ANALYSIS OF SALES PROMOTION AND WORD OF MOUTH INFLUENCES TOWARDS BRAND AWARENESS AND PURCHASING DECISION

Selvia[1]

Universitas of Ciputra Surabaya
INDONESIA

ABSTRACT

Haresret is a company that engaged in the creative industries. Haresret main product is scrapbook packaged in 3D frame based on consumer request. Consumers certainly have certain consideration before making a decision to buy a product from a company such as promotions and recommendations from others. Looking at the phenomenon that occurs in these companies, researchers will analyze the effect of sales promotion and word of mouth towards brand awareness and purchase decision.

This study aimed to determine the effect of sales promotion and word of mouth towards brand awareness and purchase decisions in Haresret Scrapbook Shop. The number of sample in this study was 76 respondents with sampling criteria, such as respondents were customers of Haresret during February to August 2015. A respondent is only allowed to fill in the questionnaire once. Variables used in this study consisted of variable exogenous (sales promotion and word of mouth), intermediary endogenous (brand awareness), and dependent endogenous (purchase decisions). Data analysis method used in this research is the method of partial least square analysis of structural equation modeling (PLS-SEM).

The result of the analysis of PLS-SEM shows that there is a positive influence on sales promotion (X1) and brand awareness (Y1), Word of mouth (X2) and brand awareness (Y1), Brand awareness (Y1) and purchasing decisions (Y2), Promotions sales (X1) and purchase decision (Y2), Word of mouth (X2) and purchase decision (Y2) Scrapbook Shop Haresret.

Keywords: Promotion, Sales, Word of Mouth, Brand Awareness, Purchase Decision

INTRODUCTION

With the development of world of business today is accompanied by the increasing level of competition in meeting the needs of society, the role of marketing is vitally important for nowadays companies, both goods and services. Consumers have an important role as a determinant of the quality of goods or services, and therefore marketing is bound to a consumer perspective.

The attempt of fulfillment and customer satisfaction towards goods and services are maintained to further develop marketing strategy that consists of word of mouth and promotion. It is expected to establish brand awareness, or the ability of a potential buyer to recognize or recall the top of mind brand in groups of a particular brand of goods or services (Oxford University Press, 2015). Brand awareness itself is expected to have impact upon the purchasing decision.

The creative industries are a part of the creative economy which is one area of business that is growing rapidly in Indonesia as well as around the world. Indonesian government even created a bold statement which targeting creative industries growth by 7% annually (Buwono, 2014).

Nowadays, one of the creative industries that grows tremendously and loved by all age groups of society is photography. The rapid advancement of technology, especially the technology of photography on mobile phone allows all groups of society addicted to capture various moments in their life in the form of images (photos).

In order to capture the business opportunity from the development of creative industries, a venture that combines the creative industry art, craft, design and photography was established. The three elements of the creative industry were poured into the form of paper craft. Standing with brand name Haresret since February 2015, the sale of products conducted online or cash on delivery (COD). The product being sold is scrapbook frame. Products sold is the result of work directly created by professional artisans.

The main products of Haresret is a photo album with patch illustrated and colorful paper called scrapbook, packaged in a frame that has a depth of 5 cm. Scrapbook definition is the art of sticking photos or images in the media of paper, and decorate it to be a creative work. Scrapbooking activity becomes a way of life in America about 20 years ago (now 30 years ago). Meanwhile, in Asian countries, emerging the last six years (16 years ago) (Hardiana, 2010).

Sales promotion that has previously been done in an effort to increase sales and brand awareness was exhibition at private universities in Surabaya, offering 10% discount voucher for second purchase in June and 20% discount in August. It is considered less effective promotional activities because only few vouchers were distributed to consumers due to minimum number of buyers.

Research variable is a subject of any kind that have been determined by researchers to be explored further in order to obtain information on a matter which can then be drawn to a conclusion (Sugiyono, 2012: 95). This study consists of four research variables, namely sales promotion variables (X1) and word of mouth (X2) as independent variables; and brand awareness (Y1) and the purchase decision (Y2) as the dependent variables.

LITERATURE REVIEW

The Analysis of Sales Promotion and Word of Mouth Influences towards Brand Awareness and Purchasing Decision has been analyzed in a wide number of empirical studies. The impact of word of mouth on purchasing decision was examined by Zamil (2012), by analyzing the Jordanian consumer. The importance of this study because it deals with contemporary themes, and mobile communication services are now in fierce competition. To maintain the existence and continuity in

the market, a company must have an integrated marketing strategy. Maintaining consumer perceptions become an important investment for the sake of positive word of mouth. The findings of this study indicate that every company should be aware that WOM is an important part of the marketing strategy. It is necessary for a company to establish good relations with customers in order to gain their loyalty, as well as to ensure their commitment to spread the positive things about the company and its products in all forums. Managers must understand that a satisfied customer can attract new customers through WOM. This study helps researchers have an idea of the effect of the use of WOM in influencing purchase decisions.

