The Effect of Digital Media, Promotion of Brand Images and Its Implications on Consumer Buying Behavior in PT CIPTA Mortar Utama

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Abstract: The growth in cement demand in 2016 amounted to 60.6 million tons, which is a potential for the cement industry and the like. The average increase in cement demand in Indonesia is 3.4% per year in a volume of 2.5 million tons, according to data informed by the Ministry of Industry. Cement Mortar is a type of conventional cement substitute which is better quality and easier to use. Every building construction that uses concrete, always uses mortar, either as an adhesive, plaster, or pickle for construction. Cement Mortar potential is a market share that is a conventional cement user, of which 60 million tons of cement is needed in Indonesia, only 5% are cement mortar users. The trend of an increase in consumption of mortar types on average increased by 20%, Product supervision is due to several factors including media marketing, company promotion and brand image. Survey research method with quantitative descriptive statistics Quantitative research is an objective research approach, emphasizing the testing of theories through the measurement of research variables with numbers and conducting data analysis with statistical testing methods. In this study will take all retail parts of building materials that become direct partners of the company, while the number of retail building materials is 150 outlets. In this study quantitative methods will be used in which to measure an object related to the phenomenon that occurs (Sugiyono, 2012). The data collection in this study was carried out by simple random sampling technique. Which is assisted by a questionnaire. As for the weighting of the Likert scale.

Keywords: Digital Media, Promotions, Brand Image and Consumer Behaviors.

INTRODUCTION

Currently the building construction industry in Indonesia is still very dependent on traditional construction materials. Though various alternative construction materials, especially for walls can be produced with materials that are lighter and environmentally friendly. Indonesia is a country that is in the category of prone to earthquake disasters, so it needs an effort to replace conventional building materials so that the weight of a construction becomes lighter.

In the construction world there are several innovations that can improve the quality of a building. One of them is the use of raw materials that have advantages such as lightweight, easy in application and environmentally friendly. Mortar is one of the innovations in the world of construction. Mortar itself is an elastic mixture formed from cement, water and fine sand that can bind in the installation of stones and other solid materials. Mortar has several advantages, namely its light weight makes it easier for workers to move and install bricks, their shapes are very homogeneous between one another so that less brick adhesive is needed, and mortar has the highest strength compared to conventional brick or red brick. The quality of mortar really needs to be improved, so to be able to improve the quality of the mortar in mortar compiler can be given other alternative materials that can produce better physical and mechanical properties. And to reduce the weight of mortar to make it easier to work and ultimately reduce the weight of the building.

Nowadays businesses in Indonesia are facing encouragement from new media. Where new media is the top rank of the combination of communication, media and culture, and is also a combination of aspects from sociology, geography, anthropology, and other sciences that are interconnected with each other [1]. Current media development is also known as the use of third media, namely print media (printed media), electronic media (electronic media), and online media (online media) [2].

The development of marketing using media in marketing is known based on Nielsen's Consumer Media View [3] survey conducted in 11 cities in Indonesia, television (53%), Internet (44%), Radio

(37%), Newspapers (7%), Tabloids and Magazine (3%). The existence of the internet as a medium with a high penetration rate is an indication that Indonesians are increasingly fond of accessing various content through digital media. There are several examples of online media platforms that are often used including:

- Youtube
- Facebook
- Twitter
- Path
- Instagram,

Checked on a number of social media used as marketing tools for some building shop entrepreneurs and consumers as users. Information was obtained that they were very interested in advertisements used on youtube and instagram social media. On the other hand they are interested in the result of the moving image displayed.

Basically, all media have almost the same function, namely communicating. Other functions of the use of digital media, namely: branding, sharing, promotion and marketing. The many conveniences and functions in the use of media encourage many entrepreneurs in the field of "Building Material (Instant Cement) to participate in utilizing digital media facilities as a means of promotion, marketing, and branding of their products and services. One division within the Building Material company that has utilized the ease of digital media for its work is the Marketing Communications division.

Media in marketing communications activities have an important role in communicating directly with consumers by promoting and building brand awareness of their products and services so that they can be widely known by their customers or users. The best solution in implementing promotions and brand awareness of their products and services is to carry out these activities using digital media.

