

THE INFLUENCE OF SOCIAL MARKETING CAMPAIGN ON BUYING DECISION

(Survey on Students of Brawijaya University's Perspective about 100% Cinta Indonesia Campaign)

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ABSTRAK

Kementerian Perdagangan Republik Indonesia telah berusaha meningkatkan rasa bangga rakyat Indonesia kepada produk lokal dengan adanya “Kampanye 100% Cinta Indonesia”. Kampanye ini ditujukan untuk meningkatkan kesadaran konsumen Indonesia. Penelitian ini menggunakan explanatory research dengan pendekatan kuantitatif. Kuesioner online digunakan untuk mengumpulkan data dari mahasiswa Universitas Brawijaya. Teknik sampling yang digunakan adalah purposive sampling, sedangkan untuk teknik analisis digunakan deskriptif dan regresi linear berganda. Data diproses dengan menggunakan SPSS 23.0 sekitar 116 responden terpilih dari mahasiswa Universitas Brawijaya yang mengetahui and pernah membeli produk lokal karena 100% Cinta Indonesia. Berdasarkan hasil analisis, diperoleh R Square 0,579. Hal ini berarti bahwa pengaruh pemasaran sosial pada keputusan pembelian adalah 57,9% and 42,1% dipengaruhi oleh faktor lainnya. Ada empat tahapan sebagai variabel bebas dalam merancang kampanye pemasaran sosial yang memiliki pengaruh signifikan pada perubahan perilaku mahasiswa Universitas Brawijaya terhadap 100% Cinta Indonesia.

Kata Kunci: *Pemasaran Sosial, Kampanye Pemasaran Sosial, Keputusan Pembelian, Kampanye 100% Cinta Indonesia.*

ABSTRACT

The Ministry of Trade of Republic of Indonesia to increase the citizen's pride of local products within “100% Cinta Indonesia” Campaign. This campaign is aimed to increase the awareness of Indonesian consumers. Questionnaires used in this study to gathering data by online from the students of Brawijaya University. Sampling Technique which used in this research is purposive sampling technique, while descriptive analysis and multiple linear regression analysis are used as data analysis techniques. The data processing conducted by using SPSS 23.0 about 116 respondents were selected from students of Brawijaya University who recognize and had bought local product because of 100% Cinta Indonesia as the criteria of the respondents. Based on the result of data analysis, the number of Adjusted R Square is 0.579. It means that the influence of Social Marketing on Purchase Decision is 57.9% and the residue is 42.1% influenced by another factor. There are four stages as independent variables that measured in designing social marketing campaign that have significant influence on changing behavior of Brawijaya University students toward 100% Cinta Indonesia.

Keywords: *Social Marketing, Social Marketing Campaign, Buying Decision, 100% Cinta Indonesia Campaign.*

INTRODUCTION

Social marketing is a strategy to change behavior that combines the best elements of conventional approach into a change of integrated plan and work plan, and also use communication technologies and marketing features (Kotler, et al., 1989:24). Likewise commercial marketing, social marketing also based on logical planning process that involves consumer research, marketing segmentation, positioning, strategy identification and marketing tactics.

In this study, researcher discusses about social marketing campaign from social economic sector, where Indonesian government design a social marketing product that risen from social economic issue which is reduction of appreciation and pride of Indonesian people toward local product that influence on the reduction of sales number on Indonesian local products. Underpowered by Ministry of Trade Republic of Indonesia is launched social marketing program to promote local product. This program is supported with President Instruction No. 2 of 2009 about Utilities of Local Product in Supplying Goods and Services of Government. Now, the law is reinforced in the Law of Republic Indonesia No. 7 of 2014 about Trades. In those articles are written that the government have role in increasing market access toward local product and increase utility of local products.

Indonesian population of around 235 million, it is a potential market and a favorite place for export diversion manufacturer countries. In anticipation of rising import surge as well as securing the products and the domestic market amidst that impact to Indonesia, the government has implemented several strategic steps, such as increase the competitiveness of domestic products.

Currently, Indonesian people, especially youth generation is prefers to foreign product than local product itself. Based on the pre-survey that conducted by the researcher that had some trivial interviews to some students of Brawijaya University. Mostly, their response toward local product is low or they prefer to buy foreign products. So, the local products cannot compete with the presence of foreign products, even in the domestic market. It needs to be solved by government regulations. Therefore, Indonesia government has been run for shinning up of citizen's pride on local products within "100% Cinta Indonesia" Campaign. This campaign is aimed to increase the awareness of Indonesian

consumers. Then, they will promote Indonesian brands and products.

