

**PRICE STRATEGY ANALYSIS, MARKETING PUBLIC RELATIONS, AND PERSONAL SELLING OF PURCHASING DECISIONS WITH BRAND AWARENESS AS A MODERATION VARIABLE**

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**Abstract**

*This study empirically tests the influence of price, marketing public relations, and personal selling on purchasing decisions with brand awareness as variable moderation. The independent variables is price, marketing, public relations, and personal selling. The dependent variable is the purchase decision, while the moderation variable is brand awareness. The sample was carried out by purposive sampling method. Data collection was carried out with questionnaires distributed directly to respondents totaling 100 customers of PT Rentokil. The statistical method uses Moderating Regression Analysis, with probably testing of statistical test t. The results of this study show that the Effect of Price on Purchasing Decisions has insignificant results, which means it has no effect. Marketing public relations on purchasing decisions, the power of personal selling on buying decisions, the power of prices, marketing public relations, and personal selling moderated by brand awareness of buying decisions have significant results and have a direct influence on dependent variables.*

**Keywords :** Price, Marketing Public Relations, Personal Selling, Brand Awareness, Purchasing Decision

**1. INTRODUCTION**

The increase in the earth's surface temperature is due to global warming in Indonesia, according to the BMKG, which can be read on the website <https://www.Bmkg.Go.Id> 1991-2020. Indonesia experiences an increase in the earth's surface temperature every year, and in 2022 the increase in the earth's surface temperature is the highest from 1991-2022. Based on the following figure, the average air temperature anomaly in August 2022 showed a Positive abnormality with a value of 0.35 °C. Indonesia's air temperature anomaly in August 2022 was the 5th highest anomalous value throughout the observation data period since 1981.



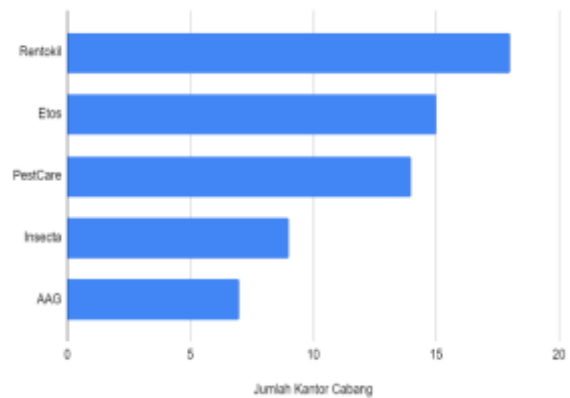
**Figure 1.** Normal Indonesia's Average Monthly Temperature in 1981-2020 and Indonesia's monthly average temperature until December 2021

(Wardani, 2017) explained that biological climate change would affect all life on earth, humans, animals, and plants. Because climate change will directly or indirectly affect small animals such as arthropods in which there are many insect pests, natural enemies, decomposers, and other microorganisms such as fungi, bacteria, and viruses that can cause disease, with this

increase in temperature, it will cause the life cycle of insects to be shorter, including mosquitoes which are enemies of humans because they cause dengue fever as one of the disease vectors. At a temperature of 25°C, the *Aedes aegypt* mosquito cycle reaches eight days, and if the temperature increases to 28°C, then the life cycle of the *Aedes* mosquito becomes six days (Awang & Dom, 2020). Is also reinforced by the research of (Hasanah and Susanna, 2018), which explained a significant relationship between temperature, humidity, and rainfall to dengue cases in the province from 2008 to 2016.

Along with the climate change that occurs on earth, this increases the business opportunity of pest control which can be seen from the increasing number of existing pest control businesses can be seen from the active members of aspghami (association of companies wanting Indonesian pests) of DKI Jakarta Province. Based on aspghami's data, on August 2016, there's 96 companies and 2021 increased to 99 companies, it mean that within five years, the number of aspghami members increased by 3.1 percent. Aspghami members throughout Indonesia in 2021 were 297 companies. In 2018, the chairman of the aspghami of DKI Jakarta Province mentioned that those who joined and did not join aspghami, the number of pest control companies in Indonesia reached approximately 700 companies.

