

The Effect of Advertising and Physical Evidence on Consumer Decisions in Using the Trans Metro Deli Bus in Medan City

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ABSTRACT

The purpose of this study was to determine and analyze the effect of advertising and physical evidence on consumer decisions in using the Trans Metro Deli Bus in Medan City. The research method used in this research is using quantitative methods. The population in this study were the consumers of the Trans Metro Deli Bus in Medan City, while the research sample was 100 consumers who were selected by accidental sampling along the 5 routes traversed by the Deli Bus. The data collection technique in this study used the Questionnaire (Questionnaire) technique. The data analysis technique in this study uses Multiple Linear Regression, Classical Assumption Test, t-test and F-test, and the Coefficient of Determination. Management of data in this study using the SPSS 21 software program. Partially it is known that advertising has a significant influence on consumer decisions. Partially it is known that Physical Evidence has a significant influence on Consumer Decisions. Meanwhile, it is simultaneously known that advertising and physical evidence have a significant influence on consumer decisions to use the Trans Metro Deli Bus in Medan City.

Keywords: Advertising, Physical Evidence, Consumer Decision

INTRODUCTION

Medan City continues to improve public service facilities. As a metropolitan city with the fourth largest population in Indonesia and the increasing number of residents due to urbanization, it requires an increase in the ability to accommodate population mobility. So that the city government, like it or not, has to make the implementation of public services. One of the public services is transportation services.

In several big cities on the island of Java, such as Jakarta, Bandung and Surabaya, the people's need for mass transportation has been provided by the local government. This will certainly make it easier for the public to travel or smooth the flow of goods, where people do not need to use their own vehicles. Not wanting to be left behind, Medan City has also started to provide a mass transportation service called Teman Bus, which is related to the Buy the Service (BTS) program initiated by the Ministry of Transportation of the Republic of Indonesia.

Trans Metro Deli (Teman Bus) transportation serves 5 service routes (corridor) namely Corridor 1, Pinang Baris Terminal Line - Merdeka Square, Corridor 2, Amplas Terminal Line - Merdeka Square, Corridor 3, Belawan Line - Merdeka Square, Corridor 4, Line Medan Tuntungan – Merdeka Square, Corridor 5, Tembung Line – Merdeka Square.

In addition to advertising, according to Lupiyoadi (2019), physical evidence is the physical environment where services are created and directly interact with consumers. besides the physical environment will explain how the arrangement of buildings from a transportation. Does transportation use a unique interior display, lighting system that attracts consumers' attention, and so on. Transportation must be able to create a pleasant atmosphere, so as to provide an experience for consumers and can provide added value for consumers. (Amalia & Novianti, 2016).

In other words, if the users of the Trans Metro Deli Bus are satisfied with the existing infrastructure facilities, then the community can shift from using private transportation to using the Trans Metro Deli Bus. Strong advertising and physical evidence can influence consumer tendencies towards products/services, consumers are defined as measuring service performance through attributes and/or overall services related to customer needs (Adriana, Rizki, & Joewono, 2019)

Based on the above background, researchers are interested in conducting research with the title "The Effect of Advertising and Physical Evidence on Consumer Decisions in Using Trans Metro Deli Buses in Medan City"

The formulation of the research problem can be stated as follows: 1) Is there any influence of advertising on consumer decisions in using the Trans Metro Deli Bus in the city of Medan? 2) Is there any influence of Physical Evidence on Consumer Decisions in using the Trans Metro Deli Bus? 3) Is there any effect of Advertising and Physical Evidence on Consumer Decisions in using Trans Metro Deli Buses?

LITERATURE REVIEW

Basically, a consumer decision is an action or consumer behavior about whether or not to make a purchase or transaction, whether or not the number of consumers in making decisions is one of the determinants of achieving or not achieving company goals. According to (Maulana & Asra, 2019) Consumer Decisions are decisions that are influenced by the financial economy, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming an attitude for consumers to process all information. and draw conclusions in the form of responses that appear what products to buy.

According to (Fahmi, 2016) consumer decisions are consumer actions in deciding a product that is considered a solution to the needs and desires of these consumers.

