



The Influence Of Targeting And Relational Marketing On Customer Purchasing Decisions Cv. Putra Mas Pratama

Robin Robin

Business Administration Study Program, Sekolah Tinggi Manajemen Bisnis Multi Sarana Manajemen Administrasi dan Rekayasa Teknologi

Email: robinzheng84@gmail.com

Devi Devi

Business Administration Study Program, Sekolah Tinggi Manajemen Bisnis Multi Sarana Manajemen Administrasi dan Rekayasa Teknologi

Email: d3v1wu89@gmail.com

Angeline Florencia

Business Administration Study Program, Sekolah Tinggi Manajemen Bisnis Multi Sarana Manajemen Administrasi dan Rekayasa Teknologi

Email: angelinekhuang@gmail.com

correspondence author: robinzheng84@gmail.com

Abstract. *The research conducted examined the influence of independent variables—targeting (X1) and relationship marketing (X2)—on the dependent variable, purchase decision (Y). The findings revealed that both targeting and relationship marketing individually have a positive and significant impact on customer purchase decisions at CV. Putramas Pratama Medan. Additionally, when considered together, targeting and relationship marketing significantly influence customer purchase decisions at the company. Based on these results, it is recommended that CV. Putramas Pratama should expand its target market to increase consumer responsiveness to the company's product offerings. Furthermore, the company should focus on building consumer trust by paying close attention to customer needs and feedback. This dual approach of broadening the target market and enhancing relationship marketing is expected to improve customer purchase decisions significantly.*

Keywords: *Targeting, Relationship Marketing, Purchase Decision, Consumer Trust, CV. Putramas Pratama Medan.*

INTRODUCTION

A company cannot be separated from targeting and relationship marketing activities in attracting consumer purchasing decisions. Targeting is the activity of assessing and selecting one or more market segments to enter where targeting aims to make it easier to reach the market segment you want to reach and provide more satisfaction to consumers (Wijayanti, 2019). Determining targets is important because companies that decide to operate in several markets are unlikely to serve all customers in the market, so they must determine exactly which markets they will enter so that marketing activities can be successful (Dharmawati, 2019).

Relational Marketing is a process of identifying and building, maintaining, accelerating and whenever necessary terminating relationships with consumers and other parties who have an interest in the company to obtain profits, so that it can achieve the goals of all parties involved with it (Rizal, 2020). It is very important for companies to not only attract new customers but also retain existing customers. Keep in mind that acquiring new

customers can cost much more than retaining existing customers. If companies cannot increase their customer base, they will not be able to survive in the long term.

Purchasing decisions are one of the stages of the entire mental process and other physical activities that occur in the purchasing process at a certain period and time as well as fulfilling certain needs, in other words, a series of stages taken by a consumer (Sawhani, 2021). In a purchase case, consumers can make several sub-decisions, including brand, supplier, quantity, delivery time and payment method. For complex products, long consideration will be required before deciding to purchase, whereas for simple products such as daily necessities, consumers tend to make it easier to decide to purchase (Rossanty, et. al., 2019). Understanding consumer behavior is critical for a company to find success for its current products and future product offerings. Every consumer has a different thought process and attitude in purchasing certain products.

Therefore, in order to increase consumer purchases, it is natural that a company must target their consumers well accompanied by providing programs that can maintain the company's relationship with consumers. In the current era of globalization, everything is running and developing rapidly. The rapid pace of economic growth today is accompanied by many companies being founded to achieve their respective goals and in general the purpose of establishing a company is to gain profit or profit. This of course makes the existing competition even tighter, especially in business sectors that operate in similar fields. Companies should realize that with competition it is very difficult for companies to develop and advance the company. To face increasingly tight competitive conditions, of course the company's marketing activities are the main determinant in maintaining the company's existence. Marketing has become a very important and crucial thing for many leading companies. In the face of new competitors, companies must rethink their business models. Even market leaders realize that they cannot relax and must change. Marketing is closely related to identifying and meeting the needs of people and society.

