

The Influence of Marketing Communication and Customer Satisfaction on Purchase Decisions

Case study: Atmosphere Resort Cafe Bandung

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Abstract

This study aims to understand the factors that are predictors of individual perceived purchasing decisions, by looking at the influence of marketing communications and customer satisfaction. The research was conducted quantitatively by giving questionnaires to the respondents, namely 90 private company consumers in Bandung, West Java. The data obtained were then processed using multiple regression analysis with SPSS 25 software. The research findings indicate that marketing communication and customer satisfaction have a positive effect on purchasing decisions, either partially or simultaneously. This research also provides implications and suggestions for future researchers and practitioners in organizations.

Keywords: Marketing communication, Customer satisfaction, Purchase decision

Introduction

Companies that are able to compete in the market are companies that can provide quality products or services. Companies are required to continue to make improvements, especially in the quality of their services (Segun-Adeniran, 2019). This is so that all products or services offered will get a good place in the eyes of consumers. The presence of cafes, especially in the city center, is one of the highlights for generations (Wijaya, 2020). One of them is a cafe that has a good brand image that can be accepted by all circles, where lately more and more innovations and trends have developed in creating interesting ideas for the concept and atmosphere offered, especially at the Atmosphere Resort Cafe in the city of Bandung. Bandung is one of the big cities on the island of Java, where culinary entertainment in Bandung is growing rapidly. As a tourism city, of course, the presence of Starbucks is a complement for visitors who are on tourism in the city of Bandung. As one of the cafes that has a good image, of course every

product innovation must be properly communicated to various media. According to the Central Statistics Agency (bps) 2022 shows the number of industry categories, especially the categories of Resto, Restaurant, Café, and Bar 2020 especially in the city of Bandung which can be shown in Table 1 as follows.

Table 1. *Food Industry Category*

Category	Amount
Restourant	113
Rumah Makan	98
Café	114
Bar	13

Source: <https://jabar.bps.go.id>, 2022

It can be seen from the table above that the cafe as a place that is considered the most suitable and is considered to have a high potential for buying interest is especially suitable for all groups. The number of cafes and restaurants that exist is certainly one of the considerations for tourists or local residents to make decisions in choosing the right place to visit. In this case Atmosphere Resort Cafe Bandung is one of the cafes that is quite well known, especially in the Bandung city area. But apart from this, in 2020 there will be a decline in visitor interest. This can be seen in Figure 1 which was obtained from data from interviews with company managers.



Figure 1. *Atmosphere Resort Cafe visitor interest*

According to Nambisan, (2018) if a product innovation is not well communicated, it cannot attract consumer interest. The importance of communication in an organization is important because these factors can provide information about what is being offered and what new products are being created. Sitorus' research, (2017) states that marketing communication can have an influence on repurchase decisions. In addition, when consumers are served well by being given information about products, consumers will feel satisfied. Huang's research, (2019) states that consumer satisfaction can influence repurchase decisions. But apart from that, there are also researchers who say that consumer satisfaction has no effect on repurchase decisions (Thomas, 2020). Based on

the background of this problem, the researchers tried to review the influence of marketing communication and consumer satisfaction on repurchase decisions with a different object, namely the Atmosphere Resort Cafe in the city of Bandung.

This research is divided into five parts, in the first part will be presented about the background, in the second part will be presented about the relevant theory and hypothesis development, in the third part will be presented about the methodology and types of research,

the fourth part will be presented about the results and discussion, and the last section will be presented regarding conclusions and suggestions.

Study of Theory and Hypotheses Marketing Communication

Promotion is an effort to notify or offer a product or service with the aim of attracting potential consumers to make a purchase. According to Sitorus, (2017) Marketing communication is a tool used by companies in an effort to inform, persuade, and remind consumers both directly and indirectly about the products and brands they sell. According to Falahat, (2020) Promotion is a type of communication that provides explanations that convince potential consumers about goods and services. The purpose of promotion is to get attention, educate, remind, and convince potential consumers (Mullatahiri, 2019). Marketing communication is one of the effective marketing strategies of the marketing mix. To market a product, a marketer must develop an effective communication program aimed at consumers to communicate existing information and designed to produce consumer actions that lead to corporate profits (Kollárová, 2020). Promotions are designed as attractively as possible to reach the wider community through various media, this is intended so that companies can communicate with consumers (Prokopenko, 2018). According to Valos (2018), promotional objectives are divided into three types, namely,

(1) providing information to customers about new products or features, (2) reminding customers about brands or identities, (3) influencing customers to make purchases. Sitorus, (2017) mentions that good marketing communication can affect consumer purchasing decisions.

