

EFFECTS OF INTEGRATED MARKETING ON INCREASED SALES WITH SATISFACTION AS AN INTERVENING VARIABLE IN “ESSENTIAL COMPANY” OF SURAKARTA INDONESIA

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ABSTRACT

The title of the research is effects of integrated marketing on increased sales with satisfaction as an intervening Variable in “essential company” of Surakarta Indonesia. The purpose of this research is to know structural model of integrated marketing on increased sales with satisfaction as an intervening variabel. The population and sample of is customer in Surakarta. The methods used in this reseach are instrument test, descriptive analysis, path diagram model analysis on based regression linear. This reseach The results of research showed that (1) (a) factors of customers’ behavior; originating from the customer; using the contact form, creating synergies, and having relationships affect customers’ satisfaction, were proven correct; (b) Factors in customers’ behavior and customers’ satisfaction in a relationship and were not proven significantly affecting the increase in product sales of Essential Ornaments Company of Surakarta. While, the factors originating from customers, using contact, creating synergies affect the increased product sales in Essential Ornaments of Surakarta were attested (2) simultaneous test results (Test F), seen from equation I and equation II know amount of values Fcount significance of $0,000 < 0,05$. It can be concluded jointly that independent variables affect the increases in product sales of Essential Ornaments of Surakarta. It is proven true that (3) based on the analysis results obtained by test R^2 coefficient of determination is 0,970 or 97,0%. It means that the increase in sales is explained by variables of customer behavior, originating from customers, using contacts, creating synergies, having relationships and customers’ satisfaction at 97,0 %, and the remaining 3,0% is explained by other variables outside our model is explained by other variables that are not included in the regression model.

Keywords: customer behavior,originating from customers, using contacts, creating synergies, relationships, satisfaction, increasing sales.

INTRODUCTION:

The development of increasingly complex business world indirectly creates competition among players. Companies which are not smart enough to read the existing situation will lose in the competition. The success of a company to be able to market a product produced depends on how the company is capable of delivering effective messages to its consumers. Therefore, communication has a highly pivotal role for marketing success. The companies are demanded to be more creative in conveying messages to their consumers. Besides, those who will be the targets of communication should be noted.

In order to anticipate the increasingly firm competition, recently, companies are increasingly putting orientation on competitive advantage by using technology that is more productive, efficient and capable of guarantying the excellence of a product consistently. At the same time, the company must also be able to develop the appropriate marketing strategies to handle an increasingly open market competition. It is important to realize because by the presence of the market globalization, consumers will be more critical and have many choices and flexibility to offer the products to fulfill their needs.

Phenomenon encountered by Essential Ornaments Company of Surakarta is a great opportunity to enter the market, but in order to face of the company's competitors and the achievement of the potential customers' quantity, the company marketing department continues to strive to: (1) improve the public perception and (2) fulfill the entire demand in order to achieve higher accountability, but the results are inadequate. (3) Efforts to improve the service performance services in order to achieve products' equity. After going through a fundamental review, a strategy is set by conducting integrated marketing communication, among others via advertising media, sales promotion, public relations, personal selling and direct marketing. The successful integrated marketing is via the development of integrated marketing basis, i.e. considering the factors affecting the customers' behavior, originating from customers and prospective customers, using contact form, creating synergies, having relationships and communication development.

THEORITICAL REVIEW:

Increased Sales:

Sales is the outflow of goods/services for fulfilling the existing market demand. Meanwhile, for manufacturers or companies, sales is a process for obtaining increased revenue. In this case, each company has various policies in increasing revenue. There are two alternative chosen by the company in increasing the sales volume of goods/services they have

Customer Satisfaction:

According to Brigham and Houston, (2007: 24) Satisfaction or dissatisfaction of customers is customer response to the evaluation of the perceived discrepancy between prior expectations (or other performance norms) and the actual performance of the product that is felt after the wearer.

Thereby, the level of satisfaction is a function of the difference between the perceived performance and the expectations. If performance is below the expectations, the customers will be disappointed. In case the performance in is accordance with expectations, the customers will be satisfied. Meanwhile, if the performance exceeds expectations, the customers will be highly satisfied. Customers' expectation can be formed by past experiences, comments from their relatives, as well as appointments and information of the marketers and competitors. The customers' appraisal of the goods is actually different from the appraisal of the services.

