



The Influence of Marketing Information Systems and Product Difference on Consumer Purchase Decisions PT Kemasindo Fast Medan

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ABSTRACT

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PT Kemasindo Cepat Medan is: one of the main distribution companies for Honda cars that markets Honda cars only for the North Sumatra and Nanggroe Aceh Darussalam regions. Problems at PT Kemasindo Cepat is in marketing products through sales opening channels available at several centers or through reference channels from one party to another, for this proves that the company is in developing a marketing information system within a limited company. The purpose of this study was to determine and analyze the effect of Marketing Information Systems and Product Differentiation on Consumer Purchase Decisions of PT. Deli Kencana Palace, Medan. The method used in this research is a survey approach, this type of research is descriptive quantitative. The number of population and samples in this study were 38 people. The sampling technique used was saturated sampling technique. Methods of collecting data were interviews, documentation studies, questionnaires and literature studies. Variables were measured using a Likert scale. The data analysis model used to answer the hypothesis is multiple linear regression analysis. The results showed that simultaneously there was a positive and significant influence between the variables of Marketing Information System and Product Differentiation on Consumer Purchase Decisions of PT. Deli Kencana Palace, Medan. Partially there is a positive and significant influence between the variables of Marketing Information System and Product Differentiation on Consumer Purchase Decisions of PT. Deli Kencana Palace, Medan.

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1. Introduction

In the world of business and work, information is the most important and valuable part. Accurate and timely information can assist leaders in making decisions and determining the steps that must be taken to maintain and develop the organization and its business. Information also supports the operational and managerial activities of the organization. For all this, an accurate, reliable, and able to display data accurately and easily when needed. Every company should have an information system that functions as a provider of information for decision making. One of the information systems needed is: a marketing information system with a marketing subsystem which is a system related to the collection, recording and analysis of consumer



and prospective customer data. With the marketing information system, managers in the company can collect information in an integrated and reliable manner in making a decision. A good marketing information system can make a company achieve the success of market opportunities expected by the company, because of the importance of making marketing decisions (Mohammad and Rizki, 2016).

Marketing information system must play its role well including in terms of observing and researching consumers, competitors, distributors, sellers and data on costs. With this information, management is able to conduct market analysis, planning, implementation and market control. A good marketing information system can make a company achieve the success of market opportunities expected by the company, because of the importance of making marketing decisions (Mohammad and Rizki, 2016). So the marketing information system must play its role well including in terms of observing and researching consumers, competitors, distributors, sellers and data on costs. With this information, management is able to conduct market analysis, planning, implementation and market control. A good marketing information system can make a company achieve the success of market opportunities expected by the company, because of the importance of making marketing decisions (Mohammad and Rizki, 2016). So the marketing information system must play its role well including in terms of observing and researching consumers, competitors, distributors, sellers and data on costs. With this information, management is able to conduct market analysis, planning, implementation and market control. seller and data on costs. With this information, management is able to conduct market analysis, planning, implementation and market control. seller and data on costs. With this information, management is able to conduct market analysis, planning, implementation and market control.

In addition to marketing information systems, every company is also competing in the business world with the aim of making a profit. In facing this competition, company management must have various kinds of expertise and ideas that are creative, innovative, and different from the competition that occurs in order to be able to anticipate and win business competition so that they can run their business effectively and efficiently. To be able to face the competition, companies need to build a good marketing strategy. The strategy that must be carried out in an effort to achieve the marketing target starts from within the company, especially through the products offered.

In this case, the appropriate strategy to use is: product differentiation marketing strategy. Product differentiation can be defined as the process of adding a set of important and valuable differences to differentiate the company's offerings from those of competitors. The purpose of product differentiation is usually to be able to create consumer tastes. In terms of creating consumer tastes, companies need to analyze consumer value for products within the company. Consumer interest is a concept in marketing because buyers choose products that are perceived to provide the highest value in a variety of different offerings. By creating product differentiation within a company, it can distinguish the advantages of the company against competing companies.

