Promotion, Brand Image, and Customer Relationship Management on Aluminum Purchase Decisions at PT Global Alumindo Perkasa

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ABSTRACT

The purpose of this study was to determine and analyze the effect of promotion, brand image, and customer relationship management on purchasing decisions. This research was conducted at PT Global Alumindo Perkasa which is located at Jalan Soekarno-Hatta No.9 Pekanbaru. The population of this study is consumers who make purchases at PT Global Alumindo Perkasa, so the sample in this study is 120 with an accidental sampling technique. Data analysis using multiple linear regression. The results of the study explain that promotion and customer relationship management have a positive and significant influence, while the brand image has a positive and insignificant effect on purchasing decisions. For further researchers, it is expected to develop this research by adding other variables.

Keywords: Promotion, Brand Image, Customer Relationship Management, Purchase Decision

INTRODUCTION

Marketing is an important role in a company where marketing is the source where an item usually reaches the hands of consumers, besides that marketing is also a source to determine that a company will continue to grow and get the desired profit, besides that marketing is also a part to move a company. Marketing is a social and managerial process by which individuals or organizations obtain what they need and want through the process of creating, offering and freely exchanging products and services (Bakhroini et al., 2022; Lukman et al., 2022; Nasution et al., 2022; Ngatno et al., 2022; Setiawan et al., 2021; Suyono et al., 2022) of value with others.

If viewed from the national development of aluminum, it can be seen that PT Indonesia Asahan Aluminum (Persero) or Inalum Operating in 2021 will produce 243,000 tons of aluminum with sales of 218,000 tons (www.mediaindonesia.com). On March 31, 2022 PT Indonesia Asahan Aluminum (Persero) (Inalum) signed a Memorandum of Understanding (MoU) for strategic cooperation with Emirates Global Aluminum (EGA). EGA is the largest aluminum industry company in the United Arab Emirates (UAE). The signing is Inalum's strategic step in expanding aluminum production to 400 thousand tons/year in 2024. At the same time, encouraging an integrated and sustainable downstream aluminum industry for Indonesia. Based on the 2020 Bauxite Mine Information by the Ministry of Energy and Mineral Resources (ESDM), Indonesia has bauxite reserves of 1.2 billion tons or the equivalent of 4% of the world's bauxite ore reserves which reach 30.39 billion tons. In 2019, Indonesia's bauxite ore production reached 16 million tons. Indonesia's need for aluminum reaches 1 million tonnes, of which domestic production is only 250,000 tonnes. (www.indonesia.go.id)

According to Kotler in (2013) the purchase decision is to buy a brand that is in great demand, but two components can exist between the purpose of purchase and the choice of purchase. That said, every individual has a decision-making method that is almost the same. Even so, there are several factors that can differentiate decision-making among individuals, including age, character, income, and lifestyle.

PT. Global Alumindo Perkasa is a company engaged in trading or a distributor that provides aluminum, glass and stainless for the needs of home buildings, which was founded in 2015 which is located on Jalan Soekarno Hatta No.9 Pekanbaru, this company provides a variety of products which one of which is aluminum which is one of the best-selling products in this company, sales of aluminum which is the best-selling in the company are decreasing and this is a concern for researchers to examine the causes of the decline in aluminum sales.

Table 1. Sales of Aluminum at PT Gobal Alumindo Perkasa in 2017-2021

YEAR	TARGET	SALES	ACHIEVEMENT (%)
2017	Rp. 1.400.000.000	Rp. 1.430.500.000	102%
2018	Rp. 1.400.000.000	Rp. 1.470.100.000	105%
2019	Rp. 1.400.000.000	Rp. 1.115.000.000	80%
2020	Rp. 1.400.000.000	Rp. 1.050.000.000	75%
2021	Rp. 1.400.000.000	Rp. 1.080.000.000	77%

Source: PT Global Alumindo Perkasa, 2022

Based on the data above, it can be seen that the development of aluminum sales at PT Global Alumindo Perkasa Pekanbaru has fluctuated. During the 2017-2018 period the company was still able to achieve the set sales targets but during the 2019-2021 period the company was not able to achieve the set sales targets even in 2021 the sales achievement only reached 77% of the target set by the company.

