The Role of Marketing Management in Information Industry: Corporate Image, Brand Awareness and Promotion (Case Study at PT Lensa Potret Mandiri)

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ARTICLE INFO

ABSTRACT

This article discusses the Role of Marketing Management in the Information Industry: Corporate Image, Brand Awareness and Promotion (Case Study at PT Lensa Potret Mandiri). This study uses quantitative methods and uses IBM SPSS 27 in analyzing the data. The population in this study were 119 respondents with a total sample of 40 respondents. In determining the research sample, the researcher used a sampling technique, namely Simple Random Sampling. Data obtained from questionnaires made on google form and then distributed to respondents using a Likert scale measurement scale. The tests carried out in this study are Validity and Reliability Test, T test, F test and Coefficient of Determination Test. The results of this study are: 1) Corporate image has a significant effect on the Role of Marketing Management partially; 2) Brand awareness has a significant effect on the Role of Marketing Management partially; 3) Promotion has an effect on the Partial Role of Marketing Management; and 4) corporate image, brand awareness, and promotion influence the role of marketing management simultaneously.

Introduction

In the era of disruption that is currently happening, the exchange of information is very fast and accepted by many people. The role of the media or information companies is now important in conveying useful information and news to the recipients. For this reason, PT Lensa Potret Mandiri has the goal of becoming one of the leading information media, especially in Bekasi Regency. Excellence is meant by being able to attract people to care about the information provided by PT Lensa Potret Mandiri, then increasing the number of visitors or views and presenting quality and fact-based information. PT Lensa Potret Mandiri targets the number of views from each information or news provided to reach one million views, but only some information/news reaches one million views. The existence of PT Lensa Potret Mandiri currently contains various information and news about the Bekasi Regency area, with all kinds of topics. Therefore, it is difficult for the community to express their aspirations and complaints while being residents of Bekasi Regency. Therefore, that their aspirations do not reach the local superiors or regents. Based on this, this media company was created. This company contains a lot of environmental conditions in the Bekasi district, information on regional-owned enterprises in the Bekasi district as well as updates

regarding activities at the Bekasi district government office. Currently, information media companies are important pioneers in realizing the aspirations of the community in accordance with the vision and mission of Bekasi Regency itself. An information is everything that becomes a liaison in conveying information, information media aims at mass communication. Information can be obtained through print media such as magazines and newspapers, electronic media (internet, radio and television) as well as training activities carried out [1]. An information obtained by someone will have an impact on a person's level of knowledge or ability. With the amount of information obtained, a person tends to have extensive knowledge. The more often someone reads, then someone's knowledge will be better than those who just hear and see [2]. The role of the management of a company is very necessary so that it can sustain and be able to compete against competitors in terms of broadcasting news media information. Visual media in digital form is easier to spread.

Based on the background of the problem above, the researcher determines the formulation of the problem as follows:

1. Does Corporate Image partially affect the Role of Marketing Management ?.
2. Does Brand Awareness partially affect the Role of Marketing Management ?.
3. Does Promotion partially affect the Role of Marketing Management ?.
4. Do Corporate Image, Brand Awareness and Promotion affect the Role of Marketing Management simultaneously ?.

Corporate Image

Corporate Image is a set of beliefs, ideas and impressions that a person has of an object. Corporate image aims for the company to survive in which it continues to develop and improve creativity and provide benefits for others [3]. A company has a different image in the eyes of society or the public. The image of the company itself cannot be created like goods and services, the image of the company itself is formed from a series of processes in maintaining and improving services to consumers or service users [4]. Indicators of Corporate Image, including: a) Personality; b) Reputation; c) Values/ethics; and d) Corporate identity [5].

Brand Awareness

Brand awareness is the ability of potential consumers to recognize or recall that a brand belongs to a particular product category. Brand awareness is the ability to recognize brands in categories, in sufficient detail to make purchases [6]. Brand awareness indicators include: 1) Recall, namely how far consumers can remember when asked what brands they remember; 2) Recognition, namely how far consumers can recognize the brand belongs to a certain category; 3) Purchase, namely how far consumers will enter a brand into alternative choices when they will buy a product; and 4) Consumption, namely how far consumers still remember a brand when they are using competing products [6].