Research about brand awareness was conducted by Ping and Pang (2014) entitled "The Influence of Perceived Innovation and Brand Awareness on Purchase Intention of Product Innovation - An Example of the iPhone". This study used 3G mobile phone as an example, through a literature review and empirical research to determine whether the innovation and brand awareness have a significant impact on the quality, value, and purchase motivation perceived to product innovation. The research sampling were conducted with 595 questionnaires, resulted five major inventions: (i) Innovation perceived by consumers have a significant and positive impact on the perceived quality of consumers; (ii) Brand awareness have a significant and positive impact on the perceived quality of consumers; (iii) Perceived quality has a positive impact on the perceived value; (iv) Value perceived by consumers have a significant and positive impact on the purchase motivation; however, (v) quality perceived by consumers has a significantly negative impact on the purchase motivation. This study also provided evidence that innovation felt by consumers have higher impact towards the motivation of purchases compared to brand awareness.

RESEARCH METHOD
Empirical Framework
This study uses a quantitative research approach using a questionnaire and a list of questions given to the respondent in order to test the relationship of independent variables, namely the promotion of sellers and word of mouth to the dependent variable brand awareness and purchasing decisions. Quantitative methods according Kuncoro (2011: 145) is a research where data collection using research instruments, research data in the form of figures, and data analysis using statistics with the aim to test the hypothesis that has been set. Quantitative research is a method of measuring the data in numerical scale.

Data Description
The data used in this study were collected in Surabaya, East Java. The research was started in August to December 2015. , The population in this study was 93 consumers who have purchased the product scrapbook from Haresret within February and August 2015 based on the company's internal data.

On the other hand, this research using purposive sampling to determine the sample. Purposive sampling technique is a sample selection based on characteristics that are considered to have a relationship with certain criteria based on research objective (Sangadji and Sopiah, 2013: 315). This study used recorded customer transaction during February to August 2015 76 Haresret customers in the period February-August 2015 were used in the Slovin formula as follows:

$$n = \frac{N}{1 + Ne2} = \frac{93}{1 + 93(0,05)^2} = 75,456 = 76$$

Where n is total sample, N is total population, and e is error tolerance.

The subject of research is the subject addressed by researcher to study. The object of research is the selected object by the researcher to be the center of attention a study. In this study, the research subjects were Haresret customers. The object of this research is the effect of sales promotion and word of mouth towards brand awareness and purchase decisions on Haresret Scrapbook Shop.

Researcher conducted the data collection process by using questionnaires. Questionnaire is a technique of gathering information contains questions that allow to study the attitudes, beliefs, behaviors, and characteristics of the respondents (Yola and Budianto, 2013: 303). This method is used to gather information related to the effect of sales promotion and word of mouth brand awareness and purchase decisions on Haresret Scrapbook Shop.

This study used Likert scale to measure and draw conclusions on questionnaires filled out by respondents. According to Budiaji (2013), Likert scale is numerication of the level of agreement or disagreement on the question in the questionnaire addressed to the respondent.

Validity according to Kuncoro (2013: 172), is the extent to which a measurement scale that capable to work in accordance to the desire and measure what should be measured. Valid questionnaires can illustrate and reveal things that are desired. To state valid questionnaires then sig must be greater than 0.01.

Reliability indicates the level of consistency and stability of the measuring instrument or instruments of research in measuring a concept or a construct (Abdillah & Jogiyanto, 2015: 74). If the value of Cronbach's Alpha greater than 0.6, then the questionnaire can be said to be reliable.

For the data analysis technique, this research used SEM-PLS (Partial Least Square Structural Equation Modeling. PLS is a statistical technique that performs multiple comparisons between the dependent variable and multiple independent variables. PLS is a statistical method based SEM variant designed for multiple regression menyelesikan when there is a specific problem in the data, such as the small size of the study sample, the missing data, and multicollinearity (Abdillah & Jogiyanto, 2015: 161). Southern and Ghozali (2012; 21) also said that the purpose of the PLS-SEM to examine the relationship among variables predictive by looking at whether there is a relationship or influence between these variables.

