



THE RELATIONSHIP BETWEEN THE PROMOTION MIX AND THE COMPANY'S BRAND IDENTITY WITH CUSTOMER SATISFACTION AT PT. INO WANGSA BINJAI

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Abstract

This study aims to deepen the understanding of the contribution of promotion and branding to increasing customer satisfaction at PT. Ino Wangsa Binjai. The study used primary data with a population of 300 buyers, and 75 respondents were selected as samples through calculations using the Slovin formula. The analysis techniques applied were quantitative, including validity tests, reliability, classical assumptions, simple linear regression, and hypothesis testing through t-tests and coefficients of determination (R^2). Based on the analysis results, the promotional mix variable (E_{Prmsi}) obtained a t-count value of -1.824 with a significance level of 0.072 (> 0.05), while the t-table was 1.99346. Because the t-count is smaller than the t-table, it can be concluded that the promotional mix does not have a significant effect on customer satisfaction. In addition, a negative t-value indicates that the direction of the relationship between the promotional mix and customer satisfaction is not in line. Conversely, the partial test shows that the company's brand variable has a significant effect on customer satisfaction with a significance value of 0.00 (< 0.05). Therefore, the first hypothesis (H_1) is declared accepted. From the results of the determination coefficient test, the R Square value is 0.495, which indicates that 49.5% of changes in customer satisfaction can be explained by the company's promotional mix and brand factors, while the remaining 50.5% is influenced by other variables not examined in this study. As a recommendation, the management of PT. Ino Wangsa Binjai, especially the branch manager, is advised to implement a more cost-effective, efficient, and targeted promotional strategy, as well as utilizing social media such as Facebook, Instagram, Twitter, and print media such as newspapers to convey promotional information more effectively.

Introduction

In in development world Business there is various type competition, specifically in matter promotion And brand something company/organization Which influential to satisfaction buyer. Promotion Which appropriate can advance something company/organization with Brand Which quality And known Lots circles. Study This



berocus For discuss Influence Promotion And Brand from something company/organization to satisfaction buyer.

II. Description Theoretical

2.1 Understanding Mix Promotion

Promotion is A method Which done by something Company/Organization in do improvement sale product in the form of cutting price Which usually done through media print like Newspaper, Magazine and through advertisement in media social or Internet.

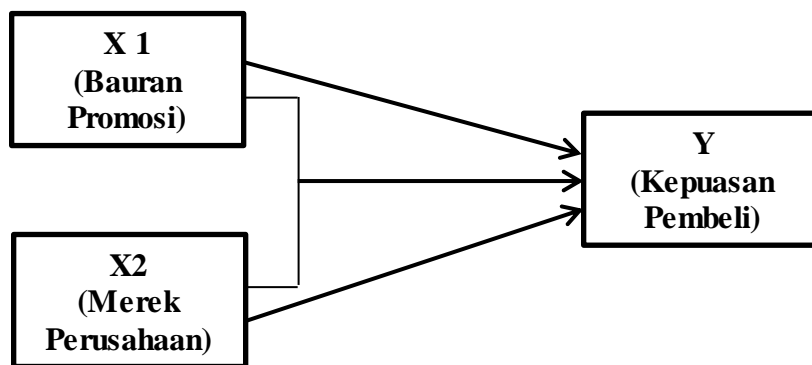
2.2 Understanding Brand

Brand is A symbol/sign Which displayed in graphic in the form of logo, Name, say, letter, and number Which produced by something Company/Organization in matter sale goods or service.

2.3 Understanding Satisfaction Buyer

Satisfaction Buyer is A condition Where need, desire or hope somebody Which fulfilled in matter consume something goods or service Which accepted.

2.5 Framework Thinking



Source : Processed by writer (2022)

Picture 2.1 Framework Thinking

III. Methodology Study

Location study done on PT. INO WANGSAyang located in Jl. H. Adam Malik No. 34, City Binjai, Sumatra North with time study start January 2022 until with March 2022.

IV. Results Study And Discussion

Researcher do exercise data questionnaire Which consists of from 5 statement For variables B aura Promotion (X1), 4 statement For variables Brand Company (X2) And 3 statement For variables Satisfaction Buyer (Y). Ku e sioner Which distributed by Researchers given to 7 5 person customer on PT INO WANGSA Binjai as respondents sample study, with method scale Likert shaped table Which served through *checklist t* choice on statement.

