Product Marketing Management Services In. Pln (Persero) In Manado

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Abstract: *This study was conducted to determine how much influence marketing management product to the consumer's decision to buy the product in smart electrical services at PT. PLN (Persero) Manado area. The method used methods of quantitative analysis. The data analysis using the analysis of a single table and then testing the hypothesis using the Spearman Rank correlation studies seeking a relationship between two variables, namely the relationship between the variables X (Management product marketing services) and variable Y (Decision consumers). The population in this study amounted to 202 is a consumer and a sample of 67 respondents taro Yamane with a confidence level of 90%, 10% precision. Based on the results of the calculation of Spearman rank correlation coefficient, ie rs = 0.97, prove that there is a positive effect of the variable X (product marketing management services) with variable Y (Decision consumers) in a smart buying electrical products at. PLN (Persero) Manado area. The calculation of the coefficient of determination: (Kp = (rs) 2 x 100%) which shows the influence of variable X (Management product marketing services) with variable Y (Decision consumer) to purchase the product. The results obtained indicate Kp is equal to 94%, meaning that the presence of a smart electrical product marketing promotions, consumers / communities interested in using / buying smart electricity for their lighting needs at PT PLN (Persero) Manado Area. This is due to the influence of marketing management services to market products through smart electrical products marketing campaign that is sebsar 94%, while the remaining 6% is influenced by other factors not examined.*

Keywords: Product Marketing Management Services, Consumer Decision.

I. Introduction

Marketing management services smart electrical products depending on the results of the promotion of the product being marketed . Investment resources and increasing industrial operations to determine the level of consumption of electrical products for the smart , the role of innovation management is very important in determining the progress and market the products of a company . Each company is expected to have the right product management strategies to market their products to the public . Modern marketing strategy is not only oriented towards the development of a good product , but must be able to influence the prospective customers to be loyal kosemen . PLN should always be able to meet the needs of consumers so that consumers feel the maximum satisfaction . PT PLN (Persero) is a State -owned company engaged in the field of electricity , is the only state electricity company in Indonesia . PLN should always be able to meet the needs of the consumer as a requirement that must be met . In view of what happened today , every company is required to develop its productivity , for the PLN seeks to develop productivity in the supply of electricity . Seeing the number of consumer complaints regarding electrical service for this , it is necessary to increase innovation to satisfy customers and attract potential customers . Therefore, the company offers innovative products and services are implemented throughout the service unit or a Power Smart Prepaid Electric . How can a way to introduce a product innovation that is smart electrical products to the public , of course, with the management strategy of the company's marketing campaign . There are various marketing promotion strategies undertaken by companies to develop their products . However, researchers interested in research focused on strategies advertising campaigns run by PT . PLN (Persero) Manado area in terms of influencing consumers to use the product innovation Electric Smart . Kotller & Keller (2005:249) explains that the advertising / ads are all forms of non-personal presentation and promotion of the idea, goods or services of a particular sponsor of the company . Therefore , the need for information of interest through advertising so that consumers teratrik and decide to buy the product.

The use of electricity initially manually , electricity consumers are already accustomed to make use of the manual so that consumers sometimes do not feel attracted to smart electrical products . Beside that , because

at the time postpaid electricity usage , which will be the registrar meters assigned to record the customer for monthly usage meter , so after switching to smart electricity (prepaid electricity) meter registrar no longer get a job as usual . This causes the registrar meters take keutungan in other ways (not all cater, but only in part) , which would certainly damage the reputation of PLN . Sometimes they are looking for customers who will perform a new installation or a change of power at a cost that is not in accordance with the provisions of PLN , which means that they are very expensive to burden the cost to consumers or potential consumers on the condition that they would take care of all procedures and customers or potential customers just accept the results only . Without thinking and without knowing the actual cost information , consumers or potential consumers directly gave them to cater it. They are called illegal or unscrupulous third parties who are not responsible for (brokers) who actually should be anticipated .

Thus there are difficulties in mnemasarkan / promote a new product that is Smart Power products due to consumer confidence in the new connection fee and change the power is interrupted . In addition , also caused by illegal elements who deceive the public and because of the familiarity of consumers use electricity manually so that promotional advertising for the product need to inform ditingkatan advantage of smart electrical products . Because of the fact that there where of all electricity customers in PT PLN (Persero) Area Manado Manado Area with a population amounting to 407 473 inhabitants or - / + the number of customers approximately 32,000 families (KK) , is approximately 12,883 (40 , 25 %) customer households in the Manado area using smart electrical products , while the expectations to be achieved is the use of smart electricity evenly by 100 % has not been achieved , because there are approximately 59.75 % were not using smart electricity and will be pursued by PT PLN (Persero) Manado area for migrating

Advertising management is needed to market the product. The word comes from the Greek ads, which means less is more "lead people to the idea". The comprehensive understanding of advertising according to Kotler (2003), Advertising is "any form of presentation and promotion of ideas, goods or services by a non-personal links that require certain payments". Advertising merupakn a mass communication process that involves certain links, namely the advertisers (advertisers), which pays a mediamassa services for broadcasting the ad.

