Company Purchase Decision Improvement Strategy

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ABSTRACT

This study aims to determine the effect of the Marketing Strategy on Purchasing Decisions at PT Pratama Mandiri Sakti. The research methodology used is quantitative descriptive method. The type of data used in this study is quantitative data, normally data obtained in the form of number or numbers. Data source are primary and secondary data . The result of analysis show that market segmentation and targeting has a significant and positive influence on PT. Pratama Mandiri Witness purchasing decisions based on the result of the partial hyphotesis test. The result showed that market segmentation and targeting had a significant effect on the PT. Pratama Mandiri Witness purchasing decisions and the remaining is influenced by other variables which was not examined.
Keywords: Marketing Strategy, Market Segmentation, Targeting, Purchasing Desicions.

INTRODUCTION

Omegtamine is a drug for allergies or hypersensitivity reactions to objects or substances to which the body is too sensitive to experience an allergic reaction. Allergic or hypersensitive reactions can be characterized by symptoms such as coughing, sneezing, shortness of breath, red and itchy skin. Omegtamine contains dexamethasone and dexchloropeniramine maleate. Dexamethasone is a type of corticosteroid that can relieve symptoms of inflammation or inflammation that works by inhibiting the prostaglandins released by the body. Prostaglandins are chemicals in the body that can cause inflammation or swelling. Dexchlorpheniramine maleate is a Pheniramine derivative compound. This drug is an antihistamine drug, which is a drug to suppress the activity or production of histamine (a compound that causes allergic reactions in nerves). Dexchlorpheniramine Maleate is absorbed by the body much faster than Pheniramine so its effects are felt faster.

In Indonesia, the development of pharmacies is quite developed. Health services are every effort carried out individually or together in an organization to maintain and improve health, prevent and cure disease and restore the health of individuals, families, groups and or communities. In addition, it is also a place of dedication and practice of the pharmacist profession in carrying out pharmaceutical work.

According to Assauri (2014: 196), "Marketing strategy is a comprehensive, integrated and unified plan in the field of marketing, which provides a blend of activities to be carried out in order to achieve the marketing objectives of a company." Marketing strategy is one way to introduce products to consumers, and this is important because it will relate to the profits to be achieved by the company. The marketing strategy will be optimally useful if it is supported by structured planning both in terms of internal and external companies. The marketing strategy is built based on the main steps in targeted marketing, namely Segmentation and Targeting. This process is part of the activities of creating and delivering value to consumers whose ultimate goal is customer satisfaction.

According to Sunyoto (2014: 87), "Purchase decision is an evaluation stage resulting in consumers forming preferences among alternative brands of goods." PT Pratama Mandiri Sakti is a company engaged in the distribution of drugs and is located on Jalan Krakatau Ujung, Simpang Metal, Pulo Brayan Bengkel Baru Medan. Based on observations made at PT Pratama Mandiri Sakti that a decrease in purchasing decisions can be seen in the number of sales which have decreased. This can be seen in table 1.5 as follows:

Table 1. PT Pratama Mandiri Sakti Omegtamine Sales Data 2015-2019

Tahun	Sales Target	Sales Realization
2015	351.960.000	350.451.600
2016	351.960.000	347.434.800
2017	351.960.000	346.429.200
2018	351.960.000	337.075.200
2019	351.960.000	318.014.400

In table 1 it can be seen that from 2015 to 2019 total sales at PT Pratama Mandiri Sakti decreased. In 2015 total sales amounted to Rp 350,451,600,-. Meanwhile, in 2019 total sales were Rp. 318,014,400,-. It can be seen that purchasing decisions have decreased.

According to Priansa (2016: 46), "Market segmentation is the division of the market based on market parts that also influence the market. In market segmentation factors based on users. Thus, the company's target market is a user-based market and the target market is pharmacies in Medan. The company only focuses its market segment on pharmacies in Medan where currently there are quite a number of other similar companies selling products to their customers so that the company faces stiff competition. The company has not expanded its market segmentation such as working with companies that need products. In addition, the market segmentation based on geography has not been implemented well by the company because customers who are outside the city often do not get optimal service such as frequent product delivery delays, customers find it difficult to contact the company quickly, lack of after-sales service, and others. This is due to the lack of company staffing to maximize service to customers. Problems that occur in this market segmentation that trigger a decrease in purchasing decisions in the company can be seen from the number of customers who have decreased as seen from the decrease in the number of customers.

Targeting (Targeting) is the process of evaluating the attractiveness of the segment and focusing on the most suitable offer for the group of people, region or country that has the most significant response." Determining the target market consists of evaluating each market segment's attractiveness and selecting one or more segments to enter. A company must define target segments so that it can create the most customer value and can maintain it for a long time. The targeting factor is still not effective in targeting customers. It is still not effective due to limited funds so that it cannot target a wider market, resources that do not support employees, the services provided have not satisfied customers, it can be seen from the fact that the completeness of medicinal products is still not complete. This triggers low purchasing decisions in this company.

