Research Paper

The Influence of Integrated Marketing Communication Strategy against Buying Decision through Brand Awareness and Brand Image at Ayam Geprek Bensu Medan

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ABSTRACT

In business activity, integrated marketing communication, brand awareness and brand image becomes the most influence thing in buying decision. Integrated marketing communication, brand awareness and brand image are phenomenon in business activity, without the factors that can influence this business activity the company will be faced by the risk, where the company could not run well. This research is aimed to know and analyze the influence of integrated marketing communication strategy against the buying decision through brand awareness and brand image at Ayam Geprek Bensu Medan. The population at this research is the customer of Ayam Geprek Bensu Medan as amount of 120 respondent, where this research was done in September 2018. This sample in this research is amount of 120 persons because the number of of the respondent < 100, so all of the respondents become sample. The data were taken by spreading questionnaires to respondents. The data analysis tool uses descriptive analisis and path analysis by using SPSS software. The research result shows that integrated marketing communication influence positif and signifikan against brand awareness. Integrated marketing communication influences positively and significantly against brand image. Integrated marketing communication influences positively and significantly against buying decision. Integrated marketing communication influences positively and significantly against buying decision through brand awareness. Integrated marketing communication influences positively and significantly against buying decision through brand image.

Keywords: Integrated Marketing Communication, Buying Decision, Brand Awareness, Brand Image

INTRODUCTION

Along with the times that are growing rapidly, where the business marketing system must have a strategy that continues to innovate. In addition, competitors from business people are not only ordinary people, but Indonesian artists have entered the business realm in almost every province. Both from the culinary business, fashion, textile, makeup, etc. They use popularity as a marketing strategy, so people more easily recognize it. Business people always use many ways to convey their message to the general public (Saputra, 2010).

Starting the business in April 2017, the famous host Ruben Onsu presented his first culinary business, Geprek Bensu. This restaurant offers geprek chicken with various levels of spicy chili sauce that is a trend on the culinary connoisseur's tongue.

Within a year Geprek Bensu has 104 outlets spread throughout the archipelago city.

Geprek Bensu Medan, the first in the city of Medan, was established in October 2017 in Gatot Subroto, where at the beginning of the opening the queue seemed snaking because people had high curiosity. So, to fulfill market interest, in the end Geprek Bensu added 3 outlets in Medan City. Among them: Geprek Bensu Polonia, Geprek Bensu Amir Hamzah and Geprek Bensu Jamin Ginting. The public is so enthusiastic about buying culinary with the artist brand that is becoming a trend among the people. Specifically Geprek Bensu Gatot Subroto at the start its appearance is able to spend 1000 pieces of chicken/day with an average price of Rp 15,000 per serving. The artist brand that has been attached to Geprek Bensu does not guarantee that the culinary business will always increase in terms of people's purchasing power because in early 2019 Geprek Bensu Gatot Subroto has decreased in every three other outlets.

To anticipate the ups and downs of the culinary business, Geprek Bensu emphasizes the existence of product development and quality monitoring by maintaining product quality and taste in order to remain consistent at each outlet. With relatively affordable prices, sales volume must be increased and jacked up by the number of outlets.

To improve services, Geprek Bensu is collaborating with Grab Food so that sales are expected to increase significantly. As a form of commitment, Geprek Bensu services will be incorporated in an integrated inter-messaging system that will enhance the experience of merchant partners by utilizing digital.

Plus the increasing number of culinary brands in Geprek has more than ten brands in the city of Medan, including; Ayam Geprek Kak Mey, Chicken Geprek Judes, Chicken Geprek Bang Kribo, Chicken Geprek Mbak Neng, Chicken Geprek Mbak Ling, Chicken Geprek Novi, Chicken Geprek Jono, Chicken Geprek Mother Rara, Chicken Geprek Lightning, etc. From so many brands, there is one brand that is almost similar to Geprek Bensu, namely I Am Geprek Bensu.

From the results of a survey conducted by researchers by taking a sample of 120 people, 70% of consumers make a buying decision based on brand awareness while 30% of consumers make a buying decision not based on brand awareness. That is, consumers still do not consider the importance of brand awareness, because consumers prefer brands that are almost the same but offer lower prices with more portions.

From the above problems, Geprek Bensu Medan must have Integrated Marketing Communication strategies that are different from other Geprek chicken culinary businesses to influence consumers in making purchasing decisions both through brand awareness and brand image. Where, the aim is to maintain the brand's existence and increase sales. Thus, consumers also understand and know what the advantages of the integrated Marketing Communication strategy are applied so that consumers are interested in making buying decision based on brand awareness and brand image.

