

ANALYSIS OF THE EFFECT OF MARKETING COMMUNICATION MIX ON BRAND LOYALTY OF HONDA HATCHBACK JAZZ CAR CASE STUDY AT HONDA WILTOP DEALERSHIP JAMBI CITY

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Abstract

The structure of the market causes any business to have been conscious of being a winner. Honda dealers Jambi City as one of the businesses that provide marketing should understand in this situation, only how to determine new targeting strategies, increase sales, but also retain customers, because they can affect the increase in revenue. This thesis is to analyze the effect of marketing communication mix on brand loyalty. products from Honda dealers Jambi City, and the elements of the marketing communication mix that have the most significant effect on customer brand loyalty in Jazz hatchback car products at Honda Jambi dealerships. Respondents to the survey were 95 people responsible for consumer brand loyalty. The data in this study are collectives with questionnaires, interviews and literature. The data analysis used in this study is statistical analysis, such as linear regression with the SPSS 16.0 software program. The results of this study show that almost all variables of the marketing communication mix in brand loyalty in purchasing, and five of them such as advertising, sales promotion, personal sales, direct marketing, publicity, are significantly influenced.

Keywords: Brand Loyalty, Marketing Communications, Marketing Communications Mix

Introduction

The public's need for vehicles has encouraged the increasing growth of the automotive industry in Indonesia, especially 4 (four-wheeled vehicles). The development of the automotive business in Indonesia is quite strict. Various brands of cars circulate in Indonesia such as: Toyota, Suzuki, BMW, Nissan, Chevrolet, Mitsubishi, and so on. Of the many brands above, there is also Honda that participates in the circulation of cars in Indonesia. Honda Motor Company is a corporate company manufacturing machinery and machinery. The company is not only one of the leading companies in the car and motorcycle industry, and also produces many other products, such as trucks, scooters, robots, jets and jet engines, ATVs, water craft, electric generators, ship engines, garden and garden equipment, as well as aviation technology and other mobile technologies. Honda was founded in 1948 in Japan and then developed to several countries, one of which is Indonesia. The development of Honda cars in Indonesia has increased quite drastically, especially the Honda Jazz. The Honda Jazz is a 5-door Hatchback car produced by Japanese automotive manufacturer Honda Motor Company.

Terence A. Shimp (2003:4) argues that marketing communication is an important aspect of the overall marketing mission and a determinant of marketing success. William G. Nickles in the book Amir Purba, et al (2006: 126) defines marketing communication as a process of information exchange that is carried out persuasively so that the marketing process can run effectively and efficiently. In the opinion of Philip Kotler & Kevin Lane Keller (2009) explained that marketing communications are a means by which a company seeks to inform, persuade, and remind consumers either directly or indirectly, about the products and brands that the company sells.

Literature Review

Marketing communication is a form of communication aimed at strengthening marketing strategies in order to achieve broad segmentation (Soemanagara, 2006: 4- 5). Some literature equates the meaning of promotional terms with marketing communications. Crosier explains that the term is reconciled because there is a common sense context in understanding for the 4P footing context or Product, Price, Place, dan Promotion (Prisgunanto, 2006: 9. Marketing activities are activities that are interconnected as a system. These activities work in an environment that is constantly changing as a social consequence of the company. This environmental change can be a new challenge that requires new responses and ways of solving it, as well as an opportunity and opportunity to develop the business. In this situation, marketing management is the spearhead for the company in achieving company goals. So that marketing activities must be managed in a good way and known as marketing management.

Definition of marketing by Kotler dan Keller (2007:6), Marketing is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging valuable products with others. From the definition, it can be seen that marketing includes the entire system of business activities ranging from planning, pricing, promotion, and distribution of goods and services to meet the needs and desires of consumers with quality services.. Kotler dan Armstrong (2008:116), Corporate marketing

communications are a specific blend of advertising, sales promotion, public relations, personal sales, and direct marketing tools that companies use to persuasively communicate customer value and build customer relationships.

