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► Conference Date

Aug. 12-14 2014

► Location

De La Salle University, Manila, Philippines 2401 Taft Avenue, 1004
Manila, Philippines

DATE : Aug, 12 2014, Tuesday

LOCATION : Br. Andrew Gonzales Building. A1703

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 8.1 13 : 30 14 : 50	Chair : Dr. K.K. Rajendran, Bharathidasan University, South India	
	1.14R-A09: Marketing of Science: Exploration the Long Term Effect of Innovative Teaching Learning	Gancar C Premananto Indonesia
	2.14R-A26: Usage of It Services In Higher Education Management for Innovation Strategy: A Case Study	John Tampil Purba Indonesia
	3.14R-A64:Inter-generational Conflict within a Small Scale Rice Milling Family Firm (A Case Study)	Andiana Rosid Indonesia
	4. 14R-A88: Effect of Promotion Mix to Purchasing Decisions (A Case Study in consumer Agung Samudra Abadi)	J.E.Sutanto Indonesia
5.14R-081: Interpersonal Orientation and Stress Management of Higher Secondary Students	K.K. Rajendran, South India	
14 : 50 15 : 00	Tea Time	
Session 8.2 15 : 10 16 : 30	Chair : Dr. Masmira Kurniawati, Airlangga University, Indonesia	
	1. 14R-052: Communication as Mechanism against Crisis: A Semiotic Approach on What Managers - Should Learn From Habermas Theory of Communicative Action	Marvin S. Daguplo Philippines
	2. 14R-083: Job Satisfaction and Life Satisfaction among B.T. Assistant Teachers	K.K. Rajendran, South India
	3.14R-A62: The Analysis of Reward, Human Resources Quality, Working Environment, Commitment, and Employees' Performance of the Technical Services Unit (TSU) of Methal, Food – Beverage & Packaging Industries in East Java Province	Prijati Indonesia
	4. 14R-A93: Effect of Brand Image, Quality Service and Customer Satisfaction to Customer Loyalty PC Master (Case Study of Computer Distributors of Brand Dell In Surabaya)	J.E Sutanto Indonesia
5. 14R-A89: The Management of Non Government Organization Program for Poor Children with Special Needs. Case Study of Peduli Kasih Anak Berkebutuhan Khusus in Surabaya	Hadiati, Indonesia	
18 : 00	Welcoming Dinner	
		Henry Sy, Sr. Hall, 4th floor

Effect of Promotion Mix to Purchasing Decisions (A Case Study in consumer Agung Samudra Abadi)

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Abstract

The purpose of this research is to analyze the influence of promotion mix, which consists of advertising, personal selling, and direct marketing to purchasing decisions in Agung Samudra Abadi. The population used in this research is all 53 customers of Agung Samudra Abadi. The sampling technique used is saturated sampling. The independent variables used in the research are Advertising (X1), Personal Selling (X2), and Direct Marketing (X3), while the dependent variable is Purchasing Decisions (Y). Result indicates that there is a significant partial and simultaneous influence from Advertising, Personal Selling, and Direct Marketing to Purchasing Decisions. The coefficient of determination is 69.70% and the remaining 30.30% is influenced by other variables not discussed in this study.

Keywords

Advertising, Personal Selling, Direct Marketing, Purchasing Decisions

**EFFECT OF BRAND IMAGE, QUALITY SERVICE AND CUSTOMER
SATISFACTION TO CUSTOMER LOYALTY PC MASTER**
(Case Study of Computer Distributors of Brand Dell In Surabaya)

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ABSTRACT

The purpose of the study to determine whether there are significant quality of service brand image and customer satisfaction, and simultaneously and partially on consumer loyalty Dell computer brand in Surabaya. The method used in this study is a quantitative method with the sampling technique used was purposive sampling. The data analysis technique used is multiple linear regression. Research results achieved are partially or simultaneously that the brand image of the variable quality of service and customer satisfaction to customer loyalty effect significant PC Master in Surabaya. While the value of the coefficient of determination (R^2) is 99.2% and the remaining 8% are influenced by other variables not included in this study.

Keywords: brand image, service quality, customer satisfaction, customer loyalty

1. INTRODUCTION.

In the era of globalization will create market opportunities more widely and increasingly strong competition and difficult to predict. Increasingly fierce competition requires each company to provide services to satisfy consumers. Service distributor of products and services such as computers require a good service. The computer is no longer a hard thing to come, but rather a necessity for every person among others, namely: student, students, employees and the general public. Based on Figure 1 shows that the rapid development of computers with a number of computer owners who continue to grow until it reaches 25.69% of the total population in Indonesia in the year 2013.

