



(RESEARCH ARTICLE)



The effect of emotional marketing and marketing strategy on purchase decisions through consumer satisfaction as a mediation variables in PT. Nureka Bintang Abadi

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Abstract

This study aims to determine the effect of emotional marketing and marketing strategies on purchasing decisions through customer satisfaction. This study uses an explanatory analysis approach, meaning that each variable presented in the hypothesis will be observed by testing the causal relationship of the independent variable to the dependent variable. The population in this study were customers of PT. Nureka Bintang Abadi. While the sample used includes 60 company customers who make purchases. The results showed that emotional marketing had a significant effect on purchasing decisions. Marketing strategy has a significant impact on purchasing decisions. Consumer satisfaction has a significant effect on purchasing decisions. Emotional marketing has a significant effect on customer satisfaction. Marketing strategy has a significant effect on customer satisfaction. The effect of emotional marketing and marketing strategies on direct purchasing decisions is smaller than through customer satisfaction. In this case, it can be said that customer satisfaction is an intervening variable.

Keywords: Emotional marketing; Marketing strategies; Customer satisfaction; Purchase decisions

1. Introduction

Decision making is the most important aspect of management activities. Decision making is a daily job in management, so we need to know what decision making is, how do we arrive at a decision, what the decision is, the levels of classification, and its types. Also, it is necessary to know decision-making techniques, approach methods, theories, ethics in decision making, the role of bureaucracy in decision making, and the relationship between decision making and problem-solving.

[1] states that: "Decision making is a process of assessing and selecting from various alternatives following certain interests by determining an option that is considered the most profitable."

Decision making has important meaning for the back and forth of an organization, especially because the future of an organization is largely determined by current decision making. The importance of decision making is seen in terms of the power to make decisions, namely whether to follow a centralized or decentralized pattern. Apart from being seen in terms of power, decision-making is also seen from the point of view of its presence, namely, without administrative decision-making theory, we cannot understand whether to predict management actions so that we cannot improve management effectiveness. Decision making in buying a company's products is very important to increase company goods and services.

Factors that influence purchasing decisions include emotional marketing, marketing strategies, and customer satisfaction. Emotional marketing is a marketing strategy that aims to evoke market emotions that are used as message recipients and marketing targets. In many cases, the goal is to evoke positive emotions associated with a brand/brand

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or company. However, it is true that in some cases recently, the messages have been intentionally created to cause unpleasant or negative emotions (marketing messages like this are usually related to humanitarian or social issues). To understand marketing's power, we need to understand how our brains make decisions based on several stimuli provided, and emotional marketing has to feel authentic and honest for it to work. Marketers also need to understand their audience and brand identity to find the right approach.

Another factor that influences purchasing decisions is the marketing strategy. Marketing strategy has an important role in a company or business because it serves to determine the company's economic value, both the price of goods and services. Marketing strategy is a way for a company to achieve its goals because the potential to sell a proposition is limited to the number of people who know it. In general, a marketing strategy attempts to market a product or service using planning patterns and methods to succeed in selling more of what is being sold.

The definition of a marketing strategy is a potential resource approach covering opportunities and threats in making decisions or ideas that can be used for planning the execution of achieving effective and efficient marketing targets. The potential resource approach that is taken at the beginning before the execution of marketing targets can be made by identifying opportunities that can be taken such as the number of product requests, the number of business competitors, efficient marketing channels, and so on so that they can be used as consideration in making marketing strategy decisions.

Marketing strategy as something that encompasses all systems that have a relationship with the aim of planning and determining prices to motivating marketing and delivering products (goods or services) that can satisfy consumers. – [2]

Satisfaction also influences purchasing decisions. Consumer satisfaction is consumer feelings after comparing what he received and what he expected [3]. If satisfied with the value provided by a product or service, a customer is very likely to be a customer for a long time. Satisfying consumer needs is the desire of every company. Apart from being an important factor for the company's survival, satisfying consumers' needs can increase its advantage over the competition. Consumers who are satisfied with products and services tend to buy back products and reuse services when the same needs reappear later. This means that satisfaction is a key factor for making repeat purchases, which is the largest portion of the company's sales volume.