Table 4.1 TYPE SEX

TYPE_FORCE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MAN	37	49.3	49.3	49.3
	WOMAN	38	50.7	50.7	100.0
	Total	75	100.0	100.0	

Source : Data SPSS Ver 25

Table 4.2 AGE RESPONDENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AGE 20-40 year	28	37.3	37.3	37.3
	AGE 41-60 year	35	46.7	46.7	84.0
	In on 60	12	16.0	16.0	100.0
	Total	75	100.0	100.0	

Source : Data SPSS Version 25

Table 4.3

Percentage Answer Variables Mix Promotion (X1)

No	ITEM	5 SS	4 S	3 N	2 TS	1 STS
1	Advertisement Which delivered PT. INO WANGSA Binjai to consumer make interest For buy.	32 42.66 %	43 57.33 %			
2	Promotion Sale Which done PT. INO WANGSA Binjai through media social And Banner make consumer bright bright so that happen transaction purchase.	44 58.66 %	31 41.33 %			
3	Public as consumer very need publicity product Which marketed, so that information will product Which produced clear its benefits.	32 42.66 %	43 57.33 %			

4	Sale Which done individual will make consumer direct know information accurate will product Which in sell.	45 60 %	30 40 %			
5	Product goods Which will purchased consumer direct marketed by PT. INO WANGSA Binjai with open stand in the environment public	33 44 %	42 58 %			

Source : Data SPSS Version 2 5

Table 4.4

Percentage Answer Variables Brand Company (X2)

No	ITEM	5 SS	4 S	3 N	2 TS	1 STS
1	Consumer has know logo from product yag produced PT. INO WANGSA Binjai.	43 57.33 %	32 42.66 %			
2	Consumer know has know status Which tall from brand product Which produced PT. INO WANGSA Binjai from track the record.	43 57.33 %	32 42.66 %			
3	Consumer has own proximity emotional with Name brand results product from PT. INO WANGSA Binjai.	43 57.33 %	32 42.66 %			
4	Consumer has know that domain use brand Which very big from product Which produced PT. INO WANGSA Binjai.	28 37.33 %	47 62.66 %			

Source : Data SPSS Version 2 5

Table 4.5

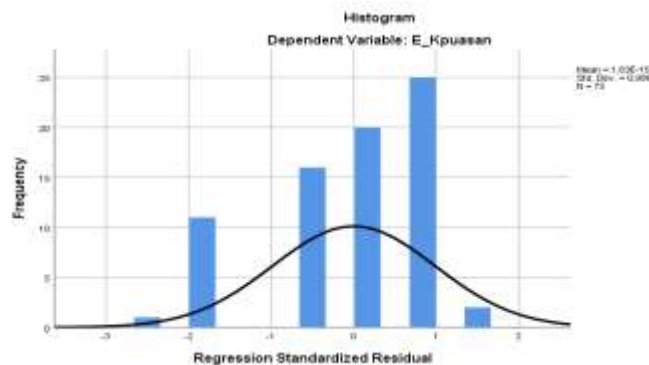
Percentage Answer Variables Satisfaction Buyer (Y)

No	ITEM	5 SS	4 S	3 N	2 TS	1 STS
1	Consumer experience that goods Which bought it from product PT. INO WANGSA Binjai has in accordance with hope And desire they.	42 56 %	33 44 %			

2	Consumer will come return For buy Product Which produced PT. INO WANGSA Binjai due to service to consumer created something satisfaction.	32 42.66 %	43 57.33 %			
3	Consumer will recommend to Friend other or family For buy the product Which given PT. INO WANGSA Binjai Because the service in accordance with Which in his hope.	33 44 %	42 56 %			

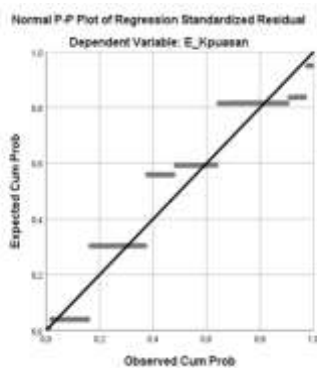
Source : Data SPSS Version 2 5

Picture 4.1 Histogram Test Normality



Source : Data SPSS Ver 25

Picture 4.2 Test Normality in form Chart



Source : Data SPSS Ver 25

4.6 . Test Multicollinearity

Test Multicollinearity own objective Which know whether in something model reg r esi determined existence correlation between variable free (independent). Model regression Which Good should No happen correlation between variable independent For detect There is or whether or not multicollinearity in in model regression between other can done with see mark tolerance And his opponent variance inflation factor (VIF) >10 .

