



The Influence of Publicity and Direct Marketing Towards Market Targets at PT. Hidiri Indonesia Cemerlang

Aryani Sairun^{1*}, Sugito²

¹ Medan Area University, Indonesia

² Battuta University, Indonesia

aryanisairun@gmail.com^{1*}, hadinoto69@yahoo.com²

Address: Jl. H. Agus Salim Siregar, Kenangan Baru, Kec. Medan Tembung, Kabupaten Deli Serdang, Sumatera Utara 20223

Author correspondence: aryanisairun@gmail.com

Abstract: *The purpose of this study was to determine the effect of publicity on the target market at PT. Hidiri Indonesia Cemerlang. To determine the effect of direct marketing on the target market at PT. Hidiri Indonesia Cemerlang. To determine the effect of publicity and direct marketing on the target market at PT. Hidiri Indonesia Cemerlang. The population taken was 154 people and 111 people were sampled using the slovin method. The results showed that Publicity had a significant effect on the target market (accept H_a , reject H_o). Direct marketing had a significant effect on the target market (accept H_a , reject H_o). Simultaneously, the variables of publicity and direct marketing had a significant effect on the target market. It can be concluded that the hypothesis of this study can be accepted, namely: "Publicity and direct marketing have a significant effect on the target market (accept H_a and reject H_o)".*

Keywords: *Publicity, Direct Marketing, Target Market*

1. INTRODUCTION

In today's era, many companies realize that orientation on the number of sales is very important, cannot provide an answer or a complete solution to efforts to achieve profit in the rapid advancement of technology and changes in the level of needs that occur simultaneously. The development in question is seen in the increasing level of competition between companies to serve their consumers in their target market. Therefore, companies must shift from sales orientation to marketing orientation. The difference in marketing orientation is that companies pay more attention to the needs and desires of consumers, while sales orientation emphasizes more on the profit aspect generated (Yoeti, 2014:25).

The role of marketing that can support the progress of a business. The progress or decline of a business will be determined by the success of the marketing activities of the business, because marketing activities are business activities that are directly related to the wider community (customers). The importance of the role of marketing in question does not mean ignoring the role of other parts of the business, because all activities are a complete unity in the business to be able to introduce the products to be marketed.

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to be achieved can be in accordance with the plans that have been set, and there is conformity with market conditions.

To develop a company's products, apart from improving production factors, marketing actions play a big role in it, so that through product development the goals to be achieved can be in accordance with the plans that have been set, and there is conformity with market conditions.

The main challenge facing companies today is how to build and maintain a healthy business in a rapidly changing market and business environment (Abdullah and Tantri, 2016: 5). Currently, many companies focus on fulfilling consumer desires in terms of products, prices, and easy distribution. So producers compete increasingly fiercely in marketing their products so that these products are accepted by society and are in demand by consumers.

The National Association of Factory Entrepreneurs in Abdullah and Tantri, (2016:5), said, in an era of exciting change like now, marketing is the heartbeat of various businesses. This should be considered as the main support for company life. Modern marketing concepts such as commodities offered by companies require marketing strategies, brand applications, labels and packaging as market attraction. This marketing concept is recognized for its role as a direct contributor to profits and sales volume. Gone are the days when a company only estimates how many goods it can produce and then sell. To survive in today's competitive, change-sensitive market, a company must first determine what it can sell, how much it can sell, and what design it should use to attract alert customers.

Marketing functions to close the gap between producers and consumers (Yoeti, 2014:26). By producing goods and services, companies strive to increase sales in the right way and strategy. To attract as many customers as possible, each company has different ways and strategies, and the use of these methods in marketing science is called marketing strategy.

Marketing is one of the economic sciences that has long been developed and until now marketing greatly influences the success of a company to survive in the market share (Abdullah and Tantri, 2016:27). Therefore, a marketing strategy is needed which includes planning, planning stages, market segmentation concepts and strategies, good and mature marketing strategies and planning. Which can influence the success or failure of marketing its products. If the marketing strategy implemented by the company is able to market its products well, this can affect the company's goals.

All business fields have now simplified and accelerated their marketing and transaction systems, including the clothing sector. Even if we look at the reality that is happening at this time, clothing models and accessories are developing very rapidly, so that if we do not follow the existing trend, we can be considered old-fashioned or out of date. In addition, fashion trends also function as a reflection of social and economic status, namely a function that explains popularity. Therefore, fashion trends are developing very rapidly because people not only follow trends but also to show their social status.

Actually, if observed, the models and materials of clothes are now returning to the models and materials of the past, only now they are modified to be cooler in the language of cool. There are so many trends that are followed by the Indonesian people, including adopting many trends from Europe and Korea. Moreover, now it cannot be denied that everyone uses social media. From social media, many public figures are followed by people's clothing trends. This is what is one of the drivers of the rapid development of clothing models.

