

Analysis Of The Influence Of Marketing And Communications Consumer Loyalty Towards Decisions Buy Products At PT. Kingled Indonesia Medan

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Article Info	Abstract
Received : 2023-12-28 Accepted : 2024-08-01 Published : 2024-09-30	This research aims to determine the influence of marketing communications and consumer loyalty on product purchasing decisions at PT. Kingled Indonesia. with a total of 94 respondents in this study, consumers were used as respondents, and the sampling technique that will be used is census sampling, where census sampling is a sampling technique when all members of the population are used as samples, which is often done when the population is relatively small. , then the characteristics of the respondents are obtained based on gender, company information, purchase quantity and frequent purchases. The data collection method uses a questionnaire. Questionnaires that have been tested for validity and reliability before collecting research data. Technical data analysis in this research uses classical and multiple linear assumption test regression analysis. The research results show that marketing communications partially have a positive and significant effect on purchasing decisions. This is proven by the t_{count} value of $4.024 >$ from t_{table} of 1.661 and the significant value is below 0.1, namely 0.000. Meanwhile, consumer loyalty partially has a positive and significant effect on purchasing decisions. This is proven by t_{count} of $3.801 >$ from t_{table} of 1.661 and a significant value below 0.1, namely 0.000. Meanwhile, Marketing Communication and Consumer Loyalty have a positive and significant effect on Purchasing Decisions. This is proven by the F_{count} of $23.930 >$ F_{table} 2.36 and the significant value is below 0.1, namely 0.000. Meanwhile, the amount of influence given is 34.5%. The rest is influenced by other factors outside this research.
Key words: marketing communication; consumer loyalty; purchase decision	

INTRODUCTION

In the current era of globalization, the openness of existing markets makes various kinds of products or services experience intense competition in one the same market. This makes competition between producers less inevitable in meeting consumer needs and providing a variety a way to attract consumers because it is basically the initial goal of a business is to be able to create a sense of interest in consumers to buy products offered by the company. With interest consumers on the products the company offers, of course consumers will start looking for information about the products offered and do it evaluate before deciding to buy the product offered.

Purchasing decisions are problem solving activities carried out by individuals in selecting appropriate behavioral alternatives from two alternative behavior or more and is considered the most appropriate action in purchasing by first going through the stages of the collection process decision. Consumer decision making in purchasing products offered by the company is very important for the company because With this decision, the company's sales can increase or, on the contrary, it has decreased. Therefore, usually The company always gives its

best efforts in making decisions Consumers buy their products using various strategies existing marketing or by innovating to create new products.

PT Kingled Indonesia is a private company is engaged in sales as a distributor of branded light bulbs Kingled. The products offered by the company include downlights with systems service guarantee (MCL213KR-9 watt/12 watt/ 15 watt/7 watt/18 watt (model eyes)), floodlight products with a service guarantee system on streetlights, lamps hanging with a service guarantee system, and so on. Company too accept warranty claims without having to include the product box where it is There is a difference with the Hannoch product which claims it must be included in the box product. However, it is felt that this is still not enough to attract consumers to buy their products because they are based on analysis researchers, the company's sales for 2018 to 2020 are still less because it has not been able to achieve the targets given properly The first factor that is thought to influence it is communication marketing. Marketing communications is an effort to make the whole The company's marketing and promotional activities can produce a good image is one and consistent for consumers.

Marketing communications gone wrong one determining factor for the success of marketing strategies and programs. However the quality of a product, if consumers have never heard of it or are not sure that the product will be useful to them, then they will not interested in buying it. For this matter, companies are considered to rarely implement it various activities or activities to communicate products to consumers such as personal selling activities carried out by the company It is felt that it is still less effective and efficient in informing products to consumers, plus this activity is still not yet possible get potential new customers where there are no potential new customers, company growth will be hampered. What's more, the company is also very rarely carry out activities in maintaining relations with the community such as The distribution of basic necessities is only carried out during the fasting month and Eid al-Fitr.

Another factor is consumer loyalty where consumer loyalty is a consumer's commitment to a brand, store or supplier, based on a very positive attitude that is reflected in consistent repeat purchases and is a combination of the consumer's likelihood of repurchasing from the same supplier in the future and the likelihood of purchasing the company's products and services. For this matter, consumer loyalty using the company's products is considered to be lacking because consumers rarely make regular repeat purchases of the products offered. It is also felt that consumers rarely provide recommendations to consumers others so that some consumers are less aware about Kingled lighting products.

