Analysis to Increase Decisions Purchase on Masterlock Products

Christian Tanjung Parlindungan Hutapea
Mercu Buana University
Jakarta, Indonesia

Mirza
Mercu Buana University
Jakarta, Indonesia

Business activities are increasingly developing from time to time until the current era of globalization. The sale of Masterlock products by conventional means and now has begun to go to online sales. One of the products whose sales have penetrated into the digital world is the Masterlock brand. Based on the description of the background, the purpose of this study was to determine the partial effect of Customer Relationship Management, Brand Image, Service Quality on purchasing decisions of Masterlock products through conventional and online sales. In this case the research population is Customer Masterlocks such as Retailers, Retailers, and B2B eCommerce. The number of samples is 142 people using the census method. The process of data collection is done using a questionnaire and the data are analyzed using multiple linear regression analysis using the SPSS program. The results showed Hypothesis Test (Test t) H1 = 3.272, H2 = 3.084, H3 = 2.811. Reliability Test with Cronbach Alpha> 0.70: Customer Relationship Management (alpha 0.952), Brand Image (alpha 0.926), Service Quality (alpha 0.943), Purchase Decision (alpha 0.938).

Keywords:- Customer Relationship Management, Brand Image, Service Quality, and Purchasing Decisions.

I. INTRODUCTION

Business is one of the economic activities that have been carried out since ancient times. Humans start doing business by transacting or exchanging goods to get the needs that support their lives. Business activities are also growing from time to time until the current era of globalization. In the current era of globalization, the Master Lock brand has a sales strategy both conventional and online eCommerce.

In the era of globalization, the development of technology is increasingly sophisticated and can later be utilized by humans, including business activities. One of the increasingly developing technologies includes communication technology called the internet. The development of the internet in Indonesia began when the early 1990s. In Indonesia at that time using the internet network, better known as the community network, when the spirit of cooperation, the atmosphere of family and mutual cooperation was very warm and felt among the perpetrators. The need for the internet and with the increasing number of internet users is a land of business opportunities for businesses to seek and earn profits. Therefore, the internet then starts and is increasingly used for trading or usually also called eCommerce.

Suyoto (2006) revealed the phenomenon of e-commerce in Indonesia has been known since 1996 with the emergence of online shopping sites www.sanur.com which sells the first online books in Indonesia. This online shopping initially started from big cities like Jakarta which then spread to rural areas. As time goes on, the Master Lock brand follows developments where in making sales to get sales and branding can not only be conventional but also by selling through the internet through online e-commerce websites. But since collaborating from 2016 - 2018 Masterlock sales at online eCommerce have decreased which is assumed to be due to influence due to CRM, Brand Image and eService.

PT. Tunas Wijaya Sakti is not enough to just market and sell Masterlock products in the modern market offline, but must use E-commerce assistance. Currently Masterlock Products are active B2B online (Business to Business) on several E-commerce sites, www.bhineka.com, www.alatproyek.com and www.klikmro.com. In order to satisfy customers (customers), it is necessary for PT. Tunas Wijaya Sakti to manage and maintain the quality of its services well. In online services similar things apply. Satisfaction from customers will affect repurchase. If customer satisfaction cannot be maintained, it will be possible if the customer has the desire to move to another product or other online channel. (intention to buy at other online channels).

II. LITERATURE REVIEW

Definition of Customer Relationship Management (CRM), According to Kotler & Armstrong (2010: 37), CRM has been defined narrowly as a customer data management activity. CRM involves structuring detailed information about individual customers and carefully arranging "touch points" of customers to maximize customer loyalty.

Brand Image, According to Kotler and Keller (2006: 268), brand image is "the perceptions and beliefs held by customers, held in consumer associations".

Service Quality, According to Kotler (2008) service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership. According to Moenir (2008) service is a series of activities that take place routinely and continuously covering the entire life of people in society. Furthermore, Sinambela (2008) argues that service is any activity that is profitable in a group or unit, and offers satisfaction even though the results are not physically bound to a product. This shows that service is related to the inner satisfaction of the recipient of the service. Understanding service according to Zein (2009) is a word that for service providers is something that must be done well.