There are six steps of SEM-PLS analysis. Those are model conceptualization, definition of algorithm and resampling analysis method, diagram conversion to the equation, weight coefficient line and loading estimation, goodness of fit evaluation and hypothesis testing.

RESULTS AND DISCUSSION
Outer Model Tests
Reflective Outer Model Tests
Convergent validity includes loading factor, Average Variance Extracted (AVE), and communality. The first validity test of the outer model performed on sales promotion variable (X1). The test results showed that the loading indicator value X1.2 and X1.3 possess value of ≥ 0.7, which is qualified. X1.1 has a moderate value,

therefore still qualified based on the table 1. Testing the validity outer second model made on the purchase decision variable (Y2). The test results showed that the loading on each indicator has a value of ≥ 0.7, which is qualified based on the table 2. According to table 3, four AVE variable values were qualified with the value of ≥ 0.5. The results concluded that the data can be declared as valid. Communality values for four variables has been qualified with the value of ≥ 0.5. The results concluded that the data can be declared valid based on table 4. Table 5 states that the value of cross loading on each indicator were qualified (> 0.7). X1.1 indicator has a value> 0.6 is 0.667 where the indicator is expressed moderate and still acceptable in this study. Table 6 shows value of Cronbach's alpha is acceptable, which is greater than 0.6. Therefore, the data used is reliable. Table 7 shows that the composite reliability mark is eligible, which is greater than 0.7, therefore, the data used is reliable. The higher the value of composite reliability, the higher the value the consistency of each indicator to measure latent variables. Tests on the validity of the model on the reflective outer variable, namely sales promotion (X1) and sales decisions (Y2) in Table 8 by considering the outer loading on condition of t-count of more than 1.65, therefore that the data used is acceptable.

Table 1. Validity Outer Model Sales Promotion

Measurement Model	Result		Critical Value	Model evaluation
Validitas Convergent	Item	Loading Factor	≥ 0.7	BAIK
	X1.1	0,667		
	X1.2	0,700		
	X1.3	0,835		

Table 2. Validity Outer Model Purchase Decision

Measurement Model	Result		Critical Value	Model evaluation
Validitas Convergent	Item	Loading Factor	≥ 0.7	BAIK
	Y2.1	0,809		
	Y2.2	0,822		
	Y2.3	0,734		

Table 3. Average Variance Extracted (AVE)

Variable	AVE	Critical Value	Conclusion
X1	0,543867	≥ 0.5	BAIK
Y2	0,622814		

Table 4.Communality

Variable	Communality	Critical Value	Conclusion
X1	0,543867	≥ 0.5	BAIK
Y2	0,622814		

Tabel 5. Cross Loading

	X1	X2	Y1	Y2
X1.1	0,666887	0,581722	0,444004	0,444479
X1.2	0,700094	0,503587	0,531802	0,421706
X1.3	0,834705	0,511327	0,643230	0,545369
Y2.1	0,612562	0,515736	0,592056	0,809278
Y2.2	0,494244	0,642583	0,604103	0,821691
Y2.3	0,390231	0,443277	0,422127	0,733714

Tabel 6. Reliabilitas Cronbach's Alpha

Variable	Cronbach's Alpha	Critical Value	Conclusion
X1	0,677033	≥ 0.6	BAIK
Y2	0,700204		

Tabel 7. Composite Reliability

Variable	Composite Reliability	Critical Value	Conclusion
X1	0,779852	≥ 0.7	BAIK
Y2	0,831696		

Table 8. Outer Loading Reflective

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ($|O/STERR|$)
X1.1 <- X1	0,666887	0,657956	0,105190	0,105190	6,339861
X1.2 <- X1	0,700094	0,698882	0,066380	0,066380	10,546686
X1.3 <- X1	0,834705	0,836411	0,024498	0,024498	34,072664
Y2.1 <- Y2	0,809278	0,804802	0,042458	0,042458	19,060531
Y2.2 <- Y2	0,821691	0,817008	0,041307	0,041307	19,892398
Y2.3 <- Y2	0,733714	0,735234	0,053144	0,053144	13,806155

Formative Outer Model

Tests on the outer model validity on the formative variable, ie word of mouth (X2) and brand awareness (Y1) in the table 9 indicator X2.2, X2.3, x2.5, Y1.3, Y1.5 and Y1. 6 to see the outer weight with the criterion of t count> 1.96, therefore formative indicator is valid as a constuct measuring tool.

X2.1, X2.4, Y1.1, Y1.2 and Y1.4 have t-count value respectively 0.189, 1.550, 1.212, 1.481 and 1.678 where the value is not more than 1.96, thus four indicators is said to be invalid and must be removed from the analysis model.

