



Segmentation, Targeting, Positioning (STP), Communication and Price Strategies on Consumer Purchasing Decisions at PT. Alfa Scorpii Medan

Calvin Bigo¹, Arvin Raj², Rosinta Romauli Situmeang, S.Pd., M.Si.³

^{1,2,3}Management Faculty, Universitas Prima Indonesia, Sekip, Medan, 20118, Indonesia

E-mail: Biogocalvin@gmail.com

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ABSTRACT

This study aims to determine the effect of segmentation, targeting, positioning, communication and price towards purchase decisions. This type of research is explanatory research. The entire population is 9.408 consumer. Due to a large population, the sampling technique will be reduced by using the Slovin formula with an error tolerance level of 10% so that there are as many as 99 respondents in the study which will be distributed with questionnaires measured by a Likert scale. The data analysis used multiple linear regression analysis, and the coefficient of determination as well as simultaneous test, and partial test. The results showed that segmentation, targeting, positioning, communication and price partially, and simultaneously have a positive, and significant effect on purchase decision. Based on the results of this study, the implications for management are to further improve the better segmentation, targeting, positioning, communication and price.

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1. Introduction

PT. Alfa Scorpii has been in the automotive business for more than 20 years as the main dealer of Yamaha motorcycles. Alfa Scorpii sales continue to increase and open various dealer branches, starting from main dealers and independent dealers in Medan. Sales achievement in the current year was felt satisfactory, but the achievements obtained did not last long until 2013 and decreased after going through 2013 where the company's sales became sluggish because consumers decided to make purchases on competitor products. The initial decline occurred because consumer purchasing decisions for several products began to decline. As for the habits of consumers when purchasing products, they begin to decrease, where consumers who usually make purchases are rarely seen. Consumers also prefer competitor products because they feel that the products offered are not suitable for consumer needs. Thus, in maintaining consumer purchasing decisions, companies need to pay attention to various factors and marketing strategies that can affect the decline in these purchasing decisions.

In determining the marketing strategy, business actors should first carry out a segmentation strategy. Good segmentation implementation can provide many benefits because companies can get potential consumers who will be used as target markets in marketing their products. In this case, the company's segmentation strategy is less effective and efficient, such as the division of the market in terms of age is more focused on young people so that people over the age of 40 only have a few product choices that can be used. Moreover, most products are only prioritized for men so that women have limitations in buying products. The products offered are thought to be only for the upper-middle social class so that not all consumers can make purchases on the product.

After segmenting, the targeting process is important in determining a marketing strategy. With good grouping and getting potential consumers, the selection of target consumers can be very effective for the company. Selection of good targets can provide good feedback for the company so that sales potential will be seen that can support the company's growth. In this case, the determination of the target market is still ineffective because the evaluation results from the segmentation are still unable to identify the opportunities that exist. Some consumers feel that the market distribution is still not too evenly distributed, so that sometimes consumers if they want to make a purchase, they have to go to a dealer whose location is quite far away. The company also does not know the attractiveness that can make consumers make purchases and be responsive to the products offered.

The final process of creating a good marketing strategy is product positioning. With good product positioning, it can create an impression in the minds of consumers that the products offered by the company



are different from competitors' products. In this case, the placement of the company's products is not suitable because the price is still not affordable for some of the consumers offered. The brand still does not provide a good image in the minds of consumers, so product placement is still a little difficult to compete. The product also lacks distinctive traction in a given market. Moreover, consumers still have many choices without having to use company products so that consumers make product comparisons.

The next factor that can influence purchasing decisions is the implementation of proper marketing communications. Regardless of the quality of a product, if consumers have never heard of it or are not sure that the product will be of use to them, then they will not be interested in buying it. Choosing the right marketing communication can easily increase consumer purchasing decisions because the company knows the products being offered. In this case, the implementation of company marketing communications is still ineffective, such as unattractive advertisements, low price discounts, and unattractive gifts, rare public relations, and personal sales that have not been able to get new customers and give trust or impart product impressions. the good one.

Another factor that usually determines the consideration of a purchase decision is the price. Pricing in accordance with expectations and affordable by consumers can provide an increase in consumer purchasing decisions, but on the contrary, if the price is set too high and not affordable by consumers, it can reduce sales so that the price is one of the determinants of a company's success because the price determines how much profit will be obtained by the company after the product is sold to consumers. In this case, Yamaha product prices are more inclined to the Premium Matic unit. On the other hand, Honda product prices have more variants in automatic products and Honda Matic products tend to focus more on Low Premium Matic so that consumers prefer cheaper prices because there are almost similarities in terms of motorbikes and uses in consumers' daily lives.