Promotion is a marketing communication, which means a marketing activity that seeks to disseminate information (Chandra et al., 2018; Nyoto et al., 2023; Renaldo & Murwaningsari, 2023), influence or persuade, and remind the target market for the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned, the higher the promotional activity the faster the information. the product to consumers. Setiawati et al., (2017). Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. According to Kotler and Armstrong (2014: 77) Promotion is an activity that communicates product superiority and persuades customers (Adrian et al., 2022; Akmal et al., 2023; Melo et al., 2016; Nasution et al., 2022) to make purchasing decisions on that product. Research conducted by Safwati (2021) shows that promotion has a positive and significant effect on purchasing decisions.

Brand image (Arif et al., 2021; Fajri et al., 2021; Jacksen et al., 2021; Şahin et al., 2017) is a series of associations (perceptions) that exist in the minds of consumers towards a brand, usually organized into a meaning. The relationship to a brand will be stronger if it is based on experience and gets a lot of information. Images or associations represent perceptions that can reflect objective reality or not. The image formed from the association (perception) is what underlies the buying decision. (Irfan Rizka et al., 2021). Brand image is a differentiator between one another. Brands are easy to recognize and easy to remember, therefore the consumer's evaluation of a brand is something that is important. Appraisal or consumer image affects the sale of these goods. If the product provides good benefits for consumers, it means that the brand is valued or seen as good by consumers. Therefore, a good brand image will have an impact on sales results. Research conducted by Safwati (2021) shows that brand image has a positive and significant effect on purchasing decisions. But Pharisee's research (2018) shows that brand image has a positive and insignificant effect on purchasing decisions.

Customer Relationship Management (CRM) is a new approach to managing relationships between corporations and business customers. With this relationship, it is hoped that there will be communication and marketing through managing different contacts. This approach is taken to increase customer loyalty to the company as well as continuous added value. Today, CRM implementations almost always use information technology to attract new profitable customers until they have an attachment to the company. Currently PT Global Alumindo Perkasa has very good ties with other consumers. By having a good relationship with customers, it will increasingly attract the attention of other new customers. CRM is a strategy in business that integrates internal processes and functions with all external networks to create and realize value for target customers profitably. CRM is supported by high quality customer data and facilitated by information technology. Research conducted by Jeffri (2021) shows that customer relationship management has a positive and significant effect on purchasing decisions. However, the research by Halim (2017) and Fitriyani et al. (2017) shows that customer relationship management has a positive and insignificant effect on purchasing decisions.

The objectives to be achieved by this research are (1) To find out and analyze the effect of promotion on purchasing decisions at PT Global Alumindo Perkasa, (2) To find out and analyze the effect of brand image on purchasing decisions at PT Global Alumindo Perkasa and (3) To find out and analyze the influence of customer relationship management on purchasing decisions at PT Global Alumindo Perkasa.

LITERATURE REVIEW

Buying Decision

The following are some definitions of purchasing decisions according to experts. According to Kotler and Armstrong (2017) argue that purchasing decisions are consumer decisions that are influenced by financial

economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, process. So as to shape the attitude of consumers to process all information and draw conclusions in the form of responses that appear what products will be purchased.

Indicators of purchasing decisions according to Armstrong (2016) suggest purchasing decisions have the following dimensions (1) Product choice, (2) Brand choice, (3) Dealer choice, (4) Purchase time, (5) Purchase amount and (6) Payment method.

Promotion

According to Kotler and Keller (2016) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brand and products. Meanwhile, according to Diyatma (2017) promotion is one of the elements in the company's marketing mix that is utilized to inform, persuade, and remind about the company's products. Based on the explanation above, it can be concluded that promotion is a very important activity in marketing a product or service (Akmal et al., 2023; Hidayat et al., 2022; Kim & Peterson, 2017; Saputro et al., 2022) so that it can be interesting to buy the product, promotional activities must be designed as attractive as possible and the information conveyed must be easily understood by the public so that people who read it can be interested and easily understandable.