Kotler and Armstrong (2014: 161) revealed "consumer purchases are strongly influenced by cultural, social, personal, and psychological characteristics". Then the purchase decision action can not be separated from the role of these four factors, namely cultural, social, personal, and psychological which are described as follows:
1. Cultural Factors, Culture is the most important basis in determining one's desires and behavior. As a human who grows up in the community, children will get a set of values, perceptions, preferences, and behaviors from the family and other important institutions around them.
2. Social factors, groups, families, roles or status,
3. personal factors, purchasing decisions can also be influenced by personal characteristics including age and stage of the life cycle, work and economic conditions, lifestyle, and personality of the buyer.
4. Psychological Factors, The fourth factor that can influence consumer purchasing decisions is psychological factors that have motivation and perception.

Based on the above meanings, it can be concluded that service is a form of system, procedure or certain method that is given to others, in this case, the customer's needs can be fulfilled in accordance with the expectations or desires of customers with their level of perception.

III. RESEARCH METHOD

This type of research is quantitative verification research with a descriptive survey research method conducted to examine the population or a particular sample. The data obtained using survey instruments with questionnaires, multiple linear regression analysis techniques with quantitative or statistical data in order to test the hypothesis of the influence of independent variables on the dependent variable that has been determined.

The variables used in this study are Variabel (*Dependent variable*):
- Dependent or dependent variable is a variable that is influenced or which becomes a result due to the existence of independent variables. The dependent variable in this study is an online purchasing decision.Variabel bebas (*Independent variable*)

- Variabel free or independent is a variable that affects or becomes the cause of the emergence or change of the dependent variable. The independent variables in this study are Price Perception, Promotion and Trust.
- The researcher in determining the number of samples used by the author in this study is the census method based on the provisions stated by Sugiyono (2002: 61-63), who said that; "Saturated sampling is a sampling technique if all members of the population are used as samples. Another term for saturated samples is census. "With respondents as many as 142 respondents.

A. Data Collective Method

➤ Correlation Matrix Between Dimension

The correlation between dimension was carried out to analyze dimension to know all the dimension correlation between independent and dependent variables. Two variables could be considered as mutually correlated if changes in one variable was followed by the changes in other variable, either in the same direction or vice versa. The correlation matrix table can be seen in Table 1.

		Product Choice	Purchase Time	Purchase Methode
		Y1.1	Y1.2	Y1.3
Human	X1.1	.620**	.473**	.486**
Process	X1.2	.621**	.466**	.598**
Technology	X1.3	.541**	.456**	.484**
Corporate Image	X2.1	.627**	.566**	.484**
Product Image	X2.2	.607**	.425**	.513**
Efficiency	X3.1	.659**	.436**	.485**
Fulfilment	X3.2	.455**	.340**	.381**
Sistem Avalaibelity	X3.3	.461**	.304**	.400**
*. Sig < 0,05. **. Sig. < 0,01.				

Table 1:- Correlation between Dimention
Source: Primary Data processed with SPSS 24 (May, 2019)
Data Quality Method

➤ *Validity Test*

Validity test compares the value of each question item with total value. If the total value of the question item coefficients of each variable has a significance value, then the question is invalid. Significance values must be greater than 0.3 or can also be done by comparing the r count (correlative value/moment product value) with r table.

➤ *Reliability Test*

Instrument reliability test is intended to find out whether the instrument used has good reliability or not. Reliability is the term used to indicate the extent to which measurements are relatively consistent if the measurements are repeated twice or more. Instruments are considered to have reliability if the instrument is reliable enough to be used as a data collection tool (Arikunto, 2006: 126).

➤ *Normality Test*

The data normality test is used to test whether the questionnaire statement instrument derived from this theory is in accordance with the practice in the field, so to find out

the results can be used the Kolmogorov-Smirnov formula. From using the Kolmogorov-Smirnov test formula, it can be clearly seen that the research data is normally distributed or not by looking at the results of P (P-value)> 0.05, which indicates that the data are normally distributed as recommended (Field, 2009: 144) .

B. Hypothesis Test

➢ *Coefficient of Determination (R^2)*
According to Ghazali (2005:83) coefficient of determination (R^2) is basically measuring how far the ability of the model to explain dependent variables.

