



EKSPOSURE KOMUNIKASI PEMASARAN PRODUK MAKANAN TERHADAP KEPUTUSAN KONSUMEN

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Abstrak

Pertumbuhan dunia usaha yang semakin tinggi dan ketat membuat para pengusaha memerlukan usaha ekstra agar konsumen memutuskan untuk berbelanja produk yang telah dijual oleh perusahaan. Komunikasi pemasaran mempunyai peranan penting dan berperan aktif dalam membantu konsumen mengambil keputusan dalam melakukan pembelian karena informasi yang disampaikan dengan jelas dan baik akan membuat konsumen tertarik dan memutuskan untuk membeli produk yang ditawarkan. Komunikasi pemasaran berfungsi agar masyarakat mengetahui informasi mengenai produk yang disediakan Chiomart, serta membangun hubungan kepercayaan antara perusahaan dan konsumen yang berdampak pada keputusan pembelian. Tujuan penelitian ini adalah untuk mengetahui besarnya paparan komunikasi pemasaran terhadap keputusan pelanggan membeli produk unggas. Pendekatan penelitian ini bersifat kuantitatif yang diuji dengan menggunakan metode analisis Regresi linier sederhana. Teknik pengumpulan data menggunakan kuesioner yang disebarluaskan kepada 100 konsumen Chiomart secara langsung dan online. Hasil penelitian ini menunjukkan bahwa variabel komunikasi pemasaran mempunyai pengaruh yang positif dan signifikan terhadap variabel keputusan pembelian, hal ini ditunjukkan dengan nilai t hitung sebesar 8,912 dan nilai F -hitung F -tabel $> (79,419 > 2,47)$ dengan tingkat signifikansi hasil sebesar $0,00 < 0,05$. Jadi dapat disimpulkan bahwa semakin baik komunikasi pemasaran suatu produk maka semakin tinggi pula tingkat keputusan konsumen untuk membeli produk di Chiomart. Oleh karena itu, Chiomart perlu meningkatkan strategi komunikasi pemasaran secara tepat untuk meningkatkan tingkat keputusan pembelian konsumen.

Kata kunci: keputusan pembelian, komunikasi pemasaran, konsumen

Abstract

The growth of the business world is getting higher and tighter making entrepreneurs need extra effort in order to make consumers decide to shop for products that have been sold by the company. Marketing communication has an important role and plays an active role in helping consumers make decisions in making purchases because the information conveyed clearly and well will make consumers interested and decide to buy the products offered. Marketing communication functions so that the public knows information about the products provided by Chiomart, as well as to build a relationship of trust between the company and consumers that has an impact on purchasing decisions. The purpose of this study is to determine the amount of exposure of marketing communication to customer decisions to buy poultry products. This research approach is quantitative tested using simple linear Regression analysis method. The data collection technique used questionnaires distributed to 100 Chiomart consumers in person and online. The results of this study show that marketing communication variables have a positive and significant influence on purchasing decision variables, this is indicated by a calculated t value of 8.912 and a F -calculate value of F -table $> (79.419 > 2.47)$ with a significance level of results of $0.00 < 0.05$. So it can be concluded that the better the marketing communication of a product, the higher the level of consumer decision to buy products at Chiomart. Therefore, Chiomart needs to improve marketing communication strategies appropriately to increase the level of consumer purchase decisions.

Keywords: consumers, purchasing decisions, marketing communications

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INTRODUCTION

Competition in the business world is getting tighter, and entrepreneurs are faced with uncertain situations. This phenomenon occurs due to competitive business competition. Companies are required to increase competitiveness continuously. According to (Umar, 2005). Business growth is currently quite high, this condition can be seen from the growth of companies with similar products. So that there is competition in fighting for market share and consumers. This also applies to business people in the food industry.