Since it was launched on 2009 until today, 100% Cinta Indonesia Campaign has yet to have much impact. It can be seen from the increasing number of foreign product sales in Indonesia are available in various shopping centers in big cities, whether household requirements, personal, and technologies. Indonesian consumers have several characteristics, one of them is Indonesian consumer prefer foreign products than local products. Admittedly, the desire to consume foreign products is still stronger than Indonesian product and brand. Thus, the campaign is not working good enough and without results (www.marketing.co.id). The pride is higher when they use foreign brand or product to increase their social class. In addition, consumer confidence is still lacking on the quality of local products. Therefore, the product that made in Indonesia is difficult to compete in the Indonesian market, as well as in the international market. The movement of this campaign began to fade and almost unknown by consumer or Indonesian society, because of the lack of widespread promotions of government and the involvement of the citizen itself.

LITERATURE REVIEW

Social Marketing

Social Marketing is a process that uses marketing principles and techniques to influence target audience behaviors that will benefit society as well as the individual. This strategically oriented discipline relies on creating, communicating, delivering, and exchanging offerings that have positive value for individuals, clients, partners, and society at large (Lee and Kotler, 2011:7).

In social marketing, the product cannot easily defined, the product that will be marketed in tangible form that can directly consume by the consumers. Product in social marketing is more various and commonly is not commercial product, non-profitable product. It is prefer to social issue solution. Therefore, social marketing purpose to change the ideas, attitude, value and belief about something new to individuals or several groups of target adopter. Target adopter is the people who receive and adopt the product of social marketing that as the goal of the campaign.

Social Marketing Campaign Concept

In Venus (2004:7) campaign was a series of actions planned communication with a goal to

create certain effects on a large number of audiences is conducted on ongoing basis at a certain period of time. The campaign was conducted to influence, inhibited, and changed the policy in an institution. The campaign is usually done by an individual or a group to do an achievement of a development process of decision in a group. Generally, campaign is done with the slogan, conversation, printings, images or sound broadcasting, symbols of totalitarian political systems. Campaign activities are often done in the form of acts of terror, intimidation, and propaganda.

In Kotler and Armstrong (2012:229) social marketing campaign can be interpreted as the design, implementation, and control of programs. Similarly, commercial marketing yet dedicated to social change like the change in behavior of a person or a group of communities a certain direction in accordance with the movement that carried out by the campaign. In Kotler et al. (2008:139) explains that the purpose of the social campaign:

- a. Behavior objective is an item that social marketers want target adopter did.
- b. Knowledge objective is an item that social marketers want target adopter got the new knowledge. The knowledge relating to objective facts, statistics and important information that will be found by target audience to motivate themselves
- c. Belief objective is an item that social marketers want target adopter to believe or feel. Belief objective related to behavior, opinions and new values. In belief objective, social marketer want the target adopter through the benefits of social marketing campaigns, so they want to adopt such behavior.

Stage of the social marketing based on Kotler and Andreasen (2009:182) as below:

- 1) Create awareness and interest

The effort is attracting attention and make sure the target audience understand the message being conveyed. The message brought general and flexible, so that the entire target audience whether it is male or female, in city or village, stylized language and speak in local dialect or the present, and it is not uncommon to find the target audience who did not have access to information from television and radio. Make sure the message has been understood by the target audience as an instrument measurement of a successful in beginning a campaign.

- 2) Change the attitudes and conditions

A process in building a positive framework of attitude or mind framework of delivered message. The delivered message is able to make the recipient develop a positive attitude or frame of mind about the behavior offered. With an effective social marketing, the recipient might be thinking, "maybe it's better for me to apply this behavior". Either be or not the attitude development of mind framework can be seen from how far the organization knows and holds the problems that will be solved, so the organization would like to discuss the issue to the target audience clearly.

- 3) Motivate people to want to change their behavior

Encourage someone to want change their behavior is not only to assure that the delivered message is "a good idea", but social marketers must be able to encourage the target audience to think of the next stage "I will do it".