One of the shortest definitions of marketing is satisfying a need profitably. With marketing intelligence, personal or social needs are transformed into profitable business opportunities. A company is also a process carried out by individuals or groups in offering goods or services to the wider community. The aim of this marketing is of course not only to bring profits to the company, but also to maintain the existence of the company.

A marketing strategy becomes a series of steps or actions taken by a company to increase sales, grow a brand, or highlight the value of a product, known as a value proposition. A marketing strategy appeals to consumers and aims to make them want to learn

more about the products offered by the company. To attract consumer attention, companies need to understand consumer behavior and how consumers make purchasing decisions. By considering certain goals, companies can design marketing strategies to reach these consumers.

CV. Putra Mas Pratama is a company whose address is at the PT Warehouse Complex. INTAN No. 55, Jl. Peringgagan, Tembung. CV Putra Mas Pratama operates in the field of marketing building material products which are offered directly to shops and so on. Based on initial observations made by researchers, researchers found several phenomena that are currently occurring in companies where customers' purchasing decisions are based on CV. Putra Mas Pratama has experienced a decline in recent years. Below is attached the sales data:

Table 1. CV Sales Data. Putra Mas Pratama from 2020 to 2022

Time	Sales Targets	Sales Achievement
2020	IDR 30.000.000.000	IDR 36.596.152.311
2021	IDR 35.000.000.000	IDR 23.362.110.948
2022	IDR 30.000.000.000	IDR 21.237.004.552

Source: CV. Putra Mas Pratama, 2023

Based on the table above, it can be seen that the company's sales have decreased from 2020 to 2022. In 2020 total sales reached IDR. 36,596,152,311, while in 2022 total sales will only reach IDR. 21,237,004,552. This decline can be attributed to the decreasing number of purchasing decisions every year because the increasingly fierce competition means that customers have many alternative places to purchase which makes them often switch to other companies. The decline in purchasing decisions is also known to be caused by the company's targeting activities which are still not good at getting potential customers to make regular purchases. Several target markets obtained by employees during their personal sales activities were also considered less responsive to the offers made.

Regarding relationship marketing activities, it is known that it has not been able to make loyal customers continue to buy from companies where the company does not have a close relationship with its customers and has also not been able to make customers believe in all the products it offers. Based on this background, researchers were interested in conducting research entitled: "The Influence of Targeting and Relational Marketing on CV Customer Purchasing Decisions CV. Putra Mas Pratama."

RESEARCH METHODS

The type of research used in this research is quantitative research with survey research methods. Furthermore, the population used in this research is all customers who make purchases at CV. Putra Mas Pratama for the 2023 period has 219 shop customers. The sampling technique used was the Slovin formula with a tolerance of 10% so that 69 research samples were obtained. The research was conducted using independent variables in the form of Targeting (X1) and Relational Marketing (X2) as well as a dependent variable in the form of Purchasing Decisions (Y).

RESULTS AND DISCUSSION

Table 2. Validity Test Results of the Targeting Variable Statement Instrument

No	Statement	r_{hitung}	r_{table}	Information
1	Consumers are responsive to CV product offeringsCV. Putra Mas Pratama.	0.668	0.361	Valid
2	Consumers are interested in trying to buy CV productsCV. Putra Mas Pratama.	0.691	0.361	Valid
3	Consumers have the potential to make purchases from CV. Putra Mas Pratama.	0.697	0.361	Valid
No	Statement	r_{hitung}	r_{table}	Information
4	Consumers have the potential to become permanent CV customersCV. Putra Mas Pratama.	0.755	0.361	Valid
5	Consumers show good purchasing progress on CV productsCV. Putra Mas Pratama.	0.681	0.361	Valid
6	Consumers make regular purchases of CV productsCV. Putra Mas Pratama.	0.682	0.361	Valid
7	Consumers can obtain CV product information. Putra Mas Pratama easily.	0.722	0.361	Valid
8	Consumers can be reached with all media.	0.689	0.361	Valid

Source: Research Results, 2024 (Data processed)

Based on the table above, it can be seen that all rcounts for each statement have a value greater than rtable and all significant levels of the statements are greater than 0.05, so the result is that all statements in the questionnaire are valid and suitable for use.