2. Literature Review

2.1. Decision Making

Decision making is the most important aspect of management activities. Decision making is a daily job in management, so we need to know what decision making is, how do we arrive at a decision, what the decision is, the levels of classification, and its types. It is also necessary to know decision-making techniques, approach methods, theories, ethics in decision-making, the role of bureaucracy in decision-making, and the relationship between decision-making and problem-solving.

The decision means a choice that is a choice of two or more possibilities. However, it is hardly a choice between right and wrong, but what often happens is a choice between "almost right" and "maybe wrong." Although ordinary decisions are said to be the same as choices, there are important differences between them. Decisions are "real choices" because choices are defined as choices about goals, including choices about how to achieve those goals, whether at the individual level or the collective level. The decision concerning the process is the final state of a more dynamic process, labeled decision-making. Decisions are seen as processes because they consist of a series of related activities and are considered wise actions.

Furthermore, [1] states that: "Decision making is a process of assessing and selecting from various alternatives following certain interests by determining an option that is considered the most profitable." Decision making has important meaning for the back and forth of an organization, especially because the future of an organization is largely determined by current decision making. The importance of decision making is seen in terms of the power to make decisions, namely whether to follow a centralized or decentralized pattern. Apart from being seen in terms of power, decision-making is also seen from the point of view of its presence. Without a theory of administrative decision making, we cannot understand whether to predict management actions so that we cannot improve management effectiveness.

[4] argues that decision making is a process of assessing and selecting from various alternatives according to certain interests by determining an option considered the most profitable. The assessment process usually begins with identifying the main problems affecting the objectives, compiling, analyzing, and selecting these various alternatives, and making the decisions that are considered the best. The final step in the process is an evaluation system to determine the effectiveness of the decisions that have been taken.

2.2. Emotional Marketing

Emotional marketing is a marketing strategy that aims to evoke market emotions that are used as message recipients and marketing targets. In many cases, the goal is to evoke positive emotions associated with a brand/brand or company. However, it is true that in some cases recently, the messages have been intentionally created to cause unpleasant or negative emotions (marketing messages like this are usually related to humanitarian or social issues). Emotional branding is a strategy applied by entrepreneurs to connect brands with emotions. In addition to the uniqueness of the product and price, the emotional branding that is applied can also differentiate your brand from competitors. Even attracting consumers with this approach is considered more effective than the relatively low price. This strategy is carried out by trying to target consumers' emotional aspects and associate the brand with them. A personalized marketing approach can form strong enough bonds and build personal connections with consumers.

2.3. Marketing Strategy

Marketing strategy has an important role in a company or business because it serves to determine the company's economic value, both the price of goods and services. Marketing strategy is a way for a company to achieve its goals because the potential to sell a proposition is limited to the number of people who know it. In general, a marketing strategy attempts to market a product or service using planning patterns and methods to succeed in selling more of what is being sold.

The definition of a marketing strategy is a potential resource approach covering opportunities and threats in making decisions or ideas that can be used for planning the execution of achieving effective and efficient marketing targets. The potential resource approach that is taken at the beginning before the execution of marketing targets can be made by identifying opportunities that can be taken such as the number of product requests, the number of business competitors, efficient marketing channels, and so on so that they can be used as consideration in making marketing strategy decisions.

[2] defines marketing strategy as something that includes all systems that have a relationship to plan and determine prices to promote and distribute products (goods or services) that can satisfy consumers. - (Stanton, 2001). According to [5]. Marketing strategy is a marketing logic in which business units hope to create value and benefit from their relationships with consumers. According to [6] marketing strategy is a company-wide program in determining target markets and satisfying consumers by building a combination of elements from the marketing mix; product, distribution, promotion, and price.

2.4. Customer Satisfaction

Consumer satisfaction is consumer feelings after comparing what he received and what he expected [3]. If satisfied with the value provided by a product or service, a customer is very likely to be a customer for a long time. Consumer satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing the product's performance (results) against the expected performance [5].

Satisfying consumer needs is the desire of every company. Apart from being an important factor for the company's survival, satisfying consumers' needs can increase its advantage over the competition. Consumers who are satisfied with products and services tend to buy back products and reuse services when the same needs reappear later. This means that satisfaction is a key factor for making repeat purchases, which is the largest portion of the company's sales volume.