Based on competitor analysis obtained from website searches regarding the number of branch offices of various pest control companies in Indonesia, 5 (five) top *pest control* companies that have the most branch offices are obtained as shown in the following picture:



**Figure 2.** List of 5 Pest Control Companies That Have the Highest Number of Branch Offices in Indonesia

PT Rentokil Indonesia has existed in Indonesia since 1969 is a foreign investment company (PMA) and has branch offices spread across 28 cities divided into 3 marketing areas, namely the west region, east region and metro region areas. The division of areas can be seen in the following Table 1:

**Table 1.** Marketing Area Division of PT Rentokil Indonesia

WEST REGION	METRO REGION	EAST REGION
<ul style="list-style-type: none"> <li>• Medan</li> <li>• Batam</li> <li>• Pekanbaru</li> <li>• Padang</li> <li>• Lampung</li> <li>• Palembang</li> <li>• Bandung</li> <li>• Cirebon</li> <li>• Semarang</li> <li>• Yogyakarta</li> </ul>	<ul style="list-style-type: none"> <li>• DKI Jakarta</li> <li>• Bogor</li> <li>• Tangerang</li> <li>• Bekasi</li> <li>• Karawang</li> <li>• Balikpapan</li> <li>• Samarinda</li> </ul>	<ul style="list-style-type: none"> <li>• Jayapura</li> <li>• Timika</li> <li>• Manado</li> <li>• Makassar</li> <li>• Denpasar</li> <li>• Mataram</li> <li>• Surabaya</li> <li>• Pasuruan</li> <li>• Malang</li> <li>• Mojokerto</li> <li>• Gresik</li> </ul>

PT Rentokil Indonesia offers more complete pest control services than competitors, namely pest control (common pest control services such as rats, cockroaches, mosquitoes, flies and ants), termite control (termite control services for houses and commercial buildings, either under construction or already built), fumigation (pest control services by using toxic gas on commodities to be exported or imported), and hygiene (environmental cleaning services such as room and carpet deodorizers and cleaners), room disinfection services against germs, especially the Covid-19 virus. Even though it has more complete services and wider branch offices, the many competitors in the pest control business

directly impact the sales of PT Rentokil Indonesia's services, especially in the west region.

Based on data collected by marketing personnel in the field, it is obtained that, generally, potential customers prefer competing companies because the service prices are relatively lower than the prices offered by PT Rentokil Indonesia. Promotional activities at PT Rentokil Indonesia are dominated by personal selling. Personal selling is in the form of a customer development executive (CDE) who carries out a promotional function in the form of face-to-face sales and can see consumer reactions to the products offered. It is hoped that by using the proper personal sales techniques, PT. The west region marketing area can improve consumers' purchasing decisions on the products offered in terms of the brand that PT Rentokil Indonesia maintains, to tighten the use and display of the company's brand. It became a serious question when the brand of PT Rentokil Indonesia was considered good, but sales figures have decreased in the last two years.

## 2. METHOD

The type of research used in this study is a causal type of explanatory research that seeks to test the influence of independent variables on dependent variables. The scope of this study is to try the impact of price, marketing public relations, and personal selling, on purchasing decisions through brand awareness in PT Rentokil's west region marketing area. There are five research variables: three den shorthand variables, one moderation variable, and one dependent variable. The first independent variable is the price with the symbol  $x_1$ , the second independent variable is marketing public relations with the symbol  $x_2$ , and the third independent variable is personal selling. The moderation variable is brand awareness with the symbol  $z$ . One dependent variable is the purchase decision with the symbol  $y$ . The calculation of the influence of the independent variable on the dependent variable in this study is as follows:

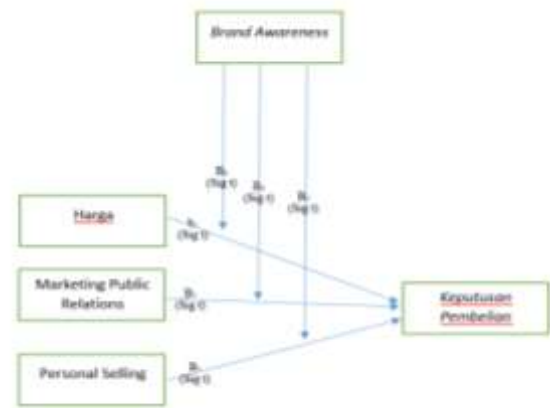


Figure 3. Research Variable

**Ket:**

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_7Z$$

$$Z = a + b_4X_1 + b_5X_2 + b_6X_3$$

## 3. RESULTS AND DISCUSSION

### 3.1. Results

This research was conducted on 100 customers of PT Rentokil Indonesia as research respondents. The characteristics of the respondents are as follows:

Table 2. Characteristics of Respondents By Gender

Gender		
Gender	Sum	%
Man	48	48
Woman	52	52
Total	100	100

Source: Processed research data, 2022

Based on the table above, that most of the respondents are female, namely 52%, while men are 48%. Most of the respondents had a Strata One Education Level. Most respondents came from the city of Lampung.