Corporate marketing communications are a specific blend of advertising, sales promotion, public relations, personal sales, and direct marketing tools that companies use to persuasively communicate customer value and build customer relationships. It's not as simple as chatting with friends or family. A more complicated form of communication will encourage the delivery of messages by the communicator to the communicant, through the right communication strategy with a careful planning process. Marketing consists of a strategy bauran marketing mix where an organization or company develops to transfer value through an exchange for its customers. Kotler dan Armstrong (2008:62) argues that marketing mix is a collection of controlled tactical marketing tools that a company combines to generate the response it wants in the target market. Marketing mix consists of four components usually called "four P's (4P)", that is Product, Price, Place and Promotion.

Marketing Communications Mix

Basically, marketing activities are, designing marketing activities in communicating all forms of marketers related to the company's products. Marketing communication mix consists of eight main communication models according to Kotler & Keller (2012:478), that is:

1. Advertising. All forms pay off from non-personal presentations and promotion of ideas, goods or services through clear sponsorship through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, satellite cable, wireless), electronic media (sound recordings, video recordings, CD-ROMs, website pages), and exhibition media (billboard, road signs, and posters).
2. Sales promotion. Various short-term incentives to encourage trial or purchase of products or services include consumer promotions (such as samples, coupons, and permits), trade promotions (such as advertising and benefits), and salesforce promotions (contests for sales reputation).
3. Events and experiences. Company-sponsored activities and programs designed to create special daily or brand interactions, related to interactions with consumers, including sports arts, entertainment, and less formal events and activities.
4. Public relations and publicity. Various programs directed internally to employees of outside companies or consumers, other companies, governments, and media to promote or protect the corporate image or communication products of individuals
5. Direct marketing. Use of mail, telephone, facsimile, e-mail, or the internet to communicate directly with or solicit responses or dialogues from specific customers and prospects.
6. Interactive marketing. Online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve the image or create sales of products and services.
7. Word of mouth marketing. Oral, written, and electronic communication between communities relating to the excellence or experience of the buyer or using the product or service.
8. Personal sales. Face-to-face interaction with one or more prospective buyers for the purpose of presenting, answering questions, and procuring orders.

Brand Loyalty

According to Mowen & Minor (2002), Brand Loyalty is seen as the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand, and intends to continue buying it in the future. According to Aarker dalam Nagar (2009) argue that brand loyalty leads to a consistent buying pattern towards a particular brand all the time and also a pleasant attitude towards a brand. Brand loyalty develops when the brand matches the personality or self-image of the consumer or when the brand offers the unique satisfaction and benefits that consumers are looking for.

Hypotheses of the study

- H1: There is an effect of the marketing communication mix on brand loyalty Car Type Hatchback Jazz at Honda Wiltop Dealership Jambi City.
- H2: Personal selling is the dominant factor in brand loyalty car Honda Hatchback Jazz at Honda Wiltop dealership Jambi City.

Methods

Survey research design, namely researchers conduct direct surveys about phenomena in consumers about marketing communication to brand loyalty Jazz hatchback type car at Honda Wiltop Dealership Jambi City in the field. The form of research design used in research is descriptive – verifiable research where researchers try to describe data and analyze it based on relevant theories.

The types of data used in this study are nominal, ordinal and interval data. This data distinguishes the assessment of the question by providing answers with certain categories. This data is obtained by calculating the answer to the statement given by the consumer. Data sources used in analyzing marketing

communications against brand loyalty consumers, especially Hatchback Jazz type car products as well as other relevant sources regarding this research.

