



The Influence of Marketing Public Relations and Service Quality on the Decision to Purchase Services at PT Trans Kreasindo Productions

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Abstract. This study discusses the influence of Marketing Public Relations (MPR) and service quality on Event Organizer companies for the company's sustainability. Event Organizer companies must be able to maintain Marketing Public Relations (MPR) and the quality of their services to consumers. Marketing Public Relations (MPR) is part of a company's public relations and also builds consumer confidence in the company's image. Public trust can also be made by providing correct and transparent information to the public. In this study, apart from Marketing Public Relations (MPR), Service Quality is also essential in achieving a competitive advantage. To achieve the desired service quality, service managers need fulfillment efforts to build relationships with customers. The quality of services provided by service providers is aimed at fulfilling the needs and desires of consumers or customers of these services. The formulation of this research is whether Marketing Public Relations and Service Quality influence Service Purchasing Decisions at PT Trans Kreasindo Productions. This research uses a qualitative and descriptive approach with a case study research method. The results of this study indicate that Marketing Public Relations and Service Quality influence Service Purchasing Decisions at PT Trans Kreasindo Productions. Marketing public relations and service quality simultaneously were also positively significant.

Keywords: Marketing Public Relations · Service Quality · Purchasing Decision

1 Introduction

In the era of globalization, the creative industry's rapid development creates increasingly fierce competition for companies engaged in the creative field, especially event organizer companies. Event organizers are professional service providers in organizing various formal and non-formal events. The event organizer, better known as EO, will make the series of events better and smoother. This is supported by the presence of a team experienced in handling various events.

Companies engaged in organizing events provide their services in almost all aspects, such as designing the venue for the event, arranging layouts for the facilities needed for the event, preparing the lighting and sound systems as well as the use of technology in organizing events (teleconference, video, DVD, projection), and other special effects needed in the event which follow the needs of the event itself.

The experience provided must be unforgettable because one of the keys to a successful event is to be able to provide an extraordinary experience for clients and participants. To create and retain customers, the company can improve its ability to *market public relations* and improve the quality of services.

Consumers generally expect services that he consumes to be accepted and enjoyed with good service or satisfaction. Consumers will compare the service the company gives to the expected service. If the consumer is satisfied, the consumer will return to the company and be his loyal consumer and share his experience with others, so the company will benefit from the company and help the company's promotion.

Consumer purchasing decisions are actions from consumers to want to buy or not the product. Various factors can influence consumers in purchasing a product or service; consumers usually consider the quality, price, and products already known by the public. Consumer purchasing decisions are the stage at which consumers may also form an intention to purchase the most preferred product, where perceived risks strongly influence consumers' decisions to modify, postpone, or avoid.

Based on Event on PT Trans Kreasindo Productions (2022), we can see a decrease in the number of events starting from 2017–2021, from 45 events to 9 events in 2021. So, with this data, it can be seen that the number of events sold has decreased sales figures from year to year. The COVID-19 Coronavirus pandemic indeed caused the rapid decline in 2020. However, in 2021 some of the Event Organizer service companies began to be able to increase their sales during the Covid-19 Coronavirus pandemic).

With the COVID-19 Coronavirus, the company must still be able to survive and find other ways to survive and increase event sales. So, the company must evaluate to be able to survive and get through difficulties during the pandemic. So, through the above problems, researchers are trying to help solve problems through Marketing Public Relations and better Service Quality to be able to survive in achieving the targets that have been set and again be able to increase the number of events at the Trans Kreasindo Productions company.

Based on the background and problem formulation above, the objectives of this study are as follows:

1. To determine and analyze the influence of Marketing Public Relations and service quality simultaneously affects the decision of services at PT Trans Kreasindo Productions.
2. To determine and analyze the influence of Marketing Public Relations affects the decision to purchase services at PT Trans Kreasindo Productions.
3. To determine and analyze the effect of service quality on the service purchase decision at PT Trans Kreasindo Productions.

Service Marketing

Service Marketing is a social process by which individuals and groups get what they need and want by creating, offering, and exchanging services as a value product with others. Marketing in a company plays a critical role because marketing is one of the activities carried out to maintain the company's survival by doing developments on the company's goal to achieve the company's goals to earn profit.

According to [1] Services are any activity, benefit, or performance offered by one party to another that is intangible and does not cause any transfer of ownership in its production that can be bound or not with physical products.

Purchasing Decision

The purchasing decision is a thought in which individuals evaluate various options and decide on a product from various options. [2] proposes that the purchase decision is a consumer decision influenced by the financial economy, technology, politics, culture, products, prices, location, promotion, physical evidence, people, and process. Thus, it forms an attitude to consumers to process all information and conclude the response that what products will be purchased.