3. Research Methods

3.1. Time and Location of Research

The research was conducted in March-May 2020 by taking the location at PT. Nureka Bintang Abadi.

3.2. Research Design

This study uses an explanatory analysis approach. This means that every variable presented in the hypothesis will be observed by testing the causal relationship of the independent variable to the dependent variable. The relationship between variables can be described in the form of a path analysis diagram as follows:

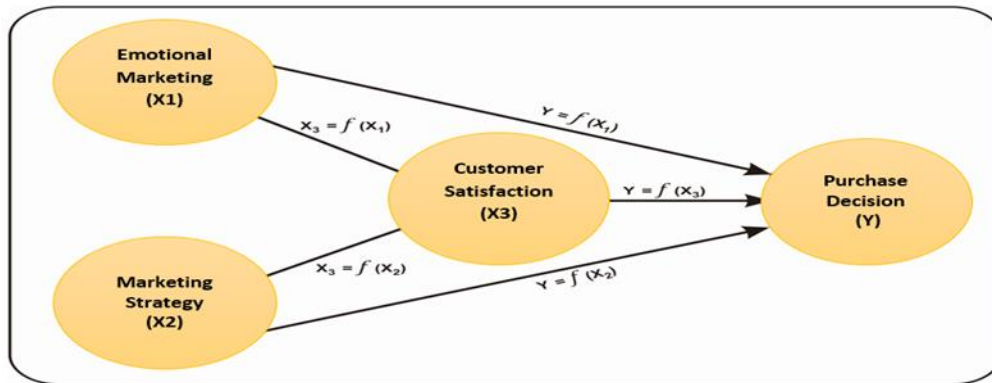


Figure 1 Overall Path Analysis

3.3. Population and Sample

In researching a population, we often use a sample to represent that population. This is because research using the total population will take a long time and are very costly. By definition, the population can be defined as the number of all objects whose characteristics want to be examined. In contrast, the sample is a part of the population that wants to be examined for characteristics. The sample is considered to be representative of the entire population. So basically, the number of samples will be less than the total population.

The population in this study were consumers of PT. Nureka Bintang Abadi with a total of 415 consumers. While the sample used is 60 consumers of PT. Nureka Bintang Abadi.

4. Results and discussion

Analysis of the effect of independent (exogenous) on dependent (endogenous)

Overall this analysis involves all the variables analyzed, namely emotional marketing (X1), marketing strategy (X2), customer satisfaction (X3) and purchasing decisions (Y). This analysis uses path analysis with the overall picture as follows :

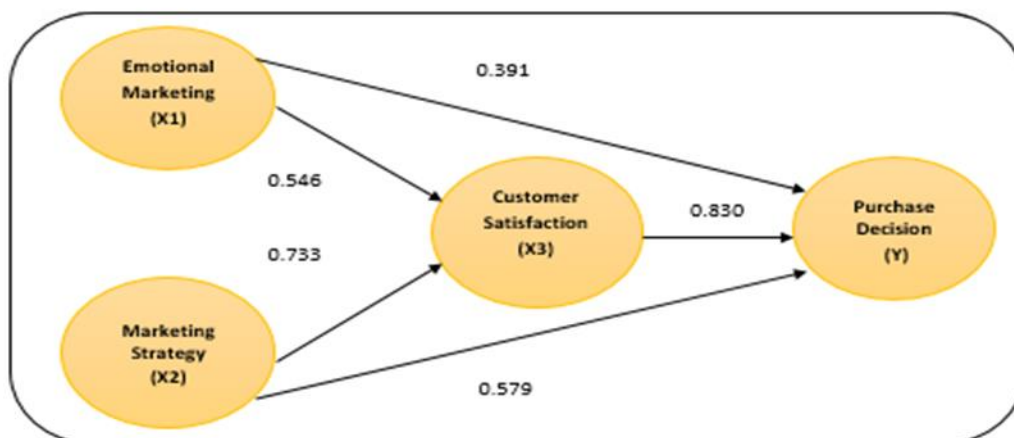


Figure 2 The Loading Factor Value of the Overall Path Analysis

4.1. Path analysis 1

The analysis on this path is emotional marketing (X1) on purchasing decisions (Y). The loading factor value is 0.391. This value has a t-value equal to 4.308 with a significance of 0.00 or less than 0.05, so it can be said that emotional marketing has a significant effect on purchasing decisions.

