

Marketing Communication Strategy to Increase Transition from Subsidized LPG Consumption to Non-subsidized LPG: A Case Study of PT Pertamina (Persero) Domestic Gas Region I-Medan City, North Sumatra- Indonesia

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Abstract

Subsidized LPG products are only intended for the poor. While non-poor people are encouraged to use non-subsidized LPG. In the midst of increasing the number of poor people in Medan City, the realization of non-subsidized LPG sales has decreased. The purpose of this study is to find factors that affect non-poor household customers switching using non-subsidized LPG and drafting alternative strategies and policies that can be implemented by Pertamina's management to make switching of non-poor household LPG customers who have been using LPG subsidies to non-subsidized LPG. This type of research is correlational research. The questionnaire was distributed accidentally to 100 non-poor household LPG customers in Kota Medan who have switched to non-subsidized LPG. From the results of the analysis, it was found that 52.2% of non-subsidized LPG purchases were influenced by Advertising, Sales Promotion, Public Relations, Personal Selling, and Interactive Marketing, while 47.8% were influenced by other variables outside the variables used in this study. Advertising variables, Sales Promotion, Public Relations, Personal Selling, and Interactive Marketing have a significant effect on the decision of purchase of non-subsidized LPG. However, based on partial testing, Personal Selling variables have no significant effect on non-subsidized LPG purchases. On the contrary, the variables of Advertising, Sales Promotion, Public Relations, and Interactive Marketing significantly affect the purchasing decisions.

Keywords: Performance, Features, Reliability, Conformance, Durability, Serviceability, Perceived Quality, Satisfaction, Loyalty, Customers.

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INTRODUCTION

Subsidies for LPG will be gradually reduced by the government. PT Pertamina (Persero) fully supports the government's policy of enabling energy subsidies, including LPG 3 kgs, is really targeted. In line with the government, Pertamina has also taken steps to reduce the leakage of subsidies. Pertamina has been socializing to the community, that subsidies are the rights of the poor, people who are not eligible to receive subsidies. Since 2015, Pertamina has launched a 5.5-kgs Bright Gas product created to encourage non-poor consumers to switch to non-subsidized LPG, no longer using 3 kgs LPG subsidies. Currently, the primary subsidy for LPG subsidies in Indonesia amounts to 54.9 million households. In accordance with the temporary data from the National Team for the Acceleration of Poverty Reduction (TNP2K), the recipient of a 3kgs LPG subsidy through a closed distribution mechanism is 15.96 million households. Therefore, a non-subsidized LPG product is required to

accommodate 38.97 million other households who are deemed not eligible for subsidized LPG when a closed LPG distribution system is implemented.

If the average assumption of LPG per household consumption is 9 kg per month, the potential demand for non-subsidized LPG per year in 2017 is 50,176,152 kg. The demand potential is significantly different from the realization of sales in 2017 which is only 11,148,698 kg or that is only 22% of potential demand. From 2015 to 2017, the number of poor households in Medan City has decreased by 820 households, from 51,875 households to 51,055 households. That means the need for subsidized LPG in 2017 should be only 5,513,940 kg, but the realization of subsidized LPG sales reached 71,541,120 kg by 13 times the amount needed. Therefore, proper socialization or marketing communication is very important to be implemented in order to make non-poor household consumers switch to non-subsidized LPG.

Given that the gas content on subsidized and non-subsidized LPG products is the same kind and content and quality. Marketing communication is very important in order for non-subsidized consumers to adapt gradually to non-subsidized LPG products. So if later the government sets the closed distribution system completely, the consumer does not suffer from shock or turmoil.