Based on this background, this research aims to analyze the influence of marketing communications and consumer loyalty on product purchasing decisions at PT. Kingled Indonesia Medan

LITERATURE REVIEW

Theory About Management

Definition of Management

Management is the process of planning, organizing, directs and controls activities to achieve organizational goals effectively and efficiently using organizational resources. Management is the science and art of managing utilization processes human resources and other resources effectively and efficiently to achieve certain goals. This management understanding explains us that to achieve certain goals, we do not move alone, but requires others to work well together. Management touches, influences and enters all aspects human life, so that humans are able to recognize the following abilities own advantages and disadvantages, management shows more ways effective and efficient in carrying out work. Management allows to reduce obstacles in achieving goals. Management is the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve goals certain. Management is an activity process that includes planning, organizing, mobilizing, coordinating and supervising with use various resources effectively and efficiently to achieve desired goals. Based on the description of the expert opinions above, it can be concluded that management is a process of planning, organizing, directs and controls activities to achieve organizational goals

effectively and efficiently using organizational resources. Marketing management is an effort to plan, implement (which consists of organizing activities, directing, coordinating) and supervising or controlling activities marketing in an organization to achieve organizational goals efficiently and effective. Marketing of an item or product generally has a target. The goal of marketing is to attract new customers by promising value superior, set attractive prices, distribute products easily, promote effectively and retain existing customers while still adhering to the principle of customer satisfaction. So that is management Marketing is not just about delivering products or services to consumers consumer.

Understanding Marketing Communications

Marketing communications is a means by which companies strive inform, persuade, and remind consumers directly or indirectly about the products and brands sold. Marketing communications is a tool used by companies in efforts to inform, persuade, and remind consumers directly or indirectly about the products and brands that the brand sells. Marketing communications is the process of conveying messages in a way inducement or invitation to offer a product, either goods or services to consumers through marketing Marketing communication is communication carried out between producers, intermediaries, marketing, and consumers are activities for help consumers make decisions in the field of marketing by make all parties aware to think, act and behave better.

Understanding Consumer Loyalty

Consumer loyalty is a combination of the consumer's possibility to repurchase from the same supplier in the future and the possibility to purchase the company's products and services at various price levels (tolerance price). Brand loyalty shows a loyal attitude towards a particular brand and impact purchases consistently over time. Consumers who are loyal to a particular brand will purchase that brand in the long term, and require relatively little information, because it has become their habit to buy products with that brand. Loyalty Consumers towards certain brands are caused by a sense of satisfaction or taste desires and needs are fulfilled for the brand repeatedly so that it becomes a habit. Loyalty is a consumer's commitment to a brand, store or supplier, based on an overwhelmingly positive attitude reflected in consistent repeat purchases. Thus, discussing loyalty is discussing the future by paying attention to behavior or attitudes in the past for purchasing goods or services. Consumer loyalty can be divided into 2 groups, namely brand loyalty and store loyalty. Consumers who feel satisfied. Continuous and repeated purchases of the same product and brand will show consumer loyalty to the brand. Based on the opinions of the experts above, it can be concluded that loyalty is a consumer's commitment to a brand, store or supplier, based on a very positive attitude that is reflected in consistent repeat purchases and is a combination of the consumer's likelihood of repurchasing from the same supplier in the future and the likelihood of purchasing the company's products and services.

Understanding Purchasing Decisions

The purchasing decision is a problem solving activity carried out by individuals in selecting appropriate behavioral alternatives from two alternative behavior or more and is considered the most appropriate action in purchasing by first going through the stages of the decision making process. In a purchase case, consumers can make several sub-decisions, including brand, supplier, quantity, delivery time and payment method. For complex products, long consideration will be required before deciding to purchase, whereas for simple products such as consumer daily necessities tend to make it easier to decide on a purchase. Every consumer will definitely go through several stages in the decision process to purchase a product, starting from the emergence of a need to post-purchase actions. This decision is not a single decision that comes from the consumer. However, understanding the entire process is important because marketers can influencing each stage with various marketing stimuli and predicting the response given by consumers. Based on the explanations from the experts above, it can be concluded that purchasing decisions are problem-solving activities carried out by individuals in selecting

appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action. in purchasing by first going through the decision-making stages.