Poultry is a business sector in the food sector that aims to meet the needs of animal consumption. Chicken meat is a source of protein needed by the community. Poultry products contribute 11.00% to protein consumption and animal protein consumption by 60.73% (Bahri, Fanani, & Nugroho, 2012). Animal protein is beneficial for the human body, so the demand for chicken meat continues to increase, this is due to increasing public knowledge and awareness of the nutritional needs of animal protein (Thamrin & Tantri, 2013).

Duncan in meeting the needs of the community companies must build relationships of trust with customers, this can affect sales and revenue (Duncan, 2005). Marketing communication has an important role in providing information to consumers about what products, what brands, who produces, what can be consumed by whom, and what can be obtained where (Kotler & Keller, 2012)

Marketing communication plays an active role in helping consumers make decisions in making purchases. Purchasing decisions are influences received by consumers, the influence in question includes the influence of financial economics, including technology, politics, culture, products, prices, and promotions. The purchase decision is the stage of determining whether to buy or not, the decision is an action of two or more alternative options (Alma, 2011). Consumer decisions in buying products can ultimately provide benefits for the company (Schiffman & Kanuk, 2008).

Chiomart is a business unit of PT. Proteindotama Cipta Pangan which is engaged in food, the products marketed are poultry or slaughtered chicken that has been processed and packaged. At this time Chiomart is faced with increasingly fierce business competition, many companies are growing selling similar products with store locations that are close to each other and even facing each other. Starting from this business competition, the company formed a team to carry out the marketing communication function so that the public knows information about the products provided by Chiomart, as well as to build a relationship of trust between the company and consumers that has

an impact on purchasing decisions. The purpose is to describe the exposure of marketing communications to consumer decisions in buying Chiomart poultry products.

THEORETICAL STUDIES

Marketing Communications

Marketing communication is a corporate communication activity aimed at consumers. Through various media and channels with the hope of changes in consumers, namely changes in knowledge, attitudes, and actions (Kennedy & Soemanegara, 2006). Marketing communication is informative, persuasive, and a reminder to consumers about products or services, so as to create a good relationship between the company and consumers (Shimp, 2003).

Marketing communication indicators according to (Daryanto, 2011) are variations found in marketing communications including four indicators, namely: 1. Advertising (Advertising) Advertising is a form of promotional activities that is often carried out by companies. Through non-individual communication with a number of costs such as advertising through mass media, advertising companies, individuals who make posters, and so on. 2. Personal selling Personal selling is a promotional activity carried out between individuals. In a face-to-face manner that aims to create, improve, master, and maintain mutually beneficial exchange relations. 3. Sales promotion; Sales promotion is a promotional activity using props, exhibitions, demonstrations, gifts, and sample goods. 4. Publicity and public relations; Publicity is a promotional activity that resembles advertising but the information provided is not in the form of advertising but in the form of news.

Purchasing Decision

Purchasing decisions are consumer actions in deciding to buy a product. According to (Kotler & Keller, 2012) purchasing decisions are the tendency of customers to make purchase actions based on a product that is the beginning of one's interest. The purchase decision process is a process that comes from experience in selecting, using, and even getting rid of a product. Purchasing decisions have four indicators, namely: (1) Stability in a product. In purchasing decisions, consumers will determine the choice of the desired product. (2) Product buying habits. (3) The consumer will make a purchase of the product on the basis that he has previously used the product. Give recommendations to others. Consumers who often make purchases of a product have understood and get benefits and satisfaction. Therefore, consumers will give recommendations to others. (4) Make

repurchases. Consumers get satisfaction from using a product that will encourage their desire to make repeat purchases.

HYPOTHESIS

Ha : It is suspected that marketing communications affect the purchase decision of Chiomart products.

Ho: It is suspected that marketing communications have no effect on the purchase decision of Chiomart products.

