

Mix Promotion Effect on Corporate Image in Kota Bunga Puncak: West Java

Intan Widuri Sakti

Kota Bunga is a resort that is required to survive in a very competitive business in tight conditions, especially Kota Bunga is type of property are limited in terms of the concept of meaning rather than as a residential home. Kota Bunga should continue to attract consumer interest, while the phenomenon is occurring among residential villas (resort) have become one of the main options, home prices tend to be fantastic that declining interest, image, public now see that villa has been not trends again, villa has a peak in the region in terms of traffic barriers that is traffic jam. This research aims to determine the promotion mix includes advertising, sales promotion, public relations, personal selling and direct marketing in Kota Bunga, knowing the company's image in Kota Bunga determine the influence of promotion mix includes advertising, sales promotion, public relations, personal selling and direct marketing for the company's image in Kota Bunga either partially or simultan. Data collected in the field conducted in 2012. Data analysis using Path Analysis. The results showed that the five dimensions of promotion mix consists of advertising, sales promotion, public relations, personal selling and direct marketing together (simultaneously) significantly affect the company's image in Kota Bunga. The company's image can be perceived well by the owners of the villa with a coefficient of determination of 70.80%.

1. Introduction

Today the property industry in Indonesia has been growing, these things can be observed from the various types of properties offer in the market. Intense competition in real estate business is not causing declining interest of producers to get into this business. This is because business property has a bright prospect in the future, given relatively high market value and high growth, industry growth is understandable because there are some demographic factors that support among the population of Indonesia, amounting about two hundred million plus air tropical climate make this country as an ideal market for the property industry. In addition to the global economic crisis was not of our society as well as eliminate the need for quality property that will be given so that many manufacturers are interested to get into this particular business field of villa property. Many residential owners who choose villa as home too because of the terrain, aerial, landscape and its environment. Settlement with the concept of this villa is perfect for the owner due to activity which tends in countryside but the facility is equipped in accordance with the needs of urban areas in general. So many residential villa is a villa home region but not residential homes.

Table 1.1: Market Share Vila Region Puncak – Cianjur Municipality

No.	Developer	Property	2008	2009	2010	2011	2012
1	Sinar Mas Group	Kota Bunga	81.11%	80.83%	79.80%	79.36%	78.96%
2	PT. Agung Tunggal Perkasa	Green Apple	79.36%	78.88%	77.78%	75.89%	74.60%
3	Lippo Karawaci Tbk	Puncak Resort	77.46%	75.85%	73.75%	71.51%	69.42%
4	PT. Mandiri Sejahtera	Bukit Harmoni	76.93%	72.08%	70.67%	69.50%	67.47%
5	PT. Pinus Wangi	Green Hill	75.10%	68.15%	66.27%	64.93%	62.70%
6	PT. Elok Bahagia	Bukit Cipendawa	74.20%	65.05%	63.52%	61.35%	58.01%
7	PT. Orchid Jasmine Home	Pesona Anggrek	67.71%	64.93%	61.70%	57.61%	55.82%
8	PT. Tiga Permata Saudara	Vila Permata	66.05%	63.50%	59.51%	51.67%	50.66%

Source : Bisnis Indonesia 2012

From above table it can be seen that the rate of Kota Bunga has the highest market share, but off the charts last five years in continuous decline, this is certainly one of the companies in formulating ideas for promotion mix to sell the products.

Based on per capita home buyers know that the peak area is still in low category because new buyers around 20 villas per capita / year. This figure is still very low when compared with other regions. Bali villas level buyers reach 160 / year, Lombok 120 villas / year, Sukabumi 80 villas / year, and Lembang-Bandung 50 villas / year. This fact poses both challenges and opportunities for companies in property market in Indonesia (SWA 2012). Magnitude between the occupants of residential homes and villa homes can be seen in Table 1.2 below:

Table 1.2: Percentage of Households in Cianjur Municipality Based On Status House Residence Year 2008-2012

Status House Residence	2008	2009	2010	2011	2012
Residential Home	55.82	61.72	65.81	81.99	83.99
Villa Home	51.24	50.66	49.51	48.02	46.55

Source: Population Service Area – Cianjur Municipality

Level villa above shows the percentage of homes that demand has declined. Declining due enthusiasts can also image villas that are no longer trends. In this case the company should be able to and be able to maintain a positive image, one of which can be aided by advance back up the company itself.