Previous Research

Below is some relevant research that will be used as a basis References in this research are as follows :

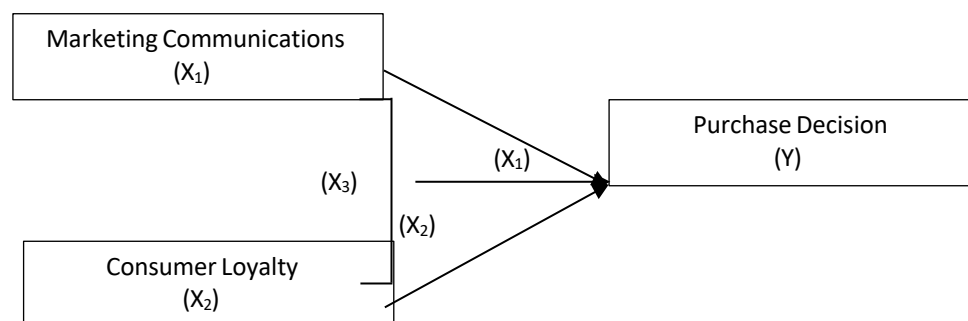
Table 1. Previous Research

No	Name	Title	Research variable	Research result
1.	Dinda Anggraeni (2017)	Influence Communication Marketing, Completeness Products and Facilities Against Decision Purchase On MPM Dealer Pare motorbike	X1.= Marketing Communications X2.= Product Completeness X3.= Facilities Y = Buying Decision	Partial and simultaneous communication marketing, product completeness and facilities have a significant influence on purchasing decisions at the MPM Motor Pare dealer
2.	Made Adhiguna Samvara (2016)	The Influence of Marketing Communication and Service Quality on Toyota Car Purchasing Decisions at PT Putra Perkasa Flamboyan	X1.= Marketing Communications X2.= Service Quality Y = Buying Decision	Partial and simultaneous communication marketing and service quality have a significant influence on the decision to purchase a Toyota car at PT Putra Perkasa Flamboyan.

Conceptual Model/Framework

A framework of thinking is a procedure, method and technique for obtaining knowledge, as well as for proving whether a hypothesis is true or false previously determined. Activities to develop a framework for thinking include :

Collecting information or data related to the problem. Objective frame of mind is to find temporary answers to problems the. The development of science cannot be separated from the discoveries of previous people which are used as a framework for thinking to develop and discover new things. The framework of thinking that will be used in this research is as follows :



Picture 1. Framework of thinking

Hypothesis

A hypothesis is a temporary answer to a problem that is still ongoing presumption because it still has to be proven true. The hypothesis provides information about research variables and their relationships. These relationships are estimated based on the association network specified in the

theoretical framework formulated for the research study. By testing hypotheses and confirming estimated relationships, it is hoped that solutions can be found to overcome the problems at hand.

Based on the picture of the thinking framework above, you can Several hypotheses were formulated in this research, namely as follows :

X1 = Marketing communications influence product purchasing decisions at PT Kingled Indonesia Medan.

X2 = Consumer Loyalty influences product purchasing decisions at PT Kingled Indonesia Medan.

X3 = Marketing Communication and Consumer Loyalty have an influence on Decision to purchase products from PT Kingled Indonesia Medan.

METHODS

Research Variables and Operational Definitions

The variable used in this research is communication marketing and consumer loyalty as independent variables (X) and purchasing decisions as attachment variables (Y). The following definitions of operational variables can be seen in the table below :

Table 2. Operational Definition of Research Variables

Variable	Operational definition	Indicator	Measurement Scale
Marketing Communications (X1)	Marketing communications is a means by which companies seek to inform, persuade, and remind consumers directly Firmansyah (2020:2)	1. Advertising 2. Sales promotion 3. Public relations 4. Personal selling 5. Direct marketing	Skala Likert
		Firmansyah (2020:26)	
Consumer Loyalty (X2)	Consumer loyalty is a combination of the consumer's possibility to repurchase from the same supplier in the future and the possibility to purchase the company's products and services at various price levels (price tolerance). Tjiptono and Diana (2019:129)	1. Order of choice 2. Proportion of purchases 3. Preferences 4. Commitment	Skala Likert
		Firmansyah (2019:50)	
Buying decision (Y)	The purchasing decision is a problem solving activity carried out by individuals in selecting appropriate alternative behavior from two or more behavioral alternatives and are considered the most appropriate action in purchasing by first going through the stages of the decision-making process. Firmansyah (2018:27)	1. Marketing Stimuli 2. Other Stimuli 3. Buyer Characteristics 4. Purchase Decision Process 5. Purchase decision	Skala Likert
		Firmansyah (2019:93)	

Research Instrument

The research instrument that will be used is a questionnaire distributed directly by researchers to consumers.