Various marketing communications efforts have been done by Pertamina, among others, in collaboration with Modern Outlet such as Indomaret; conducting non-subsidized LPG promotions through ATL (Above The Line) and BTL (Below The Line) promotions including Outlet Branding, exhibitions, Commercial TV, Hang Tag rated programs and via online / digital media; hold year-end promotion (eg: cooking oil bonus); the launch of Bright Home Service application (online non-subsidized LPG reservation application with home-to-home service); the declaration of non-subsidized LPG use for the State Civilian Apparatus (ASN); trade-in programs (discounts for Bright Gas refill purchases or subsidized gas tube exchange programs with Bright Gas tubes for free). Various marketing communications efforts that have been done by Pertamina are not yet improved to make non-poor household consumers switch to non-subsidized LPG.

From the above explanation, it can be identified that Pertamina's marketing communications have not been able to motivate non-poor households to switch to non-subsidized LPG so that marketing communications need to find the right strategy. That's because marketing communications is Pertamina's media to inform, persuade, and remind consumers (directly and indirectly) about products and brands sold, and build relationships with consumers, in this case, household non-subsidized LPG. Therefore, the authors are interested in conducting research on marketing communications so that customers who are actually capable of or are not subsidized with subsidized LPG may switch to non-subsidized LPG products.

Concerning the above issues, some research questions that highlighted are

RQ1: What causes the communication strategy at PT Pertamina (Persero) to ineffectively change the interest of non-poor households to switch to non-subsidized LPG?

RQ2: What policies need to be implemented according to the company's condition to motivate non-poor households who are still using subsidized LPG products to switch to non-subsidized LPG products?

LITERATURE REVIEW

Marketing Communication

Marketing Communication is a communication application that aims to assist marketing activities for a company, which is heavily influenced by the various forms of media used, message attractiveness, and presentation frequency [1]. While Duncan [2] states that marketing communications are a marketing activity that seeks to disseminate information, influence or persuade and warns the target market of companies and products to be willing to accept and buy on the products offered. In addition, Marketing Communication is also defined as a means by which the company uses its efforts in informing, persuading, and reminding consumers of either directly or indirectly about the products and brands they sell [3]. Thus marketing communications is a communication act by marketing a product or service to consumers as a target audience that is expected to respond to the marketed product or service.

From some points, it is concluded that marketing communications are a function in management that informs and makes potential customers aware of the existence of the offered products and strives to persuade potential consumers to aspire into the exchange of relationships to meet the needs and needs of consumers. Marketing communications can be used as a reminder to consumers about the existence of the product, which in the past has ever made transactions on the product. Consumers are reminded that the existing product is present, now available and available in the market. The important role of communication is also related to persuading current consumers and potential customers to make purchases. The message delivered in marketing communications is persuasive, a message about how to persuade consumers to take a purchase action. Another role of communication is differentiating the products offered by a company with other companies. Efforts to distinguish this product are done by communicating to consumers that the products offered to differ from other similar products.

Integrated Marketing Communication

Integrated Marketing Communication is a communication process that contains planning, creation, integration and implementation of many forms of marketing communications (advertising, sales promotion, publicity, events, and more) conducted continuously at targeted consumers and other potential customers [4]. Integrated Marketing Communication is also defined as the process of planning, implementing, and controlling a brand's message to create long-term relationships with consumers [2]. Basically, integrated marketing communication involves many forms of marketing communications in reaching its target consumers. Consumers always get different types of marketing communications provided by a company,

ranging from advertising, publicity, personal selling, trade shows, sales promotions, sponsorships and more. Marketing communications provided to consumers also have a constantly changing cycle to keep visitors attractive.

According to Shimp [4], there are five traits in Integrated Marketing Communication, 1) Affecting Behavior, 2) Starting from customers and potential customers, 3) Using one or more ways to "contact", 4) Trying to create synergies, 5) Linking, this can be effective, then there are steps in the series of integrated marketing communication processes that need attention [5] that is 1) Identifying the target audience, 2) Determining the purpose of communication, 3) Designing messages, 4) Choosing communication channels, Determining the amount of marketing communications budget, 6) Determining the promotion mix.