H1. Marketing communication influences purchasing decisions

Customer satisfaction

According to Meesala, (2018) states that consumer satisfaction or dissatisfaction is the consumer's response to the evaluation of the perceived discrepancy between previous expectations and the actual performance of the product that is felt after its use. (Susanti, 2019) defines consumer satisfaction as an emotional response to the evaluation of the consumption experience of a product or service. Every act of purchasing a product can

certainly, only bring two attitudes, namely satisfied or dissatisfied. This post-purchase attitude depends on the suitability of the buyer's expectations and desires with the performance or performance of the product purchased (Alang, 2020). Satisfaction will have a positive impact in the form of a desire to buy the same product someday when the same need reappears. When consumers are satisfied with the purchased product. He will be loyal to the product. Various studies show that the cost of acquiring a new customer is five times the cost of retaining a current customer (Tretz, 2019). The concept of customer satisfaction means that they are satisfied with how the organization behaves and provides products and services. Generally, customer satisfaction is considered as one of the most important factors influencing the formation of customer's purchase intention in the future. Research by Shin, Park and Kim, (2020) states that customer satisfaction can lead to purchase decisions.

H2. Customer satisfaction affects purchasing decisions

Repurchase Decision

The condition that must be met by a company in order to be successful in competition is to try to achieve the goal of creating and retaining customers (Kore, 2018). Thus, every company must be able to understand consumer behavior. Consumer behavior is the actions of

individuals who are directly involved in obtaining, using, and determining products and services, including the decision-making processes that precede and follow these actions. The decision to buy can lead to how the decision-making process is carried out by Adirineko, (2020) While Haque, (2018) states that the purchase decision is a problem-solving process consisting of needs and wants analysis, information search, resource assessment, selection of purchasing alternatives, purchase decisions, and post-purchase behavior. According to Adineko, (2020) there are factors that can determine purchases, namely, perceived usefulness, trust, comfort, and responsiveness. Dahake's research, (2018) states that purchasing decisions can be influenced by marketing communications and consumer satisfaction.

H3. Marketing communication and satisfaction affect purchasing decisions

Research Conceptual Framework

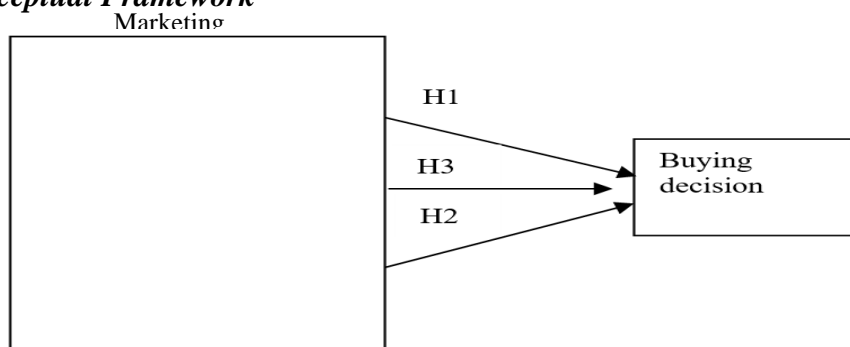


Figure 2. Research conceptual framework

Hypothesis Development

H1. Marketing communication influences purchasing decisions
H2. Customer satisfaction affects purchasing decisions

H3. Marketing communication and customer satisfaction have an effect on purchasing decisions.

Research Methods

This research was conducted with a quantitative approach. The samples obtained in this study were 90 samples consisting of consumers or visitors to the Atmosphere Resort Cafe Bandung Cafe. The sampling method used purposive sampling technique. The primary data used in this research is in the form of data collected through questionnaires and interviews with consumers. Meanwhile, secondary data were collected from several journal publications and textbooks. Analysis of the data used is multiple linear regression analysis with a series of instruments.