Method of collecting data

To obtain relevant data in research, interviews were carried out assisted by research instruments, namely questionnaires given to respondents, direct observation, and literature study. To assess respondents' responses, the author uses a Likert scale where the Likert scale uses several questions to measure individual behavior by responding to 5 choice points for each question item.

as follows :

Table 3. Likert Scale

No	Choice	Value Scale
1	Strongly Agree	5
2	Agree	4
3	Neutral	3
4	Don't Agree	2
5	Strongly Disagree	1

The bibliographic method is carried out by reading, studying and quoting opinions from various sources such as books, the internet, theses, journals, reports or company documents and other sources related to the problem being researched. Interview and questionnaire materials include questions related to the company's relevant situation with research variables.

Descriptive Statistics

In this research, researchers used descriptive statistics used as a testing method related to the presentation and collection of data or test results obtained so that it can provide useful information in this research. These statistics can also provide information about data in the form of tables, diagrams and graphs which will be presented neatly and concisely.

Hypothesis Test

Partial Hypothesis Testing (t Test)

The t test or partial regression coefficient test is used to find out whether partially the independent variable has a significant effect on the dependent variable or not. In this case, to find out whether partially the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 5% and test 2 side. In this study, the t_{count} value will be compared with the t_{table} value, at a significance level (α) = 5%. The criteria for assessing the hypothesis in this t test are :

H_0 is accepted if: $t_{table} > t_{count}$

H_a is accepted if: $t_{count} > t_{table}$

Simultaneous Hypothesis Testing (F Test)

The F test or regression coefficient test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable. In this case, to find out whether the independent variable simultaneously has a significant effect on the dependent variable or not. The test uses a significance level of 5%. In this study, the F_{count} value will be compared with the F_{table} value, at a significance level (α) = 5%. The criteria for assessing the hypothesis in the F test are:

H_0 is accepted if: $F_{count} < F_{table}$

H_a is accepted if: $F_{count} > F_{table}$

Coefficient of Determination (R^2)

Determination analysis or also called R Square which is symbolized by R^2 used to determine the magnitude of the influence of the independent variables (X) together on the dependent variable (Y) where the smaller the value coefficient of determination, this means that the influence of the independent variable (X) on the dependent variable (Y) is getting weaker. On

the other hand, if the coefficient of determination value is closer to 1, then the influence of the independent variable on the dependent variable gets stronger. Thus, if the coefficient value determination has a value of 0, so this indicates that there is no percentage contribution of influence provided by the independent variable on the dependent variable. However, if the coefficient of determination is 1 then the contribution of influence given by the independent variable to the dependent variable is perfect.

RESULTS

Descriptive Statistics Results

The results of descriptive statistical testing can be seen in the table below:

Table 4. Descriptive statistics

Statistics					
	Marketing Communications		Consumer Loyalty		Purchase Decision
N	Valid	94	94	94	94
	Missing	0	0	0	0
Mean		16.93	14.16		18.39
Median		17.00	14.00		18.00
Mode		16	16		17

Based on the table above, it can be seen that the marketing communications variable has a mean value of 16.93, which means that respondents still feel neutral about marketing communications carried out by the company. Marketing Communications also has a median score of 17 which means that for the marketing communications activities carried out, Some respondents think they agree with the research statement, but some still disagree and marketing communication also has a mode value of 16, which means that the value that comes out most often is a neutral attitude from respondents, while for the consumer loyalty variable it has a mean value of 14.16, which means that respondents still feel neutral. Loyalty also has a median value of 14, which means that there are still respondents who agree, but some still disagree. Consumer loyalty also has a mode value of 16, which means that the value that appears most often is a neutral attitude from respondents. The purchasing decision variable has a mean value of 18.39, which means that the majority of respondents agree with a median value of 18 which means that the majority of respondents agree with the researcher's statement and a mode value of 17, which means that the value that comes out most often is the respondent's attitude of agreement.