There are so many clothing models that are developing, with all kinds of fashion, both with prices of tens of thousands to millions of rupiah. Not only are the trends increasingly innovative, but traders now also have many innovations to market their products to consumers. Stores that used to only sell goods offline and directly serve purchases in stores, now many sell them online too, even many resellers who only sell online without having a store and the goods and goods will be taken from the supplier when there is an order. To increase the number of customers, one strategy is to maintain the integrity of the brand in the eyes of consumers and increase the target market set by the company. According to Tjiptono and Diana (2016:103), determining the best target to be served, in accordance with the overall goals set by the company and choosing a profitable segment, and the company decides to focus on a specific segment that tends to be ignored at this time considering that competition in serving the segment is not too intensive, this process is called market targeting.

To support the increase in target market, the supporting factors are publicity and *direct marketing* . Based on the description above, the author chooses the title: " **The Influence of Publicity and *Direct Marketing* towards the Target Market at PT. Hidiri Indonesia Cemerlang** ”.

2. LITERATURE REVIEW

Publicity

Publicity is "Amount of information about targets, goods, or organizations that is disseminated to the public through the media without charge or without supervision from sponsors". Publicity is an effective complement to other direct marketing tools such as advertising, personal selling, and direct marketing sales. Usually, the media is willing to publish a story if the material is deemed interesting or newsworthy. (Swastha and Irawan, 2014:350)

There are seven important ways to become a benchmark in publicity activities according to Kotler and Keller (2017: 553), namely publications, identity media, events, news, speeches, public-service activities (participating in social activities) and sponsorship (sponsorship).

Direct Marketing

Direct marketing is a marketing technique carried out by interacting directly with customers. The goal is to offer products or services to customers according to their needs and interests.

Then Schmitt (2011) also groups customer experience components into 5 dimensions that can be used to measure consumer experience consisting of sense, feel, think, act and relate..

Target Market

According to Assauri (2010:164), the target market (*targeting*) is a group of consumers who are rather homogeneous, to whom the company wants to approach in order to attract (*appeal*) and buy the marketed product. Determining what products are produced and marketed by a company is not only based on the type of needs to be met, but also based on the needs of which consumer group will be met. This is due to the fact that consumer groups differ in their needs and desires, while the company's capabilities are limited.

According to Setiadi (2010:67-68), in order for the market segment process to be effective and beneficial for the company, the market segment must meet the criteria and requirements, *namely measurable* , both in terms of size and breadth and the purchasing power of the market segment . Achievable or accessible , so that it can be served effectively. Large enough (*substantial*) to be profitable to serve. A segment should be the largest possible homogeneous group that is worth reaching with a marketing program specifically designed to examine. Distinctive : This segment *has* characteristics and purchasing behavior that are different from other segments. Can be implemented (*actionable*) so that

all programs that have been designed to attract and serve the market segment can be effective.

3. RESEARCH METHODS

Multiple Linear Regression Analysis

To determine the influence or relationship between independent variables (publicity and *direct marketing*) and dependent variables (target market), the multiple linear regression method will be used and data analysis will also use SPSS, the formula is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + \epsilon$$

Data Quality Testing

Data Validity Test

Table 1. Validity Test Results

Variable Y (Target market)			
Statement	r _{count}	r _{table}	Validity
Item 1	0.373	0.185	Valid
Item 2	0.433	0.185	Valid
Item 3	0.376	0.185	Valid
Item 4	0.326	0.185	Valid
Item 5	0.319	0.185	Valid
Variable X ₁ (Publicity)			
Statement	r _{count}	r _{table}	Validity
Item 1	0.430	0.185	Valid
Item 2	0.432	0.185	Valid
Item 3	0.396	0.185	Valid
Item 4	0.689	0.185	Valid
Item 5	0.644	0.185	Valid
Item 6	0.526	0.185	Valid
Item 7	0.331	0.185	Valid
Variable X ₂ (Direct Marketing)			
Statement	r _{count}	r _{table}	Validity
Item 1	0.524	0.185	Valid
Item 2	0.477	0.185	Valid
Item 3	0.537	0.185	Valid
Item 4	0.567	0.185	Valid
Item 5	0.354	0.185	Valid

The table above shows that all statement items are valid because $r_{count} > r_{table}$. Thus, the questionnaire can be continued to the reliability testing stage.

Reliability Test

Table 2. Variable Reliability Test Results

Variables	Number of Questions	Cronbach's Alpha	Information
Target market (Y)	5	0,615	Reliable
Publicity (X ₁)	7	0,763	Reliable
Direct marketing (X ₂)	5	0,730	Reliable

In the reliability test, the Cronbach's Alpha value must be greater than 0.60, so the research instrument can be said to be reliable. From the table above, it can be seen that the Cronbach's Alpha value > 0.60 means that the instrument is reliable.