Promotional indicators according to Alma (2016: 179) say that (1) Advertising, (2) Personal Selling, (3) Sales Promotion, (4) Public Relations, (5) Direct marketing (Direct Marketing), (6) Product exhibition (Display Product), (7) Introduction of promotional programs (Introduction of Promotional Programs), (8) Giving gifts (Gift Giving), (9) Sample products (Product Sample) and (10) Product Consultation

Brand Image

According to Keller (2016), a brand is a way of distinguishing a name or symbol such as a logo, trademark, or packaging design that is intended to identify products or services (Wijaya et al., 2019, 2020, 2021; Wijaya & Purba, 2021) from one manufacturer or one group of producers and to differentiate these products or services from competing manufacturers. Brand image according to Keller (2016) is the consumer's perception of a brand as a reflection of the associations that exist in consumers' minds. Brand image is an association that appears in the minds of consumers when remembering a particular brand. According to Kotler and Keller (2016: 347), indicators of brand image can be seen from (1) the advantages of brand associations, one of the factors forming a brand image is product superiority, where the product excels in competition. (2) The strength of brand association, every valuable brand has a soul, a special personality is a fundamental obligation for brand owners to be able to express, socialize that soul/personality in one form of advertising, or other forms of promotion and marketing activities. Thus, the brand will be quickly recognized and will be maintained in the midst of intense competition. Building the popularity of a brand to become a well-known brand is not easy. However, popularity is one of the keys that can form a brand image to customers and (3) The uniqueness of brand associations is the uniqueness of the product.

Customer Relationship Management

Customer Relationship Management (CRM) is a strategy in business that integrates internal processes and functions with all external networks to create and realize value for target consumers profitably. CRM is supported by high quality customer data and facilitated by information technology.

According to Kotler and Armstrong (2014) Customer Relationship Management is the process of building and maintaining profitable long-term relationships with customers through the provision of services (Sudarno et al., 2022) that are of value and satisfy customers. There are three indicators of approaches that companies can take to maintain and develop relationships with customers, namely (1) Financial benefits, (2) Social benefits and (3) Structural ties.

Relations Between Variables and Hypotheses

Promotion Against Purchasing Decisions

Promotion is an activity aimed at influencing consumers so that they can be recognized for the products offered by the company to them and then they become happy and then buy the product. Promotion is able to influence consumers in purchasing decisions of a product. When consumers are going to make a purchase decision, promotion is the most important consideration, because promotion is intended as a means of information for consumers in deciding to purchase a product.

The results of the research by Nur Mukhlish & Anindhyta Budiarti (2022), Lugina Ahjan Wijaya et al. (2022), Bayu Sentosa et al. (2021) proves that Promotion has a positive and significant effect on purchasing decisions.

H1: Promotion Has a Positive Influence on the Aluminum Purchasing Decision of PT Global Alumindo Perkasa Pekanbaru.

Brand Image Against Purchasing Decisions

According to Setyaningrum (2014: 6) brand image indicates a strong relationship with purchasing decisions. The better the brand image perceived by consumers, the higher consumer purchasing decisions. If the level of high brand awareness and positive image is believed to increase the likelihood of the product to be selected and reduce vulnerability to competitive forces. Brand image is an important cue during the consumer buying decision-making process. Good brand information positively influences perceived quality, perceived value, and consumer willingness to buy. Consumers are more likely to buy well-known brand products with a positive brand image, because brands with a more positive image do have the effect of reducing consumer perceived risk or increasing perceived consumer value.

The results of the research by Nur Mukhlish & Anindhyta Budiarti (2022), Lugina Ahjan Wijaya et al. (2022), Bayu Sentosa et al. (2021) proves that brand image has a positive and significant effect on purchasing decisions. Likewise with the results of research conducted by Salman Farisi (2018) which shows that brand image has a positive and insignificant effect on purchasing decisions.

H2: Brand Image Has a Positive Influence on Aluminum Purchasing Decisions of PT Global Alumindo Perkasa Pekanbaru.