According to [3], purchasing decision is the buyer's decision regarding which brand to buy. Complicated decision-making processes often involve several decisions. This decision involves a choice between two or more alternatives. Consumer purchasing decisions are the stage where consumers may also form an intent to buy the most preferred products, where consumers' decision to modify, delay, or avoid is greatly affected by perceived risks.

Marketing Public Relation

Marketing Public Relations is an essential concept for attracting and retaining customers in an organization [3]. The marketing focus in the modern business world reflects the change from transactional marketing to Marketing Public Relationships.

Building, maintaining, and constantly improving customer relationships is essential to the business. Marketing Public Relations is widely understood, academically and professionally, where the goal is to improve solid relationships and make indifferent customers loyal.

Service Quality

According to [1] the definition of service quality is the overall feature and nature of service that affects its ability to satisfy the stated or implied needs. The author concludes that the quality of service is the level of excellence expected by customers and control over such advantages to meet customer desires.

In other words, two main factors affect the quality of services, namely the expected service and perceived service, so the good and bad service quality depends on the service provider's ability to consistently meet customers' expectations. Marketing Public Relations is fundamental to attracting and retaining customers in an organization [3].

The influence of marketing public relations on purchasing decisions (Fig. 1). There will be two-way mutual communication through information or messages that can be

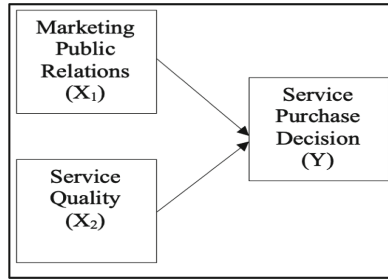


Fig. 1. Conceptual Outline Chart

trusted and are expected to create a positive impression of the company through marketing public relations so that the role of good marketing public relations will be able to create a purchase decision.

Service quality affects purchasing decisions on how individuals, groups, and organizations choose, buy, and use goods, services, ideas, or experiences to satisfy their needs and desires. Thus, the excellent quality of good services will be able to create a purchase decision.

Based on these two supporting factors, marketing public relations and service quality are critical to purchasing decisions. Then a company has consideration in making decisions to buy services. Marketing public relations and service quality can affect the company's competitive position.

From these conditions, the hypotheses that can be put forward are:

- H1: Marketing Public Relations and quality of services affects positive and significant purchases of services on PT Trans Kreasindo Productions.
- H2: Marketing Public Relations affected positive and significant purchases of the decisions of the PT Trans Kreasindo Productions.
- H3: The quality of service affects positive and significant and significant purchases of the decisions of the PT Trans Kreasindo Productions.

2 Methods

This type of research is causal with quantitative analysis. According to [4], a Causal associative is the formulation of a research problem that asks about the relationship between two or more variables. This research was conducted at PT Trans Kreasindo Productions from March to July 2022.

The population taken in this study was aimed at customers who had purchased re-service purchases at PT Trans Kreasindo Productions. The sample was 37 respondents who had at least purchased two times at PT Trans Kreasindo Productions.

Table 1. Validity Test

Pearson Correlation	Marketing Public Relations	Pearson Correlation	Service Quality
X1.1	.597	X2.1	.543
X1.2	.659	X2.2	.697
X1.3	.709	X2.3	.595
X1.4	.227	X2.4	.652
X1.5	.291	X2.5	.375
X1.6	.183	X2.6	.627
X1.7	.508	X2.7	.548
X1.8	.424	X2.8	.364
X1.9	.193	X2.9	.380
X1.10	.524	X2.10	.460
Pearson Correlation		Purchasing Decisions	
Y1.1		.621	
Y1.2		.735	
Y1.3		.783	
Y1.4		.723	

Source: SPSS data processing results (2022)

3 Results and Discussion

3.1 Results

3.1.1 Validity Test

The validity test is used to determine the quality of the data or the degree of validity of an instrument for measuring the indicators of the variable. It is done by comparing the r_{value} and r_{table} with a significance level of 5% to test both directions or determine whether an independent variable is significant or not on the dependent variable. The provisions in the validity test are that if the r_{value} is greater than the r_{table} , then the data quality is said to be valid. In this study, the r_{table} is known to be 0.206 while the r-count is shown in Table 1.

From the results above, it can be seen that the r_{value} of each variable is greater than the r_{table} , so the data quality is said to be valid.

3.1.2 Reliability Test

A Reliability test is used to see the internal consistency of the indicators of a construct in a reliable study. The reliability test can be measured by looking at the statistical value of Cronbach's Alphabets for each variable. Provided that it must be greater than 0.006, then the indicators of a construct in a study can be said to be consistent and reliable.

