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**THE EFFECT OF MARKETING COMMUNICATIONS AND LOCATION ON
CUSTOMER VISITING INTEREST**

Tri Putri Br Purba

Master of Management Science, University of North Sumatra, Jl. Prof. T. M Hanafiah, SH, USU Campus,
Medan, Indonesia

triputribrpurba@gmail.com

Abstract

The purpose of this study was to determine the effect of marketing communications and the location of visitors' interests. This type of research is associative research. The population in this study is the people of the city of Medan. The sample in this study were 100 people who live in Medan City. The sampling technique is purposive sampling. The analytical method used in this research is multiple linear regression research with a quantitative approach. The data collection tool used in this study was a questionnaire measured by a Likert scale. The results of the study show that marketing communications and location simultaneously and partially have a positive and significant effect on customer visiting intentions.

Keywords: *marketing communications, location, and interest in visiting customers.*

INTRODUCTION

Marketing communication (marketing communication) in the implementation of marketing strategy programs is a process stage or steps that cannot be underestimated, this is because no matter how good the marketing strategy plan has been made or designed in accordance with the conditions and competitive position of the industry for a product, so if the learning communication process is not carried out effectively and efficiently in the target market (target market). Marketing communications can tell or show consumers about how and why the product or service is used, by what kind of people, and where and when consumers can learn about what products or services. Thus marketing communications have an important role for companies to communicate products or services marketed to the target market more broadly. Meanwhile, location is also very important in increasing sales or the interest in visiting customers again because location is the main factor seen by consumers who want to visit or buy the products that the company offers. A strategic location can make it easy for consumers to find where the company sells products. Not only strategic locations for parking locations must also be considered so that

consumers are not difficult to park their vehicles, not only that the location or views must also be considered so that consumers feel comfortable and will want to return to visit.

RESEARCH METHODS

This type of research is associative research. This research was conducted at Jabu *Cafe* Berastagi which is located on Jalan Gundaling, Gundaling I, Berastagi District, Karo Regency, North Sumatra. This research was conducted from April 2021 to June 2021. In this study, the independent variables were *Marketing communication* (X^1), Location (X^2) and, while the dependent variable was Interest in Returning (Y). The population in this study are customers at Jabu *Cafe* Berastagi, Karo Regency May 2022 – September 2023. The sampling technique in this study was to use a *purposive sampling technique*. The sample requirements in this study are:

1. Consumers who come more than 2 times.
2. Have a transaction of IDR 150,000 every time you visit.
3. Age 17 and over.

Data collection methods used in this study through questionnaires, documentation studies, observations, and interviews. The data analysis technique in this study was through validity and reliability tests , descriptive analysis, multiple linear regression analysis, classic assumption test (normality test, heteroscedasticity test, multicollinearity test), coefficient of determination (r^2), and hypothesis testing (simultaneous significant test (f test) and partial significance test (t test)).

RESEARCH RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

The following are the results of multiple linear regression analysis which aims to determine the effect of marketing communication (X_1), location (X_2) on intention to return (Y), can be seen in Table 1 below:

Table 1. Multiple linear regression analysis

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.138	.544		2.093	.039
	Marketing communications x1	.134	.100	.122	1.339	.184
	Location x2	.620	.121	.466	5.129	.000

a. Dependent Variable: Customer visiting interests Y

Based on table 3, the multiple linear regression equation model can be formulated as follows:

$$Y = 1.139 + 0.134X_1 + 0.620X_2$$

Based on the above equation can be explained as follows:

1. Constant (β_0) = 1.139 indicates a constant level, where if marketing communication (X1) and location (X2) = 0, then business success (Y) is 1.139, assuming other variables are constant.
2. The business communication variable (β_1) has a positive effect on customer visiting interests (Y), meaning that if the marketing communication variable (X1) is increased, the location variable (Y) will increase, and vice versa.
3. The location variable (β_2) has a positive effect on customer visiting interests (Y), meaning that if the location variable (X2) is increased, the customer visiting interests (Y) will increase, and vice versa.

Classic assumption test

Normalization test

1. Histogram approach normality test

Test normality using the histogram approach look at Picture 1. On Picture 1 it can be seen that the variables are normally distributed, this can be seen from the histogram graph forming a balanced curve and not deviating to the right or deviating to the left.