METHODE

This study used a quantitative approach. Quantitative research is based on the philosophy of positivism (Creswell, 2014; Sugiyono, 2016). The population numbered 17 968 with a sample confidence level of 10% resulting in a sample of 100 people who were eligible for a minimum of being taken. The data collection technique used by researchers is by questionnaires or questionnaires that are distributed directly and online through Google Forms. Likert scale, which is a tool of value from data obtained based on one's opinion. While statistical tests in research use simple linear regression. Simple linear regression analysis is used to measure the influence between the free variable (X) and the bound variable (Y). In this study, it was used to determine the exposure of marketing communication (X) to purchasing decisions (Y). A simple linear regression equation to measure variable X against variable Y is $Y = a + bX + e$ Where: Y: Purchase decision at Constant b: Direction number or regression coefficient X: Marketing communication, resulting in error.

The use of the test is carried out using a simple linear regression test to find out how much influence the Independent variable has on the Dependent variable. The following is the result of a simple linear regression test calculation, ji F in this study was conducted to see whether the independent variable (marketing communication) has a joint influence on the dependent variable, The coefficient of determination test in this study aims to measure how far the ability of the independent variable (marketing communication) in explaining the dependent variable.

RESULTS AND DISCUSS

Product Description

Chiomart Poultry Shop is located on Jl. Raya Tonjong – Sudimampir, Cimanggis, Bojonggede District, Bogor Regency, West Java 16920. Chiomart is a provider of protein needs for the people of Indonesia, with more than 400 stores throughout the country, Chiomart is committed to providing the best service as well as quality products for the needs of the community such as whole chicken, nuggets, and other processed products at affordable prices.

The chicken products available at Chiomart are the best chicken products from the largest chicken farms in Indonesia that produce safe, healthy, whole, and halal chicken meat. Chiomart provides raw and processed chicken products at the best price and quality. To support the protein needs of Indonesian families, Chiomart always prioritizes three important points in each of its products. The three points are:

Halal: Halal food products so that they can be consumed by all families in Indonesia. All Chiomart products guarantee the halality of their products with halal certification from MUI. Fresh: Chiomart is committed to always maintaining the quality of goods to stay fresh from the factory to the hands of consumers so that they are safe for consumption. Quality: Chiomart is a quality product because it always uses a professional and 100% hygienic cutting and packaging system.

This validity and reliability test was carried out by testing the results of questionnaires distributed online using the SPSS Statistics 20 tool. In the test results, the validity of each statement item is compared with the r value of the table with the real level (α) = 5% at (df) $n-2$. So the table r value is determined which will be compared by $N-2 = 100-2 = 98 = 0.1966$ so that the statement item is declared valid. While in the reliability test, the reliability coefficient is seen

(Cronbach's Alpha). If the reliability coefficient is close to the value of 1 then it is very good, if the value is above 0.8 it is good, but if the value is below 0.6 then the results are not good and it can be concluded that the measurement results carried out are declared unreliable or inconsistent (Azis 2018). Furthermore, the results of the Validity and Reliability test of each variable indicator can be explained as follows: Marketing Communication Variable (X); A marketing communication variable is one that has a total number of eight statements that are considered to describe that variable. To determine the validity of the statement and its reliability, it is necessary to test further, the results of the tests carried out can be illustrated in the following table:

The value of r is calculated $>$ from the r table, where $df = N-2$ (100) $-2 = 98$ value $df = 0.1966$, all statement items contained in the questionnaire instrument to measure marketing communications are valid with the test results of all statements $X > 0.1966$ thus

all statement items can be used in the research procedure. In addition, evidenced by Cronbach Alpha's value shown in the table, namely ($0.877 > 0.600$), more than 0.600 shows that the related data is declared reliable.