LITERATURE REVIEW

Buying decision

According to Sudaryono (2015: 131), "Purchase decision is a selection of actions from two or more alternative choices. If someone is faced with two choices, namely buying and not buying and then he chooses to buy then he is in a position to make a decision. According to Nitisusastro (2013: 194), "The purchase decision is the final process stage of a series of process stages that occur in consumer behavior." According to Manap

(2016: 250), "The purchase decision is a stage that must be taken after going through the alternative evaluation stages. If the consumer makes a decision, then he will have a series of decisions regarding the type of product, brand, quality, model, time, price, method of payment and so on. Based on the above understanding that the purchase decision is a problem solving process which consists of analyzing needs and desires, seeking information, evaluating sources of selection of alternative purchases, purchasing decisions, and behavior after purchase.

According to Sunyoto (2014: 283), every buying decision has a structure of seven. These components are:

1. Decisions about product types
   Consumers can make decisions to buy a product. In this case the company must focus its attention on people who are interested in buying a product and other alternatives they are considering.
2. Decisions about the shape of the product
   This decision concerns the size, quality, style and so on. In this case the company must conduct marketing research to find out consumer preferences about the product in question in order to maximize the attractiveness of the brand.
3. Decisions about brands
   Consumers have to make decisions about which brand to buy. Each brand has its own differences. In this case the company must know how consumers choose a brand.
4. Decision about the seller
   Consumers must make a decision where the product will be purchased. In this case, manufacturers, wholesalers and retailers only know how consumers choose a particular seller.
5. Decision on product quantity
   Consumers can make decisions about how many products to buy at a time. In this case the company must prepare a number of products according to the different wishes of the buyers.
6. Decisions about when to buy
   Consumers can make decisions about when to make a purchase. This problem will concern the existence of money. Therefore, companies must know the factors that influence consumer decisions in determining the time of purchase.
7. Decision on payment method
   Consumers must make decisions about the method or method of payment for the product to be purchased. The decision will influence decisions about the seller and the amount to buy. In this case, the company must know the buyer's desire for the payment method.

Market segmentation

According to Sudaryono (2016: 242), "Market segmentation is intended to direct the marketing activities of the selected segments on the basis of certain needs and characteristics." According to Wijayanti (2017:21), "Market segmentation is an effort to separate potential markets for certain groups of buyers and/or according to certain types of products and collaborate with the right and suitable combination of marketing mixes". From this understanding it can be concluded that Market Segmentation is the division of a heterogeneous market into smaller groups of buyers who have similar needs, characteristics and behaviors.

According to Priansa (2016: 47), the four segments are often referred to as market segmentation variables. The parts that each segment sees are:

1. Customer behavior
   In the customer behavior section commonly seen are benefits, user status, level of use, loyalty status, level of readiness, attitude towards the product and satisfaction.

2. Demographic
   This demographic section concerns gender, age, occupation, religion, ethnicity, education, total income, status (single, married, divorce), nationality and so on.
3. Psychographics
   The part that is seen from the psychographic side is life style, consumer characteristics and so on.
4. Geographical
   Demographic segmentation divides the market into groups based on variables such as age, gender, family life cycle exit size, income, occupation, religion, race, education and nationality.

Target

According to Priansa (2016:15), "Targeting is a market segment that the company will enter. Evaluation of the attractiveness of a market segment can be done using nine criteria that can be grouped into three main factors, namely the size and growth potential of the segment, the structural characteristics of the segment and the fit between the product and the market." According to Yuyun (2012:13), "Targeting Market (Targeting) is a concept which means which market to serve. The initial targeting of the market will be the basis for the development of the next business." From some of the definitions above, it can be concluded that targeting or target market is an activity where the company chooses a market segment to enter and then the company can determine more specifically the market to be targeted.

According to Hasan (2013: 371), there are five choices of target markets, namely:
1. Single segment concentration
   The company chooses to concentrate on one particular segment. This decision is based on the consideration of companies that have limited funds, but the segment is a segment that has no competitors.
2. Selective specialization
   The company selects a number of attractive market segments in accordance with its objectives and resources.
3. Market specialization
   In market specialization, the company focuses on serving the decisions of a particular group of consumers.
4. Product specialization
   The company concentrates on making certain products to be offered to various market segments.
5. Full market converage
   Serving all consumer groups with all possible products needed. Companies that have strong resources tend to use this strategy.

