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THE IMPACT OF MARKETING STRATEGIES TOWARDS COMPANY PERFORMANCE AT PT. BINTANG HARAPAN UTAMA MEDAN

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Abstract

Marketing strategy is needed for company to achieve the targeted goals of the company. Company usually will have goals in increasing the sales and maximizing the profit. Marketing strategy is very important for the company to expand the aims and goals of the company. A business cannot survive if its products or services not sold in the market. Thus, all marketing activities are undertaken to support the marketing strategy. The importance of marketing strategy is as important element as the increasing the company performance of the company. The purpose of this study is to know the impact of marketing strategy towads company performance in PT Bintang Harapan Utama Medan. Type of the research design used in the research is the descriptive method and correlational method. Population in this research is employees at PT Bintang Harapan Utama with 35 employees. The writer takes the sample which are 35 employees too. Data collection methods which used are descriptive statistic analysis, validity and realibility test, normality test, simple linear regression, coefficient correlation, coefficient of determination and Z test. The conclusion of this research is marketing strategy has impact towards company performance in PT Bintang Harapan Utama Medan. It can be proved by Z test that show Zcount (5.25) > Ztable (0.1). The high level of marketing strategy can lead the high level of company performance in PT Bintang Harapan Utama Medan. It can be seen of this relationship from coefficient correlation value which is 0.902 and coefficient determination value is 81.3%. From regression equation $Y = 351 + 0.815 X$, it can be seen that with increasing the marketing strategy in 1 unit, it will make increasing in company performance in 0.815 unit.
Keyword: Marketing Strategy and Company Performance

INTRODUCTION

The marketing strategy is a plan that decomposes form marketing realm. To obtain an optimal results, marketing strategy have a huge scope which has an extensive marketing including strategy to face the competition, pricing strategy, product strategy, service strategy, etc. Which marketing strategies is an effort to searching for marketing position that profitable for a company or fundamental area. Marketing in company, in addition to act dynamic also should always applied a superior principles and company should leave their old habit that have no longer used by the community and keep making an inovation.

Because nowadays is not an era that producer forces the consumer will, but otherwise, consumer forces the producer will. Successful companies in the era of globalization depends also on the formulation and implementation of strategy by the company (Knight, 2010: p.13). The companies manager or owner must make a strategy to bring the company closer with the goal of performance. The marketing strategy is one of the strategies it is important to help improve the competitiveness of companies in the the era of globalization and liberalization (Tjiptono, 2007). They define marketing strategy as a tool fundamental planned to achieve company goals with develop a

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sustainable competitive advantage. So the marketing strategy used can be the guide for the company's managers or owners in tactics and other activities to improve the company's goals. The preparation and implementation of strategy can be done by combining several strategies are together so as to produce more optimal performance (Wagner B, 2007).

According to Nashwan (2015), The most influential studies on standardization argue that world markets have been harmonized and the customers from distant parts of the world increasingly demand and prefer similar products through low-cost positioning, low prices and high-quality. In the perspective of standardization, for the firm pursuing a global marketing strategy, marketing processes and programs have been standardized across different national boarders in regard to the product offering, promotional mix, pricing strategy and distribution structures. PT. Bintang Harapan Utama is a company that run an excavator business. They not only rent their excavator for certain timing role, but also rnt their excavators for a big project for a certain targeted time. But they also can rent their excavators for certain thing and what their client needs. This can cause some of PT. Bintang Harapan Utama's client run to the other company that run the same sector of business. Why this can happen? As we know marketing strategies consist of 6 indicators which is price advantages, quality excellence, time advantages, service flexibility, relationship and alliance. In this case by the writer's knowledge about PT. Bintang Harapan Utama, PT. Bintang Harapan Utama prices with other company is the same. Because in running this kind of business, the price is more or less equal because they have already a market price with other company.