Integrated Marketing Communication Mix

The purpose of integrated marketing communications (IMC) is not only as a promotion to the market but also to engage and communicate with its consumers. The main key in the IMC is the planning of various communication media in a consistent communication theme, which can have a huge impact on consumers. This plan uses a variety of marketing communications to achieve market goals and corporate goals. Marketing itself consists of five types: 1) Advertising, 2) Public Relations, 3) Personal Sales (4) Sales Promotion, and 5) Direct Marketing. Meanwhile, along with technological developments, Belch & Belch [6] added one more in addition to the following five marketing communications: 6) Interactive Marketing.

Advertising

Advertising is defined as an indirect communication form of organization, product, service or idea by a particular sponsor who requires payment [7]. The Advertising communication path is done through print and electronic media. Print media such as newspapers, magazines and tabloids, while those that include electronic media are television, radio and the internet. In addition, there are outdoor media such as billboards and neon boxes.

Advertising plays an important role in marketing because the ads will convey some messages such as brand awareness (known to the public); strong brand association (having a good brand perception); perceived quality (perceived consumer to know the product is part of quality product); and brand loyalty (have loyal customers). Each company not only makes good products but also invests in increasing brand equity through advertising, describing the characteristics of some types of promotional media as a comparison of the strengths and weaknesses of each medium [1]. The efficiency of media use is seen from the extent to which the media can reach the target

accurately. It should also be noted that the frequency and duration of ads required on the media. In conducting media selection, many things become a consideration other than the limited budget. Therefore, careful planning is needed to achieve effectiveness and efficiency.

According to Shimp [4], advertising functionality associated with consumer needs can add value to the brand by influencing consumer perceptions of the product and with ads starred by celebrities will be able to increase product confidence in consumer's eyes. There are three advertising characteristics according to Kotler & Keller [3] which are 1) Easy to spread (Pervasiveness); 2) Dramatic (Amplified Expressiveness); 3) General (Impersonality). Consumers receive information on products from advertising, ranging from product acquisitions, usage procedures information, as well as after-sales services as advertised by the company. This strategy is an added value for consumers, as consumers who did not know at first understand and understand the product, so it can be concluded that advertisements provide information to consumers before purchasing a product.

Public Relations/ Publicity

Public Relations or Public Relations is a management function that evaluates public attitudes, identifies policies and procedures of individuals or organizations with the public interest, and implements a plan to improve the understanding and acceptance of the community [6]. Based on that definition, in public relations, it is an activity to introduce and gain understanding, good-will, trust, appreciation to and from the public of a particular body and society generally. In public relations, there is an attempt to establish a harmonious relationship between a body and its public, an effort to provide or impart a pleasant impression; so that public opinion will be profitable for the survival of the body. Public Relations differs from Publicity in terms of the credibility of news sources. Publicity is considered more credible as news sources come directly from the company, while Public Relations uses a media standpoint covering news. Publicity itself can be interpreted as nonpersonal communication regarding companies, products, services or ideas that are not financed by the company directly or may be exercised under a specific sponsorship [6].

The appeal of Public Relations and Publicity is based on three special characteristics [5], namely: 1, High credibility, 2, Ability to catch buyers off guard, 3, Dramatization. Tools commonly used in public relations and publicity, in order to create awareness, knowledge, opinion and build consumer behaviour, among others: 1, Events, 2, Sponsor Sponsorship, 3, News, 4, Public Service Activity (Corporate Social Responsibility).

Personal Selling

Personal Selling is a sales technique that uses trained personal personnel to be able to conduct two-way communication to consumers. In addition, Personal Selling can be an effective way to maintain personal relationships with consumers. Personal Selling is defined as an interactive system and free dialogue that uses one or more forms of media communication to produce measurable behavioural response effects at each location, created to create and establish a direct relationship between the organization and the individual [2].