Based on the phenomenon that occurs above, the researchers conducted a study entitled "Segmentation, Targeting, Positioning (STP), Communication and Price Strategies on Consumer Purchasing Decisions at PT. Alfa Scorpii Medan."

2. Research Method

2.1 Location, and Time

The research was conducted at PT. Alfa Scorpii Medan, which is located at Jalan H. Adam Malik, No. 30, Medan. The research time is planned from February 2020 to September 2020.

2.2 Population, and Sample

The research population in this study are all consumers who have made purchases at PT. Alfa Scorpii Medan in 2019 which is 9.408 consumer. Due to a large population, the sampling technique will be reduced by using the Slovin formula with an error tolerance level of 10% so that there are as many as 99 respondents.

2.3 Data Collection Method

Collecting data through a questionnaire is done by asking questions to parties related to the problem under study. To assess respondents' responses, the author uses the Likert scale which uses several question items to measure individual behavior by responding to 5 choice points on each item.

2.4 Validity, and Reliability Test

The data obtained needs to be tested for its accuracy, and reliability so that the results of data processing can be more precise, and accurate. Therefore, it is necessary to know how high the validity, and reliability of the measuring instrument (instrument) used.

Based on the research, each variable of the questionnaire item that was tested for validity, all the questionnaires had met the valid criteria and were eligible to be used as a questionnaire in further research. While in a reliability test, all variable questionnaire item is reliable and can be used as a research instrument.

3. Research, and Analysis

3.1 Normality Test

The residual normality test is used to test whether the residual value resulting from the regression is normally distributed or not. A good regression model is to have residuals that are normally distributed.

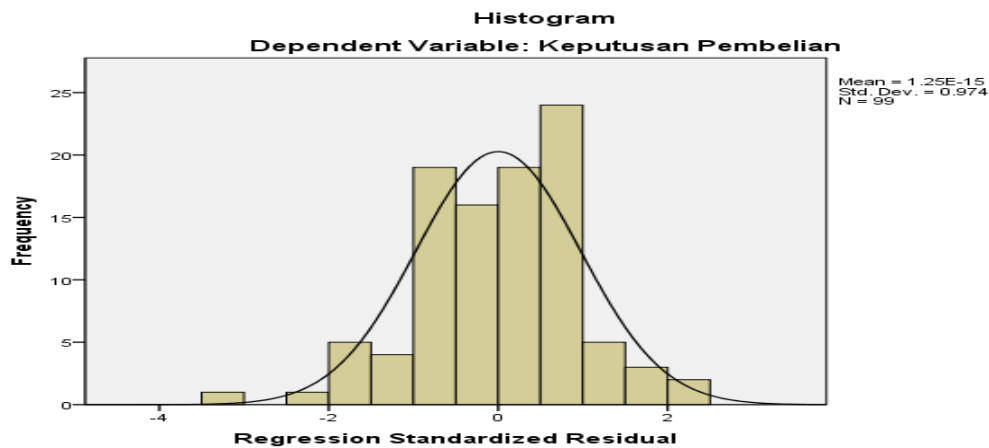


Fig 1 Histogram Graphic

Based on the picture above, it can be seen that the line forming a bell, not going left or right. This shows that the data is normally distributed, and meets the assumptions of normality.

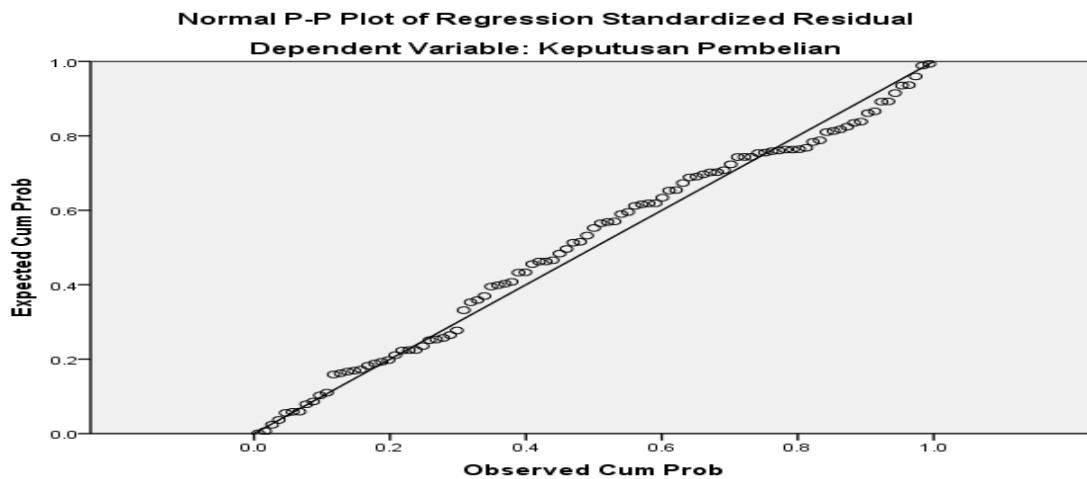


Fig 2 Normal Probability Plot of Regression Graphic

Based on the picture above, it shows that the data (dots) spread around the diagonal line, and follows the diagonal line. So from this Fig, it is concluded that the regression model residuals are normally distributed.