Testing multicollinearity the can done with method :

1. *Tolerance value* < 0.10 or VIF > 10 : happen multicollinearity.
2. *Tolerance value* > 0.10 or VIF < 10 : No happen multicollinearity”.

Table 4.6
Results Test Multicollinearity

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Tolerance	VIF	
		B	Std. Error	Beta				
1	(Constant)	27,167	1,671		16,253	,000		
	E_Promotion	-,133	,073	-,184	-1,824	,072	,688	1,454
	E_Brand	-,601	,104	-,584	-5,779	,000	,688	1,454

a. Dependent Variable: E_Satisfaction

Source : Data SPSS Ver 25

Coefficient Correlations ^a

Model		E_Brand	E_Promotion
1	Correlations	E_Brand	1,000
		E_Promotion	-,559
	Covariances	E_Brand	,011
		E_Promotion	-,004

Source : Data SPSS Ver 25

a. Dependent Variable: E_Satisfaction

Collinearity Diagnostics ^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	E_Promotion	E_Brand

1	1	2,996	1,000	,00	,00	,00
	2	,002	36,106	,63	,72	,00
	3	,002	43,192	,37	,28	1.00

a. Dependent Variable: E_Satisfaction

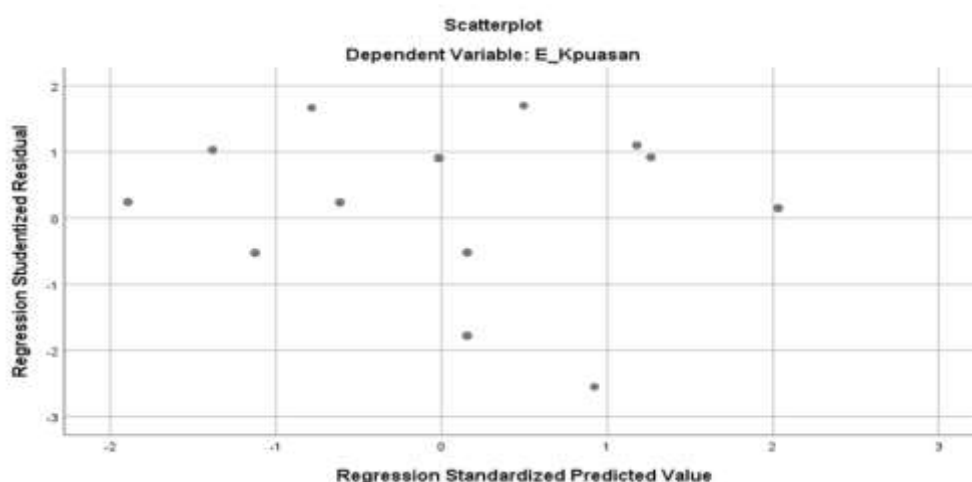
Source : Data SPSS Ver 25

4.7 Test Hetero s kedastistas

Test Heteroscedasticity Which own objective For test whether something model regression there is inequality variants from something residual One observation to observation other.

From results Test Heteroscedasticity, We can see picture Scatterplot under This:

Picture 4.3 Test Heteroscedasticity



Source : Data SPSS Ver 25

4.8 Testing Hypothesis

Test Hypothesis is A method Which use taking decision from something analysis data Which in the form of two variables or more Which controlled and No controlled (observation), And used For know whether There is correlation from second variables or more.

As for hypothesis Which done is as following :

H0: Variables Mix Promotion (X1) in a way partial No influential to Satisfaction Buyer (Y).

H1: Variables Mix Promotion (X1) in a way partial influential to Satisfaction Buyer (Y).

H0: Variables Brand Company (X2) in a way partial No influential to Satisfaction Buyer (Y).

H1: Variables Brand Company (X2) in a way partial influential to Satisfaction Buyer (Y).

Table 4.8 Results Test T Partial Hypothesis

Coefficients ^a

Model		Unstandardized		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	27,167	1,671		16,253	,000
	E_Promotion	-,133	,073	-,184	-1,824	,072
	E_Brand	-,601	,104	-,584	-5,779	,000

a. Dependent Variable: E_Satisfaction

Source : Data SPSS Ver 25

4.9 Test F Simultan

Test F Simultan is Test Which used For know There is and No something influence Which in a way simultaneously between something variables independent to variables dependent. On test F Simultaneous, hypothesis Which submitted researchers as following :

H0: variables independent (Mix Promotion (X1) And Brand Company (X2)) in a way together No influential to variables dependent (Satisfaction Buyer (Y)).