The stages of consumer decisions can be explained in the following figure:

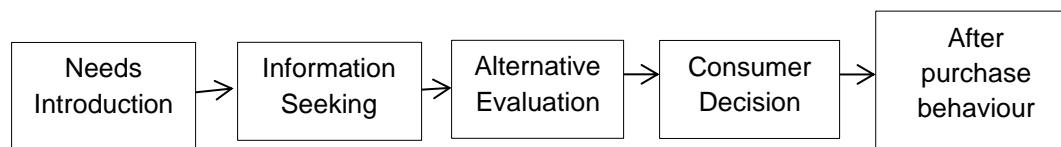


Figure 1 Consumer Decision Making Process

Source :Morissan (2010, p. 86)

Advertising is a means of communication for products delivered through various media at the expense of the initiator so that people are interested in agreeing and following (Pujiyanto, 2001).

Advertising has 2 (two) functions, namely an informative function and a persuasive function. But in reality there are no ads that are purely informative and no ads that are purely persuasive. (Bertens, 2000). According to (Shimp, 2010) the functions of advertising include 1) Providing information (informing), 2) Persuading (persuading), 3) Reminding (reminding), 4) Providing added value (adding value), 5) Supporting the company's efforts (assisting).

Meanwhile (Rangkuti, 2009) states, there are several groups of advertising media that can be used, namely 1) Print media, namely static media in the form of newspapers, magazines, tabloids. 2) Electronic media, namely media with television and radio electronic technology. 3) Outdoor media, namely advertising media (usually large in size) installed in open places such as city buses, buildings, wall fences, and so on. The types include billboards, billboards, posters, banners, banners, and giant balloons.

In addition to advertising, physical evidence is a marketing activity needed to support the survival of the company. Physical evidence is one component that shows directly the quality of the product or service provided to consumers so that it can give consumers perceptions to make decisions. (Zeithaml, Valarie, Bitner, & Gremler, 2009. page 19) reveals that Physical Evidence is the environment in which services are delivered and where companies and customers interact, all visible components that facilitate the performance or communication of these services.

Based on the description of the existing theory, it is found that there is a relationship between advertising and physical evidence on consumer decisions to use mass transportation modes created by the Medan city government. This is in accordance with the results of research (Rivaldo, Yusman, & Supardi, 2021) concluding that advertising and physical evidence influence consumer decisions at Indomaret Sungai Harapan Batam. The following can describe the influence of advertising and physical evidence on consumer decisions are as follows:

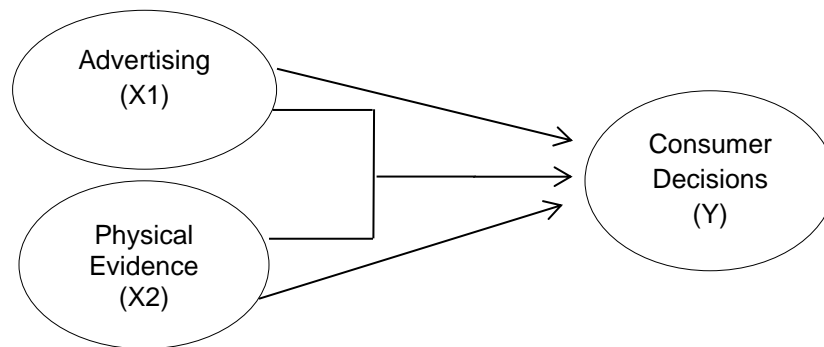


Figure 2 Conceptual Framework

From the conceptual framework above, the hypothesis of the research can be conveyed as follows:

- H1: There is an effect of advertising on consumer decisions in using the Trans Metro Deli Bus in Medan City
- H2: There is an effect of physical evidence on consumer decisions in using the Trans Metro Deli Bus in Medan City
- H3: There is an effect of advertising and physical evidence on consumer decisions in using the Trans Metro Deli Bus in Medan City

RESEARCH METHODS

The research method used in this research is using quantitative methods. This research was conducted at the center of the Trans Metro Deli bus stop, namely on Jl. Anggada II Belawan, on the Trans Metro Deli Bus and several bus stops in Medan City. The target population in this study are consumers who use Trans Metro Deli Bus Transportation Services in the city of Medan, whose numbers cannot be known or cannot be measured.

Sampling using the form of accidental sampling. The number of samples taken as many as 100 consumers who are in 5 Corridors of the Trans Metro Deli Bus Stop. The consumers in question are adult men and women. Data collection techniques using primary data sources obtained directly from the research site.

The data analysis technique used in this study is quantitative, namely testing and analyzing by calculating numbers and then drawing conclusions from the test. The test uses multiple linear

regression analysis techniques, classical assumption test, reliability test, hypothesis testing and coefficient of determination.