Table 3. Validity Test Results of the Relational Marketing Variable Statement Instrument

No	Statement	r_{hitung}	r_{table}	Information
1	CV. Putra Mas Pratama is trusted by consumers so they routinely make purchases.	0.862	0.361	Valid
2	CV. Putra Mas Pratama can build consumer trust by implementing various programs to maintain consumer loyalty.	0.806	0.361	Valid
3	CV. Putra Mas Pratama has products that are well known to consumers, which makes consumers often buy the product.	0.917	0.361	Valid
4	Products offered by CV. Putra Mas Pratama will often be purchased by consumers when its products become better known.	0.853	0.361	Valid
No	Statement	r_{hitung}	r_{table}	Information
5	CV. Putra Mas Pratama can gain consumer trust because CV. Putra Mas Pratama often pays more attention to direct complaints given by consumers.	0.902	0.361	Valid
6	CV. Putra Mas Pratama is always open to receiving suggestions and criticism from consumers.	0.781	0.361	Valid

Source: Research Results, 2024 (Data processed)

Based on the table above, it can be seen that all r_{hitung} for each statement have a value greater than r_{table} and all significant levels of the statements are greater than 0.05, so the result is that all statements in the questionnaire are valid and suitable for use.

Table 4. Instrument Validity Test Results for Purchasing Decision Variable Statements

No	Statement	r_{hitung}	r_{table}	Information
1	Products offered by CV. Putra Mas Pratama has good quality.	0.883	0.361	Valid
2	Product stability from CV. Putra Mas Pratama makes consumers interested in making purchases.	0.859	0.361	Valid
3	Consumers are used to buying products offered by CV. Putra Mas Pratama.	0.787	0.361	Valid
4	There is a good relationship between consumers and CV. Putra Mas Pratama makes consumers accustomed to buying with CV. Putra Mas Pratama.	0.837	0.361	Valid
5	CV. Putra Mas Pratama has a good relationship with its consumers, which makes consumers interested in buying quickly.	0.787	0.361	Valid
6	Consumers place orders for CV products. Putra Mas Pratama periodically when he needs it.	0.867	0.361	Valid

Source: Research Results, 2024 (Data processed)

Based on the table above, it can be seen that all r_{hitung} for each statement have a value greater than r_{table} and all significant levels of the statements are greater than 0.05, so the result is that all statements in the questionnaire are valid and suitable for use.

Table 5. Instrument Reliability Test Results for Variables X and Y Statements

Variable	Cronbach's Alpha	N of Items
Targeting (X ₁)	0.848	8
Pemasaran Relasional (X ₂)	0.925	6
Keputusan Pembelian (Y)	0.911	6

Source: Research Results, 2024 (Data processed)

Based on the table above, it can be seen that all instruments are said to be reliable because the Cronbach alpha coefficient value obtained is greater than 0.6 so that the answers given by respondents can be trusted or dependable (reliable). Thus, the instrument used in this research is quite reliable in measuring respondents' perceptions of the variables studied.

Table 6. Results of Multiple Linear Regression Analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.464	1.807		3.576	.001		
	Targeting	.240	.080	.319	2.982	.004	.698	1.433
	Pemasaran Relasional	.395	.092	.460	4.309	.000	.698	1.433

a. Dependent Variable: Buying decision

Source: Research Results, 2024 (Data processed)

In the table above, it is known that in Unstandardized Coefficients part B, the multiple linear regression equation is obtained, namely with the following formula:

$$Y = 6.464 + 0.240 X_1 + 0.395 X_2 + e$$

Based on the description of the equation above, it can be described as follows:

1. Constant (α) = 6.464 shows a constant value, if the value of the independent variable, namely Targeting and Relational Marketing, is 0 then the Purchase Decision is fixed at 6.464.
2. The coefficient X₁(b₁) = 0.240 shows that the Targeting variable has a positive effect on Purchase Decisions of 0.240. This means that for every increase in Targeting by 1 unit, Purchasing Decisions will increase by 24%.
3. The coefficient X₂(b₂) = 0.395 indicates that the Relational Marketing variable has a positive effect on Purchasing Decisions of 0.395. This means that for every increase in Relational Marketing by 1 unit, Purchasing Decisions will increase by 39.5%.