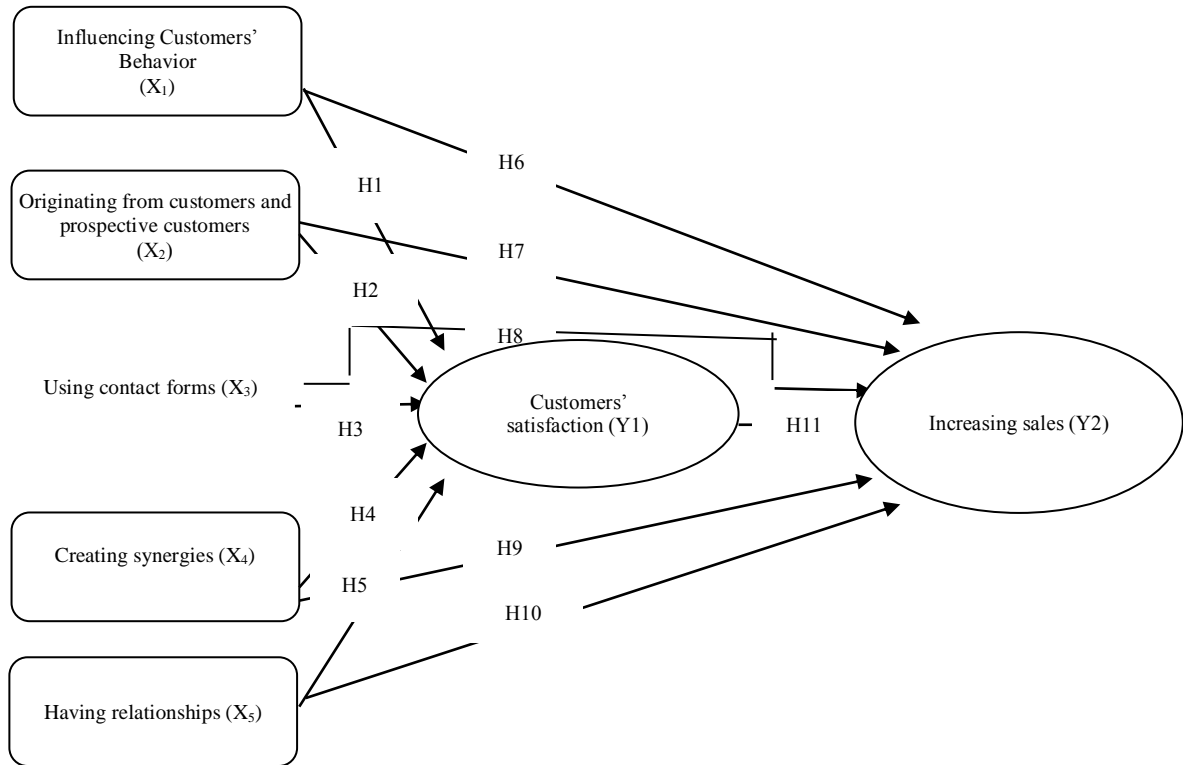
Integrated Marketing Communication:

Integrated marketing communication acts as a form of development and implementation of various forms of prolonged persuasive communication programs towards the customers and prospective customers. The objective of this integrated marketing communication is to influence or provide direct effect to the targeted public that they own.

Integrated marketing communication considers all sources that can connect the consumers or potential consumers with the products or services of a company's product or company, is a potential pathway to convey messages in the future. Furthermore, integrated marketing communication uses all forms of

relevant communication and can be accepted by consumers and potential consumers. Furthermore, as confirmed by Terence, (2007: 267) Integrated marketing communications process begins with customers or potential customers and then turned to the company to determine and define the forms and methods need to be developed for persuasive communication programs. There are five characteristics inherent in the philosophy and application of integrated marketing communications.

CONCEPTUAL FRAMEWORK:



Source: Siswanti (2009), Milla Siskawati (2009), Indira Mastuti (2011), Dodi Novianto (2010)

HYPOTHESES:

The hypotheses can be formulated as follows:

- H1 : Influencing the customers' behavior affect the customers' satisfaction of Essential Ornaments Company of Surakarta
- H2 : Having a start from customers and prospective customers affects the customers' satisfaction on Essential Ornaments Company of Surakarta
- H3 : Using the contact form affects the customers' satisfaction on Essential Ornaments Company of Surakarta
- H4 : Creating a synergy affects the customers' satisfaction on Essential Ornaments Company of Surakarta
- H5 : having a relationship affects customers' satisfaction on Essential Ornaments Company of Surakarta
- H6 : Influencing the customers' behavior affect the increase in sales of Essential Ornaments Company of Surakarta
- H7 : having a start from customers and prospective customers affect the increasing sales in Essential Ornaments Company of Surakarta
- H8 : Using the contact form affects the increased sales in Essential Ornaments Company of Surakarta
- H9 : Creating a synergy affects the increase in sales of Essential Ornaments Company of Surakarta
- H10 : Having relationship affects the increasing sales in Essential Ornaments Company of Surakarta