Theoritical Background

Definition of Marketing Strategy

Every company drive their business activities to make a products or services that gives a satisfaction to their consumer so in certain time and quantities it will make profit as expected. Through the products or services its produces, companies create, develop and retain the confidence of the product subscription. The success of a company is determined by the accuracy of the manufacturer to give satisfaction to the targeted consumer, where the marketing efforts faced to the targeted consumer. By that case, marketing support company based on concept to be able to determine the marketing strategy that drive the company directly to the actual target market. The importance of marketing strategy for a company comes from the outside, the company's inability to control all the factors that are restricted in outside the company. Similarly, the changes that occur on that factors can not be known certainly. Strategy came from Greece. Strategy is an art or knowledges to become General. Military strategy's concept often used and applied in business world that follows the society that have been choosen and become a guideline for allocating resources and the business enterprise. According to Shankar (2010, p.24), marketing strategy refers to an organization's integrated pattern of decisions that specif its crucial choices concerning marketing actions and the allocation of marketing resources among markets, market segment and marketing actions toward the creation, communication and delivery of a product that offers value to customers in exchanges with the organization and thereby enable the organization to achieve specific objectives. According to Pride (2009, p.27), marketing strategy is a plan of action for identifying and analyzing a target market and developing a marketing mix to meet the needs of that market. Term of strategy is often contained planning that is a continous process in a company. Therefore, the marketing strategy of each company is a comprehensive plan which the company hopes to reach the target of they made, and ultimately to realize the goals of the companies concerned. According to Rachmat Ramli (2008:10) "Market-oriented strategic

planning is the managerial process for developing and keeping goals, expertise, and resources of the organization in accordance with the changing market opportunities in order to establish and enhance your company's business and products thus fulfill the company profitable target and development" Marketing plays an important role in strategic planning process. Marketing management contributed the greatest functional in the process of strategic planning with leadership roles in defining business mission, analyzing state of the environment, competition and business situation, develop goals and strategies and defining product plan's objectives, market distribution and quality to implement their business strategy.

Company Performance

There are several criteria in assessing a company's performance presented in the literature. Such criteria include financial or non-financial. Different criteria for measuring the performance of the company is actually relies on measuring the performance itself. Yardstick is unique, because of their specificity on every business, among other fields of business, background, legal status, capital structure, growth rate and the level of technology used by the company (Hatmoko, 2010) The company's performance can be seen on the profitability, the company's main achievement, growth, innovation, return on assets (Denison, Daniel R and Misra, Aneil K, 2010, 213). Profitability is intended to determine the company's ability to generate earnings and to find out how far the company is managed effectively. (Dawes; 2011) stated that the perception of managers on profitability of companiescan be a good gauge of performance. Harisis and Ogbonna (2011) and Bae Lawler (2011), stating that the performance is a measure of success or achievement that has been accomplished by a company which is measured every certain period of time. The company's performance is the achievement of business objectives as the company was established, achieving maximum

profit to be able to sustain growth and development.

Benefits of Performance Measurement

The benefits to be gained by doing performance measurement according to Mardiasmo (2009: 122), as follows:
1. Providing an understanding of the measures used to assess the performance of management.
2. Provide direction to achieve the performance targets that have been set.
3. To monitor and evaluate the achievement of performance and compare it with the performance targets and take corrective action to improve performance.
4. As a basis for reward and punishment (reward and punishment) objectively on achievement as measured in accordance with a performance measurement system that has been agreed upon.
5. As a means of communication between subordinates and leaders in order to improve organizational performance.
6. Help to identify whether customer satisfaction are met.
7. Ensure that decision-making is done objectively. Another opinion about the benefits of performance measurement is also described by Mulyadi (2007: 360) as follows:
   1) Manage the organization's operations effectively and efficiently through motivating personnel to the fullest.
   2) Help make decisions related to personnel awards, such as: promotion, transfer and dismissal.
   3) Identify training needs and development personnel, and to provide criteria for the selection and evaluation of personnel training programs.
   4) Provide a basis for distributing the award. Additionally, Veithzal Rival, et al., (2008: 55-58) describes the benefits of measuring performance for some of the parties involved in performance measurement in general, as follows:
      1) Benefits for employees:
         a) Increase motivation.