- 4) Empowering people to act

The effort is to empower a person to be able in changing the willingness into a real action. Social marketers want the target audience do this necessary within an effort to engender their conviction on behavior change toward campaign. Conviction of the target audience is a need to change their behavior. At the level of highly effective, social marketers are able to empower the target audience to immediately change the behavior.

- 5) Prevent Backsliding

Prevent backsliding is an action that had been done by target audience which followed with profitable feedback and do it repeatedly.

However, in this research only used 4 variables which are the first 4 stages only, create awareness and interest, change attitudes and conditions, motivate people to want to people to act. Campaign which conducted by non-profit organizations are designed and delivered to inspire a target audience to act. Campaigns can involve many different but similarly based activities that create campaigns that attract attention, look different, and convince the target audience that the solutions contained within the content of the campaign message are a better solution than the current behavior.

In this research, campaign of *100% Cinta Indonesia* that has done by Ministry of Trade of Republic of Indonesia is delivered to inspire the society in Indonesia to prefer to Indonesian local product. This campaign is involved many kind of different activities, but still in similar principle,

which is in making interesting campaign, differentiation, and making convince of target audience that the implicit solution in campaign message is better solution than the present or previous behavior.

Buying Decision

Before buy a product or service, consumers commonly undertake evaluation to select a product or service. Berkowitz (in Setiadi, 2003) suggests that the process of buying decisions is the stages where the buyer in determining the choices about the products and services purchased. It can be concluded that buying decision is an attitude of a consumer which describes how consumer decide a purchasing of product or service as alternative selecting process that faced by someone in consumption context, from utilizing of new product until utilizing of the existing product which has known.

Buying decision is also influenced by consumers' personal characteristics, such as: age, occupation, economic condition, etc. Consumers' behavior will determine the process of buying decision making. Process of customer making decision is divided into several stages. Consumer decision process stages (Engel in Sumarwan, 2011:15), namely problem recognition, information search, alternative evaluation, purchase decision, and post purchase behavior. Consumer purchase decision process stages in a simple can be seen on the figure bellow.



Figure 1. Stages of Decision Making Process

Source: Sumarwan (2011)

1) Introduction to the problem

The process of buying a product by consumers began when dealing with a problem or a need, namely a situation where there is a difference between desired and occurred situation (Sumarwan, 2011:15). Moreover, it will encourage and enable the process of needs. Marketers need to identify the condition triggers specific needs through information gathered from consumers. Therefore, the marketer can develop a marketing strategy that sparked consumer willingness.

2) Information search

In this stage, consumer is only responsive toward product information,

then consumer will more active to search the information from several source. In Kotler and Keller (2009:235) said that consumer who starts to recognize the needs will interest to search more information. Consumers will search information stored in memory (internal search) and search for information from outside (external searches). External search is needed if the internal search is not sufficient, so the consumers looking for additional information from the environment.

3) Alternative Evaluation

On the process of alternative evaluation, consumers compare different option that can solve problems in facing or fulfilling their needs. Alternative evaluation is how consumer processes the information to arrive on process of brand selecting which through some evaluation procedures. The way consumer evaluate the alternative depends on himself and certain situation.

Kotler and Keller (2009:237) sad that the core concept in understanding the first process of evaluation is consumer try to fulfill the needs. Second, consumer is searching for certain benefit of product solution. Third, consumer shows each product as a set of attribute with the different beneficial ability to satisfy the needs. Consumer will be more responsive to an attribute which give benefit as appropriate to his desire.

4) Purchase Decision

Consumers make a purchasing based on a real alternative that has been selected. The purchase includes consumer decisions on what is purchased, the decision to buy or not, the time of the purchase, where and how the payment. At this stage, consumers use alternative to buy. Commonly, the act of buying behavioris followed by the act of consume or usethat products.

In Kotler and Keller (2008:22), between evaluation and purchase decision stage, there is a condition of consumer in forming process of willingness to buy after gathering options (alternative evaluation phase). When consumers make up the evaluation alternatives of a product or brand, there is a factor between willingness to buy and purchase decisions. These factors are attitude of other people and situations that are not inspired.

Both of these factors can disrupt consumer willingness to buy which will also be influential in purchase decisions.

5) Post-Purchase Behavior

After making a purchase, consumers evaluate whether the selected alternative complete the needs and expectations immediately after used. The decision making process does not stop at consumption, but continues to evaluate the products consumed, which leads to satisfied or not satisfied. Buying decision is a function of how his hope of the product as appropriate as the value and performance of the product. Satisfaction and dissatisfaction toward a product will influence the next behavior.