4.2. Path Analysis 2

The analysis on this path is the effect of marketing strategy (X2) on purchasing decisions (Y). The loading factor value is 0.579. This value has a t-value equal to 6.388 with a significance of 0.00 or less than 0.05, so it can be said that the marketing strategy has a significant effect on purchasing decisions.

4.3. Path Analysis 3

The analysis on this path is the effect of customer satisfaction (X3) on purchasing decisions (Y). The loading factor value is 0.830. This value has a t-value equal to 11.312 with a significance of 0.00 or less than 0.05, so it can be said that customer satisfaction has a significant effect on purchasing decisions.

4.4. Path Analysis 4

The analysis on this pathway is the effect of emotional marketing on customer satisfaction (X3). The loading factor value is 0.546. This value has a t-value equal to 14.816 with a significance of 0.00 or less than 0.05, so it can be said that emotional marketing has a significant effect on customer satisfaction.

4.5. Path Analysis 5

The analysis in this path is the effect of marketing strategies on customer satisfaction (X3). The loading factor value is 0.733. This value has a t-value equal to 19.883 with a significance of 0.00 or less than 0.05, so it can be said that the marketing strategy has a significant effect on customer satisfaction.

4.6. Path Analysis 6

The analysis in this path is the effect of emotional marketing on purchasing decisions (Y) through customer satisfaction (X3). The loading factor value of emotional marketing on direct purchase decisions is 0.391, while emotional marketing on purchasing decisions through customer satisfaction is $0.546 \times 0.830 = 0.453$. This indirect effect is greater than the influence or, in other words, consumer satisfaction can increase the impact of emotional marketing on purchasing decisions by $0.453 - 0.391 = 6.2\%$. In this case, it can be said that customer satisfaction is an intervening variable.

4.7. Path Analysis 7

The analysis on this path is the effect of marketing strategies on purchasing decisions (Y) through customer satisfaction (X3). The loading factor value of the effect of marketing strategies on direct purchasing decisions is 0.579, while the effect of marketing strategies on purchasing decisions through customer satisfaction is $0.733 \times 0.830 = 0.608$. This indirect effect is greater than the influence; or in other words, consumer satisfaction can increase the influence of marketing strategies on purchasing decisions by $0.608 - 0.579 = 0.029$ or 2.9%. In this case, it can be said that customer satisfaction is an intervening variable.

5. Conclusion

Emotional marketing has a significant effect on purchasing decisions. Marketing strategy has a significant effect on purchasing decisions. Consumer satisfaction has a significant effect on purchasing decisions. Emotional marketing has a significant effect on customer satisfaction. Marketing strategy has a significant effect on customer satisfaction.

The loading factor value of emotional marketing on direct purchase decisions is 0.391, while the effect of emotional marketing on purchasing decisions through customer satisfaction is 0.453. This indirect effect is greater than the direct effect; or in other words, consumer satisfaction can increase the effect of emotional marketing on purchasing decisions by 6.2%. In this case, it can be said that customer satisfaction is an intervening variable.

The loading factor value of the effect of marketing strategies on direct purchasing decisions is 0.579, while the effect of marketing strategies on purchasing decisions through customer satisfaction is 0.608. This indirect effect is greater than the direct effect; or in other words, consumer satisfaction can increase the influence of marketing strategies on purchasing decisions by 2.9%. In this case, it can be said that customer satisfaction is an intervening variable.

5.1. Suggestion

The emotional marketing indicator that has the lowest loading factor value is love. A marketing approach that focuses on engaging consumer and personal emotions can transform a seemingly soulless business into a brand that audiences can understand and care about. Therefore, companies need to carry out marketing promotions by prioritizing affection such as not cheating, improving product quality, and being honest in conducting promotions.

In the marketing strategy variable, the indicator of retaining old customers has the smallest loading factor value. Therefore, it is necessary to increase old customers who have purchased the company's products by returning to them via email or directly to their places to pay more attention to consuming goods purchased from the company. In the consumer satisfaction variable, the comparison indicator has the smallest loading factor value. Companies need to improve quality, price, and attractive promotions to beat product quality with competitors' products.

Compliance with ethical standards

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Disclosure of conflict of interest

In this research there was no conflict of interest.

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