The data collection method of this study using a questionnaire was carried out when consumers of Honda Wiltop Dealers in Jambi City visited Honda or on the road parked malls that were going up or down from the car, because the research was conducted on Honda Wiltop Dealer Consumers in Jambi City and had felt and seen how marketing communication activities were in brand loyalty to be researched. respondents in the study were 95 people, because the number of consumers at the Honda Wiltop Dealership in Jambi City, especially consumers who use Honda hatchback jazz car products, is ± 500 people. The total population is more than 100 people, then the sample size ranges from 10% - 15% or 20% - 25% of the population. The characteristics of respondents taken in this study are based on gender, age, occupation, income.

This study used the Likert Scale. This scale was developed by Rensis Likert. According to (Sugiyono, 2019). The population in this study were students, students and civil servants as well as private consumers from Honda Wiltop Dealership Jambi City, especially hatchback jazz type car products in 2021 ± 500 people. The sampling technique used in this study is statistical, namely by multiple linear regression tests, validity, reliability, and normality. Analysis calculations will use the program SPSS (Statistical Package For Social Sciences) 16.0.

Result and Discussion

In general it can be said that the marketing communication mix advertising, personal selling, dan direct marketing In general it can be said that the marketing communication mix sales promotion, publisitas less influence on the purchase of Honda Hatchback Jazz car products at Honda Wiltop dealership in Jambi City. Advertising what is delivered is very touching, consumers easily understand the advertisements delivered, the accuracy of the use of advertising media and the attractiveness of attractive advertisements at Honda Wiltop Dealership Jambi City., variabel advertising has shown to have an influence on the purchase of Honda Hatchback Jazz products at the Honda Wiltop Dealership in Jambi City. This is because the accuracy of the use of advertising media carried out by Honda Wiltop Jambi Dealers has been correct as done in radio media and newspapers. Sales Promotion conveyed the attractiveness of sales promotion in the form of special discounts, clarity of the products delivered, and the ease of getting promotions at Honda Wiltop dealers in Jambi City. Sales promotion variables shows less influence on the purchase of Honda Hatchback Jazz products at the Honda Wiltop Dealership in Jambi City. This is because the attractiveness of sales promotion in the form of a special discount on the Honda Wiltop Jambi City is only at one product level which is a Honda Jazz Hatchback type S Manual product. Personal selling given direct communication skills provided by salespersons Honda Wiltop Dealer Jambi City is very understood, Honda Wiltop Dealer Jambi City determines a special salesperson for product explanation, salesperson's knowledge of the product or the level needed by consumers is quite effective, the percentage of salespersons Honda Wiltop Dealer Jambi City based on product benefits for consumers. And proved that the variable of personal selling has more influence on the purchase of Honda Hatchback Jazz car products at the Honda Wiltop Dealership in Jambi City.

This is because the salesperson is very smart to provide direct communication in product sales and is easy to understand as explained about the features contained in the Honda Hatchback Jazz at the Honda Wiltop Dealership in Jambi City. Direct Marketing conveys the clarity of the communication process from Honda Wiltop Dealer Jambi City, in the introduction of the latest products to consumers, suitability in the media used from Honda Wiltop Jambi City. direct marketing variables influence the purchase of Honda Hatchback Jazz products at Honda Wiltop Dealership in Jambi City. This is due to the clarity of information through the newspaper media consumers feel called to buy Honda Hatchback Jazz products at the Honda Wiltop Dealership in Jambi City.

The results of the publicity regression test did not have an influence on the brand loyalty of Honda Hatchback Jazz car products at the Honda Wiltop dealership in Jambi City. This is because the image planting carried out by Honda Wiltop Dealers is not adequate, and this is also seen in the lack of many Honda Wiltop Dealers sponsoring events in the event – event. The explanation of the marketing communication mix mentioned above, the most influential is the personal selling variable. This is because the Honda Hatchback Jazz car product at the Honda Wiltop dealership in Jambi City has the ability to communicate well and is easy for consumers to understand, the percentage and knowledge provided by the salesperson to consumers is conveyed very well. Implications of the results in this study on the policy and marketing strategy of Honda Wiltop Dealer Jambi City, the management pays attention to the variable Sales Promotion can be upgraded again. Sales promotion attracts the attention of consumers and provides information that leads to purchases. All of them give consumers a strong impetus to buy, invite and reward consumers. Advertising states buy our product" while promotions say buy now. The lack of influence of this variable on the knowledge of consumer desires will be given discounts for all types, especially Honda Hatchback Jazz car products at Honda Wiltop Dealership, Jambi City.