Personal selling allows direct feedback and is more precise because the impact of sales presentations can be judged from the prospective buyer's reaction [8]. Direct sales is a very effective tool in building the wishes and actions of potential customers. There are three special advantages for personal selling [5], namely: 1, Personal interaction, 2, Cultivation, 3, Respond. Usually, sellers in the shop will be assisted with equipment or sales materials such as card price, brochure, catalogue, wobblers, flag chain, mobile hanger, sticker, banner and so on. The availability of such equipment facilitates sellers to promote the product to buyers. Sellers should be able to act flexibly by listening or receiving feedback from consumers. The seller also conveys the opinions that have been adjusted to reach the ultimate goal of the interested consumer and then take a purchase action.

Sales Promotion

Sales promotion is a marketing activity by providing added value or incentives to the sales force, distributors or consumers that encourage sales. Sales Promotion is also intended to communicate with consumers at the point of sale so consumers are increasingly interested in purchasing products [6]. Sales promotions, in general, can be divided into two parts, namely, customer oriented sales promotion which is aimed at product buyers including coupon giving, product sampling, discounts, valuable votes, contests and so on. Such promotional instruments can attract consumers to buy and increase the sales value of the company in the short term. Then there is also trade-oriented sales promotion which is aimed at retailers, wholesalers and distributors. Promotional forms of this kind include the promotion of promotional funds, sales price adjustments and trade shows which all aim to encourage traders to prepare goods and promote the product concerned [8]. Although sales promotion tools are very diverse, they all have three special characteristics [5]: 1, Communication, 2, Incentive, 3, Invitations. Hence the primary purpose of Sales Promotion is to increase sales over a certain period of time or during a promotional program.

Direct Marketing

Direct Marketing is a communications action undertaken by the company but with a very personal

approach to its target market to get a response or transaction [6]. While according to Kotler & Keller [3], direct marketing is the use of direct channels from consumers to reach and deliver goods or services to customers without intermediaries. With Direct Marketing the company creates a database that is used to accommodate customer data such as telephone and address, which usually by the company will directly contact to offer its products to potential consumers. In addition, marketers can also send brochures, catalogues and letters to potential customers to provide information about their products. Although there are many forms of direct marketing such as special letters and telemarketing, they all have four special characteristics [5], including 1, Personal (Nonpublic), 2, Customized, 3, date), 4, Interactive.

Interactive Marketing

Interactive Marketing is a marketing technique where consumers can interact in them, modifying the content and form of information provided [6]. The marketing world is always moving fast and always using new media to attract consumers. This is what underlies the use of interactive promotions that can interact with consumers, as well as promotional techniques using the internet that have a very wide market. Interactive media enables the occurrence of a reciprocal flow of information that allows users to participate and modify the form and content of the information at the same time.

Unlike traditional forms of marketing communications in the form of advertising that one-way communication, interactive media allows users to perform various functions, such as receiving and modifying information and images, asking questions, responding and making purchases [8]. Interactive Marketing is often used to give consumers information about a product or service. The Internet as an interactive marketing medium can also be used to place advertisements on sites frequented by consumers. Also, it is not uncommon for firms to make specific pages about products or services to give consumers an idea of what to look for before buying or visiting a store. Broader Internet can be used to provide information, direct marketing to publishing more effectively and efficiently. Communication, cost, and control over advertising, sales promotion, public relation, personal selling, direct marketing, and each element have different capacities in communicating and achieving different objects.

Consumer Behaviour

According to Schiffman and Kanuk [9], consumer behaviour is the process in which a person searches, buys, uses, evaluates, and acts after the consumption of products, services and ideas that are expected to meet their needs. Consequently, consumer behaviour is a study of how consumers make decisions. While according to Kotler & Armstrong [7] the

definition of consumer behaviour refers to the ultimate purchase behaviour where individuals and households buy goods or services for personal consumption. Thus, it can be concluded that consumer behaviour is an activity that is directly involved in getting and consuming a product or service. Robert Lavidge and Gary Steiner developed models for designing communication goals known as the Hierarchy of Effects Model. This model shows that consumers go through several stages in the communication process, ranging from awareness of the product or service to the stage of purchase (action). According to Robert Lavidge and Gary Steiner in Belch & Belch [6], Beginning by the first process is a cognitive process involving awareness and knowledge. Then through effective processes that include liking, preference and conviction, afterwards go into a conative process that includes the purchase.