Customer Relationship Management

According to Francis (2014: 35) "the core process of customer relationship marketing is customer acquisition." Process performance of a company is the management of the consumer life cycle. Companies monitor potential consumers to be targeted, try to identify when consumers want to make purchases, understand consumer desires and offer products or services to consumers. To improve customer relationship marketing, companies must increase customer satisfaction and maintain that level of satisfaction so that consumers continue to make purchasing decisions.

The results of research by Jeffri (2021), Dini Asraini (2019), Dhita Adriani Rangkuti et al. (2021) proves that Customer Relationship Management has a positive and significant effect on purchasing decisions. Likewise with the results of research conducted by Halim (2017) & Fitriyani and Mardhiyah (2017) which shows that Customer Relationship Management has a positive and insignificant effect on purchasing decisions.

H3: Customer Relationship Management Has a Positive Influence on Aluminum Purchasing Decisions at PT Global Alumindo Perkasa Pekanbaru.

METHODOLOGY

Population and Sample

The population of this study are consumers who make purchases at PT Global Alumindo Perkasa, so the sample in this study is 120 with accidental sampling technique. Data analysis using multiple linear regression. The research results explain that

Operational Variables

Table 2. Operational Variables

No	Variable	Indicator	Sources	Scale
1	Purchase Decision (Y)	Product selection Brand Choice Dealer Choice Purchase Time Purchase Amount Payment method	Armstrong (2016)	Interval
2	Promotion (X1)	Advertising Individual Sales Sales promotion Public relations Direct Marketing Product Exhibition Promotion Program Introduction	Alma (2016)	Interval

No	Variable	Indicator	Sources	Scale
		Gift-giving		
		Product Example		
		Product Consulting		
3	Brand Image (X2)	Superiority Strength Uniqueness	Kotler dan Keller (2016)	Interval
4	Customer Relationship Management (X3)	Financial Benefits Social Benefits Structural Ties	Kotler dan Armstrong (2014)	Interval

Data Analysis Techniques

Preliminary Test

The validity test was carried out with the aim of measuring the validity or invalidity of a questionnaire. A questionnaire is said to be valid if the question value is Corrected Item Total Correlation or the value of r count must be above 0.3. This is because if the calculated r value is less than 0.3, it means that the item has a lower relationship with the other question items than the variables studied, so that the item is declared invalid. The reliability test is the decision making for reliability testing, namely a construct or variable is said to be reliable if it gives a Cronbach Alpha value of > 0.70.

Classic assumption test

Normality test

The normality test is used to test the independent variable data (X) and the dependent variable data (Y) in the resulting regression equation. Normal distribution or abnormal distribution. A good regression model is a regression model that has a normal or close to normal distribution, so it is feasible to be tested statistically. The data normality test uses the Kolmogorov-Smirnov Test of Normality.

Multicollinearity Test

The multicollinearity test was applied to multiple regression analysis consisting of two or more independent variables. The guideline for a regression model that is free of multicollinearity is to have a tolerance number close to 1. The VIF limit is 10, if the VIF value is below 10, then multicollinearity does not occur.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is no variable similarity from one residual observation to another. The basis for decision making using the Glejser test is (1) If the significance value is > 0.05 then the data does not have heteroscedasticity and (2) If the significance value is <0.05 then the data has heteroscedasticity.

Coefficient of Determination (R2)

The coefficient of determination (R2) essentially measures how far the model's ability to explain variations in the dependent variable. The value of the coefficient of determination is between zero and one ($0 \leq R^2 \geq 1$). The greater the coefficient of determination in a regression equation, the smaller the effect of all the independent variables Product Quality, Promotion, Brand Image and Price on the dependent variable Purchase Decision.

Multiple Linear Regression Test

The regression analysis used in this study is multiple linear regression analysis. Multiple Linear Regression Analysis is used to measure the effect of more than one predictor variable (independent variable) on the dependent variable. Ghozali (2018) suggests. The equation of the multiple linear regression line can be written as follows $Y = a + \beta 1 X1 + \beta 2 X2 + \beta 3 X3 + e$.