Consumer purchasing decisions have a great influence on a company's business because if consumers decide to buy products offered by the company, of course the company has also created profits and the products offered are increasingly in demand by the public (Nur and Eva, 2018). Consumer purchasing decisions also involve individuals directly in making decisions to assess the quality and functionality of the products offered by each company.

PT Kemasindo Rapid Medan is: one of the main distributors of Honda cars that markets Honda cars only for the North Sumatra and Nanggroe Aceh Darussalam regions. The following are the sales results of PT Kemasindo Fast, Medan during 2018-2020.)

Table 1
Product Sales Table PT Kemasindo Fast, Medan during 2018-2020

| No | Merek Mobil | 2018 | 2019 | 2020 |
|------------------------|-------------|-------------|-------------|-------------|
| 1 | Jazz | 120 | 93 | 79 |
| 2 | City | 5 | 1 | 1 |
| 3 | HRV | 286 | 268 | 243 |
| 4 | BRV | 75 | 32 | 7 |
| 5 | CRV | 204 | 123 | 120 |
| 6 | Civic | 18 | 20 | 17 |
| 7 | Accord | 0 | 1 | 1 |
| 8 | Odyssey | 0 | 1 | 3 |
| 9 | Brio | 513 | 308 | 555 |
| 10 | CRZ | 0 | 0 | 0 |
| 11 | Freed | 0 | 0 | 0 |
| 12 | Mobilio | 51 | 189 | 89 |
| Total Penjualan | | 1272 | 1036 | 1115 |

Source: PT. Medan Deli Palace

Based on the sales table above, it can be concluded that sales made by the company fluctuated. This proves that the buyer's interest in the company is less stable and needs to be improved. Based on the results of interviews and observations of researchers with one of the employees of PT Kemasindo Fast Medan, that the company has problems in marketing cars. This is because competitors continue to compete in marketing the product. Competitors often do marketing to increase sales through promotions such as: discounts, gifts, and marketing has shifted to digital marketing channels. In this case, the marketing information system carried out by PT Kemasindo Rapid Medan in marketing products only through the opening of sales channels available in several shopping center places or through reference lines from one party to another, for this proves that the company in developing a marketing information system is very limited. Marketing information systems can help companies increase sales within the company. To be able to attract consumers to make purchasing decisions, companies are expected to be able to use the devices they have so that they can be the key to success in making consumers make purchasing decisions.

In addition, the products created by the company are also not much different from competing companies, the company's products still use manual and automatic car systems so as to create product differences with competing companies which are likely to make competition in the market more varied in increasing consumer interest in making purchases. product in the company is very less. Companies must have their own differences in their products from competitors, so that consumers have reasons to make choices in choosing a product. When the company has a difference from competitors and feels the difference is better than competitors, then consumers will be loyal to the product. Product differentiation can be done through form, features, quality of work, quality of conformity, durability, reliability,

Based on the problems that occurred above, the researchers felt the need to raise these problems into a study entitled: "The Effect of Marketing Information Systems and Product Differentiation on Consumer Purchase Decisions at PT Kemasindo Fast, Medan."

Based on the background described previously, the authors identify several problems that arise in the company, including: PT Kemasindo Fast Medan in marketing products only through opening sales channels available in several shopping center places or through reference lines from one party to another, for this proves that the company in developing marketing information systems within the company is very limited, PT Kemasindo Rapid Medan in creating product differentiation is not much different from competing companies, the company has products using manual and automatic car systems so that consumers have no reason to make choices in choosing a product. PT Kemasindo Rapid Medan in selling fluctuated which proves the company has problems in marketing cars. This is because competitors who continue to compete in marketing products, the interest of buyers in the company is less stable.

The researcher will limit this research by focusing only on the problems: Marketing Information Systems,



Product Differentiation and Consumer Purchase Decisions of PT Kemasindo Fast in 2020.