### 1. Moderating Regression Equation

The calculation of moderate regression between Brand Awareness moderates the relationship of price to purchasing decisions. Brand Awareness moderates the relationship of Marketing Public Relations to purchasing decisions as follows:

**Table 3.** Moderating Regression Calculation Results  
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.348	2.466		.141	.888
Price (X1)	.204	0.55	.292	3.734	.000
MPR (X2)	.239	.067	.272	3.554	.001
Personal Selling (X3)	.393	.060	.525	6.514	.000
Brand Awareness (X4)	.116	.056	.170	.2067	.041
X1.X4	.244	.068	.349	.3603	.000
X2.X4	.246	.086	.280	.2689	.005
X3.X4	.418	.067	.259	6.214	.000

Source: Processed research data, 2022.

a. Dependent Variable: Purchasing Decision (Y)

- Y = Purchasing Decision  
 X<sub>1</sub> = Price  
 X<sub>2</sub> = Marketing Public Relations.  
 X<sub>3</sub> = Personal Selling.  
 X<sub>4</sub> = Brand Awareness.  
 X<sub>1</sub>\*X<sub>4</sub> = Variabel Interaksi 1.  
 X<sub>2</sub>\*X<sub>4</sub> = Variabel Interaksi 2.  
 X<sub>3</sub>\*X<sub>4</sub> = Variabel Interaksi 3.  
 e = Error Term.

**2. Coefficient of Determination**

The value of the coefficient of determination is indicated by the *value of the adjusted R square* with the following results:

**Tabel 4.** Coefficient of Determination

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668 <sup>a</sup>	.447	.423	1.274

Source: Processed research data, 2022

a. Predictors: (Constant), Brand Awareness, Mpr, Harga, Personal Selling

The coefficient of determination shown by the adjusted R square value of 0.423 indicates that for Price, Marketing Public Relations, Personal Selling, Brand Awareness of Purchasing Decisions, Price interaction with Brand Awareness, marketing public relations interaction with Brand Awareness, and Personal Selling interaction with Brand Awareness of Purchasing Decisions of 42.30%, while the rest was influenced by other variables that were not observed in this study.

**3.2.Discussion**

It is a separate part (not united with the results part). The discussion is an explicit affirmation of the interpretation of the results of data analysis, explains the answers to the research objectives / problem identification, links the findings with previous theory or research (sourced from national and international scientific journals), and the implications of the findings are related to the current situation.

Purchasing decisions are an evaluation stage that makes consumers compile a ranking list of goods in their preferred ranking. The evaluation stage will create a desire to buy so that consumers will purchase the goods they like the most (Lubis, 2018) While according to Kotler & Armstrong in (Wahyuni & Ginting, 2017), purchasing decisions are consumer decisions in buying the most preferred brands.

According to Kotler & Armstrong in (Syahid, 2019), price is money spent to obtain a preferred

good or service. Price has four indicators: affordability, Price conformity with product quality, Price competitiveness, and price suitability with benefits. These four indicators determine consumers make purchase decisions. The price issue, in this case, is also enormously strengthened by (Magdalena et al., 2021) research on the effect of price on purchasing decisions concluding that price has a significant impact on buying decisions.

Marketing public relations, according to Kotler and Keller in (Candrika & Bramantya, 2016), is an activity that is seen as the task of obtaining an editorial space as opposed to a paid area in print and broadcast media to promote "tout" a product, service, idea, place, person or organization. In the past, the marketing and public relations departments were a company's different departments. Currently, the two functions are integrated because most companies require market-oriented Marketing and public relations. MPR aims to gain awareness, stimulate sales, facilitate communication and build relationships between consumers, companies, and their product brands (Garde, 2015) . (Wijaya et al., 2012) also prove that Marketing public relations also affects buying decisions.

According to Koler in (Haitami & Napisah, 2022), personal selling is a sale carried out face-to-face to make presentations, answer questions, and procure orders. Personal selling influences purchasing decisions because consumers can find information on a product directly to meet their needs so that consumers will make purchase decisions (Panjaitan & Lutfie, 2016) It is also supported by the results of research by (Alisan & Sari, 2018) stating that personal selling positively and significantly affects the purchase decision.

Brand Awareness is the ability of a potential buyer to recognize and recall a brand as part of a particular product category. (Kurniasari & Budiarmo, 2018) and (Duriyanto et al., 2004)also explained that the higher the brand awareness, the higher the brand trust, and the more it affects a person's buying intention. This potential customer can recognize and recall a brand as part of a particular product category. (Teddy et al.,

2017) found that increasing advertising and personal selling, will directly increase brand awareness and consumer purchase intentions.