Results and Discussion

Based on the results of the study obtained the average score of respondents' responses as follows:

Table 2. Criteria for the average score of respondents' responses

No	Variable	Score percentage	Interpretation
1	Marketing Communication	76,41%	Good
2	Consumer satisfaction	72,14%	Good
3	Purchase decision	74,16%	Good

Source: Data processed (2022)

Table 2 states that respondents to the three variables said they were good. Data from the responses of 90 respondents obtained show that the results are as follows:

Table 3. Respondent Profile

Respondent Profile		Persentase
Gender	Man	65%
	Woman	35%
Age	<20	15%
	20 - 30 thn	55%
	> 30 thn	30%
Education	SMA	22%
	Diploma	12%
	S1	52%
	S2	8%
	Other	6%
Income	<500 thousand	3%
	500-1.5 Million	8%
	1.5 – 2 million	63%
	2.5 – 3 million	15%
	>3 million	11%

Data processed: 2022

Based on the table above, it is found that there are more males than females, which is 65%. Based on the age of the respondent, the age group in the range of 20 to 30 is higher with the acquisition of 55%, this shows that this age is the age with the most consumption. As for education, the average respondent is in the Stratra 1 level with 52% gain, and based on income, the most respondents are in the range of 1.5 to 2 million with 52% gain.

Validity Test

Test the validity of each variable seen in. Table 4, which shows that each statement is valid.

Table 4. Validity Test

Variabel	Statement	R count	R table	Information
Marketing communication	X1.1	0.554	0.3	Valid
	X1.2	0.383		
	X1.3	0.497		
	X1.4	0.648		
	X1.5	0.409		
Customer satisfaction	X2.1	0.442	0.3	Valid
	X2.2	0.460		
	X2.3	0.481		
	X2.4	0.651		
	X2.5	0.409		
Purchasedecision	Y.1	0.465	0.3	Valid
	Y.2	0.692		
	Y.3	0.741		
	Y.4	0.567		
	Y.5	0.737		

Data processed: 2022

Reliability Test

The reliability test on each variable shows that the statement items are reliable. It can be seen in Table 5 below.

Table 5. Reliability Test

Variable	Cronbach Alpha (>0,70)	Information
Marketing communication	0,736	Reliabel
Customer satisfaction	0,873	Reliabel
Purchase decision	0,845	Reliabel

Data processed: 2022

Normality Test

Based on the results of the SPSS output, it can be seen that the results of the normality test of the data presented in table 6 below show that the probability value (sig) obtained by the residual variable is > 0.05 which indicates that the data used has a normal distribution. In other words, the assumption of data normality is met.

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.77049009
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.036
Kolmogorov-Smirnov Z		.698
Asymp. Sig. (2-tailed)		.714

a. Test distribution is Normal.

b. Calculated from data.

Data processed: 2022

Multicollinearity Test

Based on the results of the SPSS output, it can be seen that the tolerance value obtained by the two independent variables is $0.839 > 0.1$ and the Variance Inflation Factor (VIF) is less than 10. This shows that there is no strong correlation between the independent variables, so that the assumption of data multicollinearity is met.

Table 7. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1		
	(Constant)	
	Marketing Communication	.839
	Customer Satisfaction	.839
		1,647
		1,647

a. Dependent Variable: Purchase decision

Multiple Linear Regression Test

Based on the results of data processing using SPSS, the following results were obtained:

Table 8. Multiple Linear Regression Equations

Model		Unstandardize		Standardiz	T	sig.
		dCoefficients	Std.			
		B	Error	Beta		
1	(Constant)	-950	1.618		-587	.558
	Marketing Communication	.620	.072	.541	8.567	.000
	Customer Satisfaction	.461	.066	.438	6.934	.000

a. Dependent Variable: Purchase Decision

From the output table above, the a value of is obtained -0,950, β_1 as big as 0,620 and β_2 as big as 0,461. Thus, the multiple linear regression equation to be formed is as follows:

$$Y = -0,950 + 0,620X_1 + 0,461X_2$$

From the results of the multiple linear regression equation above, each variable can be interpreted as follows:

- The constant of -0.950 indicates that when the two independent variables are zero (0) and there is no change, then the repurchase decision is predicted to be worth - 0.950 times.
- Variable X1 namely marketing communication has a regression coefficient value of 0.620 indicating that when marketing communication is improved, it is predicted to increase consumer purchasing decisions as much as 0.620 times.
- Variable X2 namely customer satisfaction has a regression coefficient value of 0.461 indicating that when customer satisfaction increases, it is predicted to increase repurchase decisions as much as 0.461 times.