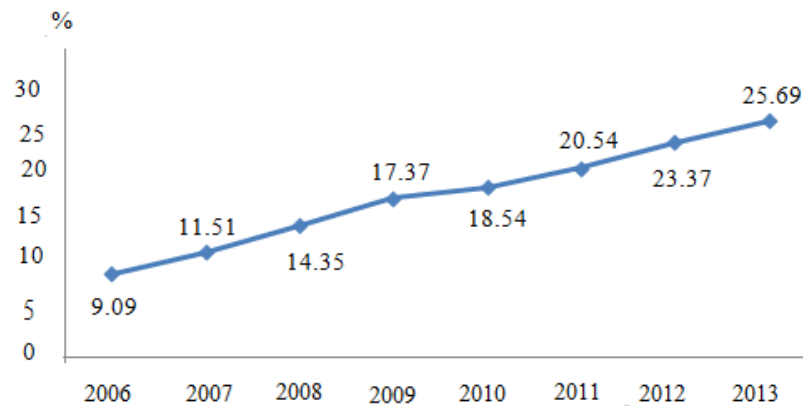


Figure 1. Growth Computer Users Year 2006-2013
 Sources: BPS Secondary Data, Processed from the National Socioeconomic Survey (Susenas, 2014)

The development of computer sales are increasingly prevalent in recent years that more and more distributors are specialized in selling computers in some locations, especially in a mall. Ultimately lead to an increasingly competitive competition that requires the owner of the distributor to continue trying to get a loyal customer. While the sales data for 2012 till 2014 can be seen in Figure 2. Following

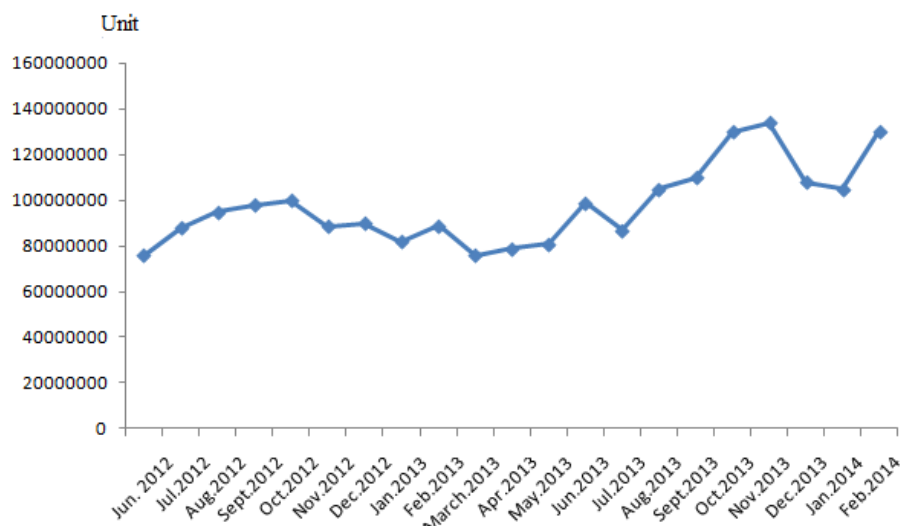


Figure 2. Distributor Computer Sales PC Master
 Source: Data processed by the researcher.

The first study by Evawati (2012) with the title of Product Quality and Brand Image Mc Donald: Influence on Consumer Satisfaction. The results of the study are: simultaneous, product quality and brand image influence on customer

satisfaction. A second study by Wahyu (2013) under the title Analysis of Influence Perception of Product Quality Brand Image and Sales Service Support Decision Against Consumers In Buying scooter matic Honda brand in the city of Semarang. The results of the study are: concluded that brand image has positive influence on purchasing decisions. The third study by Septiani and Rahmah (2012) with the title Journal Content Services Quality Improvement Through rebranding. The results of the study are: the implementation of the rebranding in the library Unand ineffective due to various factors, financial factors, library management to own and service strategies library rebranding posted under less applied in Unand library. The fourth study by Dibyantoro and Cesimariani (2012) under the title Influence of Quality Services to Customer Satisfaction In CV. Hapsari Pelembang. The results of fieldwork are: three-dimensional service quality that has no effect on customer satisfaction among others: reliability, responsiveness and assurance. A fifth study by Fadli et al. (2012) with the title strategi Analysis services in improving customer satisfaction. The results of the study are: respondents are quite satisfied to assess the performance of a direct proof of service, reliability, responsiveness, assurance and empathy. The seventh research by Asep et al. (2012) with the title Against Customer Satisfaction Analysis Consumer Loyalty of DVD Rental on DVD Rental Services Company in Club Branch Tuparev-Karawang. The results of the study are: the response from customers has been satisfied with the DVD Club. The eighth study by Chang and Wang (2011) with the title "The moderating effect of customer perceived value on online shopping behavior?". The results of the study are: indicates that the quality of service and customer perceived value and customer satisfaction and ease of influence affect subscriber loyalty.

