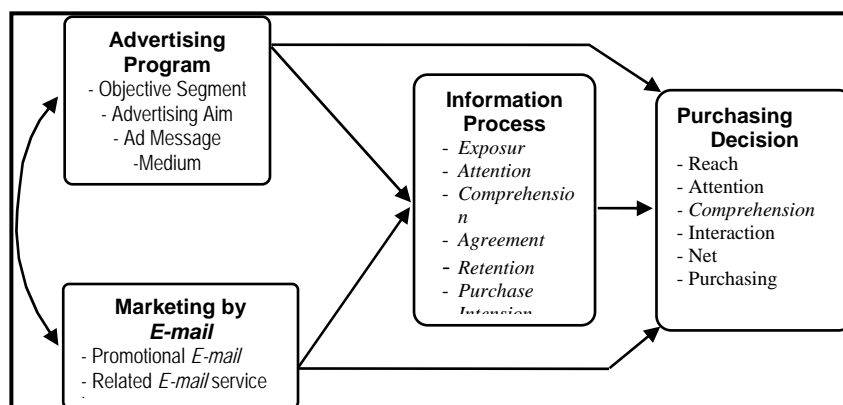


Figure 1. Used Reseach Model

Development of marketing strategy in this case directed to can fulfil customer's requirement and desire at market served. In competition era more and more not know geography border, comprehension for customer's requirement and understanding at served market will determinated company's objective achievement success. Marketing concept in this case contain that entire company's activities directed to able to satisfy customer's desire and requirement.

Attendance of electronic and print media show serious attitude for entrepreneurs to repaire product, goods and service quality through determining of quality standarization and service quality, and also promotion strategy stabilization. litas produk, barang, dan jasa via penetapan standarisasi mutu dan kualitas pelayanan, serta pemantapan strategi promosi. *Marketing communication strategic that exact can avoid company* from consequence lose of promotion activity it not effective and efficient.

Customer's decision process as result of generally ad explantion started from require introduction, information research, alternative evaluation and ended with purchasing and satisfaction ( **Sumarwan, 2003** ).

### 3. RESEARCH METHOD

Research about advertising via this internet and marketing via e-mail performed at a company that concern in snack field namely PT. San Miguel Indonesia with spread out questioner to internet user that have acces site of PT. San Miguel Indonesia. The survey result data processed with used SPSS program Version 13.0.

Normality test used to know data distribution in variable will be used in research, and from testing result that performed to data of all variables explained have normal distribution. Data calculation with corelation method used to explained degree of relationship closeness inter variables, and from analysis performed to data of all variables explained have close relationship and between each variable interrelation. While regression used to test influence between one variable with others.

### Hypothesis that influence decision process

Operational hypothesis make up objective hypothesis. It means researcher formulate hypothesis not only based on base opinion, but based on objectivity too, that research hypothesis that made not yet of course exactly after tested with use existence data. For it writer formulate the problem will be tested as follow :

1. Ho1 : There is nothing influence between advertising program application at internet and marketing product of PT *San Miguel* Indonesia via *e-mail* to advertising program processing by internet user.  
  
Ha1 : There is influence between advertising program application at internet and marketing product of PT *San Miguel* Indonesia via *e-mail* to advertising program processing by internet user.
2. Ho2 : There is nothing influence between advertising program at internet and marketing product of PT *San Miguel* Indonesia via *e-mail* to internet user comprehension about product of PT *San Miguel* Indonesia.  
  
Ha2 : There is influence between advertising program at internet and marketing product of PT *San Miguel* Indonesia via *e-mail* to internet user comprehension about product of PT *San Miguel* Indonesia.
3. Ho3 : There is nothing influence between executor of advertising program in internet and marketing product of PT *San Miguel* Indonesia via *e-mail* to purchasing decision either directly or via information processing phase.  
  
Ha3 : There is influence between executor of advertising program in internet and marketing product of PT *San Miguel* Indonesia via *e-mail* to purchasing decision either directly or via information processing phase.