Consumer Behavior on Product Innovation

In marketing innovative products, the company must also understand the nature of the consumer in accepting and adopting a product. According to Schiffmann and Kanuk [9], before reaching the decision stage to use or reject a product, there is an adoption process experienced by prospective customers on new products, namely: awareness, interest, assessment, experimentation and application. there are also five types of consumer categories when it comes to innovative products, innovators, early adopters, early majority, late majority and laggards.

Hypotheses Development

The hypotheses of this study are as follows: H1- Advertising, sales promotion, public relations, personal selling, and interactive marketing have an effect on the purchase decision of Non-subsidized LPG either simultaneously or partially.

RESEARCH METHODS

This type of research is a correlational research, which examines whether or not there is a relationship between independent variables, ie advertising, sales promotion, public relations, personal selling, and interactive marketing to dependent

variables, in this case, the purchase decision of non-subsidized LPG can be used as a factor in the decision of marketing strategy. Correlational research is conducted to determine whether or not there is a correlation between two events, without intent to investigate causal relationships [10]. According to BPS data (last updated January 18, 2017), the number of households in Medan city is 507,205 households, while the number of poor households is 46,839 households. Thus, the number of households receiving LPG which does not belong to the subsidized group and become population in this research there are 460.366 households. Samples in this study are some customers who have been switching using non-subsidized LPG. Therefore, the researcher uses purposive sampling technique. samples are taken accidentally which means sampling technique based on coincidence that anyone who happens to meet with the researcher can be used as a sample if the person who happens to be encountered is suitable as a data source.

The number of samples in this research is 100 households, where each household is represented by 1 (one) respondent/sample. This analysis is used to determine whether or not there is a positive influence of the independent variables on the dependent variable (Y) with the regression model [11]. The F-test is conducted to determine the effect of independent variables simultaneously on dependent variables, or to test whether regression models are well/not significant or not significant. If the model is significant then the model can be used for prediction/forecasting, otherwise if not significant then the regression model cannot be used for forecasting. The t-test basically demonstrates how far the influence of one independent variable individually explains the variation of the dependent variable. The purpose of the t-test is to test individual regression coefficients

RESULTS & DISCUSSION

Validity Test

The validity test results can be seen in Table 1.

Table-1: Results of the Validity Test of Research Instruments

Variable	Instrument	r-count	r-critical	Description
Advertising	1	0,693	0,361	Valid
	2	0,627	0,361	Valid
	3	0,774	0,361	Valid
	4	0,632	0,361	Valid
	5	0,546	0,361	Valid
	6	0,559	0,361	Valid
	7	0,491	0,361	Valid
	8	0,536	0,361	Valid
	9	0,572	0,361	Valid
	10	0,404	0,361	Valid
	11	0,484	0,361	Valid
	12	0,520	0,361	Valid
	13	0,597	0,361	Valid
	14	0,541	0,361	Valid

	15	0,505	0,361	Valid
	16	0,652	0,361	Valid
Sales Promotion	17	0,543	0,361	Valid
	18	0,604	0,361	Valid
	19	0,426	0,361	Valid
	20	0,419	0,361	Valid
	21	0,696	0,361	Valid
Public Relation	22	0,413	0,361	Valid
	23	0,605	0,361	Valid
	24	0,558	0,361	Valid
Personal Selling	25	0,416	0,361	Valid
	26	0,725	0,361	Valid
	27	0,698	0,361	Valid
	28	0,504	0,361	Valid
Interactive Marketing	29	0,573	0,361	Valid
	30	0,585	0,361	Valid
	31	0,459	0,361	Valid
	32	0,471	0,361	Valid
Purchase Decision	33	0,512	0,361	Valid
	34	0,690	0,361	Valid
	35	0,416	0,361	Valid
	36	0,605	0,361	Valid
	37	0,725	0,361	Valid
	38	0,549	0,361	Valid
	39	0,424	0,361	Valid