Targeted advertising is possible to market the product. Advertising (Advertising): It is the main tool for employers to influence consumers. Advertising can be done by employers through newspapers, radio, magazines, brochures, television, or in the form of posters mounted alongside a road or strategic places.

Consumer decision to purchase a product is to choose a product that is needed and in accordance with the purchasing power of consumers . After seeking and evaluating a range of alternatives to meet the needs of consumers at some point have to decide between buying or not buying , if the decision is to buy , the consumer must make a series of decisions related to brand , price , place of sale , colors , and other appropriate needed . Purchasing decisions according to Philip Kotler (2000:202) distinguishes five played the role in the purchase decision , namely : (1) Originator : someone who first proposed the idea to buy a good or service , (2) Giving effect : a person who views or decisions affecting the target (3) the decision maker : someone who takes a decision for each component purchasing decision (4) Buyer : the person doing the actual purchase , and (5) Users : people who consume or use the goods or services concerned . Furthermore, according to the theory AIDCDA , to make consumers interested in purchasing a product that stimulates action successful advertising buyers to buy products according Rhenald (1995) , should at least meet the criteria AIDCDA namely : (1) Attention ang containing attractiveness (2) Interest -containing attention and interest (3) desire which gave rise to a desire to try or have (4) conviction that raises confidence in the product (5) Decision which produces satisfaction with the product purchased and (6) Action that leads to action to buy the product . With advertising manajemn the underlying theory of consumer purchase decisions heavily influenced by management pemasarana products produced

II. Research Methodology

The method used is descriptive method kuantiutatif used to describe the data obtained from empirical observation and data collection . According to Maman (2002) : a descriptive study sought to describe a social phenomenon and analyze the data in a way to describe or depict the data collected and presented data obtained . The method used quantitative analysis methods with techniques of data analysis using the analysis of a single table and then testing the hypothesis using the Spearman rank correlation research method , the population / target of this research is the consumer of PT PLN (Persero) Manado area is determined by the researchers that consumer 202 obtained from product marketing promotional activities . Sample of 67 respondents taro Yamane with sampling techniques used are : Convenient or accidental sampling (samples incidentally) , the method of sample selection regardless of population characteristics . Who's coming and affordable by researchers sampled (Prasetya Irawan , 1999:182) . This study uses Spearman Rank Correlation studies with the formula rs = formula $\mathbf{rs} = \frac{\sum x2 \, \Sigma y \, 2}{2\sqrt{\Sigma x \, 2 \, \Sigma y \, 2}}$

III. Results

The data analysis in this study was done by the analysis of a single table and then testing hypotheses. To analyze the single table in this study using the technique of percentage with the formula: P = F / N x 100%. This study uses correlation study Spearman Rank, formula $rs = \frac{\sum x2\ \Sigma y\ 2}{2\sqrt{\Sigma x\ 2\ \Sigma y\ 2}}$, the search for a relationship between two variables, namely the relationship between the variables X (Advertising Promotion Management) and variable Y (Consumer Buying Decisions Product). Before we entered the Spearman Rank calculations, starting with the provision of the ranking variables X and Y variables to obtain results Σd2. The calculations are as follows:

Table.1
Calculation $\sum d^2$

No.	X *(Rx)*	Y (Ry)	di	di^2
1	31 (6)	31 (2)	4	16
2	37 (12)	34 (5)	7	49
3	30 (5)	34 (5)	0	0
4	39 (14)	37 (8)	6	36
5	33 (8)	35 (6)	2	4
6	29 (4)	35 (6)	-2	4
7	33 (8)	34 (5)	3	9
8	30 (5)	32 (3)	2	4
9	38 (13)	33 (4)	9	81
10	35 (10)	35 (6)	4	16
11	29 (4)	35 (6)	-2	4
12	28 (3)	33 (4)	-1	1
13	37 (12)	33 (4)	8	64
14	31 (6)	34 (5)	1	1
15	26 (2)	36 (7)	-5	25
16	29 (4)	31 (2)	2	4
17	31 (6)	35 (6)	0	0
18	33 (8)	38 (9)	-1	1
19	33 (8)	35 (6)	2	4
20	28 (3)	37 (8)	-5	25
21	36 (11)	39 (10)	1	1
22	30 (5)	39 (10)	-5	25
23	34 (9)	37 (8)	1	1
24	36 (11)	35 (6)	5	25
25	34 (9)	37 (8)	1	1
26	25 (1)	37 (8)	-7	49
27	30 (5)	32 (3)	2	4
28	38 (13)	36 (7)	6	36
29	30 (5)	34 (5)	0	0
30	39 (14)	36 (7)	7	49
31	35 (10)	29 (1)	9	81
32	29 (4)	32 (3)	1	1
33	32 (7)	40 (11)	-4	16
34	34 (9)	32 (3)	5	25
35	35 (10)	37 (7)	3	9
36	32 (7)	34 (5)	2	4
37	29 (4)	39 (10)	-6	36
38	33 (8)	33 (4)	4	16
39	33 (8)	42 (12)	-4	16
40	30 (5)	39 (10)	-5	25
41	39 (14)	36 (7)	7	49
42	29 (4)	35 (6)	-2	4
43	28 (3)	40 (11)	-8	64
44	29 (4)	31 (2)	2	4