2. REVIEW OF THEORY

Brand Image (X1)

According Evawati (2012) brand image is a representation of the overall perception of the brand and is formed from information and past experience to the brand. According to Wahyu (2013) bore the brand image of confidence and

positive image for the product and the company. Dimensions of brand image as argued by Martinez and Chenatony in Danibrata (2008), namely: knowledge is defined as information that can be stored in the memory of consumers. According to Suprpto in Fadli et al. (2013) defines the notion of brand image is what consumers think or feel when they hear or see the name of a brand or consumer in essence what has been learned about the brand. Dimensions of brand image according to Fadl et al Sumarwan (2013) consists of six dimensions are: physical, reflection, relationship, personality, culture, and self-image.

Service Quality (X2)

According to Dibyanto (2012) emphasizes the quality aspect of customer satisfaction and income of, and its main focus is customer utility. According to Saidani and Arifin (2012) that the customer will assess the perceived quality of a service based on what they describe in their minds and customers in general will switch to other service providers are better able to understand the specific needs of customers and provide better service. Quality of service is crucial in retaining customers for a long time by Aryani and Rosinta (2010). According to Samosir (2005) quality of service should start from the needs of users and end users in response to the quality of the service itself is a thorough assessment of the benefits of a service. In other words, if the services received or perceived as expected by the user perceived quality of service is good or satisfactory.

Consumer Satisfaction (X3)

According to Kotler and Tjiptono in Dibyantoro et al. (2012), Setiawan et al. (2013) explains that customer satisfaction is the degree of one's feelings after comparing the performance or results which he felt compared to expectations. According to Kotler in Ishak and Luthfi (2011) defines customer satisfaction as a feeling of like or dislike someone for a product after the product's performance compared with that expected. According to Dharmayanti and Tarigan (2010) that service quality is a form of consumer research on services received in accordance with the expected service.

Consumer loyalty (Y)

According to Aaker in Limsanny (2009) there are several approaches to measuring customer loyalty such as: behavioral measures, switching costs, measuring satisfaction, liking of the brand and commitment. Further research conducted by Osman Zain in Mariana (2009) which states that customer satisfaction affects customer loyalty. According to Tjiptono in Mardikawati and Farida (2013) that the consumer is committed customer loyalty to a brand, or supplier berdasarkan took a very positive trait in a long-term purchase. This means that brand loyalty is obtained due to a combination of satisfaction and complaints. Consumer loyalty is very peting means for companies that maintain business sustainability and continuity of their business activities.

According to Winarso (2010) has a loyal customer is the goal of all companies. Consumer loyalty is the proportion of how often seseorng buyers choose the same product or service in a particular category compared with jumlah keseluruhan purchase in the same category with the condition of the availability of products or services of others in that category. According to Widjaja in Asep et al. (2012) they state that customer loyalty is a deep commitment to purchase products or services on an ongoing basis and is not sensitive to changes in the situation which led to the displacement of customers. According to Narayandas in Artanti and Marischawati (2012) stated that customer loyalty can be demonstrated with the repurchase intention, showed resistance to switch to a competitor's product, and willingness to recommend to others. According to Jian, et al. (2009) showed that customer loyalty is a repeat customer intention to purchase some products or services in the future.

3. CONCEPTUAL RESEARCH

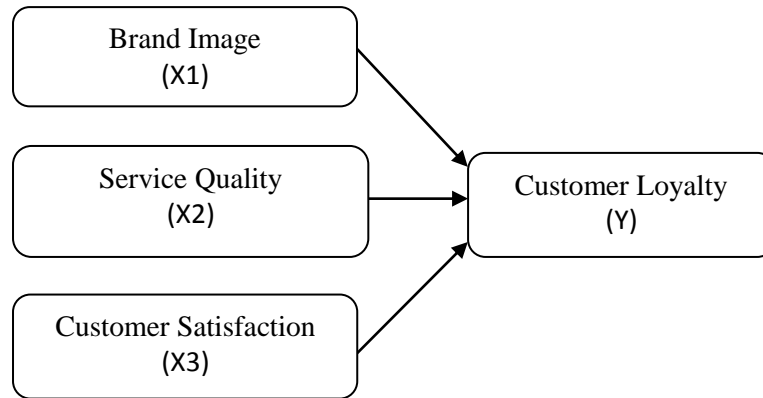


Figure 3. Conceptual research framework
Source: Design study by researchers.

4. METHODS.

Population and Sample.

The population is the total number of units which analyzed the characteristics will be suspected by Coper in Hanum et al. (2012). In the framework of this study, the population is the Master PC customers in Surabaya. The sample is part of a population that is expected to represent the study population according to Kuncoro in Japariato (2010). Sampling was done using purposive sampling technique to sample criteria used is that people who never buy a Dell brand computers at PC Masters more than once. The samples used in this study 57 customers.