METHODOLOGY

The research population is all of customer in “Essential Company” of Surakarta Indonesia. Data collecting technique in this research with random sampling technique, its means, each person customer in population has an equal probability to come a contributor for this research. This sample in research about 100 respondent. Data collecting methods with questionnaire method, observation methods dan documentation methods. Data analysis in this research is instrument test for validity, instrument test for reliability, path diagram analysis with regression linear multiple.

RESULTS AND DISCUSSIONS:

Research Instrument Testing

The main problem in this research is to determine the effect of service quality on customers’ loyalty and satisfaction as an intervening variable in Essential Ornaments Company of Surakarta. Meanwhile, those factors are; influencing the customers’ behavior (X_1), originating from customers and prospective customers (X_2), using the contacts (X_3), creating synergies (X_4), and having relationships (X_5) on increasing product sales of Essential Ornaments Company of Surakarta (Y_1) with customers’ satisfaction as an intervening variable Y_1 . All of which are valid in the validity test result. Meanwhile, the reliability test for all variables is also declared reliable. The analysis model used to solve these problems is the quantitative analysis. In this case, the pre-existing quantitative variables must be qualified in advance, in order to obtain the same measurement for the entire analysis variables.

Linearity Test Results

The linearity test using independent variable and dependent data is generated in the form of linearity test result showing R^2 value of 0.001 with a sample size of 150. The amount of c^2 count = $150 \times 0.001 = 0.15$, meanwhile the value of c^2 table is 129.56. The value of C^2 count $< c^2$ table, thus it can be concluded that the correct model is the linear model.

Research Hypothesis Test

The path regression equation, This analysis is used to determine the effect of independent variables on the dependent variable using the two (2) the following equations:

a. Dependent Variable: Customers’ Satisfaction

Equation 1:

$$Y_1 = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

$$0,838 X_1 + 0,105 X_2 - 0,212 X_3 + 0,369 X_4 - 0,078 X_5$$

$$(0,000)** (0,005) (0,000) (0,000)** (0,000)**$$

**= Significant at error rate of 5%

- 1) b_1 = the variable regression coefficient affects the customers’ behavior, at 0.838, it indicates that the customers’ behavior positively affects the customers’ satisfaction. It means the increase in influencing customers’ behavior, the higher the customers’ satisfaction.
- 2) b_2 = the variable regression coefficient is originating from customers at 0,105; it shows that the variable originating from the customers has a positive effect on customers’ satisfaction. It means the increase originating from the customers, the higher the customers’ satisfaction of Essential Ornaments Company of Surakarta.
- 3) b_3 = the variable regression coefficient using the contact by - 0.212, it indicates that the variable using the contact negatively affects the customers’ satisfaction. It means the increase originating from contacts, the customers’ satisfaction of Essential Ornaments Company of Surakarta decreases.
- 4) b_4 = the variable regression coefficient creates synergies of 0.369; it shows that the variable creating synergy positively affects the customer satisfaction of Essential Ornaments Company of Surakarta. It means the increase in creating the synergies, the higher the customers’ satisfaction of Essential Ornaments Company of Surakarta.
- 5) b_5 = the coefficient of regression of having relationship variable - 0.078, it indicates that having relationships variable negatively affects the customers’ satisfaction. It means the increase in having relationship, the customers’ satisfaction of Essential Ornaments Company of Surakarta decreases.

b. The result of equation 2:

Dependent Variable: Increasing Sales:

$$Y_2 = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + Y1$$

$$0,074 X_1 - 0,135 X_2 + 0,961 X_3 + 0,162 X_4 - 0,013 X_5 - 0,077 Y1$$

$$(0,300) \quad (0,000)** \quad (0,000)** \quad (0,001)** \quad (0,524)** \quad (0,335)**$$

Description:

** = Significant at error rate of 5%

- 1) β_1 = regression coefficient of influencing customers' behavior variable is at 0.074, it indicates that the influencing customers' behavior variable positively affects the customers' satisfaction of Essential Ornaments Company of Surakarta. It means if influencing the customers' behavior is good, the sales increases.
- 2) β_2 = regression coefficient is originating from customers of -0.135, which means originating from the customers negatively affect increasing sales of Essential Ornaments Company of Surakarta. It means if originating from customers is good, Essential Ornaments Company's sales actually decreases.
- 3) β_3 = the regression coefficient of using the contacts variable of 0.961, it indicates that using the contact variable positively affects the increasing sales. It means the better use of contacts, the higher the sales.
- 4) β_4 = the regression coefficient creating synergies of 0.162 indicates that the variable of creating synergy positively affects the increasing sales. It means the better synergy creating, the Essential Ornaments Company of Surakarta sales turnover increases.
- 5) β_5 = the regression coefficient of having relationship at -0.013, meaning having relationship negatively affects Essential Ornaments of Surakarta Company's sales increase. It means having better relationship the sales of Essential Ornaments Company decreases.
- 6) The regression coefficient of customers' satisfaction at -0.077, meaning customers' satisfaction negatively affects the increasing sales of Essential Ornaments Company of Surakarta. It means if the customers' satisfaction is better, the sales of Essential Ornaments Company actually decreases.

DIRECT AND INDIRECT EFFECTS:

Path analysis calculates the direct and indirect effects of independent variable on the dependent variables, including their intervening variables. The analysis conclusion of the results above can be arranged thoroughly as follows:

Table of Results of Direct Effects, Indirect Effects and Total Effects

No	Among Variables	Direct Effects	Indirect Effects	Total Effects
1.	Influencing Customers' behavior → increasing sales	0,074	-	-
2.	Originating from customers → increasing sales	-0,135	-	-
3.	Using contacts → increasing sales	0,961		
4.	Creating synergies → increasing sales	0,162		
5.	Having relationship → increasing sales	0,013	-	-
1.	Influencing customers' behavior → customers' satisfaction → increasing sales	-	0,838 x -0,077 = -0,064	0,074 + - 0,064 = 0,010
2.	Originating from customers → customers' satisfaction → increasing sales	-	0,105 x -0,077 = -0,008	-0,135 + - 0,008 = -0,143

3.	Using contacts → customers' satisfaction → increasing sales	-	-0,212 = 0,016	x -0,077	0,961 + 0,016 = 0,977
4.	Creating synergies → customers' satisfaction → increasing sales		0,369 0,077	x - =	0,162 + -0,028 =
5.	Having relationship → customers' satisfaction → increasing sales		-0,028 -0,078 -0,077 0,006	 x = =	0,134 0,013 + 0,006 = 0,019

Based on the table above, Direct Effects, Indirect Effect and Total Effects can be presented as follows: The direct effects are the effect of one independent to another dependent variable, without going through other dependent variables.

- Influencing customer behavior on increasing sales of direct effects of customer behavior towards increasing sales = 0.074 and indirect effects of customers' behavior towards the increase = -0.064, and the total effect = 0,010.
- The direct effect originating from customers on the increasing sales = -0.135 and indirect effects, originating from the customers towards the increase = -0.008 and total effect = -0.143.
- The direct effects using the contact towards the increasing sales = 0.961 and indirect effects using the contacts towards the increase= 0.016, and total effects= 0.977.
- The direct effect of creating synergies towards increasing sales= 0.162 and indirect effect of creating a synergy towards the increase= -0.028 and total effect= 0.134.
- The direct effect of having relationships towards increasing sales= 0.013 and indirect effect of having relationships towards the increase = 0.006, and total effects= 0.019.

THE CONCLUSION OF DIRECT EFFECTS AND INDIRECT EFFECTS IN PATH ANALYSIS:

- Conclusion of path analysis shows the use of the intervening variable of customers' satisfaction in increasing the sales, for the variable of customers' behavior is less effective due to the direct effects of customers' behavior towards greater increasing, i.e. = 0.074 from the indirect effects or through customer satisfaction, which is -0064. The result indicates in order to increase sales turnover, it is better to be conducted directly.
- The conclusion of path analysis shows the use of the intervening variable of customers' satisfaction in increasing sales, for the variable of originating from the customers is effective due to direct effects of originating from the customers towards smaller increasing sales, i.e. = -0.135, from indirect effects or through customers' satisfaction, which is -0008. The result indicates in order to increase sales turnover, it is better to be conducted indirectly through customers' satisfaction.
- The conclusion of path analysis shows the use of the intervening variable of customers' satisfaction in increasing sales, for the variable of using contacts is less effective due to direct effects of customers' behavior towards smaller increasing sales, i.e. = -0.162, from indirect effects or through customers' satisfaction, which is 0.016. The result indicates in order to increase sales turnover, it is better to be conducted directly through using contacts
- The conclusion of path analysis shows the use of the intervening variable of customers' satisfaction in increasing sales, for the variable of creating synergies is less effective due to direct effects of customers' behavior towards greater increasing sales, i.e. = 0.162, from indirect effects or through customers' satisfaction, which is -0028. The result indicates in order to increase sales turnover, it is better to be conducted indirectly through creating synergies.
- The conclusion of path analysis shows the use of the intervening variable of customers' satisfaction in increasing sales, for having relationship towards greater increasing sales, i.e. = 0.013, from indirect effects or through customers' satisfaction, which is 0.006. The result indicates in order to increase sales turnover, it is better to be conducted directly through having relationship.
- The variable being prioritized in order to increase the sales turnover is the variable form of using the contact, as it has the greatest coefficient, i.e. 0.961 among other variables.

THE T- TEST RESULTS:

The t test result of equation 1 and equation 2 is presented in the Table:

The t-test results of Equation 1 and Equation 2

Equ.	Variable	B	t	Sig	Description
I	Customers' Behavior	0,838	34,021	0,000	H ₁ is accepted
	Originating from Customers	0,105	2,834	0,005	H ₂ is accepted
	Using Contacts	-0,212	-4,264	0,000	H ₃ is accepted
	Creating Synergies	0,369	9,330	0,000	H ₄ is accepted
	Having Relationships	-0,078	-3,827	0,000	H ₅ is accepted
II	Customers' Behavior	0,074	1,041	0,300	H ₆ is rejected
	Originating from Customers	-0,135	-3,702	0,000	H ₇ is accepted
	Using Contacts	0,961	19,078	0,000	H ₈ is accepted
	Creating Synergies	0,162	3,366	0,001	H ₉ is accepted
	Having Relationships	-0,013	-0,639	0,524	H ₁₀ is rejected
	Customers' Behavior	-0,77	-0,968	0,335	H ₁₀ is rejected

From the table above, it can be concluded that:

- 1) The influence of customer behaviors on customer satisfaction
 The result of t test of equation 1 shows that the value of t count of customer behavior variable is 34,021 with a significance value of 0,000 < 0,05. This result showed that customer behavior variable had positive and significant influence on customer satisfaction. Hypothesis 1 which states that customer behaviors influence the satisfaction of customers of Perusahaan Hakiki Surakarta or hypothesis 1 was proven.
- 2) The influence of originating from customers on customer satisfaction
 The result of t test of equation 1 shows that the value of t count of the variable of originating from customer is 2,834 with a significance value of 0,005 < 0,05. This result showed that the variable of originating from customers had positive and significant influence on customer satisfaction. Hypothesis 2 which states that originating from customers influences the satisfaction of customers of Perusahaan Hakiki Surakarta or hypothesis 2 was proven.
- 3) The influence of using contacts on customer satisfaction
 The result of t test of equation 1 shows that the value of t count of the variable of using contacts is -4,264 with a significance value of 0,000 < 0,05. This result showed that the variable of using contacts had negative and significant influence on customer satisfaction. Hypothesis 3 which states that using contacts influences the satisfaction of customers of Perusahaan Hakiki Surakarta or hypothesis 3 was proven.
- 4) The influence of creating synergy on customer satisfaction
 The result of t test of equation 1 shows that the value of t count of the variable of creating synergy is 9,330 with a significance value of 0,000 < 0,05. This result showed that the variable of creating synergy had positive and significant influence on customer satisfaction. Hypothesis 4 which states that creating synergy influences the satisfaction of customers of Perusahaan Hakiki Surakarta or hypothesis 4 was proven.
- 5) The influence of relationship on customer satisfaction
 The result of t test of equation 1 shows that the value of t count of relationship variable is -3,827 with a significance value of 0,000 < 0,05. This result showed that relationship variable had negative and significant influence on customer satisfaction. Hypothesis 4 which states that relationship influences the satisfaction of customers of Perusahaan Hakiki Surakarta or hypothesis 3 was proven.
- 6) The influence of customer behaviors on increase in sales
 The result of t test of equation 2 shows that the value of t count of customer behavior variable is 1,041 with a significance value of 0,300 > 0,05. This result showed that customer behavior variable had positive and significant influence on increase in sales. Hypothesis 6 which states that

customer behaviors influence the increase in sales of Perusahaan Hakiki Surakarta or hypothesis 6 wasn't proven.