RESULTS

To find out whether there is a high correlation between the independent variables in the regression model, a multicollinearity test was carried out with the following results:

Table 1. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Advertising	,562	1,778
	Physical Evidence	,562	1,778
a. Dependent Variabel: Consumer Decisions			

Source : SPSS Data Processing Results

From the table above, it can be seen that the Variance Inflation Factor (VIF) value for the Advertising variable (X1) is 1.778 and the Physical Evidence variable (X2) is 1.778. Each independent variable has a value less than 10. Likewise, the Tolerance value for the Advertising variable (X1) is 0.562 and the Physical Evidence variable (X2) is 0.562. From each variable, the tolerance value of each independent variable is greater than 0.1 and the VIF value is less than 10.

Furthermore, hypothesis testing is carried out, using multiple regression tests. This can be seen from the results of the multiple linear regression test with the following data :

Table 2. Multiple Linear Regression Analysis Test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	S td. Error	Beta		
1	(Constant)	7,954	2,218		3,586	,001
	Advertising	,388	,076	,450	5,089	,000
	Physical Evidence	,399	,093	,380	4,301	,000
a. Dependent Variabel: Consumer Decisions						

Source : SPSS Data Processing Results

It is known that the t-test criteria were carried out at the level of =5% in two directions (0.05). The t table value for n=100 is 1.98397. The results of statistical tests show that advertising, individually has a significant relationship to consumer decisions, where the value of t_{count} is 5.089 > t_{tab} is 1.98397. Meanwhile, individual physical evidence testing on consumer decisions shows a significant relationship, where t_{count} 4.301 > t_{table} 1.98397.

From the table above, it can be seen that the t-test criteria were carried out at the level of =5% in two directions (0.05). The t table value for n=100 is 1.98397. The results of statistical tests in the table show that individual advertising has a significant relationship to consumer decisions. Obtained t_{count} 5.089 > t_{table} 1.98397.

The results of the ANOVA (Analysis of Variance) test regarding the effect of Advertising and Physical Evidence on Consumer Decisions obtained F_{count} 65.217 > F_{table} 3.09, and simultaneously had a significant effect.

Table 3. ANOVA Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1434,779	2	717,390	65,217	,000 ^b
	Residual	1067,011	97	11,000		
	Total	2501,790	99			
a. Dependent Variable: Consumer Decisions						
b. Predictors: (Constant), Physical Evidence, Advertising						

Source : SPSS Data Processing Results

Adjusted R Square value reached 0.565 which means 56.5% of Consumer Decisions on consumers who use Trans Metro Deli bus transportation services can be explained by Advertising and Physical Evidence. While 43.5% can be explained by other factors. This can be seen from the following table.

Table 4. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,757 ^a	,574	,565	3,317
a. Predictors: (Constant), Advertising, Physical Evidence				

DISCUSSION

Based on the results of the research above, the effect of Advertising on Consumer Decisions on consumers who use Trans Metro Deli bus transportation services, the t_{count} value is 5.089, while the effect of Physical Evidence on Consumer Decisions on consumers who use Trans Metro Deli bus transportation services, the t_{count} value is 4.301. So it can be said that the most dominant influence is advertising, because the t_{count} value of the influence of advertising on consumer decisions is higher than the effect of physical evidence on consumer decisions.

CONCLUSION

The results of this study show that Advertising on Consumer Decisions on consumers who use Trans Metro Deli bus transportation services is good and needs to be maximized for elderly prospective consumers. The Trans Metro Deli Bus Stops at several major road points in the city of Medan also need to be expanded. Some other conclusions are 1) To avoid buses getting stuck in traffic jams on the city's core roads, it is necessary to create a special line for the Trans Metro Deli Bus. 2) Bus departure and arrival times need to be made according to schedule, so that consumers feel more satisfied and comfortable in using bus transportation. 3) Trans Metro Deli Bus facilities, must be improved better, such as window cloths, seats at the bus stop, and the cleanliness of the bus stop, so that prospective passengers feel safe and comfortable.

LIMITATION

In this study, the authors chose the public service sector, especially mass transportation in the city of Medan as the object of research. How organizers are able to introduce services through advertising activities and physical evidence, in order to be able to attract consumers to switch from using private transportation to mass transportation.

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DECLARATION OF CONFLICTING INTERESTS

We declare that we have no conflict of interest with the BEFIC Bali 2022 committee or staff from AIBPM or any conflict regarding this article

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