Promotion

Promotion is a way that companies do in persuading and informing consumers about their products directly or indirectly [7]. Promotion is a form of communication that provides an explanation of the beliefs of potential consumers regarding goods or services with the aim of gaining attention and purchasing power of potential consumers

[7]. Promotion indicators include: a) Frequency of promotions; b) Promotion quality; c) Promotion quantity; d) Promotion time; and e) Accuracy or suitability of promotional objectives [8].

1. H1= Company image has a significant effect on the role of marketing management partially.
2. H2= Brand Awareness has a significant effect on the Role of Marketing Management partially.
3. H3= Promotion has a significant effect on the role of marketing management partially.
4. H4= Corporate Image, Brand Awareness and Promotion have a significant effect on the Role of Marketing Management simultaneously.

Research Methods

This study use quantitative methods using IBM SPSS 27 in analyzing the data. Most quantitative research uses an explanatory design, in which the object of study is an explanatory research aimed at testing the hypothesized relationship between variables. The quantitative approach raises difficulties in managing other variables that can directly or indirectly affect the research process [9]. Quantitative research shows the ability to show the generalization of the results of a study, how far the research results can be generalized to the population [9]. The population in this study were 119 respondents with a total sample of 40 respondents. The sampling technique used is Simple Random Sampling. The tests carried out are in the form of Validity and Reliability Test, T Test, F Test and Coefficient of Determination Test. Then the data was obtained from questionnaires distributed via google form and the measurement scale used the Likert scale 1 to 5, for 1 means strongly disagree to 5 means strongly agree. [10].

Result and Discussion

Based on the background of the problem, problem formulation, literature review, conceptual framework and relevant previous research results, the researchers discussed this research as follows:

The validity test was carried out by correlating the item score with the total item score, then the significance test was carried out through the r table criteria at a significance level of 0.05 with a two-way test. If the value is positive and t count > r table, then the item can be declared valid and vice versa (Duwi, 2012).

Table 1. Company Image Variable Instrument Validity Test Results

Questions	Corrected Item-Total Correlation (r-count)	r-table	Criteria
X1.1	0.454		Valid
X1.2	0.433		Valid
X1.3	0.563		Valid
X1.4	0.493	0.3120	Valid
X1.5	0.718		Valid
X1.6	0.462		Valid
X1.7	0.472		Valid

| Questions | Item-Total Statistics | | |
	Corrected Item-Total Correlation (r-count)	r-table	Criteria
X1.8	0.619		Valid
X1.9	0.493		Valid
X1.10	0.593		Valid

(Source: Output SPSS Version 27.0)

Based on the results of the validity test on the Corporate Image variable, it shows that the score items consisting of each question are Corrected Item-Total Correlation (r-count) > r-table. This shows that r-count > r-table which means that each instrument of the statement item is declared valid. Thus, the 10 statement items from the Corporate Image variable are declared valid and can be used in further testing.

Table 2. Brand Awareness Variable Instrument Validity Test Results

| Questions | Item-Total Statistics | | |
	Corrected Item-Total Correlation (r-count)	r-table	Criteria
X2.1	0.448		Valid
X2.2	0.426		Valid
X2.3	0.453		Valid
X2.4	0.420		Valid
X2.5	0.628	0.3120	Valid
X2.6	0.449		Valid
X2.7	0.490		Valid
X2.8	0.436		Valid
X2.9	0.445		Valid
X2.10	0.453		Valid

(Source: Output SPSS Version 27.0)

Based on the results of the validity test on the Brand Awareness variable, it shows that the score items consisting of each question are Corrected Item-Total Correlation (r-count) > r-table. This shows that r-count > r-table which means that each instrument of the statement item is declared valid. Thus, the 10 statement items from the Brand Awareness variable are declared valid and can be used in further testing.