- 7) The influence of originating from customers on increase in sales
The result of t test of equation 2 shows that the value of t count of the variable of originating from customer is -3,702 with a significance value of $0,000 < 0,05$. This result showed the variable of originating from customers had negative and significant influence on increase in sales. Hypothesis 7 which states that originating from customers influences the increase in sales of Perusahaan Hakiki Surakarta or hypothesis 7 was proven.
- 8) The influence of using contacts on increase in sales
The result of t test of equation 2 shows that the value of t count of the variable of using contacts is 19,078 with a significance value of $0,000 < 0,05$. This result showed that the variable of using contacts had positive and significant influence on increase in sales. Hypothesis 8 which states that using contacts influences the increase in sales of Perusahaan Hakiki Surakarta or hypothesis 8 was proven.
- 9) The influence of creating synergy on increase in sales
The result of t test of equation 2 shows that the value of t count of the variable of creating synergy is 3,366 with a significance value of $0,001 < 0,05$. This result showed that the variable of creating synergy had positive and significant influence on increase in sales. Hypothesis 9 which states that creating synergy influences the increase in sales of Perusahaan Hakiki Surakarta or hypothesis 9 was proven.
- 10) The influence of relationship on increase in sales
The result of t test of equation 2 shows that the value of t count of relationship variable is -0,639 with a significance value of $0,524 > 0,05$. This result showed that relationship variable had negative and insignificant influence on increase in sales. Hypothesis 10 which states that relationship influences the increase in sales of Perusahaan Hakiki Surakarta or hypothesis 10 wasn't proven.
- 11) The influence of customer satisfaction on increase of sales
The result of t test of equation 2 shows that the value of t count of relationship variable is -0,968 with a significance value of $0,335 > 0,05$. This result showed that relationship variable had negative and insignificant influence on increase in sales. Hypothesis 11 which states that customer satisfaction has negative and insignificant influence on increase in sales of Perusahaan Hakiki Surakarta or hypothesis 11 wasn't proven.

THE RESULTS OF VARIANCE TEST (F TEST):

The Result of Variance Test (F Test) is presented in the following data analysis result:

Table of F test of equation 1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	831,676	5	166,335	860,839	,000 ^a
	Residual	27,824	144	,193		
	Total	859,500	149			

a. Predictors: (Constant), Menjalin Hubungan, Perilaku Pelanggan, Menggunakan Kontak, Berawal dari Pelanggan, Menciptakan Sinergi

b. Dependent Variable: Kepuasan Pelanggan

The result of F test of the first equation shows that the value of F count is 166,335 and has significance value of $0,000 < 0,05$, meaning customer behavior, originating from customer, using contact, creating synergy and relationship variables simultaneously had positive and significant influence on the satisfaction of customers of Perusahaan Hakiki Ornamen Surakarta.

The Result of Variance Test (F Test) is presented in the following data analysis result:

Table of F test of equation 2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	998,017	6	166,336	785,642	,000 ^a
	Residual	30,276	143	,212		
	Total	1028,293	149			

a. Predictors: (Constant), Kepuasan Pelanggan, Menjalin Hubungan, Menggunakan Kontak, Berawal dari Pelanggan, Menciptakan Sinergi, Perilaku Pelanggan

b. Dependent Variable: Peningkatan Penjualan

The result of F test of the second equation shows that the value of F count is 785,642 and has significance value of $0,000 < 0,05$, meaning customer behavior, originating from customer, using contact, creating synergy and relationship variables simultaneously had positive and significant influence on the increase in sales of Perusahaan Hakiki Ornamen Surakarta.

THE RESULT OF DETERMINATION TEST OF MODEL 1:

1) The result of determination test of regression equation 1 is below:

Table of Determination Test of Equation 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,984 ^a	,968	,967	,440

a. Predictors: (Constant), Menjalin Hubungan, Perilaku Pelanggan, Menggunakan Kontak, Berawal dari Pelanggan, Menciptakan Sinergi

The amount of e_1 was calculated by equation $\sqrt{1-R^2}$, so based on the table of results of determination coefficient test of equation 1, $e_1 = \sqrt{1-R^2} = \sqrt{1-0,968} = 0,178$.