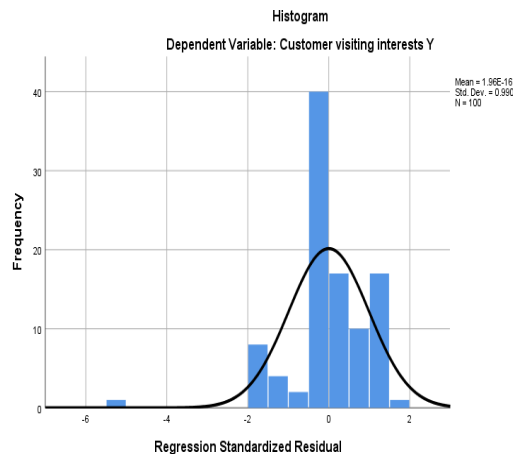


Figure 1. Histogram normality test

2. Test the normality of the P-plot graphic approach

Test for normality with use P-Plot approach can be seen in Picture 2. On Picture 2 it can be seen that the data has a normal distribution or spread, this can be seen from the spread of the points that follow the data along the diagonal line.

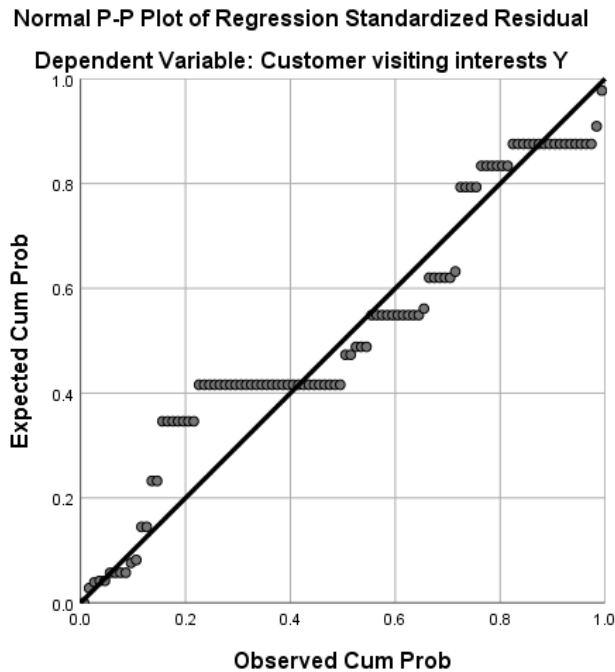


Figure 2. P-plot normality test

3. Kolmogorov-Smirnov test

Based on Table 1 got is known that probability value P or *asympt. Sig.* (2-tailed) of 0.200.

Because of the probability value p , which is 0.155 greater than the significance level, which is 0.05. This means the data is normally distributed.

Table 2

Kolmogorov-Smirnov (KS)

		Unstandardized Residual
N		100
Normal parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.72501041
Most extreme differences	Absolut	.195
	Positive	.102
	Negative	-.195
Test statistic		.195
Asymp. Sig. (2-tailed)		.155

- a. Test distribution is normal.
- b. Calculated from data.
- c. Lilliefors significance correction.

Heteroscedasticity test

There are several ways to detect the presence or absence of heteroscedasticity, which are as follows

1. Glejser's test

Based on Table 2, it can be seen that the value of *Sig. Glejser* from *marketing communication* is $0.749 > 0.05$, the value of *Sig. Glejser* of Location is $0.209 > 0.05$. It is known that all *Sig. Glejser* of each independent variable is greater than the significance value of 0.05, it can be concluded that there is no heteroscedasticity.

Table 3
Glejser test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.033	.388		2.664	.009
	Marketing communications x1	-.023	.071	-.034	-.325	.746
	Location x2	-.109	.086	-.133	-1.264	.209

a. Dependent Variable: Abs_RES

2. Graphical method

Based on Fig 2 it can be seen that there is no clear pattern, as well as the dots spread above and below the number 0 on the Y axis, based on the graphical method there is no heteroscedasticity in the regression model.