Table 2. Reliability Test

Variabes	Cronbach’s Alpha	N of items
Marketing Public Relations	.709	10
Service Quality	.619	10
Purchasing Decision	.683	4

Source: SPSS data processing results (2022)

Table 3. Multiple Linear Regression Analysis

Type		Cronbach’s Alpha		t	Sig.
		B	Std. Error		
1	(Constant)	-1.074	2.540	-.423	.675
	Marketing Public Relations	.505	.134	3.774	.001
	Service Quality	.504	.105	4.778	.000

- a. Dependent Variables: Purchasing Decisions
- b. Predictors: Marketing Public Relations, Service Quality

This study uses a significance level of 5% so that the results of the reliability test can be seen in Table 2.

The results above show that the statistical value of Cronbach’s Alpha Statistics is greater than 0.006, so the internal indicators of a construct in a study can be relied upon for consistency (Table 3).

3.1.3 Hypothesis Testing Result

According to Sugiyono (2018), the multiple linear regression equation in this study can be formulated:

$$Y = a + b_1X_1 + b_2X_2 + e \tag{1}$$

- a. The constant value (a) is -1.074, meaning that if the value of marketing public relations and service quality is ignored = 0, then the Turnover Intention value = decreases by one unit -1.074
- b. The regression coefficient for the marketing public relations variable is +3.774, meaning that if marketing public relations increases by one point, the value of the purchasing decision also increases by 3.774.
- c. The regression coefficient for the service quality variable is +4.778, meaning that if service quality is increased by one point, the purchasing value will increase by 4.778.

3.1.4 F-Test (Simultaneous Test)

The F test was conducted to determine the effect of the independent variables simultaneously on the dependent variable and whether the effect was significant or not. From

Table 4. ANOVA

Type		Sum of Squares	Df	F	Sig
1	Regression	146.466	2	34.947	.000 ^b
	Residual	62.867	30		
	Total	209.333	32		

- a. Dependent Variables: Purchasing Decisions
 b. Predictors: Marketing Public Relations, Service Quality

Table 5. Model Summary

Type	R	R Square	Adjusted R Square	Std. The error in the estimate
1	.836 ^a	.700	.680	1.44761

- a. Predictors: (Constant), Marketing Public Relations, Service Quality
 b. Dependent Variables: Purchasing Decisions

the results of the output table 10, it is obtained that the F value with a significance value of 0.000 means less than 0.05, then H₀ is rejected, and H₁ is accepted, so it can be concluded that the variables marketing public relations and service quality had a simultaneous or joint influence on purchasing decisions (Table 4). The results can be seen in Table 5.

3.1.5 T-Test (Partial Test)

The results of the t-test test for each independent variable from marketing public relations and service quality to purchasing decisions are:

$$\text{Purchasing Decisions } (Y) = -1.074 + 0.505X_1 + 0.0504X_2 + e \quad (2)$$

3.1.6 Coefficient of Determination

Based on the Table 5, it is known that the Adjusted R Square value is 0.680 or 68.0%, which means that marketing public relations and service quality variables affect purchasing decisions by 68.0% while the remaining 32.0% is influenced by variables not described in this study.

3.2 Discussion

The Influence of Marketing Public Relation (X₁) on Purchasing Decisions

Regression coefficient value of Marketing Public Relation (β_1) = 0.505 > 0, with t_{value} (3,774) > t_{table} (3,275) and significance (0,000) < α (0.05). This shows that the variable Marketing Public Relation has a positive and significant effect on Purchase Decision,

meaning the better Marketing Public Relation, the more Purchase Decision will increase, the vice versa.

According to [3], Marketing Public Relations is a critical concept for attracting and retaining customers in an organization. Through Marketing Public Relations, there will be a two-way reciprocal communication through reliable information or messages, and it is expected to create positive impressions of the company so that a good marketing public relations role can create purchasing decisions.

The Influence of Service Quality (X2) on Purchasing Decision

Regression coefficient value of Service Quality (β_1) = 0,504 > 0, with t_{value} (4,778) > t_{table} (3,275) and significance (0,000) < α (0,05). This indicates that the variable Quality Services has a positive and significant effect on Purchase Decision, meaning the better the Service Quality is provided, the Purchase Decision will increase, the vice versa. According to [3], the decision to use services is part of consumer behavior, the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires. So good quality service will be able to create a purchase decision.

4 Conclusion

Based on the research and discussion results, it can be concluded that (1) marketing public relations has a significant positive effect on purchasing decisions. The increasing marketing public relations, the more the decision to make purchases by customers increases. (2) service quality has a significant positive effect on purchasing decisions. The more the quality of the services offered, the more the decision to make purchases by customers increases. (3) marketing public relations and service quality simultaneously was also positively significant.

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