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b) Increase job satisfaction.
c) Lack of clarity in their standard of expected results.
2) Benefirs for assessors (supervisors / managers):
   a) Opportunity to measure employee performance and identify trends for further management improvements.
   b) The opportunity to develop a common view about the work of individuals and departments completely.
   c) Provide an opportunity to develop a monitoring system both for the manager's job alone, nor the work of subordinates.
3) Benefits for company:
   a) Improvements entire node units within the company, because:
      i. Communication become more effective about the objectives of the company and the value of the company's culture.
      ii. Increase a sense of community and loyalty
      iii. Increase the ability and willingness of managers to using his / her skills to trade or to lead or to motivate employees and develop a willingness and skills of employees.
   b) Improve the view widely regarding the task performed by each employee
   c) Improve the quality of its communication

The Relationship Between Marketing Strategy and Company Performance

According to Slater et. al (2007) "every company needs their system of control over the company's strategy is implemented. Control system applied is the key for the company to achieve optimal business performance. The company's performance can also be achieved by the absence of control on employees as a form of relationship between the companies." Strategies that can improve the acceptability of quality business partners to company performance. Frequency relationship between the companies that built effectively can yield optimal performance. Implementation strategies are effectively implemented by companies in the distribution process can achieve optimal business performance (Johnson, 2009).

RESEARCH METHOD
Research Design

The methods used by the writer in this research are descriptive research. Descriptive research usually also called as quantitative research is used to quantify the problem by way of generating numerical data or data that can be transformed into useable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables – and generalize results from a larger sample population. Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structured than Qualitative data collection methods. Quantitative data collection methods include various forms of surveys – online surveys, paper surveys, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, and systematic observations. A descriptive method is the method that study the condition of a group or subject in present and have purpose to describe and explain sustematically and accurately about the subject and fact. Beside that, the writer also use correlation method.

Research Object

Population is defined as the set of individuals items on data from which a statistical sample is taken and also called universe. Sample is a set of individuals or items selected from a population for analysis to yield estimates of or to test hypothesis about parameters of the whole population. To determine the reseatch object, the writer take directly the total population of PT. Bintang Harapan Utama's employees because there

total employee is only 35 population which the writer do not need to put any formula anymore to determine the sample size.

Data Analysis Method

Validity Test

It is a measurement that shows the valid level of an instrument, such as questionnaire. An instrument that has a high valid level must have a high validity. To analyze the validity, the writer is using the external validity. It is to measure whether the result of the data from the instrument is suitable with the external data which is related to the variable in the research. The formula being used is the product moment correlation:

$r_{xy} = \Sigma xy / \sqrt{(\Sigma x^2)(\Sigma y^2)}$

ource: Sunyoto (2011:70)

Where: rxy = Instrument Validity x = Marketing strategy variable

y = Company performance variable

Reliability Test

Reliability is one of the instrument that are trustworthy enough to be used as one of the tools in collecting data because it has been proven as a good instrument. A good instrument will not have the characteristics of tendention which will lead the respondents in choosing particular answer. A trusted instrument which is reliable will produce trustworthy data as well. In this research project, the data reliability is tested by using Cronbach Alpha Formula: Formula for Reliability Testing is:

Cronbach Alpha $r_{11} = [k / (k - 1)][1 - (\Sigma\sigma b^2 / \sigma t^2)]$ Total Variant $Vd = \{\Sigma d^2 - [(\Sigma d)^2 / n] / n\}$

Source: Sunyoto (2011:70)

Normality Test

Normality test is used to determine if a data set is well-moded by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed. The purpose of normality test is to test whether the regression model, confounding or residual variable has a normal distribution. A good regression model is to have data distribution normal or near the normal. Application of the Kolmogorov Smirnov test can be checked by the scale.

Coefficient of Correlation

According to Saunders, Lewis, and Thornhill (Research Methods for Business Student 3rd Edition, 2008:363), "Correlation Coefficient enables you to quantify the strength of the relationship between two ranked or quantifiable variables". It is a method to test the hypothesis by determining the strength of relationship between variable x and y. The formula is:

$R = (n\Sigma xy - \Sigma x\Sigma y) / \sqrt{[n\Sigma x^2 - (\Sigma x)^2][n\Sigma y^2 - (\Sigma y)^2]}$

Source: Sunyoto (2011:129)

Explanation: R = Determination coefficient or coefficient determinant n = Amount (n=1,2,3,..... etc) X = Independent Variable Y = Dependent Variable

Coefficient of Determination

Determination is tested in order to find out how strong the value of variable X can influence the value of variable Y. The result of Pearson Product Moment Correlation Coefficient will determine the value of determination. The determination formula is as shown below:

$D = r^2 . 100\%$

Where: D = Coefficient of determination r = correlation coefficient

The closer the percentage result from this calculation is approaching to 100%, the larger the influence of variable X toward variable Y.