2) The result of determination test of regression equation 2 is below:

Table of Determination Test of Equation 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,985 ^a	,971	,969	,460

a. Predictors: (Constant), Kepuasan Pelanggan, Menjalin Hubungan, Menggunakan Kontak, Berawal dari Pelanggan, Menciptakan Sinergi, Perilaku Pelanggan

The amount of e_2 was calculated by equation $\sqrt{1-R^2}$, so based on the table of results of determination coefficient test of equation 2, $e_2 = \sqrt{1-R^2} = \sim 1-0,971 = 0,170$.

3) The Value of Total Determination (R)

Based on the values of e_1 e_2 , the value of total R^2 is: $= 1 - (e_1 \times e_2) = 1 - (0,178 \times 0,170) = 1 - 0,030 = 0,970$ or 97,0%. This meant that increase s sales was explained by customer behavior, originating from customer, using contact, creating synergy, relationship and customer satisfaction variables by 97,0 % and the remaining 3,0 % was explained by other variables outside of research mode, such as

distribution system, personal selling and integrated marketing strategy, etc.

CONCLUSION:

Based on research results and data analysis on “The influence on integrated marketing communitarian (which consists of influencing customer behaviors, originating from customers and potential customers, using contacts, creating synergy, relationship) on increase in sales with customer satisfaction as the intervening variable in Perusahaan Hakiki Ornamen Surakarta” the following conclusion was drawn:

1. Based on partial significance test (t test) the results were:

a) The influence of customer behaviors on customer satisfaction

The result of t test of equation 1 shows that the value of t count of customer behavior variable is 34,021 with a significance value of $0,000 < 0,05$. This result showed that customer behavior variable had positive and significant influence on customer satisfaction. Hypothesis 1 which states that customer behaviors influence the satisfaction of customers of Perusahaan Hakiki Surakarta or hypothesis 1 was proven.

b) The influence of originating from customers on customer satisfaction

The result of t test of equation 1 shows that the value of t count of the variable of originating from customer is 2,834 with a significance value of $0,005 < 0,05$. This result showed that the variable of originating from customers had positive and significant influence on customer satisfaction. Hypothesis 2 which states that originating from customers influences the satisfaction of customers of Perusahaan Hakiki Surakarta or hypothesis 2 was proven.

c) The influence of using contacts on customer satisfaction

The result of t test of equation 1 shows that the value of t count of the variable of using contacts is -4,264 with a significance value of $0,000 < 0,05$. This result showed that the variable of using contacts had negative and significant influence on customer satisfaction. Hypothesis 3 which states that using contacts influences the satisfaction of customers of Perusahaan Hakiki Surakarta or hypothesis 3 was proven.

d) The influence of creating synergy on customer satisfaction

The result of t test of equation 1 shows that the value of t count of the variable of creating synergy is 9,330 with a significance value of $0,000 < 0,05$. This result showed that the variable of creating synergy had positive and significant influence on customer satisfaction. Hypothesis 4 which states that creating synergy influences the satisfaction of customers of Perusahaan Hakiki Surakarta or hypothesis 4 was proven.

e) The influence of relationship on customer satisfaction

The result of t test of equation 1 shows that the value of t count of relationship variable is -3,827 with a significance value of $0,000 < 0,05$. This result showed that relationship variable had negative and significant influence on customer satisfaction. Hypothesis 4 which states that relationship influences the satisfaction of customers of Perusahaan Hakiki Surakarta or hypothesis 3 was proven.

f) The influence of customer behaviors on increase in sales

The result of t test of equation 2 shows that the value of t count of customer behavior variable is 1,041 with a significance value of $0,300 > 0,05$. This result showed that customer behavior variable had positive and significant influence on increase in sales. Hypothesis 6 which states that customer behaviors influence the increase in sales of Perusahaan Hakiki Surakarta or hypothesis 6 wasn't proven.

g) The influence of originating from customers on increase in sales

The result of t test of equation 2 shows that the value of t count of the variable of originating from customer is -3,702 with a significance value of $0,000 < 0,05$. This result showed the variable of originating from customers had negative and significant influence on increase in sales. Hypothesis 7 which states that originating from customers influences the increase in sales of Perusahaan Hakiki Surakarta or hypothesis 7 was proven.

h) The influence of using contacts on increase in sales

The result of t test of equation 2 shows that the value of t count of the variable of using contacts is

19,078 with a significance value of $0,000 < 0,05$. This result showed that the variable of using contacts had positive and significant influence on increase in sales. Hypothesis 8 which states that using contacts influences the increase in sales of Perusahaan Hakiki Surakarta or hypothesis 8 was proven.