In publicity to be immediately improved in order to maximize brand loyalty, according to IPRA (International Public Relations Association) Public Relations is a management function of a planned and sustainable characteristic through private or public organizations and institutions to gain understanding, sympathy. It is expected to create programs in taking action deliberately and planned in its efforts to

maintain, create, and maintain a common understanding between the organization and the community. Publicity is a support for the achievement of goals set by an organization's management. An event is an event that is usually held to get media attention that boils down to public attention about an activity or organization or product of the company. Designing certain events or better known as special events that are selected in a certain timeframe, place, and object that is specific in nature to influence public opinion. With the enthusiasm or participation of Delaer Honda Wiltop can make the company's image better.

Model Test Results

The correlation value on the question item is more than 0.5, then the research instrument can be declared valid. To state reliability in research instruments when the value of their reliability coefficient (Cronbach's Alpha) is greater than 0.6 (in 2003). The results can be seen in table 1 below :

Table 1. Test the Validity and Reliability of Research Variables

| Variable | Items | Validity | | | Reliability | |
|------------------------|-------|-------------|-------|-------------|-----------------|-------------|
| | | Correlation | Sig | Information | Cronbach's Apha | Information |
| Brand Loyalty (Y) | 1 | 0.361 | 0.000 | Valid | 0.619 | Reliabel |
| | 2 | 0.826 | 0.000 | Valid | | |
| | 3 | 0.631 | 0.000 | Valid | | |
| | 4 | 0.834 | 0.000 | Valid | | |
| Advertising | 1 | 0.832 | 0.000 | Valid | 0.678 | Reliabel |
| | 2 | 0.628 | 0.000 | Valid | | |
| | 3 | 0.815 | 0.000 | Valid | | |
| | 4 | 0.563 | 0.000 | Valid | | |
| Sales Promotion | 1 | 0.739 | 0.000 | Valid | 0.705 | Reliabel |
| | 2 | 0.734 | 0.000 | Valid | | |
| | 3 | 0.678 | 0.000 | Valid | | |
| | 4 | 0.815 | 0.000 | Valid | | |
| Personal Selling | 1 | 0.828 | 0.000 | Valid | 0.644 | Reliabel |
| | 2 | 0.369 | 0.000 | Valid | | |
| | 3 | 0.859 | 0.000 | Valid | | |
| | 4 | 0.666 | 0.000 | Valid | | |
| Direct Marketing | 1 | 0.588 | 0.000 | Valid | 0.666 | Reliabel |
| | 2 | 0.851 | 0.000 | Valid | | |
| | 3 | 0.640 | 0.000 | Valid | | |
| | 4 | 0.739 | 0.000 | Valid | | |
| Publisitas | 1 | 0.752 | 0.000 | Valid | 0.611 | Reliabel |
| | 2 | 0.672 | 0.000 | Valid | | |
| | 3 | 0.857 | 0.000 | Valid | | |
| | 4 | 0.350 | 0.000 | Valid | | |

Source: Primary Data (2021)

From the data in table 1 above, it can be seen that all question items have a signification value smaller than 0.5, so the variable is declared reliable and can be used for further analysis. The results of the reliability test on the question item obtained a conbach's Alpha coefficient value greater than 0.6 then the variable canbe declared realibel and can be continued with the next analysis, in order to find out the relationship between the variables.