Relationship between Social Marketing Campaign on Buying Decision

Based on social marketing campaign stages that has been described above, it is known that in the first stage, create awareness and interest is to attract attention and make sure consumers understand the messages conveyed in the social marketing campaign receives. Then, change attitudes and conditions of the stage, a social marketing campaign is an instrumental in establishing consumers' positive attitude intention to the delivered message. In the third stage, social marketing campaign is an instrumental to motivate consumers in making buying decisions. The campaign seeks to encourage consumer willingness to change their behavior. After a successful social marketing campaign fosters the awareness and consumers' wants, the next step is empowering people to act. In this stage, social marketing campaign seeks to change consumer intentions into a real action, namely making a decision to buy.

These stages are used to encourage consumer behavior and making buying decisions. Through these stages of social marketing campaign, it can be concluded that the stages of social marketing campaign was instrumental in influencing consumers in making buying decisions.

RESEARCH METHOD

This study uses quantitative approach and explanatory survey method. This study is located in Brawijaya University Malang and the population is student of Brawijaya University Malang. The survey is done by spreading questionnaires to students of Brawijaya University Malang who recognize *100% Cinta Indonesia* Campaign and also had consumed or used product local because

of their knowledge about this campaign. Sample who took from the population is 116 respondents with purposive sampling technique and likert scaling.

RESULTS AND ANALYSIS

This study is used descriptive analysis and multiple linear regression analysis technique which measure the influence of social marketing campaign on buying decision by using SPSS 23.0.

Multiple Linear Regression

The calculation results can be seen from the formula as below:

$$Y = 21,457 + 0,618 X_1 + 0,660 X_2 + 2,236 X_3 + 1,171 X_4$$

According to the formula, the result of multiple linear regression analysis can be obtained the regression equation as follows is obtained:

- a) The variable regression coefficient of Create Awareness and Interest is 0.618 has positive sign indicating that the Create Awareness and Interest toward Purchase Decision has direct relationship. It means, if each addition of 1 unit of Create Awareness and Interest, it will increase the buying decision process sebesar 0,618 with assumption influence of other variables considered constant or equal to 0. Beside that, from value of coefficient of standardized variable Create Awareness and Interest is resulted value 0,163. These results indicate that the effect of Create Awareness and Interest variables on the Purchase Decision that occurred at 16.3%.
- b) The regression coefficient variable Change Attitudes and Conditions is 0.660 has positive sign indicating that the Change Attitudes and Conditions and Buying Decision have direct relationship. It means, if each addition of 1 unit of Change Attitudes and Conditions it will increase the buying decision to 0.660 assuming the influence of other variables considered constant or equal to 0. In addition, from the value of standardized coefficients variable Change Attitudes and Conditions generated value 0.185. These results indicate that the effect of Change Attitudes and Conditions variables on the Purchase Decision occurred is 18.5%.
- c) The regression coefficient variable Motivate people to want to change their behavior is 2.236 has positive sign that

indicates the Motivate people to want to change their behavior toward Buying Decision Process has direct relationship. It means, if every addition of 1 unit Motivate people to want to change their behavior will increase buying decision process to 2.236 with assumption influence of other variable is assumed constant or equal to 0. In addition, from the value of standardized coefficient of variables Motivate people to want to change their behavior is generated Value 0.440. These results indicate that the influence of variables Motivate people to want to change their behavior against the Buying Decision Process occurred is 44.0%.

- d) Empowering People to Act Empirical Regression coefficient of 1,171 has positive sign indicating that Empowering People to Act and Purchase Decision have direct relationship. It means, if each addition of 1 unit Empowering People to Act it will increase the buying decision process to 1.171 assuming the influence of other variables are considered constant or equal to 0. In addition, from the value of standardized coefficients of Empowering People to Act variable is 0.216. These results indicate that the effect of the Empowering People to Act variable on the Buying Decision Process is 21.6%.

Table 1
Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.761 ^a	.579	.564	4.871	2.029

Source: data processed (2017)

Based on Table amount of Adjusted R Square is 0.564 or 56.4% which is variable that consist of Create Awareness and Interest, Change Attitudes and Conditions, Motivate people to want to change their behavior and Empowering People to Act in this research able to describe up to 57.9% varieties which occur in their dependent variable (Buying Decision Process). On the other hand, another variety 100% - 56.4% = 43.6% represented by another variety does not explain in this research.