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The value of r is calculated > from the table r , where $df = N2 (100) - 2 = 98$ value $df = 0.1966$, all statement items contained in the questionnaire instrument to measure purchasing decisions are valid with the test results of all statements $Y > 0.1966$ thus all statement items can be used in the research procedure. In addition, it is proven by Cronbach Alpha's value shown in the table, namely ($0.896 > 0.600$), more than 0.600 shows that the related data is declared reliable. The exposure analysis is continued by constructing a simple linear regression equation as follows using SPSS version 22:

$$Y = a + b_1X_1 + e; \rightarrow Y = 13.831 + 0.587 X_1 + e;$$

The simple linear regression equation from the table above can be interpreted as follows: In the regression model, a constant value of 13.831 is obtained, that is, if the marketing communication variable on consumer decisions in buying Chiomart poultry products is considered constant, then the marketing communication influence score is 13.831. The regression coefficient X , amounting to 0.587, states that every time there is an increase in the score of the marketing communication variable assuming other variables are considered constant, the score of the marketing communication variable on consumer decisions in buying Chiomart poultry products will increase by 0.587.

The results of the T-test show that marketing communication has a significant effect on consumer decisions in buying Chiomart poultry products. The calculation result for the marketing communication variable (X) is 8.912 with a significance level of $0.00 < 0.005$, then the significance value of the marketing communication variable is smaller than 0.05. So it can be interpreted that H_0 was rejected and H_a was accepted, which means that marketing communications have a significant effect on consumer decisions in buying Chiomart poultry products.

The results of the F test show that simultaneous marketing communication has a significant effect on consumer decisions in buying Chiomart poultry products because the $F_{\text{calculate}}$ value > F_{table} or $79.419 > 2.47$ and a significant value of $0.000 < 0.05$. The hypothetical decision is that marketing communications simultaneously have a significant effect on consumer decisions in buying Chiomart poultry products, so H_a is accepted and H_0 is rejected. The coefficient of determination test in this study aims to measure the ability of the independent variable (marketing communication) to explain the dependent variable (consumer decision in buying Chiomart poultry products).

Table 1. Coefficient of determination model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669 ^a	.448	.442	3.42856

a. Predictors: (Constant), Communication

Based on Table 1, the Adjusted R Square figure is 0.442 or 44.2%. This shows that the marketing communication variable on consumer decision variables in buying Chiomart poultry products has an effect of 44.2% while 55.8% is influenced by other factors. Based on the test results using the IBM SPSS 20 application, the comparison of hypotheses can be seen that the results of hypothesis testing show a calculated t value of 8.912 and a calculated value of F-table > or 79.419 > 2.47 with a significance level of 0.00 < 0.05. The significance value is less than 0.05, hence it can be interpreted that H0 rejected Ha is accepted. This means that marketing communication variables have a positive and significant influence on purchasing decision variables. Thus, it can be concluded that the higher the marketing communication, the higher the consumer's decision to buy Chiomart poultry products. This is because the feelings evoked by marketing communication strategies can create or influence consumer decision-making.

This research is in line with previous research conducted by (Iqbal & Asniar, 2021) marketing communication variables have a positive and significant influence on Fashion Product Purchase Decisions, which means that the better the marketing communication, the higher the consumer decision to buy. The ability to recognize products by consumers increases the value of good information and makes part of product loyalty (Alma, 2011; Amanah & Harahap, 2018; Kusumadinata, Ramadhan, Maulana, & Wiratama, 2023). So the level of product apathy needs to be owned by a brand to support sufficient information for consumers. Other studies show that marketing communication skills in the form of direct, digital content, and consumer relations have the ability and strengthen brand equity and have positive abilities (Kartikasari, 2014). Rosyad shows from the results of his research that marketing communication skills not only provide loyalty but also the formation of a larger target market expansion and product loyalists (Rosyad, 2011).

CONCLUSION

Consumer perception of the exposure to purchasing decisions is considered good. Consumers agree that marketing communications are needed by consumers to drive purchase decisions. Consumers are well served in person or face-to-face. This is what makes consumers interested in buying products and subscribing at Chiomart. Exposure to marketing communications has a positive and significant influence on purchasing decision variables. So, the better the marketing communication of a product, the higher the level of consumer decision to buy products at Chiomart. This is because the feelings evoked by marketing communication strategies can create or influence consumer decision-making.

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