Table 1
One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		99
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	2,87830201
Most Extreme Differences	Absolute	,062
	Positive	,054
	Negative	-0,62
Kolmogorov-Smirnov Z		,615
Asymp. Sig. (2-tailed)		,844

a. Test distribution is Normal.

b. Calculated from data.

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significant value is greater than 0.1, namely 0.844, it can be concluded that the data is classified as normally distributed.

3.2 Multicollinearity Test

Multicollinearity is a condition in the regression model where there is a perfect or near-perfect correlation between independent variables where a good regression model should not have a perfect or nearly perfect correlation between the independent variables.



The commonly used test method is to look at the Tolerance, and Variance Inflation Factor (VIF) values in the regression model where the VIF value is less than 10, and has a Tolerance value of more than 0.1.

Table 2
Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Segmentation	,683	1,465
	Targeting	,669	1,496
	Positioning	,689	1,451
	Communication	,635	1,574
	Price	,609	1,643

a. Dependent Variable: Purchase Decision

Source: Research Result, 202

Based on the table above, the test shows that all the variables have a tolerance value of more than 0.1, and VIF value less than 10 which can be concluded that there is no problem found in the multicollinearity test.

3.3 Heteroscedasticity Test

Heteroscedasticity is a condition wherein the regression model there is an inequality of variants from the residuals from one observation to another where a good regression model does not occur heteroscedasticity.

Various kinds of heteroscedasticity test, such as the Scatterplots test, which is done by looking at the pattern points on the graph that spreads randomly, and is not in the form of a pattern on the graph, it is stated that there is no heteroscedasticity problem and the Glejser test where if it is significant above 0.05 then it is stated that there is no problem in heteroscedasticity.

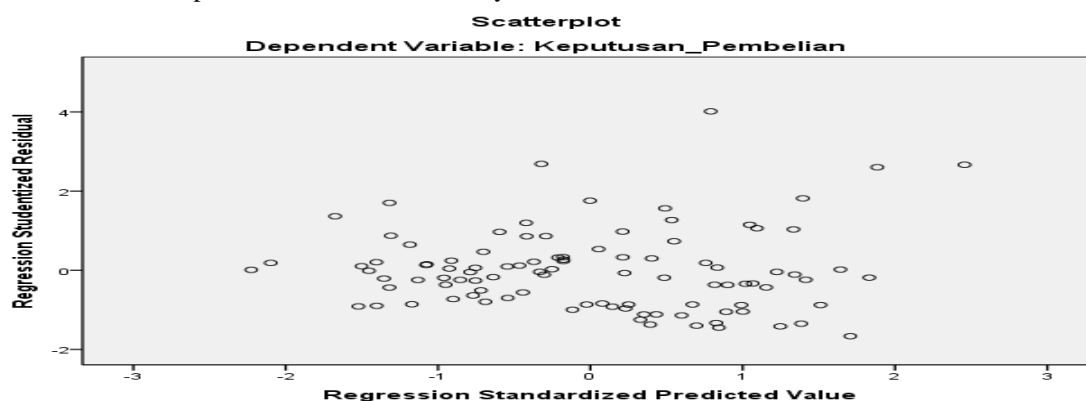


Fig 3 Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the dots spread r, andomly, and do not form a clear pattern, and are spread either above or below zero on the Y-axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict performance based on the input of the independent variable.

Table 3
Glejser Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,115	1,584		,704	,483
	Segmentation	,022	,053	,052	,422	,674
	Targeting	-,054	,041	-,163	-1,311	,193
	Positioning	,059	,053	,138	1,125	,263
	Communication	-,050	,055	-,116	-,911	,365
	Price	,081	,062	,171	1,316	,191

a. Dependent Variable: Purchase Decision

Source: Research Result, 2020

Based on the table above, it can be seen that the level of significance of each variable is greater than 0.1. From the calculation results, and the level of significance above, it is not found that there is heteroscedasticity.

3.4 Multiple Linear Regression Analysis

Multiple regression analysis is an analysis to determine whether there is a partially or simultaneously significant influence between two or more independent variables on one independent variable.

