

**INFLUENCE MIX PROMOTION AND BRAND COMPANY TO SATISFACTION
BUYER ON PT. ALPHA SCORPII
MEDAN**

By :
Polma

Universitas Negeri Medan

ABSTRACT

Objective from study This is aim For add outlook about Promotion And Brand in increase Satisfaction Buyer on PT. Alpha Scropii Medan. Study This use data primary population in study This as much as 300 person buyer with sample 75 respondents with formula Slovin. Method analysis data Which used is method analysis quantitative that is covering test validity, test reliability, test assumptions classic, analysis regression linear simple, testing hypothesis through t-test And test coefficient determination (R^2). Variables Mix Promotion 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 Not yet own contribution to Satisfaction Buyer. Mark t negative show variables Mix Promotion have connection Which No one way with Satisfaction Buyer. Results test partial t show that Brand Company own significance $0.00 < 0.05$ so that concluded brand company have contribution in a way partial influential to Satisfaction Buyer, hypothesis study H1 accepted. Results test determination on column R Square as big as 0.495, Because We use 2 direction regression multiple. With thus Influence Mix Promotion And Brand Company 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. Recommended to head branch PT. ALPHA SCORPII Medan 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.

Say Key : Mix Promotion, Brand Company, And Satisfaction Buyer

ABSTRACT

The purpose of this research is to add insight regarding promotions and brands in increasing customer satisfaction at PT. Alfa Scropii Medan. This study uses primary population data in this study as many as 300 buyers with a sample of 75 respondents using the Slovin formula. The data analysis method used is the quantitative analysis method which includes validity test, reliability test, classic assumption test, simple linear regression analysis, hypothesis testing through t-test and coefficient of determination test (R^2). Promotional Mix Variable E_Prmsi with t count of (-) 1.824 with a significance of $0.072 > 0.05$ and t table 1.99346. So t count $<$ t table, that the Promotion Mix variable has not contributed to Buyer Satisfaction. A negative t value indicates that the Promotion Mix variable has a non-unidirectional relationship with Buyer Satisfaction. The results of the t partial test show that the company brand has a significance of $0.00 < 0.05$ so it can be concluded that the company brand has a partial contribution to customer satisfaction, the research hypothesis H1 is accepted. The result of the determination test in the R Square column is 0.495, because we use 2 directions of multiple regression. Thus the effect of the promotion mix and company brand on buyer satisfaction is 49.5% while the remaining 50.5% is influenced by other variables that are not included in the research variables. It is suggested to the branch head of PT. ALFA SCORPII Medan carries out a Promotional Mix economically, efficiently and effectively as well as the

delivery of advertisements delivered using social media such as Facebook, Instagram, Twitter, or newspaper print media.

Keywords: Promotion Mix, Company Brand, and Buyer Satisfaction

I. Pendahuluan

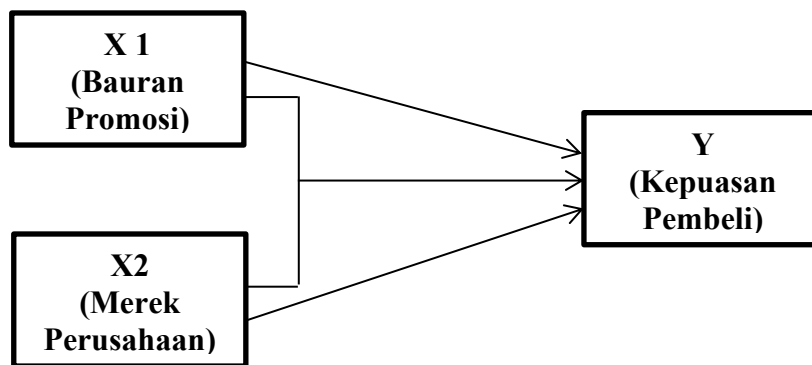
In in development world Business there is various type competition, specifically in matter promotion And brand something company/organization Which influential to satisfaction buyer. Promotion Which appropriate can advance something company/organization with Brand Which quality And known Lots circles.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

2.5 Framework Thinking



Source : Processed by writer (2022)

Picture 2.1 Framework Thinking

III. Methodology Study

Location study done on PT. Alpha Scorpio Which located in Jl. H. Adam Malik No. 34, City Medan, Sumatra North with time study start January 2022 until with March 2022.

IV. Results Study And Discussion

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.

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 ALPHA SCORPII Medan as respondents

sample study, with method scale Likert shaped table Which served through **Table 4.1 TYPE SEX**

checklist t choice on statement.