Data Quality Test Results

Validity Test

The following are the results of validity testing carried out on 30 respondents where the tests carried out can be seen in the table provided that if $r_{count} > r_{table}$ (0.361) or $sig < 0.05$ then it is considered valid :

Table 5. Instrument Validity Test Results for Variables X and Y Statements

Research variable		r_{count}	r_{table}	Sig. (2-tailed)	Information
Marketing Communications (X ₁)	Question 1	0.962	0.361	0.000	Valid
	Question 2	0.898	0.361	0.000	Valid
	Question 3	0.940	0.361	0.000	Valid
	Question 4	0.949	0.361	0.000	Valid
	Question 5	0.837	0.361	0.000	Valid
Consumer Loyalty (X ₂)	Question 1	0.915	0.361	0.000	Valid
	Question 2	0.845	0.361	0.000	Valid
	Question 3	0.922	0.361	0.000	Valid

	Question 4	0.877	0.361	0.000	Valid
Buying decision (Y)	Question 1	0.953	0.361	0.000	Valid
	Question 2	0.921	0.361	0.000	Valid
	Question 3	0.891	0.361	0.000	Valid
	Question 4	0.939	0.361	0.000	Valid
	Question 5	0.889	0.361	0.000	Valid

Based on the table above, it can be seen that all counts for each statement has a value greater than r table and all significant levels of the statements are greater than 0.05 so that the result is that all statements in the questionnaire are valid and suitable for use.

Reliability Test

The reliability test is used to test the reliability of the questionnaire so that can be used at any time. The way to measure reliability is that all valid statement items are entered and the Cronbach's Alpha coefficient is measured. If the value obtained is greater than 0.6 then the questionnaire is reliable. Based on table 6, all instruments are said to be reliable because of their value The Cronbach alpha coefficient obtained is greater than 0.6 so the answer provided by respondents can be trusted or reliable (reliable). Thus, the instruments used in this research are sufficient reliable in measuring respondents' perceptions of the variables studied.

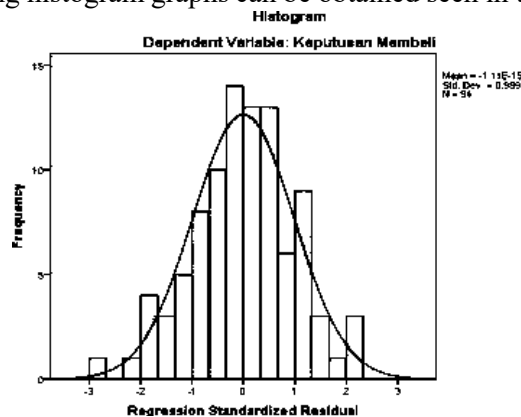
Table 6. Instrument Reliability Test Results for Variables X and Y Statements

Variable	Cronbach's Alpha	N of Items
Marketing Communications (X ₁)	0.953	5
Consumer Loyalty (X ₂)	0.911	4
Buying decision (Y)	0.953	5

Classic Assumption Test

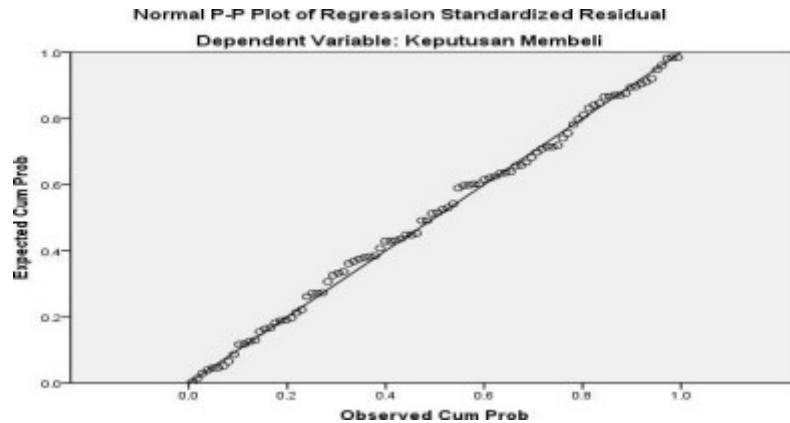
Normality Test

Normality test results using histogram graphs can be obtained seen in the image below :



Picture 2. Histogram Graph

In the histogram graph above, you can see that the data is spread out and the graph The histogram shows a normal distribution pattern with no deviation to the left or right and is bell-shaped, so the regression is considered to meet the normality assumption. The results of the normality test can be seen in the normal probability plot analysis below :



Picture 3. Normal Probability Plot

In the normal probability plot image above you can see that the dots approaching the diagonal line. This shows that the data is normally distributed and meets the assumptions of normality testing. Next, the statistical test used is the One-Sample Test Kolmogorov-Smirnov (K-S) Test. The criteria used are :