Table 9. Outer Weight Formative

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
X2.1 -> X2	-0,019990	-0,008344	0,105680	0,105680	0,189155
X2.2 -> X2	0,347946	0,351077	0,100234	0,100234	3,471343
X2.3 -> X2	0,378653	0,370638	0,112554	0,112554	3,364202
X2.4 -> X2	0,155862	0,151456	0,100553	0,100553	1,550040
X2.5 -> X2	0,306639	0,298069	0,117056	0,117056	2,619604
Y1.1 -> Y1	0,121574	0,118604	0,100330	0,100330	1,211740
Y1.2 -> Y1	0,148564	0,153902	0,100302	0,100302	1,481165
Y1.3 -> Y1	0,314358	0,303381	0,127473	0,127473	2,466071
Y1.4 -> Y1	0,195832	0,175443	0,116718	0,116718	1,677821
Y1.5 -> Y1	0,239478	0,239057	0,101086	0,101086	2,369062
Y1.6 -> Y1	0,244911	0,261109	0,117332	0,117332	2,087326

Table 10. Outer Weight Formative Exclude Invalid Indicator

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
X2.2 -> X2	0,358054	0,364585	0,078901	0,078901	4,538026
X2.3 -> X2	0,436856	0,433293	0,107586	0,107586	4,060509
X2.5 -> X2	0,354880	0,348120	0,094096	0,094096	3,771463
Y1.3 -> Y1	0,478051	0,466196	0,121051	0,121051	3,949175
Y1.5 -> Y1	0,396765	0,392051	0,095369	0,095369	4,160328
Y1.6 -> Y1	0,337648	0,343359	0,112926	0,112926	2,989978

Table 11. Multicollinearity

Item	VIF	Critical Value	Conclution
X2.1	3,220		
X2.2	2,657		
X2.3	2,741		
X2.4	2,589	< 5	Good
X2.5	2,597		
Y1.1	2,388		
Y1.2	2,442		
Y1.3	2,245		
Y1.4	2,566		
Y1.5	2,052		
Y1.6	1,702		

Inner Model Evaluation

Based on the structural model evaluation or inner model which involving R-squared and effect size in this research were described in table 12 and 13. Variable value for brand awareness is 0.676897. The percentage of the magnitude of the diversity of the variable brand awareness can be explained by variable sales promotion and word of mouth amounted to 67.68%. The value of purchase decision variable of 0,542101 (54.21%) is a value which can be explained by sales promotion variable, word of mouth and brand awareness. On the other hand, the effect size in this study resulted above 0.15 so it can be concluded that the impact of each variable X1 and X2 have major impact on the Y1.

Table 12. R-Square Value

Variable	R-Square
Brand Awareness (Y1)	0,676897
Keputusan Pembelian (Y2)	0,542101

Table 13. Effect Size f^2 on Y1

Variable	R-square Inc	R-Square Exc	f2
X1	0,676897	0,622927	0,167036518
X2	0,676897	0,534004	0,442252161

Hypothesis Test

The hypothesis qualified or acceptable if the value of t-statistics (t-count) has a value greater than t-table (1.96). Based on the table 14, the value of t-statistic on the 'X1-Y1', 'X2-Y1', 'Y1-Y2' 'X1-Y2' and 'X2-Y2' have greater value than t-table (1.96). The conclusion of this test indicated that there is a significant influence among sales promotion and brand awareness, word of mouth and brand awareness, brand awareness and purchase decisions, sales promotion and purchase decisions, word of mouth and sales decisions. Variable Y1 brand awareness can be called intermediary or intervening endogent because it has a value of t-count coefficient smaller than the coefficient t-count resulting directly from exogent variables X1 and X2.

Table 14. Path Coefficients (Mean, STDEV, T-Value)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
X1 -> Y1	0,320994	0,329908	0,101834	0,101834	3,152125
X1 -> Y2	0,234653	0,234472	0,097540	0,097540	2,405709
X2 -> Y1	0,565296	0,565557	0,111048	0,111048	5,090555
X2 -> Y2	0,324027	0,343814	0,183926	0,183926	2,761727
Y1 -> Y2	0,250614	0,237248	0,169883	0,169883	2,405214

CONCLUSION

The paper tries to assess empirically the analysis of sales promotion and word of mouth influences towards brand awareness and purchasing decision. The conclusion of this paper is sales promotion and word of mouth have influence on brand awareness and purchasing decisions of Haresret scrapbook shop, therefore the research hypothesis which states that the positive influence between latent variables can be accepted and the formulation of the problem in this study can be answered.

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