		TYPE_FAMILY			
		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. ALFA SCOR P II Medan to consumer make interest For buy.	32 42.66 %	43 57.33 %			
2	Promotion Sale Which done PT. ALFA SCOR P II Medan 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. ALFA SCOR P II Medan 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. ALFA SCOR P II Medan.	43 57.33 %	32 42.66 %			
2	Consumer know has know status Which tall from brand product Which produced PT. ALFA SCOR P II Medan from track the record.	43 57.33 %	32 42.66 %			
3	Consumer has own proximity emotional with Name brand results product from PT. ALFA SCOR P II Medan.	43 57.33 %	32 42.66 %			
4	Consumer has know that domain use brand Which very big from product Which produced PT. ALFA SCOR P II Medan.	28 37.33 %	47 62.66 %			

Source : Data SPSS Version 2 5

Table 4.5

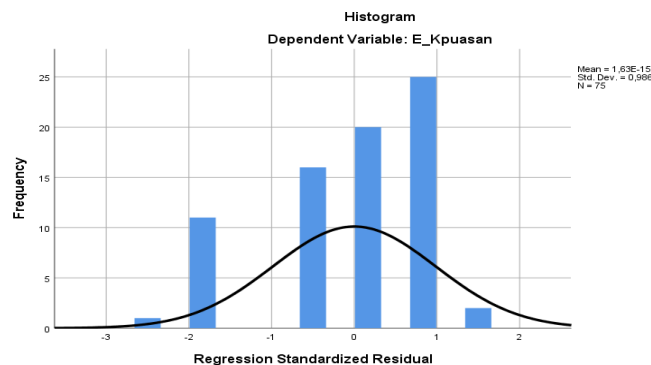
Percentage Answer Variables Satisfaction Buyer (Y)

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

2	Consumer will come return For buy Product Which produced PT. ALFA SCOR P II Medan 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. ALFA SCOR P II Medan Because the service in accordance with Which in his hope.	33 44 %	42 56 %			

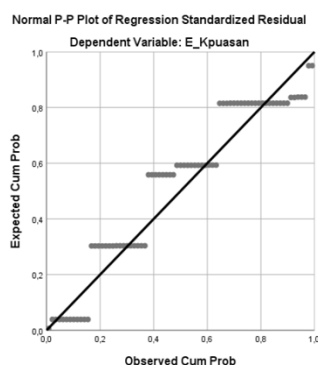
Source : Data SPSS Version 2 5

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 :

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

1. *Tolerance value* < 0.10 or VIF > 10 : happen multicollinearity.

Table 4.6
Results Test Multicollinearity

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

a. Dependent Variable: E_Kpuasan

Sumber : Data SPSS Ver 25

		Coefficient Correlations ^a		
Model		E_Mrek	E_Prmosi	
1	Correlations	E_Mrek	1,000	-,559
		E_Prmosi	-,559	1,000
	Covariances	E_Mrek	,011	-,004
		E_Prmosi	-,004	,005

a. Dependent Variable: E_Kpuasan

Sumber : Data SPSS Ver 25

		Collinearity Diagnostics ^a				
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	E_Prmosi	E_Mrek
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_Kpuasan

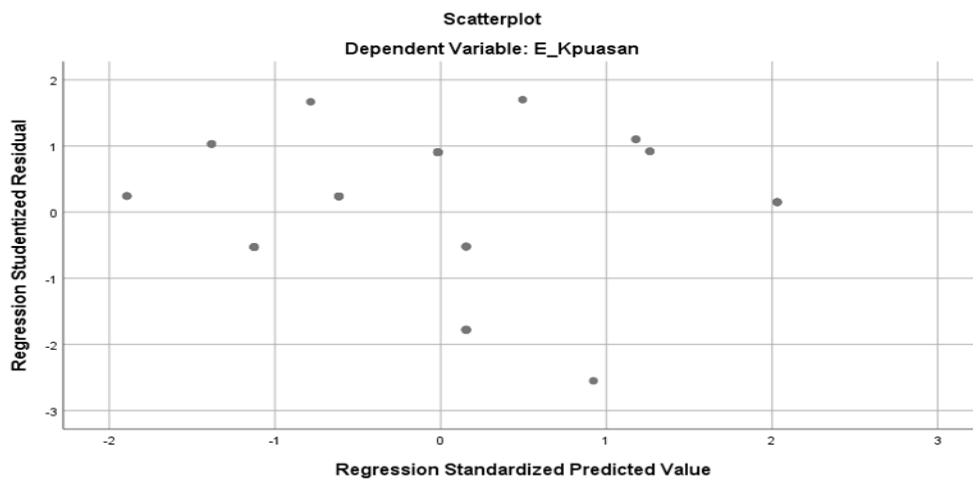
Source : Data SPSS Ver 25

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				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	27,167	1,671		16,253	,000
	E_Prmosi	-,133	,073	-,184	-1,824	,072

E_Mrek	-,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)

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 Variables: Dissatisfaction

b. Predictors: (Constant), E_Mrek, E_Promotion

Source : Data SPSS Version 2 5

4.10 Test The 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
25

SPSS Version

**Table 4.12
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 25

V. CONCLUSION AND SUGGESTION

5.1 Conclusion

- 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.
- 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.