➢ *Simultaneous Significance Test (F-Test)*
The F test basically shows whether all the independent variables included in the model have the same joint effect on the dependent variable (Gazali, 2005: 84).

➢ *Partial or Individual Test (t-Test)*
According to Gozali (2005: 84), the statistical test basically shows how far the influence of one independent variable individually in explaining the variation of the dependent variable.

IV. DISCUSSION AND RESULTS

A. General description of respondents

➢ *Character of the respondents by age*

By age, the respondents were dominated by age of 43-48 for 42 people or 30% of the total respondents, and the smallest number of respondents were at the age of > 25 - 30 years for 9 people or by 6,3% of the total respondents. It showed that customers who shopped here were dominated by mature people who certainly had a level of decision and satisfaction.

➢ *Character of the respondents by gender*
As many as 52,1% of respondents were man and the remaining 47,9% were women. Dari hasil temuan penelitian ternyata responden berjenis kelamin laki-laki mendominasi dikarenakan responden laki-laki lebih banyak yang melakukan keputusan pembelian dan mengetahui jenis produk yang berkualitas untuk kebutuhan perusahaan. Secara umum, responden yang berjenis laki-laki juga lebih banyak bertanya mengenai produk yang ingin dibelinya.

➢ *Character of the respondents by profession*
The majority of visitors who shopped here were private employees with the title Manager, for 33,8%. it means that consumers who are managers are given the confidence to make decisions when they want to buy Master Lock products. In addition, managers are tasked with determining the type of product that fits the needs of the company. Managers objectively evaluate products according to their knowledge and experience so that the products they buy are needed by consumers.

➢ *Validity Test and Reliabilitas*
The result of validity test can be seen in the following Table 2.

Indikator	Item	Validity Result		Reliability Results		
		R hitung	Hasil	Cronbach's Alpha	α	Hasil
Data Secret	CRM1	.730**	Valid			
Customer Service	CRM2	.859**	Valid			
Update information about product and price	CRM3	.665**	Valid			
Best Price	CRM4	.769**	Valid			
Explain product condition	CRM5	.616**	Valid			
Give discount	CRM6	.785**	Valid			
Give warranty	CRM7	.825**	Valid			
Maintanance	CRM8	.774**	Valid	0,952	> 0,70	Reliabel
Respons komplain	CRM9	.775**	Valid			
Give solution	CRM10	.743**	Valid			
Cunsome Easy Information	CRM11	.853**	Valid			
Information via email	CRM12	.793**	Valid			
Sectret customer data	CRM13	.751**	Valid			
Trust the	CRM14	.816**	Valid			
Data good *order*	CRM15	.843**	Valid			
	Sample Size (n): 30.					
	*. Critical value 0,05 (two tail): ± 0,361					
	**. Critical value 0,01 (two tail): ± 0,463					

Table 2:- Uji Validitas dan Reliabilitas *Customer Relationship Management*
Source: Primary Data processed with SPSS 24 (May, 2019)

Based on the results of the variable validity tests Customer Relationship Management obtained the value of each questionnaire statement indicator, namely the value of

R count> (0.361) so that all items can be valid statements or all items in the questionnaire statement can be understood and understood. Lalu, dari hasil uji reliabilitas

the research obtained Cronbach's Alpha value (0.952)> (α = 0.70) meaning that the research data is reliable or in other words all the items in the questionnaire statement have

been reliable and consistent in measuring variabel *Customer Relationship Management*.

➤ *Validity and Reliability Brand Image Test*

Indikator	Item	Hasil Validitas		Hasil Reliabilitas		
		R hitung	Hasil	Cronbach's Alpha	α	Hasil
PT. Tunas Wijaya Sakti has a well known name and good reputation	BI16	.862**	Valid	0,926	> 0,70	Reliabel
	BI17	.825**	Valid			
Free delivery to *customer*	BI18	.781**	Valid			
There is a payment bill deducation service	BI19	.858**	Valid			
Brand well known	BI20	.854**	Valid			
Quality product	BI21	.807**	Valid			
Size, al lot off color all product a lot of variation	BI22	.870**	Valid			
	Sample Size (n): 30.					
	*. Critical value 0,05 (two tail): ± 0,361					
	**. Critical value 0,01 (two tail): ± 0,463					

Table 3:- *Uji Validity and Reliability Brand Image*
Source: Primary Data processed with SPSS 24 (May, 2019)

Referring to the findings of the research data on testing the brand image variable validity, it was obtained that each item in the questionnaire statement for R count> (0.361) so that all items of valid statements or all items of the questionnaire statement could be understood and understood. Then, from the results of research reliability

testing, the results of Cronbach's Alpha (0.926)> (α = 0.70) means that the research data is reliable or in other words all items in the questionnaire statement are reliable and consistently measure brand image variables.