Table 4
Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	12,991	2,662	
	Segmentation	,311	,089	,224
	Targeting	,588	,069	,553
	Positioning	,426	,089	,308
	Communication	,439	,092	,317
	Price	-,714	,104	-,468

a. Dependent Variable: Purchase Decision

Source: Research Result, 2020

$$Purchase\ Decision = 12,991 + 0,311Segmentation + 0,588Targeting + 0,426Positioning + 0,439Communication - 0,714Price (1)$$

Based on the above equation, then: Constant (a) = 12.991. This means that if the independent variable, namely segmentation, targeting, positioning, communication and price, is 0, then the purchase decision is 12.991. Where if there is an increase in the one-unit segmentation, the purchase decision will increase by 0.311. Likewise with targeting where if there is a one-unit increase, the purchasing decision will increase by 0.588. If there is a one-unit increase in positioning, the purchase decision will increase by 0.426. If there is a one-unit increase in communication, the purchase decision will increase by 0.439 and if there is a one-unit increase in the price, the purchase decision will decrease by 0.714.

3.5 Coefficient Determination

Analysis of determination or also called R Square symbolized by R^2 is used to determine the magnitude of the influence of the independent variable (X) together on the dependent variable (Y) where the smaller the coefficient of determination, this means the effect of the independent variable (X) on the dependent variable (Y) is getting weaker. Conversely, if the coefficient of determination is closer to number 1, then the effect of the independent variable on the dependent variable is getting stronger.

Thus, if the coefficient determination is 0, this indicates that there is no percentage contribution of influence given by the independent variable to the dependent variable. However, if the coefficient of determination is 1, then there is a contribution that the independent variable gives to the dependent variable is perfect.

Table 5
Coefficient Determination Test

Model	R	Model Summary ^b		Std. Error of the Estimate
		R Square	Adjusted R Square	
1	,858 ^a	,737	,723	2,955

a. Predictors: (Constant), Price, *Positioning*, Segmentation, *Targeting*, Communication

b. Dependent Variable: Purchase Decision

Based on the table above, the value of the Adjusted R Square coefficient of determination is 0.723. This shows that the ability of the segmentation, targeting, positioning, communication and price variables to explain their effect on purchasing decisions is 72.3%. While the remaining 27.7% is the influence of other independent variables not examined in this study such as product quality variables, service quality, distribution channels and various other factors.

3.6 Simultaneous Hypothesis Test (F Test)

F test or regression coefficient test is used to determine whether simultaneously the independent variable has a significant effect on the dependent variable. In this case, to find out whether simultaneously the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 10%. The criteria for evaluating the hypothesis in this F test are:

H_0 Accepted if: $F\text{-count} < F\text{-table}$, H_a Accepted if: $F\text{-count} > F\text{-table}$

Table 5
ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2274,743	5	454,949	52,110	,000 ^a
	Residual	811,944	93	8,731		
	Total	3086,687	98			

a. Predictors: (Constant), Price, *Positioning*, Segmentation, *Targeting*, Communication



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	Total	3086,687	98			

a. Predictors: (Constant), Price, *Positioning*, Segmentation, *Targeting*, Communication

b. Dependent Variable: Purchase Decision

Based on the table above, it is found that the value of Ftable (2.01) and significant $\alpha = 10\%$ (0.1), namely Fcount (52.110) and sig.a (0.000a). This indicates that the results of the study accept H_a and reject H_0 . Comparison between Fcount and Ftable can prove that simultaneously segmentation, targeting, positioning, communication and price have a positive and significant effect on purchasing decisions.

3.7 Partially Hypothesis Test (t-Test)

The t-test or partial regression coefficient test is used to determine whether partially the independent variable has a significant effect on the dependent variable or not. In this case, to find out whether partially the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 0.1, and a two-sided test. The criteria for evaluating the hypothesis are:

H_0 Accepted if: t-count < t-table, H_a Accepted if: t-count > t-table

Table 6
Coefficient Test

Model		t	Sig.
1	(Constant)	4,881	.000
	Segmentation	3,477	.001
	Targeting	8,501	.000
	Positioning	4,812	.000
	Communication	4,755	.000
	Price	-	.000
		6,861	

a. Dependent Variable: Purchase Decision

Source: Research Result, 2020

Based on the table above, it can be concluded that leadership and work discipline partially have a positive, and significant effect on employee performance which can be seen at the t-count is greater than t-table (1,661), and the significant is less than 0,1.

4. Conclusion

Based on the results of this study, it can be concluded several things such as:

- The results of the t test and F test state that both partially and simultaneously the segmentation, targeting, positioning, communication and price variables have a significant effect on consumer purchasing decisions at PT. Alfa Scorpii Medan.
- The results show that the segmentation, targeting, positioning, communication and price variables explain their influence on consumer purchasing decisions at PT. Alpha Scorpii is 72.3%. While the remaining 27.7% is the influence of other independent variables not examined in this study such as product quality variables, service quality, distribution channels and others.

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