Test Validity and Reliability Research Instruments.

According to Sugiyono Samuel and Zulkarnain (2011), shows the extent of the validity or the instrument gauges to measure what is being measured. Instruments that meet the research will have an impact on the validity of research results that meet kasahihan too. According to Kustono (2011). Testing reliability using internal consistency reliability testing with Cronbach's Alpha technique.

According to Nunnaly in Kustono (2011) instrument Alpha said to be reliable if scores indicate greater than 0.60.

5. Results and Discussion

Multiple Linear Regression Analysis aims to determine the effect of each independent variable Brand Image (X1), Quality of Service (X2), and Customer Satisfaction (X3) on the dependent variable Consumer Loyalty (Y) can be seen in Table 1 below.

Table 1. Results of t Test Calculation

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.000	.043		.009	.993
	Brand Image	.610	.069	.619	8.835	.000
	Service Quality	.103	.028	.111	3.713	.000
	Customer Satisfaction	.289	.086	.284	3.364	.001

a. Dependent Variable: Customer Loyalty

Based on Table 1 of the above calculation results, obtained by multiple linear regression equation as follows:

$$Y = 0.000 + 0.610 X1 + 0.103 X2 + 0.289 X3$$

Where:

Y: Consumer Loyalty
 X1: Brand Image
 X2: Quality of Service
 X3: Consumer Satisfaction

Interpretation is based on Table 1 is as follows:

- Variable brand image has a coefficient value of 0.610, meaning that if a brand image variable up one unit will increase the brand image of 0.610 units, so it can be concluded that the higher the brand image, the higher customer loyalty
- Variable quality of service has a coefficient value of 0.103, meaning that if the variable quality of service up one unit will increase the quality of

service of 0.103 units, so it can be concluded that the positive value of the service quality has a positive influence on consumer loyalty

- The variable has a value of customer satisfaction coefficient of 0.289, meaning that if the variable customer satisfaction up one unit will increase customer satisfaction by 0.289 units, so it can be concluded that the higher the customer satisfaction given the high remain also have an influence on consumer loyalty

Partial test (t-test)

That t test aims to determine whether the partial effect of independent variables on the dependent variable.

Based on Table 1 above can be summarized as follows:

- The results of the calculation of the value of the t test = 8,835 with a significance value = $0.000 > 0.05$, so it was concluded that brand image variables significant effect on consumer loyalty partial PC Master
- The results of the calculation of the value of the t test = 3,713 with a significance value = $0.000 > 0.05$, so it was concluded that the significant effect of service quality variables partially on consumer loyalty PC Master
- The results of the calculation of the value of the t test = 3,364 with a significance value = $0.001 > 0.05$, so it was concluded that the variables significantly influence consumer satisfaction on consumer loyalty partial PC Master

Simultaneous test (F-test)

That F test aims to determine whether the effect of independent variables on the dependent variable simultaneously.

Based on Table 2 can be summarized as follows:

The results of the calculation of the value of $F = 2121.084$ with a significance value = $0.000 < 0.05$, so it can be concluded that the independent variables: brand image, service quality and customer satisfaction, the simultaneous effect on consumer loyalty PC Master.

Table 2. Results Test F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.638	3	15.879	2121.084	.000 ^b
	Residual	.397	53	.007		
	Total	48.035	56			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction, Service Quality, Brand Image

Correlation Coefficients (R) and Coefficient of Determination (R²)

The coefficient R indicates the level of the relationship of independent variables with the dependent variable, while the coefficient of determination is an analytical tool accuracy in multiple linear regression analysis.

Table 3. Table Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.996 ^a	.992	.991	.08652	1.422

a. Predictors: (Constant), Customer Satisfaction, Service Quality, Brand Image

b. Dependent Variable: Customer Loyalty

Based on Table 3. Could be summed up as follows:

- The value of the correlation coefficient (R) indicates how closely the relationship between independent variables with the dependent variable, the value of the correlation coefficient is 0.996. This value indicates that the variable relationship of brand image, service quality and customer satisfaction to customer loyalty variable is very close or very strong in the amount of 99.6%.
- While the coefficient of determination or R² is used to measure how far the model's ability to explain variation in the dependent variable (Y). The results obtained from SPSS calculation coefficient of determination (R²) of 0.992. This shows that 99.2% of variation in consumer loyalty variable is explained by the variable quality of service brand image and customer satisfaction, and the remaining 8% are influenced by other variables not included in this study.

CONCLUSION

- Variable brand image, service quality, and customer satisfaction simultaneously significant effect on customer loyalty variables.
- Variable brand image partially significant effect on customer loyalty variables.
- Variable quality of service is partially significant effect on customer loyalty variables.
- Variable customer satisfaction partially significant effect on customer loyalty variables.
- Variable brand image is the most dominant variable variable effect on customer loyalty

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