Promotion is part of activities in marketing and is part of the marketing mix. Promotion is very needed by the company because on the one hand it assures consumers of the product being offered while, on the other hand, it determines the success of the company in facing competition in the market. According to Kotler and Keller [4] it is known that promotion is a means by which companies try to inform, persuade and remind consumers both directly and indirectly about the products and brands they sell. According to Stanton [5] Promotion is one of the elements in the company's marketing mix that is utilized to inform, persuade, and remind about the company's products, in the hope of influencing the recipient, so that they feel confident. From the above definition, promotion can be stated as one of the variables in the marketing mix that must be carried out by the company to provide information

about its products or services, and persuade and remind consumers to make purchases of goods and services. Promotion is an important factor in marketing management and is often referred to as a continuous process.

The company conducts its business activities with the aim of obtaining maximum results. To achieve this goal, a way is needed to achieve it. As technology advances and economic development accelerates, one of the efforts to increase sales is by promoting. Every company is free to choose the method of promotion that is suitable for the product offered where the size of a promotion depends on the size of the promotional fund, the nature of the promotion, the nature of the market, and the type of product to be promoted.

It was realized that all of these strategies were carried out by Marketing Communications at PT Cipta Mortar Utama to build brand awareness. Brand awareness as one of the important dimensions of brand equity that serves to build brands that are remembered in consumer memory is reflected in the ability of consumers to remember certain brands and identify the brand into certain product categories Rangkuti [6].

Promotion becomes an attractive factor in marketing activities where this is to make employees want to buy the product offered. Conducted pre-study, to find out the importance of promotion in business activities such as the following:

- Building shop entrepreneurs are very interested in the promotion carried out by companies in introducing their products.
- Through the promotion of consumers will be educated about the importance of products from the company, so that sales are expected to increase.

In business activities it is known that purchasing decisions made by consumers are important. Where it is a form of success of marketing activities carried out by the company. It is believed that the main mortar brand is a brand that is top of mind, but this has not been a proof that consumers (distributors and end users) decide to buy and use the main mortar product. A further picture is needed to describe purchasing decisions.

It is known that there are five stages that must be passed so that the product can be purchased and memorable for the buyer. The stages according to [7] as follows:

- Needs recognition
- Information search
- Alternative evaluation
- Buying decision,
- Post-purchase behavior.

Based on these five stages it is clear that the process of purchasing the main mortar product begins

long before the actual purchase is made and has a long-term impact after that. But consumers do not always pass through all five stages when buying a product. They can pass or reverse several stages.

Based on the description above, then I as a writer would like to conduct research and write a Thesis with the title "The Influence of Digital Media, Promotion of Brand Image and its implications for consumer buying behavior at PT Cipta Mortar Utama"

RESEARCH METHODS
Types of Research
In this study quantitative methods will be used in which to measure an object related to the phenomenon that occurs [8]. Besides that in this study used in view associative approach will be used in this study. The approach is carried out with the basis in this study will be seen the influence and relationship between constituent variables [9].

Types and Data Sources
In this study will use primary data and secondary data. Primary data is obtained from questionnaires to distributors (retail) of PT Citra Mortar Utama. While secondary data is obtained from other sources that can help research, which comes from outside forms such as journals, literature reviews, internet and other reliable sources.

Data Collection Technique
The data collection in this study was carried out by simple random sampling technique. Where the previous researcher has determined the respondent company is not set beforehand, where all parts of the population have the same opportunity to be a sample in the study. Besides that, the collection is done by interviewing and retrieving information from previous research.

Questionnaires distributed in the data collection process use assessments based on the Likert scale. Where the Likert scale is the creation of a value range with an ordinal scale approach that can provide an assessment based on the level that has been made [10]. Then the indicator is used as a benchmark for the preparation of instrument items in the form of statements or questions. As for the range of scores from 1 to 5.