LITERATURE REVIEW
2.1 Strategy

Strategy is very important in a company, where the strategy is used to achieve and realize the vision, mission and goals of the company to achieve long-term, medium-term and short-term goals.

According to David (2011), strategy is a joint means with long-term goals to be achieved. The business strategy includes geographic expansion, diversification, acquisition, product development, market penetration, tightening, divestment, liquidation, and joint ventures. Strategy is a potential action that requires top management decisions and a large amount of company resources. So the strategy is an action or activity carried out by a person or company to achieve the goals or objectives that have been set.

Rangkuti (2013) argues that strategy is a comprehensive master plan, which explains how the company will achieve all the goals that have been set based on the mission that has been set previously.

Basic Elements of Strategy Management
The strategy management process has four basic elements (Tjiptono, 2012), including:
a.Environmental Observation
b.Strategy Formulation
c.Strategy Implementation
d.Evaluation and Control

2.2 Integrated Marketing Communication

Integrated marketing communication (IMC) is a combination of marketing and communication, where the company not only promotes but also invites and communicates to consumers to achieve the desired and expected goals both by the company itself and by consumers.

According to the American Association of Advertising Agencies, stated in a book written by E. Belch and A. Belch (2012) is a marketing communication concept that realizes the added value of a comprehensive plan that evaluates the strategic role of various communication disciplines. For example: general communication, direct response, sales promotion and public relations and combining a variety of disciplines to provide maximum clarity, consistency and communication influence through a thorough integration of different messages.

2.3 Brand Awareness

Brand awareness or brand awareness is the ability of a prospective buyer to recognize or recall that the brand is part of a particular product category Dyan (2010).

Aaker (2013) also explains that in brand awareness there are three dimensions that provide a large number of competitive advantages, including:
a.Awareness provides brands with a sense of familiarity or recognition, and people like things that are known or familiar. For products with low involvement familiarity can drive purchasing decisions.
b.Awareness of names can be a signal of presence, commitment, and substance, attributes which can be very important even for industrial buyers for goods with large tickets and consumer buyers for durable goods.
c.Brand excellence will determine if remembered at important times in the buying process.

2.4 Brand Image

According to Tjiptono (2012), brand image or brand description is a description of the association and consumer confidence in certain brands. A number of quantitative and qualitative techniques have been developed to help uncover consumers' perceptions and associations of a particular brand, including multidimensional scaling, projection techniques, and so on.

Brand image is what consumers think and feel when hearing or seeing a brand name. Or in other words, brand image is a particular form or picture of a trace of meaning left in the minds of consumers (Wijaya, 2011).

2.5 Buying Decision

Consumer purchasing behavior is basically a process of choosing, buying and using products to meet their wants and needs (Sunyoto, 2013). In conducting its business the company must always monitor changes in consumer behavior to improve its marketing strategy, because in essence the purpose of marketing is to know and understand consumer intentions well so that the products offered can be sold and consumers are loyal to the products produced.

Recognizing consumers is not easy, sometimes they openly state their needs and desires. However, often also acts the opposite. Maybe they don't understand their motivations more deeply, so they often react to changing their minds at the last minute in their buying decision.

RESEARCH METHODS
3.1 Types and Nature of Research
The research approach used in this study is a survey. According to Sugiyono (2013) research with survey methods is research conducted using a questionnaire as a research tool carried out in large and small populations, but the data studied are data from samples taken from these populations, so that relative events, distribution, and relationships are found between variables, sociological and psychological.

This type of research is quantitative descriptive. This study aims to determine the effect or relationship between two or more variables (Sugiyono, 2013). In this study, the associative method was used to find out the integrated marketing communication strategy for buying decision through brand awareness and brand image in 2019 Medan Geprek Bensu.

3.2 Research Location and Time
This research was conducted at Geprek Bensu Gatot Subroto, Jalan Sei Sikambing B, Medan Sei Kambing District and who are the subject of research are Geprek Bensu Medan consumers. The choice of location is based on consideration of the ease of obtaining data, the location of the research is easily accessible and according to ability, both time and also more effective and efficient. This research is planned for September 2018.

3.3 Population and Samples
According to Sugiyono (2013) population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions. The populations in this study were consumers of Geprek Bensu Medan with unknown numbers.