Table 3. Promotional Variable Instrument Validity Test Results

| Questions | Item-Total Statistics | | |
	Corrected Item-Total Correlation (r-count)	r-table	Criteria
X3.1	0.373		Valid
X3.2	0.400		Valid
X3.3	0.442	0.3120	Valid
X3.4	0.345		Valid
X3.5	0.424		Valid
X3.6	0.485		Valid

Item-Total Statistics			
Questions	Corrected Item-Total Correlation (r-count)	r-table	Criteria
X3.7	0.466		Valid
X3.8	0.340		Valid
X3.9	0.373		Valid
X3.10	0.435		Valid

(Source: Output SPSS Version 27.0)

Based on the results of the validity test on the Promotion variable, it shows that the score items consisting of each question are Corrected Item-Total Correlation (r-count) > r-table. This shows that r-count > r-table which means that each instrument of the statement item is declared valid. Thus, the 10 statement items from the Promotion variable are declared valid and can be used in further testing.

Table 4. Instrument Validity Test Results of the Role of Marketing Management

Item-Total Statistics			
Questions	Corrected Item-Total Correlation (r-count)	r-table	Criteria
Y1.1	0.434		Valid
Y1.2	0.395		Valid
Y1.3	0.564		Valid
Y1.4	0.523		Valid
Y1.5	0.374	0.3120	Valid
Y1.6	0.399		Valid
Y1.7	0.352		Valid
Y1.8	0.645		Valid
Y1.9	0.506		Valid
Y1.10	0.365		Valid

(Source: Output SPSS Version 27.0)

Based on the results of the validity test on the Marketing Management Role variable, it shows that the score items consisting of each question are Corrected Item-Total Correlation (r-count) > r-table. This shows that r-count > r-table which means that each instrument of the statement item is declared valid. Thus, the 10 statement items from the Marketing Management Role variable are declared valid and can be used in further testing.

Table 5. Corporate Image Variable Reliability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,713	,717	10

(Source: Output SPSS Version 27.0)

Based on the output results above, the Cronbach's Alpha value is 0.713 > 0.60. Based on the previous explanation that if the Cronbach's Alpha value is > 0.60 or > 0.70

then the data is acceptable. This means that the consistency of respondents' answers to the ten questionnaire questions posed on the Corporate Image variable is acceptable.

Table 6. Brand Awareness Variable Reliability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,622	,640	10

(Source: Output SPSS Version 27.0)

Based on the output results above, it shows the Cronbach's Alpha value of 0.622 > 0.60. Based on the previous explanation that if the Cronbach's Alpha value is > 0.60 or > 0.70 then the data is acceptable. This means that the consistency of respondents' answers to the ten questionnaire questions posed on the Brand Awareness variable is acceptable.

Table 7. Promotion Variable Reliability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,615	,618	10

(Source: Output SPSS Version 27.0)

Based on the output results above, the Cronbach's Alpha value is 0.615 > 0.60. Based on the previous explanation that if the Cronbach's Alpha value is > 0.60 or > 0.70 then the data is acceptable. This means that the consistency of respondents' answers to the ten questionnaire questions posed on the Promotion variable is acceptable.

Table 8. Variable Reliability Marketing Management Role

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,612	,617	10

(Source: Output SPSS Version 27.0)

Based on the output results above, the value of Cronbach's Alpha is 0.612 > 0.60. Based on the previous explanation that if the Cronbach's Alpha value is > 0.60 or > 0.70 then the data is acceptable. This means that the consistency of respondents' answers to the ten questionnaire questions posed on the Marketing Management Role variable is acceptable.

Table 9. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3,649	3,957		-,922	,363
CP_X1	,373	,121	,302	3,075	,004
KM_X2	,409	,105	,399	3,885	,000
PRO_X3	,452	,119	,377	3,800	,001

a. Dependent Variable: PMP_Y

(Source: Output SPSS Version 27.0)

Based on the coefficient table above, the t-value and Sig analysis aims to partially analyze the hypothesis test. The probability level <0.05 is considered significant or the regression model can be used in predicting the dependent variable (Ghozali, 2001).