RESEARCH METHOD

The research population used is consumers or regular customers at PT. Pratama Mandiri Sakti as many as 136 customers. Based on data from the population above which amounted to 136 customers and the number of samples was reduced by using the Slovin formula with the use of an error tolerance level of 5%, it can be seen that the number of samples to be used in this study were 102 respondents. The technique of collecting data through questionnaires is done by submitting statements to parties related to the problem under study and using a Likert scale to measure it.

The data analysis model used in this study is a multiple linear regression analysis model. Researchers use multiple linear regression because this model is useful for finding the effect of two or more independent variables on the existing dependent variable. The multiple regression equation model is as follows:

$Y = a + X1\ b1 + X2\ b2 + X3\ b3 + X4\ b4 + e$

Description :

Y	= Purchase Decision
X1	= Product
X2	= Price
X3	= Location
X4	= Promotion
b1, b2, b3, b4	= Regression coefficient of independent variables.
e	= estimator error (unrevealed = 5%)

RESULTS

Normality test

The following are the results of the normality test.

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		102
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	3,65647602
Most Extreme Differences	Absolute	,058
	Positive	,058
	Negative	-,053
Test Statistic		,058
Asymp. Sig. (2-tailed)		,200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

From the results of the table above, it can be seen that the significant value is greater than 0.05, which is 0.200 where the results of this study indicate that the data is normally distributed.

Multicollinearity Test

The results of the multicollinearity calculation can be seen below

Table 2. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Segmentasi Pasar	.840	1.190
	Targetting	.840	1.190

Table 2 shows that each independent variable of Market Segmentation and Targeting is 0.840 > 0.01, while the VIF value of the independent variables of Market Segmentation

and Targeting is 1.190 < 10. It can be concluded that there is no multicollinearity in this study.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Sig. F	R-Square
		B	Std. Error	Beta				
1	(Constant)	5.986	1.543		3.880	.000	0,000	.574
	Segmentasi Pasar	.133	.055	.172	2.402	.018		
	Targetting	.579	.062	.672	9.387	.000		

From the table above, the multiple linear regression test obtained the following equation:
Purchase Decision = 5,986 + 0.133 Market Segmentation+ 0,579 Targeting+ e   (2)

A constant of 5.986. If Market Segmentation and Targeting do not increase or are constant, the Purchase Decision will be 5,986 units. Regression coefficient for Market Segmentation is 0.133. Every time there is an increase of one unit for the Market Segmentation variable, the Purchase Decision is 0.133 units with the assumption that the Targeting variable is fixed. Regression coefficient for Targeting is 0.579. Every time there is an increase of one unit for the Targeting variable, the Purchase Decision is 0.579 units assuming the Market Segmentation variable is fixed.

The ttable value for significant 0.05 at the degrees of freedom df=n-k = 102-3=99 is 1.984. The results of the t test can be explained as follows. The results of the partial hypothesis calculation obtained the value of tcount (2.402) > ttable (1.984) and a significant value of 0.018 <0.05, then H0 is rejected, meaning that partially there is a positive and significant influence of Market Segmentation on Purchase Decisions at PT Pratama Mandiri Sakti. The results of the partial hypothesis calculation obtained the value of tcount (9.387) > ttable (1.984) and a significant value of 0.000 <0.05, then H0 is rejected, meaning that partially there is a positive and significant effect of Targeting on Purchasing Decisions at PT Pratama Mandiri Sakti.

The value of Ftable at the 0.05 significance level of confidence at df1 = k = 3 and df2 = N-k = 102 – 3 = 99 is 3.09. The calculation results obtained that the calculated F value (66.594) > Ftable (3.09) with a significance level of 0.000 <0.05, then H0 is rejected, namely simultaneously there is a positive and significant influence of Market Segmentation and Targeting on Purchase Decisions at PT Pratama Mandiri Sakti.

R-Square is 0.574 which means Market Segmentation and Targeting can explain Purchase Decisions by 57.4% and the remaining 42.6% (100-57.4 = 42.6) is influenced by other variables outside of this study such as distribution channels, pricing and customer satisfaction.

CONCLUSION

The conclusion in this study is that the results of this study state the effect of Market Segmentation and Targeting on Purchase Decisions which are shown from the results of multiple linear regression analysis meaning that every aspect of increasing the Market Segmentation and Targeting Market Segmentation variables partially has a positive and significant influence on Purchase Decisions in PT Pratama Mandiri Sakti. Targeting partially has a positive and significant effect on purchasing decisions at PT Pratama

Mandiri Sakti. Market segmentation and targeting simultaneously have a positive and significant impact on purchasing decisions at PT Pratama Mandiri Sakti. Based on the results of the coefficient of determination, it is known that Market Segmentation and Targeting can explain the relationship with Purchase Decisions at PT. Pratama Mandiri Sakti Medan.

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