Based on the background of the problem and the identification of the problems that have been described previously, the authors state several problem formulations as material for research and analysis. The formulation of the problem stated is as follows: Does the marketing information system affect consumer purchasing decisions at PT Kemasindo Fast, Medan?. Does product differentiation affect consumer purchasing decisions at PT Kemasindo Fast, Medan? Does the marketing information system and product differentiation affect consumer purchasing decisions at PT Kemasindo Fast, Medan?

Destinationthis research are: To analyze the influence of marketing information systems on consumer purchasing decisions PT Kemasindo Fast, Medan.To analyze the effect of product differentiation on consumer purchasing decisions PT Kemasindo Fast, Medan. To analyze the effect of marketing information systems and product differentiation on consumer purchasing decisions at PT Kemasindo Fast, Medan.

2. Method

2.1 Research Location and Time

The location for conducting research at PT Kemasindo Fast Indonesia is: on the roadH Adam Malik 85, Selalas,Medan Barat, North Sumatra 20114. The time of this research is planned to start from October 2021 to April 2022.

2.2 Population and Sample

The total population in this study are: all employees at PT KemasindoFast, namely: 38 respondents. The number of samples in this study were: all employees at PT KemasindoFast, namely: 38 employees. The sampling method in this study is: withusing saturated sampling. According to Hikmawati (2017: 69), "The saturated sampling technique is a sampling technique when the population is relatively small, less than 30 people, or research that wants to make generalizations with small errors."

2.3 Data collection technique

The data collection techniques used by the author in this study are:

- a. Interview, According to Fadhalla (2021:2) "Interview is a technique of collecting data through communication between two or more parties that can be done face-to-face where one party acts as an interviewer and the other party acts as an interviewee with a specific purpose." Interviews were conducted with several employees of the company PT Kemasindo Fast.
- b. Documentation Study, Documentation studies obtained from books, journals, and the internet can be used as references for this research.
- c. Questionnaire (Questionnaire), To achieve this goal, the questionnaire not only collects the required data but also obtains an accurate way from the questionnaire. In this case the questionnaire will be distributed to 38 employees of PT Kemasindo Fast.
- d. Literature Study, According to Mayasari, et al (2021:91), "The content of a literature study can be in the form of a theoretical study whose discussion is focused on information about research problems to be solved through research. Key words such as variable, theoretical series of each research variable can support each variable and its series.

2.4 Data Types and Sources

According toJaya (2020: 7-8), "Data based on type is divided into 2, namely:

a. Qualitative Data

Data that is referred to as categorical data (coded) for data content can be in the form of words or can be defined as data not numbers but numbers, for example gender, status and so on. Qualitative data has characteristics that can be performed mathematical operations such as addition, subtraction, multiplication, and division. Qualitative data was taken from distributing questionnaires to respondents so that reliability and validity testing had to be carried out.

b. Quantitative Data

Data in the form of numbers in the true sense so that various mathematical operations can be carried out on quantitative data which is divided into interval data and ratio data is secondary data, namely in conducting research on PT Kemasindo Fast. The source of the data comes from PT Kemasindo Fast which is obtained from data collection techniques, documentation studies and interviews with directors in the company.

2.5 TypeThe data used in this study are: the type of quantitative data.

a. Primary data

According to Sugiyono (2016: 42) "Primary data is data collected by the researchers themselves for certain purposes, usually after the object of research is determined and the collection instruments are prepared." The primary data used in this study are: the results of interviews and a list of statements (questionnaires).

b. Secondary Data

According to Sugiyono (2016:16) "Secondary data is data collected by parties other than those who use it." Secondary data was obtained through document study and literature study.

2.6 Data Analysis Techniques

In this study, the data analysis techniques used were descriptive statistical analysis and multiple linear regression analysis. Descriptive statistical analysis was conducted to provide a general description of the research character. This analysis shows the amount of research data and the description shows the minimum value, maximum value, average value, and standard deviation of each variable.

Multiple linear regression analysis is a test carried out to test each variable whether the independent variable has an effect or not on the dependent variable. The regression analysis test of this study was to determine whether the independent variable (Marketing Information System and Product Differentiation) had an effect on the dependent variable (Consumer Purchase Decision).