This test uses a two-sided test with a significance level of 0.05, with criteria: if r-calculate is greater than r-critical, the question item is valid. R-table values use 0.05 significance with two side test and the amount of data (n) = 30 are 0.361.

Reliability Test

The reliability test results for each variable are as follows

Table-2: Reliability Test Results of Research Instruments

Variable	Cronbach's Alpha Calculate Value	Description
Advertising	0,894	Reliable
Sales Promotion	0,759	Reliable
Public Relations	0,690	Reliable
Personal Selling	0,771	Reliable
Interactive Marketing	0,705	Reliable
Purchase Decision	0,816	Reliable

The reliability test results in Table 2 show that all variables in the research have a large Cronbach Alpha coefficient of > 0.60, it can be stated that all the concepts of each variable's measurements from the questionnaire are reliable which means that the questionnaire used in this study is a questionnaire reliable.

Normality Test

Testing the normality of data on the basis of calculations between independent variables (Advertising, Sales Promotion, Public Relations, Personal Selling, and Interactive Marketing) on Purchase Decision of Non-subsidized LPG is shown in Table 3.

Table-3: Normality Test

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Unstandardized Residual	.019	.241	.104	.478
Valid N (listwise)				

Table 3 shows that skewness ratio = $0,019 / 0,241 = 0,078$; while kurtosis ratio = $0,104 / 0,478 = 0,217$. Since the skewness ratio and kurtosis ratio are between -2 to +2, it is concluded that the distribution of data on the basis of the calculation between independent variables (Advertising, Sales Promotion,

Public Relations, Personal Selling, and Interactive Marketing) on Purchase Decision from non-subsidized LPG is normal.

Multicollinearity Test

Table-4: VIF value for Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
X ₁	.843	1.186
X ₂	.904	1.106
X ₃	.914	1.095
X ₄	.872	1.146
X ₅	.799	1.251

Table 4 shows the value of Variance Inflation Factor (in the VIF column) for the five independent variables (Advertising, Sales Promotion, Public Relations, Personal Selling, and Interactive Marketing). They all have a Variance Inflation Factor (VIF) value less than 10, it can be concluded that among these

independent variables there is no multicollinearity problem.

Coefficient of Determination and Correlation Coefficient

Table -5: Value of Coefficient of Determination and Correlation Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.522	.497	5.023
a. Predictors: (Constant), X ₅ , X ₂ , X ₃ , X ₄ , X ₁				
b. Dependent Variable: Y				

Table 5 shows that: 1) the value of determination coefficient (R Square) is 0,522. That means 52.2% Non-subsidy LPG Purchase Decisions is affected by Advertising, Sales Promotion, Public Relations, Personal Selling, and Interactive Marketing. While 47.8% is influenced by other variables outside the variables used in this study. 2) The value of correlation

coefficient (R) of 0.723 indicates that there is a strong relationship between Advertising, Sales Promotion, Public Relations, Personal Selling, and Interactive Marketing on Non-Subsidy LPG Purchase Decision.

F-Test Results

Table-6: F-Test Results

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2594.255	5	518.851	20.568	.000 ^a
	Residual	2371.305	94	25.227		
	Total	4965.560	99			
a. Predictors: (Constant), X ₅ , X ₂ , X ₃ , X ₄ , X ₁						
b. Dependent Variable: Y						

The F-count value in Table 6 is 20,568 whereas the value of F-table with (0.05, df1, df2) that is (0.05, 5, 94) is obtained by F-table = 2,311. Because the F-count > F-table (20,568 > 2,311), then H₀ is rejected and H₁ is accepted. That is, there is a significant relationship simultaneously between Advertising, Sales

Promotion, Public Relations, Personal Selling, and Interactive Marketing on Non-Subsidy LPG Purchase Decisions.