Multiple Linear Regression Analysis

The output of SPSS Coefficients^a multiple linear regression analysis, used to see the effect of independent variables on dependent variables the results are as shown in table 2 below:

Table 2. Results of Multiple Linear Regression Analysis

| Type | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|--|--------|------|
| | B | Std. Error | Beta | | | |
| 1 (Constant) | -.492 | ,094 | | | -5,258 | ,000 |
| ZX1 | ,156 | ,063 | ,135 | | 2,485 | ,015 |
| ZX2 | ,022 | ,034 | ,022 | | ,637 | ,526 |
| ZX3 | ,663 | ,040 | ,600 | | 16,681 | ,000 |
| ZX4 | ,280 | ,036 | ,290 | | 7,888 | ,000 |
| ZX5 | ,025 | ,059 | ,022 | | ,419 | ,676 |

Dependent Variable :zY

Source : primary data 2021

From the data in table 2 above, a multiple linear regression equation can be obtained as follows:

$$Y = 0,042 + 0,135X1 + 0,022X2 + 0,600X3 + 0,290X4 + 0,022X5 + e$$

The regression equation above can be seen from 5 variables that positively affect brand loyalty in choosing Honda Hatchback Jazz products at Honda Wiltop Dealership Jambi City, namely Advertising (X1), Personal Selling (X3), Direct Marketing (X4). In addition, there are two variables that have less influence on brand loyalty, namely the sales promotion variable and the publicity variable.

Normality Test

In this test, it aims to test the regression model and the residual variable whether it has a normal distribution. The criteria used is to observe the diagonal axis of the gradic. Regression will meet normal criteria if the data follows around the diagonal line of the graph. The results of the Normality Test can be seen in figure 1.

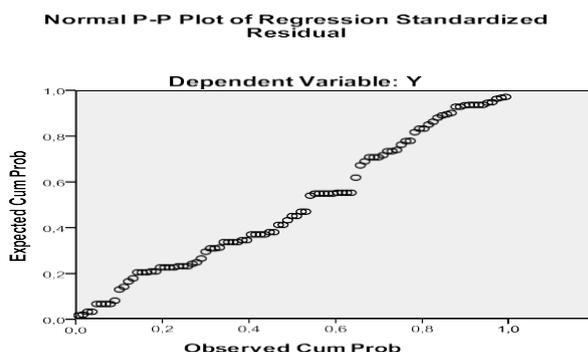


Figure 1. Normality Test

Test F Research Variables

Table 3. Test F Research Variables
ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 31,254 | 5 | 6,251 | 27,057 | ,000 ^a |
| | Residual | 1,303 | 89 | ,015 | | |
| | Total | 32,557 | 94 | | | |

a. Predictors: (Constant), X5, X4, X3, X2, X1

b. Dependent Variable: y

Source : primary data 2021

To predict brand loyalty by consumers (variable Y) can also be used statistical test F. based on table 3 above it turns out that the value of F is 27.057 with a significance (sig) of 0.000, then this statistical model can predict brand loyalty (variable Y). Because the probability value (sig) is smaller by 0.05 sig, 0.000, with a calculated F value of 27.057, it is statistically proven that the variable bauearan marketing communication simultaneously has a significant influence on the brand loyalty of Honda Hatchback Jazz products paa Honda Wiltop Dealer Jambi City. Statistical tests are carried out to prove the significant or not of the influence of each variable partially on the variable purchase of Honda Hatchback Jazz products at the Honda Wiltop Dealership in Jambi City. The following are presented spss output results in the form of regression coefficients^a as shown in table 4 below:

Test t Research Variables

Tabel 4. Test t Research Variables

| Type | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | -,492 | ,094 | | -5,258 | ,000 |
| ZX1 | ,156 | ,063 | ,135 | 2,485 | ,015 |
| ZX2 | ,022 | ,034 | ,022 | ,637 | ,526 |
| ZX3 | ,663 | ,040 | ,600 | 16,681 | ,000 |
| ZX4 | ,280 | ,036 | ,290 | 7,888 | ,000 |
| ZX5 | ,025 | ,059 | ,022 | ,419 | ,676 |

a. Dependent Variable zy

Source : primary data 2021

Effect of Advertising Variables, based on table 5.14 above, the advertising variable (X1) obtains a calculated t value (sig) of 0.015. While the expected significant value is 0.05, then this proves that the variable (X1) has a significant influence on the purchase of Honda Hatchback Jazz products at the Honda Wiltop Dealership in Jambi City. Effect of Sales Promotion Variables, Based on table 5.14 above, the sales promotion variable (X2) obtains a calculated t value (sig) of 0.526. While the expected significant value is 0.05, this proves that the variable (X2) has less influence on the purchase of Honda Hatchback Jazz products at the Honda Wiltop Dealership in Jambi City. Effect of Personal Selling Variables, Based on table 5.14 above, the personal selling variable (X3) obtains a calculated t value (sig) of 0.000. While the expected significant value is 0.05, this proves that the variable (X3) has a significant influence on the purchase of Honda Hatchback Jazz car products at the Honda Wiltop Dealership in Jambi City. Effect of Direct Marketing Variables, Based on table 5.14 above, the direct marketing variable (X4) obtains a calculated t value (sig) of 0.00. While the expected significant value is 0.05, this proves that the variable (X4) has a significant influence on the purchase of Honda Hatchback Jazz products at the Honda Wiltop Dealership in Jambi City. Effect of Publicity Variables, Based on table 5.14 above, the publicity variable (X5) obtains a calculated t value (sig) of 0.676. While the expected significant value is 0.05, this proves that the variable (X5) has less significant influence on the purchase of Honda Hatchback Jazz products at the Honda Wiltop Dealership in Jambi City.

Coefficient Value

Table 5. Value of R Square Coefficient

| Type | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|------|-------------------|----------|-------------------|----------------------------|
| 1 | ,980 ^a | ,960 | ,958 | ,12098 |

a. Predictors (Constant),x5, x4, x3, x2, x1

b. Dependent Variabel : y

Source : primary data 2021

The value of the coefficient of determination (Adjusted R Square) in table 5 above obtained a value of 0.960% or 96%, meaning that the five variables were simultaneously able to contribute (influence) 96% to the purchase of Honda Hatchback Jazz car products at the Honda Wiltop dealership in Jambi City. The remaining 4% is influenced by other factors (in addition to the marketing mix).

Conclusion

The conclusions of this study have practical and academic benefits, so the following research suggestions are expected to be used as consideration for strategic decisions and add theoretical insight, including: A calculated F value of 27.057 with a significance value of 0.000 smaller than 0.05 (Significant permissible degrees), then it can be concluded that the whole variable is free (advertising, sales promotion, personal selling, direct marketing, publisitas) simultaneously or together affecting non-free variables (brand loyalty), although each has a different influence. On Regression test most variables are free (advertising, personal selling, direct marketing) partially gives a significant positive influence while the free variable sales promotion and the publicity variable have a negative influence. Therefore it can be concluded that the first hypothesis is accepted. Beta value (B) for each of the free variables (independent variabel) and the t test output data shows that the variable personal selling (X3) has the most influence on purchases (dependent variabel) Honda Hatchback Jazz car products at Honda Wiltop dealership in Jambi City. Thus it is concluded that the second hypothesis is acceptable. Free variables (advertising, sales promotion, personal selling, direct marketing, publisitas) simultaneously exert influence on brand loyalty. For this reason, those free variables should be maintained and improved. Free variables exert influence on brand loyalty. Honda Hatchback Jazz car products at Honda Wiltop dealership in Jambi City. Then management can maintain and develop these free variable items in order to further improve the quality of service to customers. Maintaining and improving the quality of Honda Hatchback Jazz products because the personal selling variable is the most influential variable in choosing Honda Hatchback Jazz products. Improving the quality of sales promotion and publicity in accordance with the clarity of product information and sponsoring activities carried out by consumers.

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