1. Accept H_0 if it is significant $K-S > 0.1$ (then the distribution is normal)
2. Reject H_0 if it is significant $K-S < 0.1$ (then the distribution is not normal)

The results of Kolmogorov Smirnov statistical testing can be seen in the table :

Table 7. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		94
Normal Parameters ^{a,b}	Mean	.0000000
	Std.Deviation	2.23744731
Most Extreme Differences	Absolute	.048
	Positive	.035
	Negative	-.048
Kolmogorov-Smirnov Z		.464
Asymp. Sig. (2-tailed)		.982
a. Test distribution is Normal.		
b. Calculated from data.		

Based on the table above, it can be seen that the results for normality testing with One Sample Kolmogorov-Smirnov statistics proves that the resulting significant level value has a value greater than 0.1, namely 0.982, so it can be concluded that for statistical testing normality is classified as distributed normal.

Multicollinearity Test

The results of the multicollinearity test can be seen in the table below as follows :

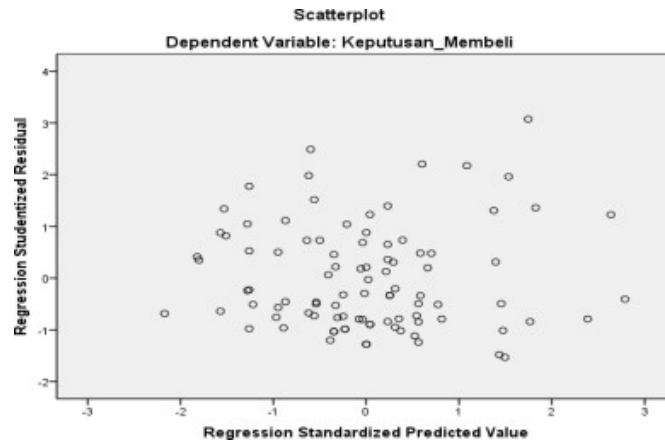
Table 8. Multicollinearity Test Results

		Coefficients ^a	
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Marketing Communications	0.870	1.149
	Consumer Loyalty	0.870	1.149
a. Dependent Variable: Purchase Decision			

In the table above, it can be seen that the correlation value for the marketing communication and consumer loyalty variables has a tolerance value of > 0.10 and the VIF value is < 10 so it can be concluded that all variables do not have symptoms of multicollinearity.

Heteroscedasticity Test

The test results of the scatterplot graphic method can be seen in the image below as follows :



Picture 4. Scatterplot Graphics

In the scatterplot graphic image above, it can be seen that the points are spread randomly and are spread above and below the number 0 on the Y axis. This can be concluded that heteroscedasticity does not occur.

Multiple Linear Regression Analysis

The multiple linear regression analysis method is used to find out the influence of marketing communications and consumer loyalty on decisions purchase. The results for testing multiple linear regression analysis can be seen in the table below :

Table 9. Results of Multiple Linear Regression Analysis

Model	Collinearity Statistic.		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	8.835	1.402	
Marketing	.301	.075	.366
Communications Consumer Loyalty	.315	.083	.366

a. Dependent Variable: Purchase Decision

In the table above, it is known in Unstandardized Coefficeints part B The multiple linear regression equation is obtained using the following formula :

$$Y = 8,835 + 0,301 X_1 + 0,315 X_2 + e$$

Based on the description of the equation above, it can be described as following :

1. Constant (α) = 8.835 shows the constant value, if the value is variable free, namely marketing communications and consumer loyalty is worth 0, then the purchasing decision is fixed at 8.835.
2. The coefficient $X_1(b_1) = 0.301$ indicates that the marketing communication variable has a positive.

3. The coefficient $X_2(b_2) = 0.315$ shows that the consumer loyalty variable positive effect on purchasing decisions of 0.315. It means for every increase in consumer loyalty by 1 unit, then the decision purchases will increase by 31.5%.