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2013). The type of probability sampling used is the type of purposive sampling, namely the technique of determining the sample with certain considerations. Determination of a representative sample is dependent on the number of indicators multiplied by 5 to 10.

Then the sample in this study was 120 respondents with criteria for data collection conducted on Medan geprek bensu chicken consumers.

3.4 Data Analysis Methods
Ghozali (2013) explains that the path analysis method is used to test the effect of intervening variables. Path analysis is an extension of multiple linear regression analysis, or path analysis is the use of regression analysis to estimate causality relationships between variables (casual models) that have been predetermined based on theory. Path analysis alone cannot determine the causal relationship and also cannot be used as a substitute for researchers to see the causality relationship between variables. Causality relationships between variables have been formed with models based on theoretical foundations. The path diagram model is the first step in path analysis, namely designing a model based on the concept of the theory used.

RESULT
Regression of Substructural Equations 1

Table 1 Results of Regression of Substructural Equations 1

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.487	3.257		1.378	.175
	Z_1 Brand Awareness	.169	.162	.153	1.044	.302
	Z_2 Brand Image	.497	.164	.445	3.031	.004
a. Dependent Variable: X Buying Decision						

Source: Research Results, 2019 (Data Processed)

1. T_{count} value $<$ t_{table} of brand awareness (Z_1) = 1.044 < 1.646 and significant value for brand awareness of 0.302 > 0.05, so that the variable brand awareness (Z_1) does not have a positive and significant effect on buying decision thus the hypothesis is not accepted.

2. $T_{count} > t_{table}$ of brand image (Z_2) = 3.031 < 1.646 and a significant value for brand image of 0.004 < 0.05, so that the brand image variable (Z_2) has a positive and significant effect on buying decision so the hypothesis is accepted.

Based on the table above, it can be concluded that the tcount of brand image is greater than the tcount of brand awareness because brand image is a product image that can influence consumers to buy Ayam Geprek Bensu Medan.

Intervening Test
a. Direct Effect
To calculate the direct effect the following formual is used:

-Effect of integrated marketing communication (X) on brand awareness (Z_1).

$X \rightarrow Z_1 = 0.761$

-Effect of integrated marketing communication (X) on brand image (Z_2).

$X \rightarrow Z_2 = 0.866$

-Effect of integrated marketing communication (X) on buying decision (Y).

$X \rightarrow Y = 0.464$

b. Indirect Effect
To calculate the indirect effect the following formula is used:

-Effect of the IMC variable on buying decision through brand awareness.

$X \rightarrow Z1 \rightarrow Y = (0.761 \times 0.559) = 0.425$

-Effect of IMC variable on buying decision through brand image.

$X \rightarrow Z2 \rightarrow Y = (0.866 \times 0.559) = 0.484$

c. Total Effect
Effect of the IMC variable on buying decision through brand awareness:

$X \rightarrow Z_1 \rightarrow Y = (0.761 \times 0.559) = 0.425$

Effect of IMC variables on buying decision through brand image.

$X \rightarrow Z_2 \rightarrow Y = (0.866 \times 0.559) = 0.484$

CONCLUSION AND SUGGESTION
CONCLUSION
Based on the results of the analysis of hypothesis testing on the effect of integrated marketing communication strategies on buying decision through brand awareness and brand image on

Ayam Geprek Bensu Medan, conclusions and suggestions can be drawn as follows:

1. IMC has positive and significant effect on brand awareness of Ayam Geprek Bensu Medan.

2. IMC has a positive and significant effect on brand image of Ayam Geprek Bensu Medan.

3. IMC has a positive and significant effect on the decision to buy of Ayam Geprek Bensu Medan.

4. IMC does not have a positive and significant influence on buying decision through brand awareness of Ayam Geprek Bensu Medan.

5. IMC has no positive and significant influence on buying decision through brand image of Ayam Geprek Bensu Medan.

SUGGESTION
1. Ayam Geprek Bensu Medan needs to improve its integrated marketing communication strategy that has not been fulfilled in accordance with the wishes of consumers, such as promotions by giving discounts on certain days.

2. Ayam Geprek Bensu Medan are expected to be more actively involved in events in the city of Medan, in order to create Brand Awareness and Brand Imagery in Medan Geprek Bensu Chickens.

3. In order that Bensu customers are not worried about enjoying their products, they need to be given a halal food certificate.

4. Ayam Geprek Bensu Medan is expected to own the copyright so that the product is not imitated by others so that the product has its own characteristics.

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