45	26 (2)	39 (10)	-8	64
46	33 (8)	39 (10)	-2	4
47	30 (5)	39 (10)	-5	25
48	39 (14)	36 (7)	7	49
49	36 (11)	40 (11)	0	0
50	39 (14)	36 (7)	7	49
51	37 (12)	37 (8)	4	16
52	31 (6)	29 (1)	5	25
53	32 (7)	38 (9)	-2	4
54	30 (5)	37 (8)	-3	9
55	39 (14)	36 (7)	7	49
56	28 (3)	40 (11)	-8	64
57	33 (8)	38 (9)	-1	1
58	33 (8)	39 (10)	-2	4
59	35 (10)	39 (10)	0	0
60	30 (5)	40 (11)	-6	36
61	36 (11)	34 (5)	6	36
62	29 (4)	37 (8)	-4	16
63	31 (6)	29 (1)	5	25
64	37 (12)	36 (7)	5	25
65	33 (8)	34 (5)	3	9
66	28 (3)	33 (4)	-1	1
67	33 (8)	34 (5)	3	9
	2177	2387		$\sum d^2$ 1409

Furthermore, since there is a rank-numbered the same ranking on variable X and Y, it is necessary to factor the following correction: Correction Factor Calculation Variable X.

Table 2
Variable X Factor Correction

Same score	Total/ Jumlah	$t^3 - t / 12$
2	2	0.6
3	5	10.4
4	8	42.7
5	9	60.8
6	5	10.4
7	3	2.2
8	11	111
9	3	2.2
10	4	5.3
11	4	5.3
12	4	5.3
13	2	0.6
14	6	18
	Tx	**274.8**

Calculation of Correction Factors Variable Y

Table3
Correction factor variable Y

Same score	Total/ Jumlah	$t^3 - t / 12$
1	3	2.2
2	3	2.2
3	4	5.3
4	5	10.4

5	9	60.8
6	8	42.7
7	9	60.8
8	8	42.7
9	3	2.2
10	9	60.8
11	5	10.4
	Ty	**300,5**

With the twin figures in the variable x and variable y, then the formula to be used is:

$$r_s = \frac{\Sigma x^2 + \Sigma y^2 - \Sigma di^2}{2 \sqrt{\Sigma x^2 \Sigma y^2}}$$

To get the value Σx^2 **dan** Σy^2 and then use the following formula:

$$\Sigma x^2 = \frac{N^3 - N}{12} - \Sigma Tx$$

$$\Sigma x^2 = \frac{67^3 - 67}{12} - 274,8 \qquad \Sigma x^2 = 24783,2$$

After Σx^2 ie 24783.2, then the next we specify Σy^2:

$$\Sigma y^2 = \frac{N^3 - N}{12} - \Sigma Ty$$

$$\Sigma y^2 = \frac{67^3 - 67}{12} - 300,5 \qquad \Sigma y^2 = 24757,5$$

Then the Spearman Rank Correlation can be calculated as follows:

$$r_s = \frac{\Sigma x^2 + \Sigma y^2 - \Sigma di^2}{2 \sqrt{\Sigma x^2 . \Sigma y^2}}$$

$$r_s = \frac{24783,2 + 24757,5 - 1409}{2 \sqrt{24783,2 . 24757,5}}$$

$r_s = $ 48131,7 / 49540,7 $\qquad$ **r_s = 0,97** $\qquad$ **$r_s^2 = 0,97^2 = 0,94$**