i) The influence of creating synergy on increase in sales

The result of t test of equation 2 shows that the value of t count of the variable of creating synergy is 3,366 with a significance value of $0,001 < 0,05$. This result showed that the variable of creating synergy had positive and significant influence on increase in sales. Hypothesis 9 which states that creating synergy influences the increase in sales of Perusahaan Hakiki Surakarta or hypothesis 9 was proven.

j) The influence of relationship on increase in sales

The result of t test of equation 2 shows that the value of t count of relationship variable is -0,639 with a significance value of $0,524 > 0,05$. This result showed that relationship variable had negative and insignificant influence on increase in sales. Hypothesis 10 which states that relationship influences the increase in sales of Perusahaan Hakiki Surakarta or hypothesis 10 wasn't proven.

k) The influence of customer satisfaction on increase of sales

The result of t test of equation 2 shows that the value of t count of relationship variable is -0,968 with a significance value of $0,335 > 0,05$. This result showed that relationship variable had negative and insignificant influence on increase in sales. Hypothesis 11 which states that customer satisfaction has negative and insignificant influence on increase in sales of Perusahaan Hakiki Surakarta or hypothesis 11 wasn't proven.

2. Simultaneous Regression Test (F Test).

- a) The Anova table of equation 1 shows a significance value of $0,000 < 0,05$, so the variables (influencing customer behaviors, originating from customers and potential customers, using contacts, creating synergy, relationship) simultaneously had significant influence on customer satisfaction.
- b) The Anova table of equation 2 shows a significance value of $0,000 < 0,05$, so the variables (influencing customer behaviors, originating from customers and potential customers, using contacts, creating synergy, relationship and customer satisfaction) simultaneously had significant influence on increase of sales.

3. Determination Test (ϵ_i Variance).

Determination in path analysis was determined by variance denoted by ϵ , the amount of $\epsilon_{1..2}$ is calculated by $(1-R^2)$ or $(1-Adj-R^2)$, so it was concluded that:

Based on the values of e_1 e_2 , the value of total R^2 is: $= 1 - (e_1 \times e_2) = 1 - (0,178 \times 0,170) = 1 - 0,030 = 0,970$ or 97,0%. This meant that increase sales was explained by customer behavior, originating from customer, using contact, creating synergy, relationship and customer satisfaction variables by 97,0 % and the remaining 3,0 % was explained by other variables outside of research mode, such as distribution system, personal selling and integrated marketing strategy, etc.

4. The Results of Path Analysis

Conclusion of Direct and Indirect Influences in Path Analysis

- a) The conclusion of path analysis showed that the use of customer satisfaction intervening variable in increasing sales for customer behavior variable was ineffective because the direct influence of customer behaviors on increase in sales is larger (0,074) than indirect influence or through customer satisfaction (-0.064). This result indicated that increase in sales turnover should be done directly.
- b) The conclusion of path analysis showed that the use of customer satisfaction intervening variable in increasing sales for the variable of originating from customers was effective because the direct influence of originating from customers was smaller (-0,135) than indirect influence or through customer satisfaction (-0.008). This result indicated that increase in sales turnover should be done indirectly through customer satisfaction.

- c) The conclusion of path analysis showed that the use of customer satisfaction intervening variable in increasing sales for the variable of using contacts was effective because the direct influence of using contacts was bigger (0,162) than indirect influence or through customer satisfaction (0.016). This result indicated that increase in sales turnover should be done directly by using contacts.
- d) The conclusion of path analysis showed that the use of customer satisfaction intervening variable in increasing sales for the variable of creating synergy was ineffective because the direct influence of creating synergy on increase of sales was larger (0,162) than indirect influence or through customer satisfaction (-0.028). This result indicated that increase in sales turnover should be done directly by creating synergy.
- e) The conclusion of path analysis showed that the use of customer satisfaction intervening variable in increasing sales for relationship variable was because the direct influence of relationships on increase of sales was larger (0,013) than indirect influence or through customer satisfaction (0.006). This result indicated that increase in sales turnover should be done directly by building relationships.
- f) Variable prioritized to increase sales turnover was variables of using contacts because it has the largest coefficient (0,961) compared with other variables.
- g) The conclusion of this path analysis showed that the usage of customer satisfaction intervening variable to increase sales for variables of influencing customer behaviors, creating synergy and relationship was effective, the highest score was for the variable of using contacts, while variable of originating from customers was ineffective.

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