➤ *Test the Validity and Reliability of Service Quality*.

Indikator	Item	Validity Result		Result Reliability		
		R count	Result	Cronbach's Alpha	α	result
Products are easily obtained	SQ23	.854**	Valid	0,943	> 0,70	Reliabel
Product easily to find eCommerce	SQ24	.845**	Valid			
Update information	SQ25	.811**	Valid			
Website easily accesses	SQ26	.766**	Valid			
Easy get information	SQ27	.754**	Valid			
Ontime to delivered product	SQ28	.820**	Valid			
Product good condition	SQ29	.787**	Valid			
Ontiome to give information	SQ30	.821**	Valid			
Website good permorfance server yang rusak	SQ31	.858**	Valid			
Loading website long wait	SQ32	.852**	Valid			
	Sample Size (n): 30					
	*. Critical value 0,05 (two tail): ± 0,361					
	**. Critical value 0,01 (two tail): ± 0,463					

Table IV:- Test Validity dan Reliability *Service Quality*
Source: Primary Data processed with SPSS 24 (May, 2019

It is clear from the results of testing validity using the pearson correlations formula for service quality variables, it turns out that each questionnaire statement produces R count> (0.361) meaning that the research data is valid or in other words all items in the questionnaire statement can be understood and understood so that the statement item can

measure service quality variable. Furthermore, the results of the research reliability test for service quality variables obtained by Cronbach's Alpha (0.943)> (α = 0.70) means that the research data is reliable or in other words all the items in the questionnaire statements are reliable and consistently measure service quality variables.

Indicator	Item	Validity Result		Reliability Result		
		count	result	Cronbach's Alpha	α	Hasil
Buying Product	KP33	.743**	Valid	0,938	> 0,70	Reliabel
Buying Product by *request*	KP34	.846**	Valid			
Harga Good Price and cheap	KP35	.743**	Valid			
Good color	KP36	.777**	Valid			
Intersting with promotion	KP37	.708**	Valid			
Buying product	KP38	.768**	Valid			
Consumen buy product masterlock	KP39	.814**	Valid			
Flexible buying the product	KP40	.725**	Valid			
No taking a longer time	KP41	.856**	Valid			
PT.Tunas Wijaya Sakti easy to order and pay the product	KP42	.833**	Valid			
Payment with installment	KP43	.858**	Valid			
	Sample Size (n): 30.					
	*. Critical value 0,05 (two tail): ± 0,361					
	**. Critical value 0,01 (two tail): ± 0,463					

Table 5:- Test Validity dan Reliability Decision Buying
Source: Primary Data processed with SPSS 24 (May, 2019)

From the number of pretest as many as 30 people to test the validity of the purchase decision variable, based on the results of the pearson correlations obtained each item indicator questionnaire statement for R count> (0.361) means that the research data is valid or in other words all items statement statements can be understood and understood so that statement items it can measure the purchasing decision variable. According to the results of the questionnaire reliability test data on purchasing decision variables, using the Cronbach's Alpha formula Cronbach's Alpha (0.938)> (α = 0.70) means that the research data is reliable or in other words all the

questionnaire statement items are reliable and consistent measure purchasing decision variables.

➢ *Data Normality Test*

The data normality test is used to test whether the questionnaire statement instrument derived from this theory is in accordance with the practice in the field, so to find out the results can be used the Kolmogorov-Smirnov formula. From using the Kolmogorov-Smirnov test formula, it can be clearly known that the research data are normally distributed or not by looking at the results of the P (P-value)> 0.05, which indicates that the data are normally distributed as recommended (Field, 2009: 144).