Hypothesis Test

Partial Test (t-test)

Testing of the regression results was carried out using the t-test degree of confidence of 90% or $\alpha = 10\%$. Determination in determining value used from ttable, it is necessary to have degrees of freedom, with the formula :

$$df = n - k = 94 - 3 = 91$$

Information :

n = Number of Research Samples

k = Number of Independent and Dependent Variables

By knowing that the value of df is 91, the value obtained from the ttable is 1.661. Meanwhile, the value of tcount will be obtained using the SPSS program, then it will be compared with the value of ttable at the $\alpha = 10\%$ level. The results of the tcount test can be seen below :

Table 10. Partial Test Results (t-Test)

Coefficients ^a		
Model	t	Sig.
1 (Constant)	6.301	.000
Marketing Communications	4.024	.000
Consumer Loyalty	3.801	.000

a. Dependent Variable: Purchase Decision

In the partial test results table above, it can be seen that:

1. In marketing communications (X_1) it can be seen that the value of tcount (4.024) > ttable (1.661) with a significance level of $0.000 < 0.1$ so it can be concluded that there is a partially significant positive influence between marketing communications on purchasing decisions at PT Kingled Indonesia Medan.
2. In consumer loyalty (X_2), it can be seen that the value of tcount (3.801) > ttable (1.661) with a significant level of $0.000 < 0.1$ so it can be concluded that there is a partially significant positive influence between consumer loyalty on purchasing decisions at PT Kingled Indonesia Medan.

Simultaneous Test (F-Test)

Simultaneous test (F-test) is used to test the regression model for influence all independent variables, namely marketing communications (X_1) and consumer loyalty (X_2), simultaneously affect the dependent variable, namely purchasing decisions (Y). In determining the value of Ftable, it is necessary to have degrees of freedom using the following formula :

$$\text{Formula: } df(\text{numerator}) = k - 1 = 3 - 1 = 2 / df(\text{denominator}) = n - k = 99 - 3 = 96$$

Note:

n = Number of Research Samples

k = Number of Independent and Dependent Variables

Knowing that df (numerator) is 3 and df (denominator) is 96, then it can be obtained that the Ftable value is 2.36. Meanwhile, the Fcount value will be obtained using the SPSS program, then it will be compared with the Ftable value at the $\alpha = 10\%$ level. The results of the Fcount test can be seen below :

Table 11. Simultaneous Test Results (F-Test)

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	244.862	2	122.431	23.930	.000 ^a
	Residual	465.574	91	5.116		
	Total	710.436	93			

a. Predictors : (Constant), Consumer Loyalty, Marketing Communications

b. Dependent Variable: Purchase Decision

In the table above, the value of Fcount (23.930) > Ftable (2.36) with significance $0.00 < 0.1$ so it can be concluded that there is a significant influence and positive relationship between marketing communication variables and consumer loyalty simultaneously on purchasing decisions at PT Kingled Indonesia Medan.

Coefficient of Determination Test (R²)

The coefficient of determination (R²) is used to measure the magnitude of the influence of the independent variables, namely marketing communications (X1) and consumer loyalty (X2) on purchasing decisions (Y). The results of the determination test can be seen in the table below :

Table 12. Determinant Coefficient Test (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587 ^a	.345	.330	2.262

a. Predictors: (Constant), Consumer Loyalty, Marketing Communications

b. Dependent Variable: Purchase Decision

Based on the table above, it can be seen that the R Square (R²) value or the coefficient of determination is 0.345. This means that the influence of marketing communications and consumer loyalty on purchasing decisions is 34.5% and the remaining 65.5% is influenced by other factors originating from outside this research model such as consumer behavior, consumer trust, price, promotion, quality. products and other variables.

DISCUSSION

From the results of this research, it is stated that there is an influence between the variables marketing communications (X1) and consumer loyalty (X2) on purchasing decisions (Y) at PT Kingled Indonesia Medan.

The Influence of Marketing Communication on Purchasing Decisions

The results of the t-test state that for the marketing communication variable has a value of tcount (4.024) > ttable (1.661) with a significance level of $0.000 < 0.1$ so it can be concluded that there is a partially significant positive influence between marketing communications on purchasing decisions at PT Kingled Indonesia Medan. The results of this research are in line with research conducted by (Anggraeni, 2017) where the research results were obtained that marketing communications have a significant influence both physically partial or simultaneous impact on purchasing decisions. Marketing communication is communication carried out between producers, intermediaries, marketing and consumers and is an activity to help consumers make decisions in the field of marketing make all parties aware to think, act and behave better. Marketing communications is also a means for companies where companies try to inform, persuade and remind consumers directly or indirectly about the products and brands sold. Because of the importance of communication in persuading consumers to make a

purchase, it is important for salespeople to maintain their attitude while the communication process is taking place so that it will create a good perception in their minds and ultimately decide to do so. purchase the products offered.