- 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.
- 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. ALPHA SCORPII Medan 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. ALPHA SCORPII Medan 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.

LIST LIBRARY

- Alma, 2013. *Objective Promotion* . (On line), (<https://repositori.buddhidharma.ac.id>), accessible 21 April 2022)
- Aris, 2017. *Understanding Promotion* . (On line), (<https://ejournal.unsrat.ac.id>), accessible 21 April 2022)
- Ananda Aris 2013. *Indicator Brand* . (On line), (<https://ejournal.unsrat.ac.id>), accessible 21 April 2022)
- Biel L Alexander And Aker A David, 2010. *Indicator Brand* . (On line), Jakarta : PT. Index Group Gramedia.
- Bob Sabran 2013. *Indicator Brand* . (On line), (<https://jom.universitassuryadarma.ac.id>), accessible 21 April 2022)
- Danang Sunyoto, 2015. *Understanding Satisfaction Buyer* . (On line), (<https://ejournal.unsrat.ac.id>), accessible 21 April 2022)
- Donni June Priansa, 2017. *Element Satisfaction Buyer* . (On line), (<https://repository.stei.ac.id>), accessible 21 April 2022)
- Fitria 2016. *Function Promotion* . (On line), (<https://repository.bsi.ac.id>), accessible 21 April 2022)
- Ghozali, 2012. *Application Analysis Multivariate with Program SPSS*. Semarang: Body Publisher University Diponegoro.
- _____, 2018. *Test T Partial* . (On line), Jakarta : PT. Indeks Group Gramedia.
- Kartajaya 2017. *Understanding Brand (Brand)* . (On line), (<https://ejournal.uajy.ac.id>), accessible 21 April 2022)

- Keller And Kotler, 2017. *Understanding Brand* . (On line), Jakarta : PT. Index Group Gramedia.
- _____, 2017. *Understanding Satisfaction Buyer* . (On line), Jakarta : PT. Index Group Gramedia.
- Kotler, And Armstrong, 2016. *Promotion Mix*. Jakarta : PT. Indeks Group Gramedia.
- _____, 2014. *Understanding Mix Promotion*. Jakarta : PT. Index Group Gramedia.
- _____, 2017. *Understanding Brand* . (On line), (<https://repository.bsi.ac.id> , accessible 21 April 2022)
- Malau 2017. *Objective Main Promotion* . (On line), (<https://repository.bsi.ac.id> , accessible 21 April 2022)
- Mc Hugh And Nickels 2015. *Understanding Mix Promotion*. Jakarta : PT. Index Group Gramedia.
- Nurdin And Hartati 2019. *Definition Operational Variable*. (On line), (<https://dspace.uc.ac.id> , accessible 17 January 2023)
- Oentoro, Deliyanti. 2010. *Management Marketing Modern* . Yogyakarta: Laksbang Pressindo.
- Peter And Olson 2014. *Understanding Promotion Mix (Mix Promotion)* . (On line), (<https://repository.ekuitas.ac.id> , accessible 21 April 2022)
- Rondowu And Komaling. 2017. *Indicator Satisfaction Buyer*. Jakarta : PT. Indeks Group Gramedia.
- Sheth, Howard 2014. *Understanding Satisfaction Buyer* . (On line), Jakarta : PT. Index Group Gramedia.
- Shimp 2010. *Understanding Brand* . (On line), (<https://www.kitapunya.net> , accessible 21 April 2022)
- Sugiyono, 2019. *Method Study Quantitative, Qualitative, And R/D* . Bandung: CV. Alfabeta.
- _____, 2020. *Definition Operational Variable* . Bandung: CV. Alfabeta.
- _____, 2019. *Test Validity* . (On line), Jakarta : PT. Index Group Gramedia.
- Swan, 2014. *Understanding Satisfaction Buyer* . (On line), Jakarta : PT. Index Group Gramedia.
- Tjiptono, 2014. *Understanding Mix Promotion* . (On line), (<https://repository.unpas.ac.id> , accessible 21 April 2022)
- _____, 2014. *Objective Brand* . (On line), (<https://eprints.kwikkiangie.ac.id> , accessible 21 April 2022)
- Tjiptono, Fandy, 2019. *Marketing*. Yogyakarta: Andi
- _____, 2014. *Measurement Satisfaction Buyer* . (On line), Jakarta : PT. Index Group Gramedia.
- Umar 2013. *Formula Slovin* . (On line), (<https://www.gramedia.com> , accessible 21 April 2022)