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Customer Relationship Management	.067	142	.200*	.974	142	.009
Brand Image	.066	142	.200*	.974	142	.008
Service Quality	.064	142	.200*	.973	142	.007
Masterlock Product Purchase Decision	.068	142	.200*	.979	142	.029
*. This is a lower bound of the true significance.						
a. Lilliefors Significance Correction						

Source: Primary Data processed with SPSS 24 (May, 2019)
Table 6:- Normality Data

Based on the results of the normality test of research data using the Kolmogorov-Smirnov formula, the results of the research findings can be described as follows: customer relationship management obtained the Sig. 0,200 *, brand image variable (Sig. 0,200 *), then service quality variable (Sig. 0,200 *), and product purchasing decision variable Sig. 0.200 *, which turns out that each research variable obtained the Sig. 0.200 *> 0.05 (is the limit of significance values specified in SPSS) so that it can be said that the research data is normally distributed or in other words research instruments derived from theories are consistent with practice in the field.

V. CONCLUSION

Based on the findings of research data on the interdimendi correlation test, the authors can give the following suggestions:

➢ Variable Customer Relationship Management (X1) has a significant effect on purchasing decisions of Masterlock products. Nevertheless, it is still necessary to improve purchasing decisions, human factors must be maintained because they are highly correlated with product choices (X1.1 → Y1.1), as employees do not disseminate customer personal database, providing

effective and efficient services and continuously updating information about products and prices for Master Lock. That way, the customer is interested in making a purchase decision on the Master Lock product.

➢ Process factors must continue to improve because they are highly correlated with the choice of products (X1.2 → Y1.1), as well as providing competitive prices (eg discounts). and technology guarantees, the customer will increase product purchasing decisions. Technology factors must continue to be improved because they are highly correlated with the choice of products (X1.3 → Y1.1), such as the use of corporate e-commerce websites that must be improved such as delivering the latest information about products, price, product availability, and payment system online, thus the customer becomes trustworthy to make a purchase decision.Brand Image (X2) variable has a significant effect on the purchase decision of Masterlock products. Nevertheless, it is still necessary to improve the dimensions of the brand image variable in order to increase purchasing decisions, i.e.

➢ The factor of corporate image must be maintained because it is highly correlated with the choice of products (X2.1 → Y1.1), such as the well-known corporate image of Tunas Wijaya Sakti and positive image in the minds of customers in the category of building material products must be maintained and remain consistent within provide free shipping to customers, so that it will improve purchasing decisions.

➢ The product image factor must continue to be improved because it is highly correlated with the choice of products (X2.2 → Y1.1), as companies must maintain product quality and provide various sizes, variations in colors, shapes, and various products, so customers will be increasingly interested make a purchase decision.

❖ Variable Service Quality (X3) has a significant effect on purchasing decisions of Masterlock products. Still need to improve the dimensions of the variable *service quality* to increase buying;

➢ The efficiency factor must be continuously improved because it has a high correlation with the choice of products (X3.1 → Y1.1), such as services through ecommerce website technology must be maintained because this technology-based service provides efficient service time for customers to do the choice of products to buy, besides that, customers can access e-commerce websites wherever they are.

➢ The fulfillment factor must be continually improved because it is highly correlated with product choices (X3.2 → Y1.2), such as consistent employees to always be on time in the delivery of goods, then convey information clearly about the inventory of Master Lock items so that the customer gets the information needed

➢ Availibility system factors must be maintained because they are highly correlated with product choices (X3.3 → Y2.2), such as ecommerce website companies rarely experience server interruptions because regular maintenance is carried out by the company's

information technology (IT) team, so the customer feel comfortable in accessing the e-commerce website.

❖ In connection with consumer purchasing decisions on Master Lock products, suggestions can be given::

➢ PT Tunas Wijaya Sakti must continue to create a large selection of products so that customer needs are met properly, so that the customer will increasingly increase the purchasing decision.

➢ PT Tunas Wijaya Sakti continues to maintain and improve the quality of excellent service by providing flexible service and does not require a long time in the process of service to the customer.

➢ PT Tunas Wijaya Sakti needs to maintain payment methods such as ATM payments and credit payment systems.

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