Promotion is one of the marketing mix tips that companies can communicate in targeting product. Communication techniques are widely used in business that included in promotion. Promotion means all the effort that aims to improve the brand image and sales, including advertising, sales promotion, public relations, personal selling and direct marketing.

2. Literature Review

According to James A.F. Stoner dan Charles Wankel (2006:2) : Management is process of planning, organizing, leading, and controlling the efforts of organizing members and using all other organizational resources to achieve stated organizational goals.

According to Philip Kotler (2004 : 8), explained that: Marketing is a social and managerial process by which individuals and groups obtain their needs and desires by creating, offering, and exchanging something of value to each other.

Meanwhile, according to William J. Stanton (2006: 7), explained that: Marketing is a total system of business activities designed to plan, price, promote, and distribute goods and services to satisfy the desires of both consumers as well as potential consumer.

The second refers to the above opinion, marketing basically have same meaning, all geared to the process of fulfilling the needs and wants of consumers based on communications.

Marketing communications or promotions also called an activity undertaken in attempt to introduce company's products, or in other words, promotion is a means of external communication because it is done by the company to consumer in effort to provide information about its products resulting in a sale or purchase. Every sales process implement in company is expected to achieve an optimal target by using resources efficiently and effectively. To achieve the objectives in improving brand image optimally, there are several influence factors it is promotion mix. The purpose of promotion mix is to persuade customers and remind old customers to buy the products produced by the company at minimum cost, where the minimum cost in the promotion mix can enhance brand image of the company that is expected to use tools of the promotional mix such as advertising, personal selling, public relations and publicity, sales promotion and direct marketing.

3. Methodology and Model

In order to improve the company's image in Kota Bunga need to introduce and communicate product to be known and be in demand by the public. Efforts to introduce and communicate the product, namely through the promotion mix that can be done through a variety of media companies as well as through certain activities. Competitive rivalry in the property business strategies that led to the birth previously unthinkable by them. But with the competition encourages companies to undertake new strategies to anticipate. One of the strategies undertaken by Kota Bunga is to do a promotional mix. But till now not known what to extent the role of the corporate image promotion mix in Kota Bunga.

To collect the data required different data collection techniques that could complement one another in this study used a combination of four (4) data collection techniques are:

1. Interview, as a direct communication technique to obtain the necessary data. Interviews were conducted to the consumer is the owner of Kota Bunga.
2. Observation, observation and discovery directly to the company's activities and circumstances related to the problem under study.
3. Questionnaires, is the main technique for collecting primary data from respondents consumer, in the form of a list which contains a number of questions with alternate item 5 (five) answer, which is to gather data on respondents' perceptions of the dimensions of the promotion mix includes advertising, sales promotion, public relations, personal selling and direct marketing as well as data on company image.
4. Literature study, to collect secondary data by using data about the consumer and company profiles on Kota Bunga housing.

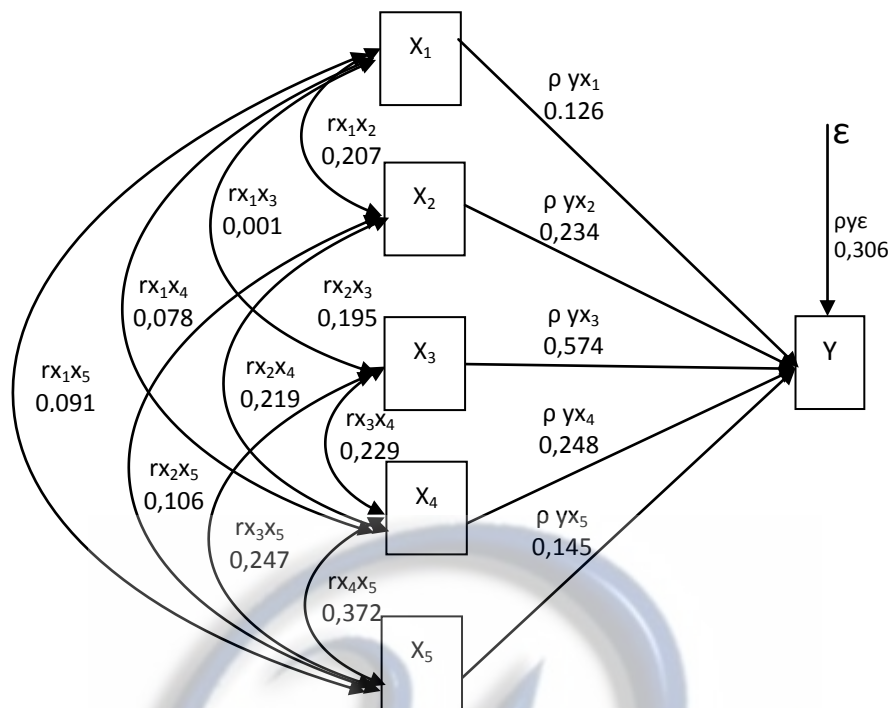
Then analyzed with path analysis method, namely:

5. Path coefficients simultaneously

$$F_{\text{count}} = \frac{(n-k-1) R^2 y (X_1, \dots)}{k (1-R^2 y)(X_1, \dots)}$$

6. Path coefficient partially

$$t_i = \frac{\rho Y x_i}{\sqrt{\frac{(1-R^2 y x_1 \dots)}{n-2}}}$$



From the analysis of the path can be seen between sub-variables of advertising, sales promotion, public relations, personal selling and direct marketing, public relations sub-variables that give the greatest influence on the image of the company in Kota Bunga is 30.60%. It states that the emergence or persistence of the image in Kota Bunga because of public relations and publicity which occur due to a widespread expression of the visitor or Kota Bunga owners themselves who have felt what was expected to be met.

While the sub-variables which give the smallest influence on the image of the company Kota Bunga is advertising that is equal to 9.09%. It is very possible to happen because Kota Bunga himself in fact not have nature of media advertising campaigns through a vigorous, except in certain moments such as launching a new type that can be said it is only a notification only through the website or on the street banners and flyers at the toll booth.

Above results in line with Boyd statement (2000:65) that the promotion is one of the critical success factors of the marketing program. However product quality when consumers have never heard of and do not sure it will be useful to them, then they will not buy it. In effect the promotion is a form of communication that aims to disseminate information, influence and remind consumers that they are willing to accept, purchase and loyalty to the products offered by the company.

Further imaging through either the product or the brand as a result of one form of event marketing campaign that is expected to be a positive influence on the performance of the company, as well imaging of a product or brand can affect the market share. Where consumers will advance by identifying a product through a brand identity which then form a collection of perceptions and strong associations before achieving good imaging of the product or brand.

Build a positive brand image can be achieved with a strong program promotional mix of the product, which is unique and has highlighted the advantages that distinguish it from other products. A good combination of the elements that support can create a strong brand image for consumers (Kotler, 2004:15).

4. The Findings

Smith and Indrajit Sinha (2000:83) in *International Journal and Retail*, explain that most importantly dimension in mix promotion are on how company reach costumers to remembering the brand (brandawareness), creating facility selling (facilitating purchase), and influencing intention customers so can offering what customers want and desires as customers need from price promotion to product promotion.

5. Conclusion

In this study the respondents were owners of Kota Bunga villas totaling 100 people, based on the research and discussion about the effect of the promotion mix includes advertising, sales promotion, public relations, personal selling and direct marketing for the company's image in Kota Bunga.

Overall it can be concluded that:

1. Respondents to the assessment of promotion mix includes advertising, sales promotion, public relations, personal selling and direct marketing Kota Bunga shows many shortcomings still so many messages to promote products that are not delivered to the consumer.
2. Corporate image in Kota Bunga showed positive category, basically Kota Bunga had managed to survive until now because company image is still considered good and superior to other villas.
3. There are significant promotion mix includes advertising, sales promotion, public relations, personal selling and direct marketing company Kota Bunga on the image, it is based on the F test to test simultaneously obtained $F_{\text{count}} > F_{\text{table}}$, and obtained partial t test each value $t_{\text{count}} > t_{\text{table}}$.

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