Analysis Method
Structural Equational Modeling or SEM is a type of multivariate analysis (multivariate analysis. SEM is often used in research in the scope of social science. Basically, SEM is a form of statistical methods used in the context of confirmation and exploration of a model [11]. This analysis can provide a good overview of the complex model even though it has a small sample size [12]. On the other hand the assumption of data in SEM analysis is relative and predictive.In the process of analysis the model is done by means of reflective and formative measurements, which are based on identification of indicators of indicators and their latent variables.

RESULTS AND DISCUSSION
This chapter will discuss data obtained from research respondents. In addition, this chapter also discusses the results of SEM processing and interpretations that will be used for managerial implications that are useful in improving corporate marketing activities.

Description of Research Respondents
Description of research respondents is used to describe the characteristics of respondents from agents and retailers who are suppliers to end consumers. Respondents are business owners, so that each decision can be absolute and can be trusted as a valid data source. The description on the description of the research respondents as follows:

Deskripsi	Type	Total
Gender	Man	125
	Woman	25
	Total	150
Age	<25	10
	26-35	30
	36-45	30
	>46	80
	Total	150
How many MU products are sold	<5 Type	25
	5-10 Type	80
	11-15 Type	21
	> 15 Type	24
	Total	150
When to sell MU	< 6 Month	11
	6-12 Month	12
	12 - 18 Month	12
	> 18 Month	115
	Total	150

Structural Analysis Equational Modeling is an advanced analysis used after confirmatory testing on each variable used, besides this it is done to determine the relationship and the influence of each variable with variables and variables on dimensions that can be used in management decisions, while the initial SEM test is complete before a confirmatory SEM model, as follows:
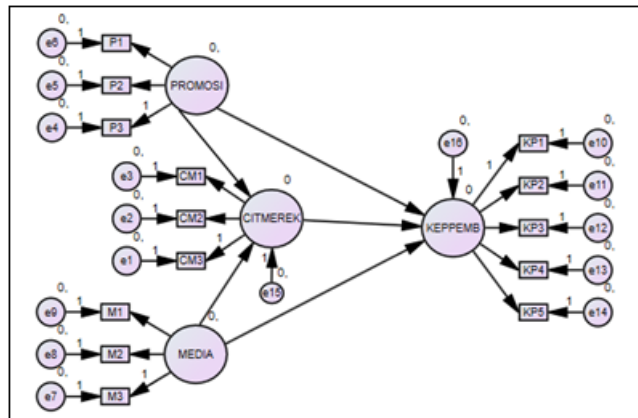
The picture above is a complete SEM model. This is intended to be able to compare models before and after making a confirmatory test. In addition, information is needed regarding the initial goodness of fit value, as for the values as follows:

Criteria	GOF	Output	Info
RMSEA	<0.05	0.105	Unwell
NFI	>0.5	0.512	Unwell
CFI	>0.9	0.524	Unwell
Chi Square	Kecil	143.12	Well
Probabilitas	<0.05	0,000	Well

From the table above it is known that only the probability meets the requirements. The model can already be declared fit following the opinion of Solimun [13]. However, it is necessary to check the coefficient estimate value of the initial SEM model used, as for the values as follows:

Hubungan Dimensi dengan Variabel			C.R.	P
CM	<---	PRO	2.2	0
CM	<---	MEDIA	3.99	*
KP	<---	CM	-0.9	0.3
KP	<---	PRO	2.86	0.0
KP	<---	MEDIA	0.3	0.7
CM3	<---	CM		
CM2	<---	CM	7.1	**
CM1	<---	CM	6.48	**
P3	<---	PRO		
P2	<---	PRO	9.5	*
P1	<---	PRO	7.4	*
M3	<---	MEDIA		
M2	<---	MEDIA	6.8	*
M1	<---	MEDIA	7.5	*
KP1	<---	KP		
KP2	<---	KP	8	*
KP3	<---	KP	3	*
KP4	<---	KP	1	*
KP5	<---	KP	3	*

From the table above it is known that the initial SEM model contains some important information. Where there is a relationship between three variables that are declared valid and significant, namely the relationship between promotion of brand image, media on brand image and promotion of purchasing decisions. While the other two relationships are considered invalid and significant, namely the relationship between brand image and purchasing decisions and media on purchasing decisions.