Classical Assumption Testing

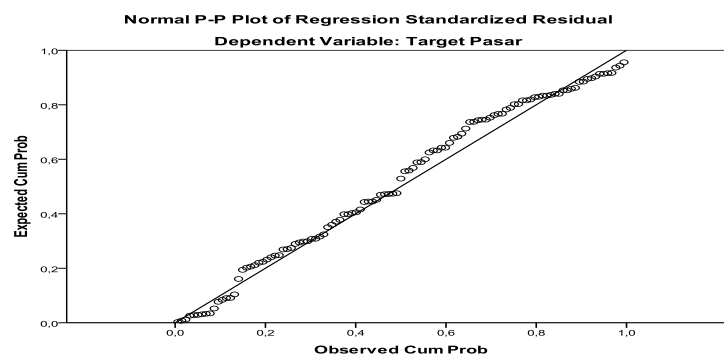


Figure 1. PP Plot Graph

From the graph above, it can be seen that the points are spread around the line and follow the diagonal line, so the residual value is normal.

Multicollinearity Testing

Table 3. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Publicity	,966	1,036
2	Direct marketing	,966	1,036

a. Dependent Variable: target market

Based on the table above, it can be seen that the VIF value of publicity and direct marketing values is smaller or below 5 (VIF <5), this means that there is no multicollinearity between the independent variables in the regression model. The Tolerance value of publicity and direct marketing values is greater than 0.1, this means that there is no multicollinearity between the independent variables in the regression model.

Heteroscedasticity Testing

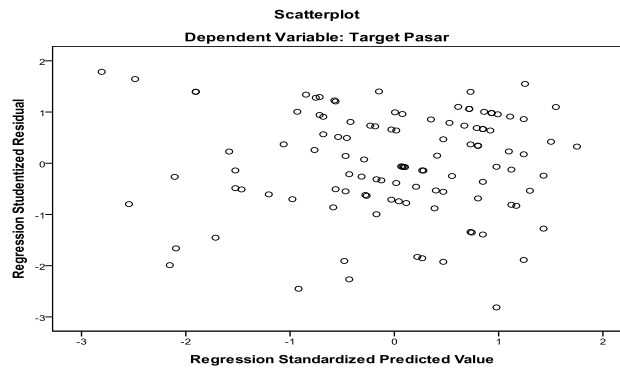


Figure 2. Heteroscedasticity

Based on Figure 2, it can be seen that there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, so based on the graphical method, there is no heteroscedasticity in the regression model.

Hypothesis Testing

To determine the influence or relationship between independent variables (publicity and *direct marketing*) and dependent variables (target market), the multiple linear regression method will be used and data analysis will also use SPSS.

Table 4. Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	11,168	2,072		5,390	,001
Publicity	,146	,063	,210	2,300	,
<i>Direct marketing</i>	,212	,077	,253	2,761	023
					,007

$$Y = 11.168 + 0.146 X_1 + 0.212 X_2$$

- 1) $a = 11.168$ or regression constant, which means if there is no independent value of variable X_1 (publicity) and variable X_2 (*direct marketing*). In this case X_1 and X_2 are equal to 0 (zero) then the target market increases by 11.168.
- 2) $b_1 = 0.146$ for the independent variable X_1 (publicity) which has a positive sign means it has a unidirectional relationship, meaning that every addition or increase of 1 unit will increase the number of target markets by 0.146.
- 3) $b_2 = 0.212$ for the independent variable X_2 (*direct marketing*) which has a positive sign means it has a unidirectional relationship, meaning that every increase or addition of 1 unit will increase the number of target markets by 0.212.

t-test

From the t-table value with a degree of freedom of $111-2 = 109$ and a real level of 5% is 1.982. The t-count value $t_{count} > t_{table}$ ($2.300 > 1.982$), then the publicity variable has a significant effect on the target market ($0.023 < 0.05$). While the *direct marketing variable* has a significant effect on the target market as seen from the $t_{count} > t_{table}$ ($2.761 > 1.982$) and ($0.007 < 0.05$).

- Publicity has a significant effect on the target market (accept H_1 , reject H_0)
- *Direct marketing* has a significant influence on the target market (accept H_1 , reject H_0)

F Test

Table 5. F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	136 , 988	2	68 , 494	7,906	,001
Residual	935 , 715	108	8 , 664		
Total	1072 , 703	110			

The data above shows that the ANOVA test obtained 7.906 with a significance level of 0.001, ($F_{count} > F_{table}$ ($7.906 > 3.09$)). This shows that simultaneously the publicity and *direct marketing variables* have a significant effect on the target market. With this, it can be concluded that the hypothesis of this study can be accepted, namely: "Publicity and *direct marketing* have a significant effect on the target market (accept H_1 and reject H_0)".

Determination Test

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,357	,128	,112	2,94347

The table above shows that the target market variable (Y) is influenced by variable X1 (publicity) and variable X2 (*direct marketing*). together amounting to 12.8 % and the remaining 87.2 % is determined by other variables outside the contribution of this research.

4. CONCLUSION

From the results of the research that has been conducted, there are several conclusions that can be drawn, including Publicity has a significant effect on the target market (accept H_1 , reject H_0). *Direct marketing* has a significant effect on the target market (accept H_1 , reject H_0). Simultaneously, the publicity and *direct marketing variables* have a significant effect on the target market. With this, it can be concluded that the hypothesis

of this study can be accepted, namely: "Publicity and *direct marketing* have a significant effect on the target market (accept H_a and reject H_o)".

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