## 4. RESULT AND DISCUSSION

### Respondent Characteristic

This research location is in Depok and Bekasi, where percentage for Depok region = 57.33 % and for Bekasi region = 42.67 %. Number of respondent is as many as 150 persons, while percentage of respondent's sex is for male = 59.33% and female = 40.67 %. Dominant age of respondent between 21-25 years old, respondent's latest education majority is not yet finish from S1, respondent's job status majority is students and privat employee, respondent's revenue majority per month is < Rp. 2.000.000, respondent's old change used internet is > 3 years, respondent's time average change use internet in time of one week is 1-10 hours, respondent's requirement majority access internet is for browsing internet site, respondent's requirement majority access web site is for entertainment, and most often place used by respondent to access internet is warnet.

### Correlation Test

Result of correlation test SPSS Output analysis is as follow :

- Advertising variable with information processing variable Correlation between advertising variable and information processing is as big as 0.625. It means is relationship between advertising variable and information processing strong and same direction (because positive result). In the same direction means if advertising is high then information processing high too. Correlation of both variables have significant characteristic because value its significant as big as  $0.00 < 0.025$ .
- Advertising variable with purchasing decision variable Correlation value between advertising variable and purchasing decision as big as 0.420. It means relationship between advertising variable and purchasing decision strong and same direction (because positive result). Correlation of both variables have significant characteristic because value its significant as big as  $0.00 < 0.025$ .
- Advertising variable with marketing variable via *e-mail* Correlation value between Advertising variable and marketing via e-mail is as

big as 0.491. It means relationship between advertising variable and marketing via *e-mail* strong and same direction (because positive result). Correlation of both variables have significant characteristic because value its significant as big as  $0.000 < 0.025$ .

- Information processing variable with purchasing decision variable Correlation value between Information processing variable and purchasing decision as big as 0.542. It means relationship between Information processing variable and purchasing decision strong and same direction (because positive result). Correlation of both variables have significant characteristic because value its significant as big as  $0.000 < 0.025$ .
- Information processing variable with marketing variable via *e-mail* Correlation value between Information processing variable and marketing via e-mail is as big as 0.577. It means relationship between Information processing variable and marketing via *e-mail* strong and same direction (because positive result). Correlation of both variables have significant characteristic because value its significant as big as  $0.000 < 0.025$ .
- Purchasing decision variable with marketing variable via *e-mail* Correlation value between purchasing decision variable and marketing via e-mail is as big as 0.519. It means relationship between purchasing decision variable and marketing via *e-mail* strong and same direction (because positive result). Correlation of both variables have significant characteristic because value its significant as big as  $0.000 < 0.025$ .

From result above can know that tightest linear relationship is between advertising variable with information processing variable namely as big as 0.625. In the others word, supposed factor that most influence information processing variable as big as with advertising variable.

Regression equation obtained from

			Advertisi sing	information processing	purchasi ng decision	marketing via e-mail
Spearman 's rho	advertising	Correlation	1.000	.625(**)	.420(**)	.491(**)
		Coefficient				
		Sig. (2-tailed)	.	.000	.000	.000
		N	150	150	150	150
	information processing	Correlation	.625(**)	1.000	.542(**)	.577(**)
		Coefficient	)			
		Sig. (2-tailed)	.000	.	.000	.000
		N	150	150	150	150
	purchasing decision	Correlation	.420(**)	.542(**)	1.000	.519(**)
		Coefficient	)			
		Sig. (2-tailed)	.000	.000	.	.000
		N	150	150	150	150
	marketing via e-mail	Correlation	.491(**)	.577(**)	.519(**)	1.000
		Coefficient	)			
		Sig. (2-tailed)	.000	.000	.000	.
		N	150	150	150	150

### REGRESSION TEST

- Regression test result of dependent variable (Y1) information processing

From calculation result, obtained correlation value R between advertising variable and marketing variable via *e-mail* with information processing as big as 0,719. It means relationship both the variables highly strong. Positive correlation show that relationship between advertising variable and marketing variable via *e-mail* same direction. It means if advertising and marketing via *e-mail* more and more increase then information processing more and more often performed.