Table 7. Partial Test Results (t-test)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.464	1.807		3.576	.001		
	Targeting	.240	.080	.319	2.982	.004	.698	1.433
	Pemasaran Relasional	.395	.092	.460	4.309	.000	.698	1.433

a. Dependent Variable: Buying decision

Source: Research Results, 2024 (Data processed)

Based on the partial test results table above, you can see the explanation below as follows:

1. In Targeting (X1) it can be seen that the value of tcount (2.982) > ttable (1.996) with a significant level of 0.004 < 0.05 so it can be concluded that there is a partially significant positive influence between Targeting on Purchasing Decisions on CV. Putra Mas Pratama.
2. In Relational Marketing (X2) it can be seen that the value of tcount (4.309) > ttable (1.996) with a significant level of 0.000 < 0.05 so it can be concluded that there is a partially significant positive influence between Relational Marketing on Purchasing Decisions on CV. Putra Mas Pratama.

Table 8. Simultaneous Test Results (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	489.121	2	244.561	29.807	.000 ^b
	Residual	541.517	66	8.205		
	Total	1030.638	68			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Pemasaran Relasional, Targeting

Source: Research Results, 2024 (Data processed)

Based on the table above, the value of Fcount (29.807) > Ftable (3.14) with a significance of 0.00 < 0.05 so it can be concluded that there is a significant and positive influence between the Targeting and Relational Marketing variables simultaneously on Purchasing Decisions at CV. Putra Mas Pratama.

1. The Influence of Targeting on Purchasing Decisions

The results of the t-test state that the Targeting variable has a value of t_{count} (2.982) > t_{table} (1.996) with a significance level of $0.004 < 0.05$ so it can be concluded that there is a partially significant positive influence between Targeting on Purchasing Decisions at CV. Putra Mas Pratama. The coefficient $X_1(b_1) = 0.240$ shows that the Targeting variable has a positive effect on Purchasing Decisions of 0.240. This means that for every increase in Targeting by 1 unit, Purchasing Decisions will increase by 24%.

2. The Influence of Relational Marketing on Purchasing Decisions

The results of the t-test state that the Relational Marketing variable has a value of t_{count} (4.309) > t_{table} (1.996) with a significance level of $0.000 < 0.05$ so it can be concluded that there is a partially significant positive influence between Relational Marketing on Purchasing Decisions at CV. Putra Mas Pratama. The coefficient $X_2(b_2) = 0.395$ indicates that the Relational Marketing variable has a positive effect on Purchasing Decisions of 0.395. This means that for every increase in Relational Marketing by 1 unit, Purchasing Decisions will increase by 39.5%.

3. The Influence of Targeting and Relational Marketing on Purchasing Decisions

The results of the F-test state that all variables have a value of F_{count} (29.807) > F_{table} (3.14) with a significance of $0.00 < 0.05$, so it can be concluded that there is a significant and positive influence between the Targeting and Relational Marketing variables simultaneously on Purchase Decision on CV. Putra Mas Pratama. The R Square (R^2) value or coefficient of determination is 0.459. This means that the magnitude of the influence of Targeting and Relational Marketing on Purchasing Decisions is 45.9% and the remaining 54.1% is influenced by other factors originating from outside this research model such as brand image, positioning, advertising, word of mouth, perception. consumers, product quality and other variables.

CONCLUSION AND SUGGESTION

1. Targeting has a partially significant positive effect on purchasing decisions CV. Putra Mas Pratama.
2. Relational Marketing has a partially significant positive effect on Purchasing Decisions CV. Putra Mas Pratama.

3. Targeting and Relational Marketing simultaneously have a positive and significant effect on Purchasing Decisions CV. Putra Mas Pratama

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