3. Results and Discussion

3.1 Validity Testing.

Validity and reliability testing was carried out at PT. Deli Kejayaan Palace, to 30 respondents. The results of validity testing for marketing information systems research variables (X1), product differentiation (X2) and consumer purchasing decisions (Y) are:

Table 2

Test Results of Personnel Correlation Validity of Marketing Information System Variables (X₁)

| No. | Pernyataan | r hitung | r tabel | Keterangan |
|-----|------------|----------|---------|------------|
| 1. | X1.1 | 0,712 | 0,361 | Valid |
| 2. | X1.2 | 0,800 | 0,361 | Valid |
| 3. | X1.3 | 0,791 | 0,361 | Valid |
| 4. | X1.4 | 0,661 | 0,361 | Valid |
| 5. | X1.5 | 0,787 | 0,361 | Valid |
| 6. | X1.6 | 0,716 | 0,361 | Valid |

Source: Research Results 2022 (Processed Data)

Table 2. shows that each statement for the Marketing Information System variable (X1) has a value of r count > r table (0.361) and sig <0.05, it can be concluded that all statements for the Marketing Information System variable (X1) are declared valid.



Table 3

Test Results of Personnel Correlation Validity of Product Difference Variables (X₂)

| No. | Pernyataan | r hitung | r tabel | Keterangan |
|-----|------------|----------|---------|------------|
| 1. | X2.1 | 0,636 | 0,361 | Valid |
| 2. | X2.2 | 0,848 | 0,361 | Valid |
| 3. | X2.3 | 0,689 | 0,361 | Valid |
| 4. | X2.4 | 0,632 | 0,361 | Valid |
| 5. | X2.5 | 0,695 | 0,361 | Valid |
| 6. | X2.6 | 0,734 | 0,361 | Valid |
| 7. | X2.7 | 0,856 | 0,361 | Valid |
| 8. | X2.8 | 0,730 | 0,361 | Valid |

Source: Research Results 2022 (Processed Data)

Table 3. shows that each statement for the Product Differentiation variable (X₂) has a value of r count > r table (0.361) and sig < 0.05, it can be concluded that all statements for the Product Differentiation variable (X₂) are declared valid.

Table 4

Test Results of Personnel Correlation Validity of Consumer Purchase Variables (X₃)

| No. | Pernyataan | r hitung | r tabel | Keterangan |
|-----|------------|----------|---------|------------|
| 1. | Y1 | 0,550 | 0,361 | Valid |
| 2. | Y2 | 0,733 | 0,361 | Valid |
| 3. | Y3 | 0,744 | 0,361 | Valid |
| 4. | Y4 | 0,865 | 0,361 | Valid |
| 5. | Y5 | 0,790 | 0,361 | Valid |
| 6. | Y6 | 0,773 | 0,361 | Valid |

Source: Research Results 2022 (Processed Data)

Table 4. Shows that each statement for the Consumer Purchase Decision variable (Y) has a value of r count > r table (0.361) and sig < 0.05, it can be concluded that all statements for the Consumer Purchase Decision variable (Y) are declared valid.

3.2 Reliability Test

The questionnaire is declared reliable if Cronbach's alpha > 0.60 and unreliable if it is equal to or below 0.60. The following is the reliability test in this study, namely: Table 5. shows that the calculated value of Cronbach's alpha > 0.06. This means that the variables used in this study can be declared reliable.