The Influence of Consumer Loyalty on Purchasing Decisions

The results of the t-test state that the consumer loyalty variable has a value of $t_{count} (3.801) > t_{table} (1.661)$ with a significance level of $0.000 < 0.1$ so it can be concluded that there is a partially significant positive influence between consumer loyalty on purchasing decisions at PT Kingled Indonesia Medan. The results of this research are in line with research conducted by (Wibowo, Cece, & Winata, 2019) where the results of the research found that consumer loyalty has a significant influence both partially or simultaneously on purchasing decisions. Loyalty or allegiance will move consumers or customers of a product to make repeat purchases. To be able to achieve this loyalty, companies need to make various efforts and even take time, energy and of course costs. There are many things that can be gained from consumer loyalty, the most basic of which is will get regular purchases from consumers or customers. Consumer loyalty is an important asset for a company so it is not It is surprising that many companies use various strategies to maintain loyalty because on the other hand, gaining consumer loyalty can also be categorized as difficult. Loyalty will be able to influence consumer decision making, including making purchases between business product lines. This means that consumers will be more open to trying and buying various kinds of company products because they trust their quality. It would be even better if the company could build emotional bonds with its consumers or customers so that this trust would become a tendency for loyal consumers to recommend the product to others.

The Influence of Marketing Communication and Consumer Loyalty on Buying decision

The results of the F-test state that for all variables there are $F_{count} \text{ value } (23.930) > F_{table} (2.36)$ with a significance of $0.00 < 0.1$ so It was concluded that there was a significant and positive influence between marketing communication variables and consumer loyalty simultaneously on purchasing decisions at PT Kingled Indonesia Medan. The R Square (R^2) value or coefficient of determination is 0.345. This means that the magnitude of the influence of marketing communications and consumer loyalty on purchasing decisions is 34.5% and the remaining 65.5% is influenced by other factors. come from outside this research model such as consumer behavior, beliefs consumers, price, promotion, product quality and other variables. The results of this research are in line with research conducted by (Samvara, 2019) where the results of his research found that marketing communications had a significant influence, both partially and simultaneously, on purchasing decisions. The results of this research are in line with research conducted by (Hartinah, 2021) where the results of her research found that consumer loyalty has a significant influence both partially or simultaneously on purchasing decisions. Marketing communication is the process of conveying messages by means of persuasion or invitation to offer a product, either goods or services to consumers through marketing. In building good communication with consumers, marketers need to pay attention to appropriate and good timing so as not to disturb consumers in their activities. Apart from that, marketers must also give a good impression when they first meet them with consumers because the first impression really determines whether consumers will buy a product from the company or not. Loyalty is the behavior of consumers who make routine or repeat purchases, based on the decision making unit. Loyalty is a form of consumer or customer commitment to a brand, shop, supplier based on a very positive attitude and is reflected in consistent repeat purchases. For a business, consumers have a loyal attitude The high level will be something that must be paid attention to and maintained in order to taste that loyalty has not diminished.

CONCLUSION

After discussing the issue of influence between Marketing Communication and Consumer Loyalty with PT Kingled Indonesia Purchasing Decisions, it can be concluded that :

1. Marketing Communications, it can be concluded that there is a partially significant positive influence between marketing communications on purchasing decisions at PT Kingled Indonesia Medan.
2. Consumer Loyalty, it can be concluded that there is a partially significant positive influence between consumer loyalty on purchasing decisions at PT Kingled Indonesia Medan.
3. In Marketing Communication and Consumer Loyalty, it can be concluded that there is a significant and positive influence between marketing communication variables and consumer loyalty simultaneously on purchasing decisions at PT Kingled Indonesia Medan.

SUGGESTION

Several suggestions put forward by researchers for company development including the following :

1. Companies are advised to improve their marketing communications activities so that companies can more easily introduce the products they will offer to consumers. Apart from that, consumers will also find it easier to get information about the company and will become interested in trying the company's products. There are ways that companies can do, such as creating attractive advertisements or increasing the frequency of use of existing advertisements. Apart from that, the number of discounts given can also be increased.
2. It is recommended that companies increase consumer loyalty consumers may make purchases from the company more often and will not try other company products. Apart from that, the number of consumer purchases will continue to increase because consumers have confidence in the company.
3. Companies are advised to improve purchasing decisions Consumers are the first thing the company must do is to improve various marketing communication activities. Besides that, Consumer loyalty is also very important for companies because of loyalty This will make consumers remain loyal to buying products from the company.

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