To examine the strength of the relationship, use the formula Guilford (Sugiyono, 2002: 149): from 0.00 to 0.199 = Relationships Very Low
0.20 to 1.399 = Relationships Low
0.40 to 0.599 = Medium Relationships
From 0.60 to 0.799 = Strong Relationships
0.80 to 1.00 = Very Strong Relationship , by knowing the coefficients (rs) = 0.97; hence based on the guidelines provided Sugiyono (2002:149), it is known relationship between the two variables and Advertising Campaign Management in the Consumer Decision smart buying electrical products for the foreign Manado area is very strong and direct. To measure how much influence advertising campaign management for consumer decisions in purchasing products listrk clever, done by finding the coefficient of determination (Kp), then the formula used is as follows: **$Kp = (r_s)^2$ x 100 %**
Kp = $(r_s)^2$ x 100%
Kp = $(0,97)^2$ x 100%
Kp = 0,9409 x 100% $\qquad$ **Kp = 94,09** or **Kp = 94 %**

Kp obtained from the calculation of 94%, meaning that the consumer's decision to buy a smart power products at PT PLN (Persero) Manado area affected by the advertising campaign management sebsear 94%, while the remaining 6% is influenced by other factors such as friends, family, environment, and others. To determine whether the relationship between Advertising Campaign Management (variable X) and Decision Consumers buy products (variable Y) in Manado Area PLN significant or not, it is necessary to test the hypothesis that would prove that the promotion of good will influence consumer purchase decisions. Hypothesis testing can be done in the following way:

Ho: rs ≤ 0 = meaning no significant effect between advertising campaign management with consumer decisions to purchase products on the smart electricity company PT PLN (Persero) Manado area, or the opposite effect. Ha: rs> = 0 means that there is a significant positive effect between the management of advertising campaigns in the consumer's decision to buy a smart power products at PT PLN (Persero) Manado area.

In determining acceptance or rejection of hypotheses, it must be sought by determining the value of ttabel degree of freedom (df) in the following manner:

df = n-2
df = 67-2
df = 65

$\alpha = 0.05$, and to set the value of t it is necessary to use the following formula:

$$t = \frac{r_s \sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t = \frac{0,97 \sqrt{67-2}}{\sqrt{1-0,94}}$$

$$t = 7,8 / 0,24 \quad = \quad t_{hitung} = 32,5$$

Once we determine the amount of 32.5 t then we will determine which will be obtained from the t table t distribution with α ½ opportunities. Ttabel value obtained from:

df = 65
α = 0,05
  = 1- $\frac{1}{2}$ (0,05)
  = 1-0,025m **= 0,975**, df = 65, table = 2.00 (see the t distribution table, because it is not listed in the list tebel 65 numbers, then look for the number that is closest to 65 is 60. ttabel so obtained is 60 = 2.00)

Gambar 1
Distribusi t
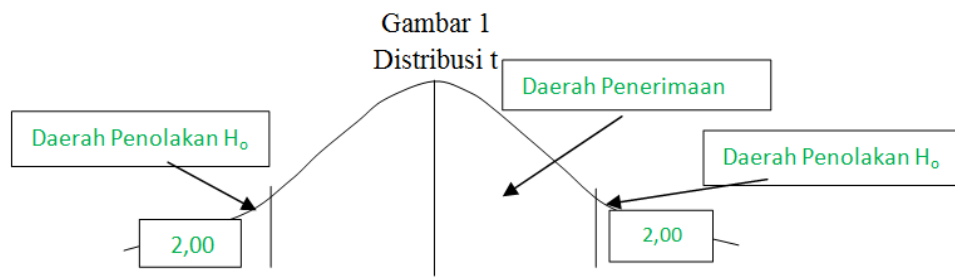
Thus there is a relationship between product marketing management services to the promotion of electric smart advertising to consumers in the purchase decision of a smart electrical products for the foreign Manado area, or significant relationships / mean.

IV. Conclusion

Marketing management through smart electricity darting through advertising campaigns snagat determine consumers to buy smart electrical products . Management needs to be improved smart electrical products to market . The result shows Spearman rank correlation coefficient , ie rs 0.97 , proving that there is a positive effect of the variable X (pemasran Promotion Management) with a variable Y (Consumer Decision) in a smart buying electrical products at PT PLN (Persero) Manado area . The result shows the coefficient of determination , the amount of influence which the presence of the role of advertising campaign management product then the consumer can buy / use smart electrical products . Results obtained Kp is equal to 94 % , meaning that the consumer 's decision to purchase a smart electrical products at PT PLN (Persero) Manado area affected by the advertising campaign management by 94 % , while the remaining 6% is influenced by other factors such as family impetus , encouragement friend and the environment . We advise the company can market the product well in order to influence consumers in a smart buying electrical products . Companies

should be wary of illegal elements , as well as enhance the security and confidence of consumers or potential consumers as unscrupulous illegal (brokers) are circulating everywhere that would damage the reputation of the product of PT . PLN Manado area . In addition to the need for intensive control of smart electricity to customers in order to minimize fraud do illegal elements in the name of PLN melayanai can deceive consumers and society .

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