Linear Regression Equation

Regression analysis is a statistical data technique that analyses the linear relationships between two variable by estimating coefficient for an equation for a straight line.

he formula is: $Y = a + bx$ $a = [\Sigma Y - (b\Sigma X)] / n$ $b = [n. \Sigma XY - (\Sigma X\Sigma Y)] / [n. \Sigma X^2 - (\Sigma X)]$

Which: x = Independent variable y = Dependent variable n = Number of observation a = Vertical axis intercept b = Slope of the regression line X = Mean of Independent variable Y = Mean of dependent variable

Hypothesis Test

Test of hypothesis is conducted by comparing the Z-table value and the Z counted

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value in order to test whether the value is accepted in vertain area. The formula is: z = r / {1 / [√ (n - 1)]} Source: Sugiono (2009)

Which: z = Test of hypothesis n = Sample size r = The correlation between variable X and variable Y The scale used for the result of hypothesis test is: Margin of eror = 5% Level of Configuration = 95%

The scale used for the result of hypothesis test is: -Ztable ≤ Zcount ≤ Ztable, this Ho is accepted and Ha is rejected -Ztable ≤ -Zcount Null Hypothesis (Ho) is rejected and Zcount ≥ + Ztable Alternative Hypothesis (Ha) is accepted

RESULT AND ANALYSIS

The result and analysis of this research can be described as follows:

1. From mean, median and mode calculation of respondent's answer of variable X (marketing strategy) indicates that most of answer is in moderate about the marketing strategy dimension in PT Bintang Harapan Utama. While mean, median, and mode of variable Y (company performance) indicates that most of respondent is in agree about company performance dimension in PT Bintang Harapan Utama.

2. In validity testing, the validity value of marketing srategy and compancy performance question is high validity interval. It can be stated that all questions are valid to be used as instrument research.

3. In reliability testing, the reliability of marketing strategy is high reliable and acceptable and the reliability of company performance is high reliable and acceptable. It can be stated that all questions is reliable and trusted to be used as instrument research.

4. In normality testing, the data of marketing strategy variable and company performance variable has significant value over than 0.05 by that result, that the data is in normal distribution data.

5. From the regression linear equation, it can be obtained that regression equation Y =

351 + 0.815 X. The number of coefficient regression is +0.815. Which mean every additional in Marketing Strategy, the Company Performance will increased by 0.815.

6. From the result in the table above, it shows that the correlations between Marketing Strategy and Company Performance is 0.902 or strong positive correlation. It means Marketing Strategy has strong impact towards Company Performance in PT Bintang Harapan Utama Medan.

7. Coefficient determination value is 81.3%. This means the contribution from Marketing Strategy to increase the Company Performance is 81.3% and the rest 18.7% influenced from other factors which is not studied.

8. Test of hypothesis with Z test can be proved that there is significant impact of Strategy Marketing toward Company Performance in PT Bintang Harapan Utama Medan.

CONCLUSION

The writer will conclude all the facts found and end ups with some recommendation for PT Bintang Harapan Utama in solve the problems in the company. To know and determine the impact of marketing strategy towards company performance, the research is done with 35 respondents which is PT. Bintang Harapan Utama's employees, it may present conclusion as follows : Based on result and analysis done in this research, the writer conclude that there is a correlation/strong links betwen marketing strategy and company performance, the result in this research is 81.3%, this proved that variable x (marketing strategy) gives a significant impact towards variable y (company performance). In this case, if marketing strategy implement correctly in the company so the company performance in PT. Bintang Harapan Utama will increased or materialized.

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HALAMAN INI SENGAJA DIKOSONGKAN