Based on the above table it is known that of the five variables, there are four relationships that have

a positive direction, namely the relationship between promotion with brand, media with brand image, promotion with purchasing decisions and the media with purchasing decisions. While the relationship between brand image and purchasing decisions has a negative relationship.

Furthermore, testing of the SEM model has been carried out through a confirmatory test. This model will be better because it has followed the principles in SEM processing. The Confirmation SEM model image is as follows:
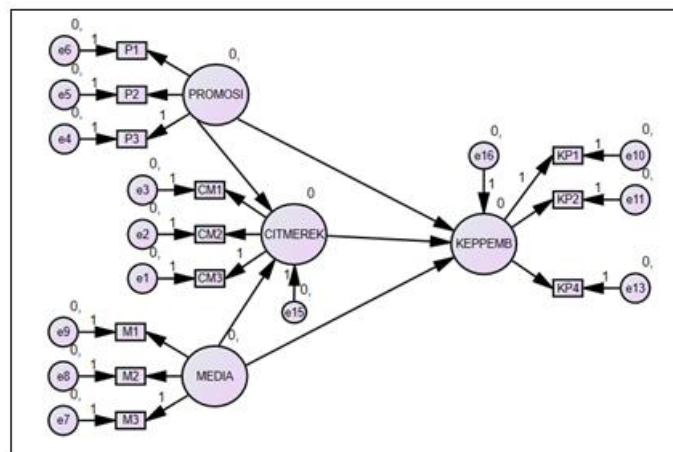
The picture above is a confirmatory SEM model. Information is needed regarding the goodness of fit value of each indicator used, as for the value of the goodeness of fit as follows:

Criteria	GOF	Output	Info
RMSEA	<0.05	0.082	Fit
NFI	>0.5	0.849	Tidak Fit
CFI	>0.9	0.863	Tidak Fit
Chi Square	Kecil	97.17	Tidak Fit
Probabilitas	<0.05	0,000	Fit

Hypothesis
Promotion Relationship with Brand Image
It is known that the relationship between promotion and brand image has been declared valid (CR> 1.96) and significant (P <0.05). While this relationship has a positive direction with a magnitude of 0.423.

Media Relations with Brand Image
It is known that the relationship between media and brand image has been declared valid (CR> 1.96) and significant (P <0.05). While this relationship has a positive direction with a magnitude of 0.214.

Relationship of Brand Image with Purchase Decisions
It is known that the relationship between brand image and purchase decision has been declared valid

(CR> 1.96) and not significant (P <0.05). While this relationship has a positive direction with a magnitude of 0.061.

Promotion Relations with Purchase Decisions
It is known that the relationship between promotion and purchasing decisions has been declared invalid (CR> 1.96) and not significant (P <0.05). While this relationship has a positive direction with a magnitude of 0.321

Media Relations with Purchase Decisions
It is known that the relationship between media and purchasing decisions has been declared invalid (CR> 1.96) and not significant (P <0.05). While this relationship has a negative direction with a magnitude of 0.017

CONCLUSIONS

There are several conclusions related to the discussion and interpretation of the previous chapter as for the following:

- Promotion and media have an influence on improving the company's brand image. So it is important if the company combines these two factors to get better results in order to improve the company's brand image.
- Promotion and media have an influence on increasing purchasing decisions. This is important to note where large purchasing decisions have a major impact on total sales that have an impact on the company's progress.
- Currently the company's brand image has a negative influence on purchasing decisions, so management needs to improve the brand image with predetermined activities. This is expected to later have an influence on improving purchasing decisions.

From the results of the research conducted, there are several suggestions for the parties concerned, as for the following:

- Management needs to increase promotional activities and the use of media specifically social media, in order to improve the overall model of purchasing decisions used in the study.
- Promotional activities carried out should be in the form of collaboration with building shops, in addition management also needs to establish a network of builders in order to invite recommended MU cement products at the project site.
- This research is felt that there are still many weaknesses and shortcomings, researchers provide advice to conduct research by examining consumer satisfaction related to MU cement products

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