1. H_1= Corporate image has a significant effect on the role of marketing management partially.

   The results of t-count > t-table (3.075 > 2.021), and the significance value of alpha (α) is 0.004 (<) 0.05. Therefore the Corporate Image has a significant effect on the Role of Marketing Management partially. This means that a good corporate image will facilitate the management of an information company in doing marketing or introducing their company name. The better the company's image, the more sought after by the public or consumers. And vice versa, if the company does not have a good image, it will be difficult and it will take a lot of effort to introduce the company, its products or services. Building a company's image takes time and effort that drains energy, money and time. But the effort will be worth the results that will be obtained later.

2. H_2= Brand Awareness has a significant effect on the Role of Marketing Management partially.

   The results of t-count > t-table (3.885 > 2.021), and the significance value of alpha (α) is 0.000 (<) 0.05. Therefore Brand Awareness has a significant effect on the Role of Marketing Management partially. This means that the more aware the public or consumers are regarding the brand or company name, the more it will affect the marketing that information company management needs to do.

3. H_3= Promotion has a significant effect on the role of marketing management partially.

   The results of t-count > t-table (3.800 > 2.021), and the significance value of alpha (α) is 0.001 (<) 0.05. Therefore Promotion has a significant effect on the Role of Marketing Management partially. This means that promotions carried out by the company's management will affect the company's marketing. Promotion needs to be done to attract people's attention and attention. Especially for media information companies, which rely on the number of visitors or the number of views.

Table 10. Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	255,165	3	85,055	34,624	,000[b]
Residual	88,435	36	2,457		
Total	343,600	39			

a. Dependent Variable: PMP_Y

b. Predictors: (Constant), PRO_X3, CP_X1, KM_X2

If the value of sig <0.05, it means that the independent variable has a significant effect on the dependent variable. Based on the results of the table above, the sig value is 0.000 <0.05. So the independent variable has a significant effect on the dependent

variable simultaneously. This means that corporate image, brand awareness and promotion have a significant effect on the role of marketing management simultaneously.

Based on the results of SPSS 27 output above, the calculated F value is 36.624 > 10.00. So Corporate Image, Brand Awareness and Promotion have a significant effect on the Role of Marketing Management simultaneously.

4. H_4= Corporate Image, Brand Awareness and Promotion have a significant effect on the Role of Marketing Management simultaneously. This means that corporate image, brand awareness and promotion will affect the company's management in marketing. The better the three factors, the better the effect on the company.

Table 11 Model Summary

Model	R Square	Adjusted R Square	Std. Error of the Estimate
1 ,862ª	,743	,721	1,567

a. Predictors: (Constant), PRO_X3, CP_X1, KM_X2

(Source: Output SPSS Version 27.0)

Based on the model summary table above, the R Square number is 0.743 or (74.3%). This shows that the percentage contribution of the influence of the independent variable, namely Company Image, Brand Awareness and Promotion, to the dependent variable, namely the Role of Marketing Management, is 74.3%. While 100% - 74.3% = 25.7% influenced by other variables not examined in this study.

Conclusions

Based on the results of the hypothesis test above in the form of three independent variables (Corporate Image, Brand Awareness and Promotion) and one dependent variable, namely the Role of Marketing Management, the conclusions of this study are as follows:

1. Company image has a significant effect on the role of marketing management partially. Where companies must improve or maintain the image they have. This will make it easier to find visitors and views. In addition to the company's image, company management does not need to spend more effort in introducing the company or the products or services they have. Because consumers will come alone to look for.
2. Brand Awareness has a significant effect on the Role of Marketing Management partially.
3. Promotion has a significant effect on the role of marketing management partially.
4. Corporate Image, Brand Awareness and Promotion have a significant effect on the Role of Marketing Management simultaneously.

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