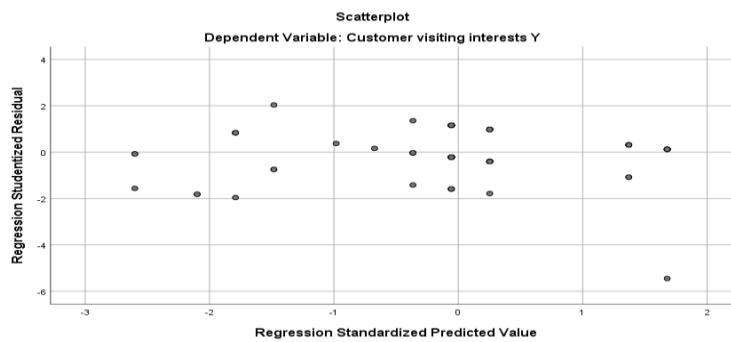


Figure 3. Heteroscedasticity Test

Multicollinearity test

The following are the results of the multicollinearity test as follows:

Table 4. Multicollinearity test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.138	.544		2.093	.039		
	Marketing communications x1	.134	.100	.122	1.339	.184	.918	1.089
	Location x2	.620	.121	.466	5.129	.000	.918	1.089

a. Dependent Variable: Customer visiting interests Y

Based on Table 5 it can be seen that the value *tolerance* variable *marketing communication* is 0.918 and variable VIF value *marketing communications* is equal to 1.089, value *tolerance* location variable is of 0.918 and the VIF value of the location variable is 1.089. Thus, it can be concluded that the value *tolerance* variable *marketing communication*, and location not less than 0.1 and VIF value not more

than 10 so that this regression model does not contain symptoms of multicollinearity between each variable.

Determination coefficient test(R²)

The coefficient of determination test (R²) is to determine the ability of the independent variables used in the regression equation to explain the dependent variation. The results of the coefficient of determination (R²) can be seen in Table 4 as follows:

Table 5. Test the coefficient of determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514 ^a	.265	.249	.732

a. Predictors: (Constant), Location x2 , Marketing communications x1
 b. Dependent Variable: Customer visiting interests Y

Based on Table 4 known value *Adjusted R Square* is 0.256. This value can be interpreted variable *marketing communication and location* were able to influence intention to return by 25.6 percent, the remaining 73.5 percent was explained by variables or other factors not explained in this study.

Hypothesis testing

Simultaneous significance test (F test)

The F test aims to examine the effect of the independent variables jointly or simultaneously on the variable Interest in Returning.

Table 6. Simultaneous Significant Test (F-Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.722	2	9.361	17.449	.000 ^b
	Residual	52.038	97	.536		
	Total	70.760	99			

a. Dependent Variable: Customer visiting interests Y
 b. Predictors: (Constant), Location x2 , Marketing communications x1

known: the number of samples (n) = 100 the total number of variables (k) = 3 so that it is obtained:

$$df_1 = k - 1 = 3 - 1 = 2$$

$$df_2 = nk = 100 - 3 = 97$$

So that the $t_{table\ value}$ is obtained at 3.79.

Based on Table 6 is known to calculate the F value 17.449 and the value of Sig. Is 0.000. It is known that $F_{count} 17,449 > F_{table} 3.79$ and the sig value, $0.000 < 0.05$, it is concluded that the variable *marketing communication and location* simultaneously have a positive and significant effect on the intention to return to Jabu customers *Cafe Berastagi*.

Partial Significance Test (t-test)

The following is the result of the partial significance test:

Table 7. Partial Significance Test (t-test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.138	.544		2.093	.039
	Marketing communications x1	.134	.100	.122	1.339	.184
	Location x2	.620	.121	.466	5.129	.000

a. Dependent Variable: Customer visiting interests Y

The test results are with an error rate (α) = 5% and degrees of freedom (df) = (nk) = $100 - 3 = 97$. Then, the t_{table} used is 1.66071. Based on the results of the t test in table 8, the results are obtained:

1. Marketing communication variable (X_1)

It is known that the coefficient value of *marketing communication* is 0.134, which is positive. This means that *marketing communication* has a positive effect on the intention to visit again. It is known that the statistical value of t_{count} is (1.339) < t_{table} (1.66071) and is significant (1.84) > (0.05). Then the *marketing communication variable* has a significant effect on the intention to visit again.

2. Location variable (X_2)

It is known that the coefficient value of the location is 0.620, which is positive. This means that the location has a positive effect on the intention to visit again. It is known that the statistical value of t_{count} is (5.129) < t_{table} (1.66071) and significant (0.000) < (0.05). Then the lifestyle variable has no significant effect on the intention to visit again.

CONCLUSION

based on the results of the research conducted, the researcher can make several conclusions regarding "the influence of marketing communications and the location of customer visiting intentions" as follows:

1. marketing communications and location simultaneously have a significant effect on the interest in visiting cafe customers

2. marketing communications have a significant effect on the interest in visiting customers
3. Location has a significant effect on the interest in visiting customers.

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