From the results of probably testing, it can be concluded all research probably are accepted due to the sig value. Is  $<0.05$  (5%), which can be explained by the variable Price marketing public relations personal selling and with the brand, awareness moderation influences the purchasing decision of Pest Control services from PT Rentokil Indonesia.

### **The Effect of Price on Purchasing Decisions**

Based on the results of regression equation data using the SPSS Ver 25 program, the price regression, price variable has a positive influence and significance on the Purchase Decision of PT Rentokil's Pest Control services. It is following research conducted by (Magdalena et al., 2021) that, in part, the price dimension has a significant effect on purchasing decisions. Price is a fundamental thing that needs to be considered by consumers when buying goods or services, and if it matches the price offered a result, consumers will purchase a product or service (Anwar & Satrio, 2015).

### **The Effect of Marketing Public Relations on Purchasing Decisions**

Based on the results of the regression equation data using the SPSS Ver 25 program, the regression of marketing public Relations was obtained of 0.239 with a significance of 0.001, so the public Relations marketing variable has a positive influence and importance on the decision to purchase PEST CONTROL services of PT Rentokil. It is following research conducted by (Garde, 2015) which proves that MPR affects purchasing decisions, stimulates purchases and consumer satisfaction through communication, which is trustworthy information and through positive impressions caused and is related to the identity of the company or its products following the needs, desires and interests for its consumers. (Jinan, 2018)'s research also proved that the influence of Marketing Public Relations had a positive and significant effect on the decision to visit the Baluran Situbondo National Park, East

Java. Marketing Public Relations includes publications, events, media identities, and public service activities.

### **The Effect of Personal Selling on Purchasing Decisions**

Based on the regression equation data using the SPSS Ver 25 program, the regression of marketing public Relations was obtained of 0.393 with a significance of 0.000. The personal selling variable has a positive influence and importance on the decision to purchase PEST CONTROL services of PT Rentokil. The nature of personal selling is more flexible because salespeople can directly adjust sales offers to the needs and behaviors of each prospective buyer (Radjapati & Soepeno, 2018). It is following research conducted by (Alisan & Sari, 2018) which said that personal selling has a positive and significant effect on purchasing decisions

### **The Effect of Price Moderation With Brand Awareness On Purchasing Decisions.**

Based on the regression equation data using the SPSS Ver 25 program, the regression of price moderating and brand awareness was obtained at 0.244 with a significance of 0.000. The price variable has a positive influence and importance on the decision to purchase PEST CONTROL services of PT Rentokil with Brand Awareness as a moderation variable. According to (SUPRPTI & IDRIS, 2010) brand awareness describes the presence of a brand in the minds of consumers that can be decisive in categories and usually has a crucial role in brand equity. Brand Awareness helps customers to convey price information in the minds consumers.

### **The Influence of Marketing Public Relations Moderated With Brand Awareness On Purchasing Decisions.**

Based on the results of regression equation data using the SPSS Ver 25 program, the regression analysis coefficient of price moderating and brand awareness was obtained by 0.246 with a significance of 0.005. The public relations marketing variable has a positive influence and importance on the decision to purchase PEST CONTROL services of PT

Rentokil, with Brand Awareness as a moderation variable. According to Abadi (DWIPRAKASA et al., 2022). Marketing Public Relations is a process from the planning, implementation, and evaluation stages of programs that will encourage buying interest and the level of satisfaction from consumers through the process of conveying information and a convincing impression from the company of the brand image of the product.

### **The Influence of Personal Selling Moderated With Brand Awareness On Purchasing Decisions.**

Based on the results of regression equation data using the SPSS Ver 25 program, the regression analysis coefficient of moderating personal selling and brand awareness was obtained by 0.418 with a significance of 0.000. The individual selling variable has a positive influence and importance on the decision to purchase PT Rentokil's Pest Control services with Brand Awareness as a moderation variable. It is supported by the research of (Susilo & Samuel, 2015) and (Haryanto & Yudhiartika, 2012) who indirectly explained that brand awareness could moderate personal selling with purchase decisions positively and significantly.

## **4. CONCLUSION**

From the results of testing the hypothesis, it can be concluded that all research variables namely Price, Marketing Public Relations, Personal Selling influence purchasing decisions, then Price, Marketing Public Relations, Personal Selling which are moderated by brand awareness also influence purchasing decisions. The implication of this research is that PT Rentokil Indonesia should pay attention to price, public relations, personal selling, and brand awareness if it wants to increase the company's sales because consumers from the pest control market pay attention to these factors in making purchasing decisions.

## **5. THANK YOU**

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