Table 5

Reliability Test Results

| No. | Variabel Penelitian | Batasan Cronbach's Alpha | Hitungan Cronbach's Alpha | Keterangan |
|-----|--|--------------------------|---------------------------|------------|
| 1. | Sistem Informasi Pemasaran (X ₁) | 0,60 | 0,839 | Reliabel |
| 2. | Diferensiasi Produk (X ₂) | 0,60 | 0,872 | Reliabel |
| 3. | Keputusan Pembelian Konsumen (Y) | 0,60 | 0,839 | Reliabel |

Source: Research Results 2022 (Processed Data)

3.3 Multiple Linear Analysis Results

a. Coefficient of Determination

The coefficient of determination (R²) aims to calculate the magnitude of the influence of the independent variable on the dependent variable. The value of R² shows how big the proportion and total variation of the dependent variable can be explained by the explanatory variable. The results of testing the coefficient of determination can be seen in table 5. as follows:

Table 6
Coefficient of determination

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .690 ^a | .476 | .446 | 1.821 | 1.796 |

Source: SPSS output results (processed data, 2022)

Table 6. shows that the magnitude of the coefficient of determination obtained can be seen from the Adjust R Square value is: 0.446, meaning that the ability of the Marketing Information System and Product Differentiation variable in explaining Consumer Purchasing Decisions is: 44.6% which means there are 55.4% influenced by other factors such as: Product Quality, Consumer Loyalty, Sales Strategy, Service Quality and others.

3.4 T Uji test

The t test is used to determine whether there is an effect of each independent variable on the dependent variable with a significant level of 5%.

To find the t table value with a significance value of 0.05 ($df = n - k = 38 - 3 = 35$) it means that the t table value is: 2.03011. The following are the partial test results as follows:

- a. Partial calculation results for the Marketing Information System variable with a t-count value (2.956) greater than t-table with a value (2.03011) and a significance value of $0.004 < 0.05$. Based on these results, then H1 is accepted which means that: Marketing Information System has an effect on Consumer Purchase Decisions of PT Kemasindo Fast.
- b. Partial calculation results for the Product Differentiation variable with a t-count value (2.849) greater than t-table with a value (2.03011) and a significance value of $0.002 < 0.05$. Based on these results, then H2 is accepted which means that: Product Differentiation affects the Consumer Purchase Decision of PT Kemasindo Fast.

3.5 F Uji test

The results of the F test are shown as follows

Table 7
Simultaneous Test Results

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 105.327 | 2 | 52.663 | 15.881 | .000 ^b |
| | Residual | 116.068 | 35 | 3.316 | | |
| | Total | 221.395 | 37 | | | |

a. Dependent Variable: KEPUTUSAN PEMBELIAN KONSUMEN
b. Predictors: (Constant), DIFERENSIASI PRODUK, SISTEM INFORMASI PEMASARAN

Sumber: Hasil Output SPSS 2022 (Data Diolah)

Source: processed data, 2022 (SPSS output results)

In the F distribution of the numerator ($k - 1 = 3 - 1 = 2$) and the distribution for the denominator ($N - k = 38 - 3 = 35$) the F table value is: (3, 27). The calculated F results obtained are: (15.881) and the significance value obtained is: 0.000. Thus, from the results obtained, the calculated F value ($15.881 > F$ table (3, 27) with a significance level of $0.000 < 0.05$, then based on these conclusions H3 is accepted, namely: Marketing Information Systems and Product Differentiation have an effect on Consumer Purchase Decisions at PT Fast Pack.



4. Conclusions

After the research was conducted at PT Kemasindo Fast, the authors concluded several things, namely:

- a. Marketing Information System influence on Consumer Purchase Decisions PT Kemasindo Fast, Medan.
- b. Product Differentiation influence on Consumer Purchase Decisions PT Kemasindo Fast, Medan.
- c. Marketing Information System and Product Differentiation influence on Consumer Purchase Decisions PT Kemasindo Fast, Medan.

Based on the results of observations and analysis, some suggestions for PT Kemasindo Fast are:

- a. PT Kemasindo Fast must be able to implement a good and correct Marketing Information System to be able to assist consumers in determining the right purchase decision.
- b. PT Kemasindo Fast must pay attention to every production of various kinds of products within the company so that the products offered to consumers can vary according to each advantage and product form.
- c. PT Kemasindo Fast must create a Marketing Information System and Product Differentiation. In this system, consumers will get information on what are the advantages and disadvantages of the products offered in the company.

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