F-Test

Table 2
The Result of F-Test

F	Sig.
38.233	0,000

Source: data processed (2017)

Based on hypothesis simultaneously testing on the Table, it found that the value of Fcalculate at 38.233 with the value F calculate is known about 2.45. It means that there is a significant simultaneously influencing between the variables Create Awareness and Interest (X1), Change Attitudes and Conditions (X2), Motivate people to want to change their behavior(X3), and Empowering People to Act (X4) toward Buying Decision Process (Y).

t-Test

The calculation results can be seen from Table 3 as bellow:

Table 3
The Result of t Test

Variable	t	Sig.
Create Awareness and Interest	2.563	.012
Change Attitudes and Conditions	2.170	.032
Motivate people to want to change their behavior	5.110	.000
Empowering People to Act	2.674	.009

Source: data processed (2017)

Based on Table above, can be seen t test between variable Create Awareness and Interest (X1) and Buying Decision Process (Y) show t calculate is 2.563, variable Change Attitudes and Conditions (X2) and Buying Decision Process (Y) show t calculate is 2.170, variable Motivate people to want to change their behavior (X3) and Buying Decision Process (Y) show t calculate is 5.110, variable Empowering People to Act (X4) and Buying Decision Process (Y) show t calculate is 2.674 and t table is 1.67252. Those mean that the influence of each variable has a partially significant influencing on variable Buying Decision Process (Y). In addition, it can be known that the most dominant which influence Buying Decision Process (Y) is variable Motivate people to want to change their behavior (X3). It shown by the highest number of t calculate, is 5.110.

CONCLUSION AND SUGGESTION

Conclusion

Based on the result and discussion of the influence of social marketing campaign on buying decision process can be concluded into several conclusions as follows:

1. Based on F Test, the results show that the independent variables, social marketing campaign (X) that consist of Create Awareness and Interest (X1), Change Attitudes and Conditions (X2), Motivate people to want to change their behavior (X3) and Empowering People to Act (X4) have simultaneously significant influence on buying decision process (Y).
2. Based on t Test, the results show that each of the independent variable, Create Awareness and Interest (X1), Change Attitudes and Conditions (X2), Motivate people to want to change their behavior (X3) and Empowering People to Act (X4) have partially significant influence on buying decision process (Y).
3. Based on t test obtained that variable Motivate people to want to change their behavior (X3) has dominant effect or influence than the others. It can be seen from t calculate and coefficient beta is the highest, equal 5.110 and 0.440. on the other hand, variable Change Attitudes and Conditions has significant influence, but it has the lowest number of t calculate is 2.170 and significant number is 0.032 Therefore, it can be answered the third research problem of this research.

Suggestion

Based on the results, discussion and conclusion above, can be expressed some suggestions which are expected to be useful for related parties, especially for Ministry of Trade Republic of Indonesia:

1. By doing repetitive promotions through socialization or advertising after 100% Cinta Indonesia Campaign have launched, in order to remind the citizen toward the campaign and also useful to persuade the wider community. So, the purpose of 100% Cinta Indonesia Campaign to change citizen's behavior to be more appreciate and proud of local product will be achieved well.
2. Although, Change Attitude and Conditions of 100% Cinta Indonesia Campaign's stage

has significant influence on Consumer's Buying Decision Process, it still as the lowest than the other. On the step to change mass behavior and condition is a difficult one. It would be better if the government gives a reward to citizen that have developed government program and buy local product.

3. The government should clarify to make regulation or law toward the producers and/or Indonesian company to put down the logo of 100% Cinta Indonesia Campaign on their products' packaging as a shape of promotion and supports from Indonesian producers.
4. For further research to develop this research by considering the other factors which influence the buying decision of local product such as customers' perspective of local product on quality, brand image, prestige, and the other factors that can influence the sales of local product. The number of variables Create Awareness and Interest, Change Attitudes and Conditions, Motivate people to want to change their behavior and Empowering People to Act on Buying Decision is 57.9% and 42.1% is residue which is the other factors that also has influencing the buying decision beyond the variables that had examined in this research. The further research could analysis or examines the others factors which give more contributions toward buying decision of local product.

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