H1: variables independent (Mix Promotion (X1) And Brand Company (X2)) in a way together influential to variables dependent (Satisfaction Buyer(Y)). When f count > f table, so H1 accepted And H0 rejected Which It means variables independent in a way together influential to variables dependent.

Table 4.9 Test F (Simultaneous)

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45,307	2	22,653	35,274	,000 ^b
	Residual	46,240	72	,642		
	Total	91,547	74			

a. Dependent Variable: E_Satisfaction

b. Predictors: (Constant), E_Mrek, E_Promotion

Source : Data SPSS Version 2 5

4.10 Test Coefficient Determination R²

Test Coefficient Determination R² is test Which done For determine and measure how much big contribution influence Which given by something variables independent in a way simultaneously to something variables dependent.

Table 4.10

Results Coefficient Test Determination R²

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,703 ^a	,495	,481	,801

a. Predictors: (Constant), E_Mrek, E_Promotion

Source : Data SPSS Version 2 5

Table 4 . 1 1
Results Test Coefficient Determination R²
For Mix Promotion (X1)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,396 ^a	,156	,146	,1005

a. Predictors: (Constant), E_Promotion

Source : Data
2 5

SPSS Version

Table 4 . 1 2
Results Test Coefficient Determination R²
For Brand Company (X2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,687 ^a	,472	,464	,814

a. Predictors: (Constant), E_Brand

Source : Data SPSS Version 2 5

V. CONCLUSION AND SUGGESTION

5.1 Conclusion

1. Variables Mix Promotion (X1) E_Prmsi with t count as big as (-)1,824 with significance 0.072 > 0.05 And t table 1.99346. So t count < t table, that variables Mix Promotion (X1) Not yet own contribution to Satisfaction Buyer (Y). Mark t negative show variables Mix Promotion (X1) have connection Which No one way with Satisfaction Buyer (Y). In conclusion variables Mix Promotion (X1) in a way partial No own influence significant to Satisfaction Buyer (Y), hypothesis study H0 accepted.
2. Variables Brand Company (X2) E_Brand with t count variables as big as (-) 5,779 with significance 0.00 < 0.05., t count > t table Where mark negative show, that variables Brand Company (X2) own direction contribution Which opposite to Satisfaction Buyer (Y), when Satisfaction Buyer (Y) reduce so Brand Company (X2) must patented so that No easy in imitated.

3. From Table 4.8 on Brand Company (X2) own significance $0.00 < 0.05$ so that concluded Brand Company (X2) have connection in a way partial influential to Satisfaction Buyer (Y), hypothesis study H1 accepted.
4. On Test F table 4.9 on, mark f count is 35,274, whereas on f table obtained mark from df1 (k-1) or $3-1=2$ And df2 (nk) or $75-3=72$ produce f table as big as 3.12 with sig 0.05. Mark f count from table 4.9 namely $f = 35,274$ the explain that mark f count $(35,274) > f$ table (3.12) And sig. from f count from table 4.9 in on as big as $0,000 < 0.05$ so that can concluded, that variables independent Mix Promotion (X1) And Brand Company (X2) in a way simultaneous And significant influential to variables dependent Satisfaction Buyer (Y), hypothesis study H1 accepted, so variables independent capable explain size variables dependent Satisfaction Buyer (Y).
5. Results test determination table 4.10 on column R Square as big as 0.495, Because We use 2 direction regression multiple. With thus influence Mix Promotion (X1) And Brand Company (X2) to satisfaction buyer that is as big as 49.5 % whereas the rest 50.5 % influenced by variables other Which No including in variables study.

5.2 Suggestion

1. PT. INO WANGSA Binjai do Mix Promotion in a way economical, efficiency And effective as well as delivery advertisement Which delivered use media social like Facebook, Instagram, Twitter, or media print Newspaper.
2. Quality Service PT. INO WANGSA Binjai to consumer fast responsive as well as means infrastructure service Which given support desire customers.
3. Brand Company very required guarded its authenticity/validity, remember era technology digital Which so fast develop all something Can in copy paste.

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