R<sup>2</sup> table shown Determination Coefficient (DF) in above calculation as big as 0.517 or same with 51,7%. It means, that as big as 51,7% entire variant information processing total can be explained from Advertising and marketing variable via *e-mail*. And the rest as big as 48,3% explained from others causal factor that come from outside of this regression model. Thus, above regression model is appropriate. From analysis result then can be concluded that information processing influenced by advertising program via internet and marketing via *e-mail*.

analysis is  $Y_1 = 1.033 + 0.455x_1 + 0.340x_2$ . It means partially advertising and marketing variables via *e-mail* influenced to variable Y (information processing).

- Regression test result of Dependent Variable (Y2) Purchasing decision.

From calculation result, obtained correlation value R between marketing variable via *e-mail*, advertising, information processing with purchasing decision variable as big as 0,622. It means relationship all of three variables is strong. Positive correlation shows that relationship between advertising and marketing variables via *e-mail*, and information processing is same direction. It means if advertising, marketing via *e-mail*, and information processing more and more often performed so purchasing decision will increase.

R<sup>2</sup> table shown Determination Coefficient (DF) in above calculation as big as 0.386 or same with 38,6 %. It means, that as big as 38,6% entire variants of total purchasing decision can be explained from advertising and marketing variables via *e-mail*, and information processing. And the rest as big as 61,4 % explained from others causal factors come from this regression model. Thus, above regression model is appropriate and true. From analysis result had shown that information processing,

advertising and marketing via *e-mail* influence for purchasing decision.

Regression equation obtained from analysis is  $Y_2 = 1.304 - 0.016x_1 + 0.315x_2 + 0.403x_3$ . It means partially information processing, and marketing variables via *e-mail* that have influence to Y variable (purchasing decision). While for advertising variable have nothing relationship or influence Y variable (purchasing decision) that can be looked from calculation significance bigger from ( $>$ ) 0.05.

## 5. CONCLUSION

Based on correlation test between advertising variable in internet and information processing and also between marketing variable via *e-mail* and information processing had shown strong relationship and same direction. It had shown that advertising program in internet and marketing via *e-mail* altogether had influenced to information processing. It means if advertising variable in internet and marketing via *e-mail* is high, then information processing variable will be better or high. Because within information processing variable influenced by advertising variable in internet and marketing via *e-mail*, can be looked at equation  $Y_1 = 1.033 + 0.455x_1 + 0.340x_2$ . With determination coefficient as big as 51.7%, it shown that information processing explained from advertising variable in internet and marketing via *e-mail* as big as 51.7% and the rest as big as 48.3% explained from others factor outside of advertising variable and marketing via *e-mail*.

Internet user's comprehension about product of PT *San Miguel* Indonesia influenced from advertising program in internet performed by PT *San Miguel* Indonesia and from marketing via *e-mail* either directly or via prior information processing phase that result in interest from internet user to perform purchasing decision against product of PT *San Miguel* Indonesia. Where information processing variable has influence as big as 54,2% against purchasing decision variable, so that can be concluded that some internet user can understand product of PT *San*

*Miguel* Indonesia via advertising media in internet as big as 54,2%.

Strong relationship and same direction based on correlation test between marketing variable via *e-mail*, advertising in internet, and information processing influenced purchasing decision for internet user that can be looked at equation  $Y_2 = 1.304 - 0.016x_1 + 0.315x_2 + 0.403x_3$ , partially influenced purchasing decision internet user is information processing variable ( $x_2$ ) and marketing via *e-mail* ( $x_3$ ). *Determination coefficient* value obtained as big as 38.6%, it shown that purchasing decision internet user explained by marketing variable via *e-mail*, advertising in internet, and information processing as big as 38.6%. And the rest as big as 61.4% explained from other factors come from outside of the variable. This case shown that purchasing decision by internet user not based on advertising program in internet, marketing via *e-mail*, and also information processing only but purchasing decision can occur without all of three the variable.

## Suggestion

The company has to able to maximize program have run that is advertising at internet and marketing via *e-mail* optimally with give new innovation against existence advertising and marketing in order to able to attract internet user attention performed purchasing decision to product of PT *San Miguel* Indonesia so that can increase the sales.

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