Hypothesis Test
Table 9. Hypothesis Test ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1612.666	2	806.333		
Residual	759.886	9	7.834	102.929	.000 ^b
Total	2372.552	9			

a. Dependent variable: Purchase Decision
b. Predictors: (Constant), Customer Satisfaction, Marketing Communication

Based on the results of the calculations above, it can be seen that the F-count value obtained is 102,929. This value will be compared with the F-table value in the F distribution table. With $\alpha=0,05$, $db_1=2$ and $db_2=97$, the F-table value is 3.090. From the values above, it can be seen that the value of Fcount (102,929) > Ftable (3,090), in accordance with the criteria for testing the hypothesis that H0 rejected and H1 accepted. This means that simultaneously the

two independent variables consisting of marketing communication and customer satisfaction have a significant effect on repurchase decisions at Rumah Atmosphere Resort Cafe Bandung. If presented in the figure, the value of F-count and F-table the.

Partial Hypothesis Testing

Table 10. *Partial Hypothesis Testing*

Model		Unstandardized Coefficients		Standardized Coefficients	T	sig.
		B	Std. Error	Beta		
1	(Constant)	-950	1.618		-587	.558
	Marketing Communication	.620	.072	.541	8.567	.000
	Customer Satisfaction	.461	.066	.438	6.934	.000

a. Dependent variable: Purchase Decision

Based on the table above, it is known that the t-count value obtained by marketing communication (X1) is 8,567. This value will be compared with the t-table value in the t-distribution table. With $\alpha=0,05$, $df=n-k-1=100-2-1=97$, the t-table value for the two-party test is $\pm 1,985$. From the values above, it can be seen that the t-count value obtained is 8,567, which is outside the t-table value (-1,985 and 1,985). While on customer satisfaction (X2) is 6,934. This value will be compared with the t-table value in the t-distribution table. With $\alpha=0,05$, $df=n-k-1=100-2-1=97$, the t-table value for the two-party test is $\pm 1,985$. From the values above, it can be seen that the t-count value obtained is 6,934, which is outside the t-table value (-1,985 and 1,985).

Coefficient of Determination

Table 11. *Coefficient of Determination*

Model	R	R Square
1	.784 ^a	.675

Source: Data processed (2022)

From the results of the table above, the coefficient of determination is 0,675, which means that the influence of the two independent variables on the dependent variable is 67,5%, meaning that it can be said to be quite high. Meanwhile, 32,5% or the rest is influenced by other variables not examined in this study.

Conclusion

Based on the results of research and discussion, it can be concluded that the marketing communication carried out by Atmosphere Resort Cafe Bandung has an influence on purchasing decisions. This is because the resort has carried out promotions that are integrated in social media. In addition, the factor of consumer satisfaction also has a significant influence in explaining purchasing decisions. In general, if consumers are satisfied with a product or service, it is likely that consumers will make a repeat purchase. In this study, it was found that

the relationship between Marketing Communication and Customer Satisfaction on purchasing decisions was 0,675. Based on the interpretation of the correlation coefficient, this value is included in the category of a strong relationship, in the class interval between 0,80 – 1,000. Based on the test results, it can also be seen that $F_{count} (102,929) > (3,090) F_{table}$ which means H_0 rejected and H_1 accepted, which means that marketing communication and customer satisfaction have a positive influence on purchasing decisions.

Recommendation

Marketing communication carried out by Atmosphere Resort Cafe Bandung can be said to be quite good. but on the other hand, the quality indicators of message delivery in advertising on social media promotions that are offered are still expensive and the quality

of the delivery of advertisements is also still lacking, the solution is that the advertisements that are made must make the reader interested and ad serving must also be frequent, for example in a week at least 2- 3 times, so that readers and customers also remember the advertisements that promote Atmosphere Resort Cafe Bandung products, the more they are interested in the advertisements delivered and the promotions offered can still be reached by all circles, this also makes customers interested in buying back Atmosphere Resort products Bandung Cafe. Consumer satisfaction can be said to be not good so it is necessary to evaluate companies that can provide a sense of satisfaction for customers who want to shop but on the other hand not all customers are satisfied with what is served.

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