Hypothesis testing

The hypothesis test used in this study is the Partial Test (t Test). The t-test test the regression coefficients partially. This test is conducted to determine the significance of the role partially between the independent variable and the dependent variable by assuming that the other independent variables are considered constant. The t test results of this calculation are then compared with the t table using an error level of 0.05. The criteria used are as

follows (1) H0 is accepted if tcount ≤ ttable or sig value > α and (2) H0 is rejected if tcount ≥ ttable or sig value < α.

RESULTS AND DISCUSSION

Normality test

The Normality Test with Kolmogorov Smirnov is carried out by comparing the distribution of the data (which will be tested for normality) with the standard normal distribution. The standard normal distribution is data that has been transformed into a Z-Score and is assumed to be normal. The following are the results of the Kolmogorov Smirnov Test:

Table 3. Results of the One-Sample Kolmogorov-Smirnov Test for Normality

	Unstandardized Residual
N	120
Kolmogorov-Smirnov Z	0.630
Asymp. Sig. (2-tailed)	0.822

Source: Processed Data of SPSS, 2023

Based on table 3 it can be seen that the Kolmogrov-Smirnov Z value for the profitability variable (Y) is equal to 0.630's Asymp. Sig (2 tailed) 0.822 above 0.05, meaning that the data is normally distributed. So that the sample data is good and feasible to use in this study.

Multicollinearity Test

To detect the presence or absence of multicollinearity symptoms between independent variables, Variance Inflation Factor (VIF) and Tolerance are used. The limit of the Tolerance Value is 0.10 and the VIF limit is 10.

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics		Information
	Tolerance	VIF	
Promotion	0.544	1.838	Multicollinearity Does Not Occur
Brand Image	0.525	1.905	Multicollinearity Does Not Occur
Customer Relationship Management	0.835	1.198	Multicollinearity Does Not Occur

Source: Processed Data of SPSS, 2023

From table 4 it can be seen that the VIF (Variance Inflation Factor) of each variable in this study shows a number less than 10. This means that the variables in this study do not have symptoms of multicollinearity.

Heteroscedasticity Test

A data can be said not to contain heteroscedasticity if the level of significance is greater than the confidence level of 5%. Table 11 is the result of the heteroscedasticity test as follows:

Table 5. Heteroscedasticity Test Results

Model	Significance	Information
Promotion	0.334	No Heteroscedasticity
Brand Image	0.678	No Heteroscedasticity
Customer Relationship Management	0.785	No Heteroscedasticity

Source: SPSS Processed Data Version, 2023

Based on Table 5 of the Heteroscedasticity Test with the Glacier method, the significant values generated for each variable are greater than 0.05, so it can be concluded that there are no symptoms of heteroscedasticity.

Determination Coefficient Test (R2)

The coefficient of determination test (R2) aims to explain the proportion of variation in the dependent variable that is explained by the independent variables together.

Table 6. Test Results for the Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square
1	0.777	0.604	0.594

Source: Processed Data of SPSS, 2023

Table 6 shows the coefficient of determination of the adjusted R Square value of 59.4% explaining promotion, brand image and customer relationship management on purchasing decisions while the remaining 40.6% is influenced by other variables not used in this study

Multiple Linear Regression Test

Multiple regression equations are used to describe the model of the relationship between the independent variables and the dependent variable. This regression equation contains the constant or intercept value of the regression coefficient or slope and the independent variables. Based on the results of the study, the equations in the multiple linear regression analysis in this study are:

Table 7. Multiple Regression Analysis

Model	Unstandardized Coefficients		Information
	B	Std. Error	
(Constant)	16.269	2.953	
Promotion	0.343	0.038	Positive Influence
Brand Image	0.014	0.148	Positive Influence
Customer Relationship Management	0.255	0.121	Positive Influence

Source: Processed Data of SPSS, 2023

Based on the table above, the resulting regression equation is as follows:

Y (Purchase Decision) = 16,269 + 0.343 Promotion + 0.014 Brand Image + 0.255CRM

Hypothesis testing

The formula for taking t table with a significance value of 5% is T table = 1.972. With the criteria for decision making in research are as follows (1) If tCount > tTable with a significance value <0.05 then the hypothesis is accepted and (2) If tCount < tTable with a significance value > 0.05 then the hypothesis is rejected

Table 8. Partial Hypothesis Test

Model	t	Sig.	Information
Promotion	9.021	0.000	Positive and Significant Influence
Brand Image	0.098	0.922	Positive and Not Significant Influence
Customer Relationship Management	2.103	0.038	Positive and Significant Influence

Source: Processed Data of SPSS, 2023

Discussion

The Effect of Promotion on Purchasing Decisions

The results of the study explain that promotion has a positive and significant effect on purchasing decisions. Promotion is an activity aimed at influencing consumers so that they can be recognized for the products offered by the company to them and then they become happy and then buy the product. According to the results of Komalasari's research (2012) states that promotion is able to influence consumers in purchasing decisions for a product. When consumers are going to make a purchase decision, promotion is the most important consideration, because promotion is intended as a means of information for consumers in deciding to purchase a product.

The results of the research by Nur Mukhlish & Anindhyta Budiarti (2022), Lugina Ahjan Wijaya et al. (2022), Bayu Sentosa et al. (2021) proves that Promotion has a positive and significant effect on purchasing decisions.

The Effect of Brand Image on Purchasing Decisions

Brand image has a positive and insignificant effect on purchasing decisions. According to Setyaningrum (2014: 6) brand image indicates a strong relationship with purchasing decisions. The better the brand image perceived by consumers, the higher consumer purchasing decisions. If the level of high brand awareness and positive image is believed to increase the likelihood of the product to be selected and reduce vulnerability to competitive forces. Brand image is an important cue during the consumer buying decision-making process. Good brand information positively influences perceived quality, perceived value, and consumer willingness to buy.

Consumers are more likely to buy well-known brand products with a positive brand image, because brands with a more positive image do have the effect of reducing consumer perceived risk or increasing perceived consumer value.

The results of the research by Nur Mukhlish & Anindhyta Budiarti (2022), Lugina Ahjan Wijaya et al. (2022), Bayu Sentosa et al. (2021) proves that brand image has a positive and significant effect on purchasing decisions. Likewise with the results of research conducted by Salman Farisi (2018) which shows that brand image has a positive and insignificant effect on purchasing decisions.

The Effect of Customer Relationship Management on Purchasing Decisions

The results of the study explain that Customer Relationship Management has a positive and significant effect on purchasing decisions. According to Francis (2014: 35) "the core process of customer relationship marketing is customer acquisition." Process performance of a company is the management of the consumer life cycle. Companies monitor potential consumers to be targeted, try to identify when consumers want to make purchases, understand consumer desires and offer products or services to consumers. To improve customer relationship marketing, companies must increase customer satisfaction and maintain that level of satisfaction so that consumers continue to make purchasing decisions.

The results of research by Jeffri (2021), Dini Asraini (2019), Dhita Adriani Rangkuti et al. (2021) proves that Customer Relationship Management has a positive and significant effect on purchasing decisions. Likewise with the results of research conducted by Halim (2017) & Fitriyani and Mardhiyah (2017) which shows that Customer Relationship Management has a positive and insignificant effect on purchasing decisions.

CONCLUSION

Conclusion

Based on the results of the research that has been done, where the conclusions that can be drawn in this study are (1) The results of the research explain that promotion has a positive and significant effect on purchasing decisions. (2) The results of the study explain that brand image has a positive and insignificant effect on purchasing decisions. and (3) The results of the study explain that customer relationship management has a positive and significant influence on purchasing decisions.

Recommendation

As for suggestions in this research, (1) for academics this research can be a source of reading and reference regarding marketing management, (2) for companies, this research is expected to be input material to increase promotional activities, maintain brand image being sold and build customer relationships better management of customers in improving purchasing decisions and (3) for further researchers, it is expected to develop this research by adding other variables.

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