T-Test Results

The T-test results are shown in Table 7 as follow:

Table-7: T-Test Results

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	11.064	2.983	3.709	.000
	X ₁	-.135	.029	-4.647	.000
	X ₂	.221	.094	2.349	.021
	X ₃	.776	.164	4.724	.000
	X ₄	-.130	.120	-1.083	.281
	X ₅	.430	.142	3.038	.003
a. Dependent Variable: Y					

Based on the results presented in Table 7 explain the following:

- 1) The t-table distribution at $\alpha = 5\%$ with degree of freedom ($df = n - k - 1$, where n is the number of samples and k is the number of independent variables, obtained $df = 100 - 5 - 1 = 94$, table of 1,985.
- 2) From the output of the SPSS output, the result of the t-count variable (X1) is -4,647, (X2) is 2,349, (X3) is 4,724, (X4) is -0,083 and (X5) is 3,038.
- 3) For variable X1, value $-t\text{-count} > t\text{-table}$ with Sig value is smaller than 0.05, then H_0 is rejected and H_1 is accepted, meaning that partially or independently there is significant influence between variable X1 over variable Y.
- 4) For variable X2, $t\text{-calculate} > t\text{-table}$ with Sig values is smaller than 0.05, then H_0 is rejected and H_1 is accepted, meaning that partially or independently there is a significant influence between variable X2 to Y variable.
- 5) For variable X3, the $t\text{-count} > t\text{-table}$ with Sig value is smaller than 0.05, then H_0 is rejected and H_1 is accepted, meaning that partially or independently there is a significant influence between variable X3 to Y variable.
- 6) For X4 variables, the $t\text{-table} < t\text{-table}$ with Sig value is greater than 0.05, then H_0 is accepted and H_1 is rejected, meaning that partially or independently there is no significant effect between variable X4 to variable Y.
- 7) For variable X5, the $t\text{-count} > t\text{-table}$ value with variable Sig value is smaller than 0.05, then H_0 is rejected and H_1 is accepted, meaning that partially or independently there is significant influence between variable X5 to variable Y.

CONCLUSIONS & SUGGESTIONS

Conclusion

Based on the results of the research and discussion, some of the conclusions that can be taken are as follows: Decision Purchase of non-subsidized LPG is influenced by Advertising, Sales Promotion, Public Relations, Personal Selling, and Interactive Marketing, with a coefficient of determination (R Square) of 0.522 which means that Advertising, Sales Promotion, Public Relations, Personal Selling, and Interactive Marketing explained 52.2% of the change in non-subsidized LPG Purchase Decision and the remaining 47.8% was influenced by other factors which were not investigated in this study. The results of the hypothesis testing simultaneously (F test) found that simultaneously, Advertising, Sales Promotion, Public Relations, Personal Selling, and Interactive Marketing have a significant effect on the Non-Subsidy LPG Purchase Decision. Based on partial testing (T-test), Personal Selling has no significant partial effect on non-subsidized LPG Purchase Decision. Based on partial testing (T-test), Advertising, Sales Promotion, Public Relations, and Interactive Marketing have a significant

partial effect on non-subsidized LPG Purchase Decisions.

Suggestions

Based on the results of the research, some suggestions can be presented as follows: Make an advertising transformation. In today's digital era, where societies are highly connected to social media (such as Facebook and Instagram) are also populated by ads, Pertamina ads also necessarily change from TV formats to mobile formats tailored to social media that can be viewed anywhere. Correct advertising content, Work with all stakeholders to tighten the quality control of non-subsidized household LPG quality in the market to create customer satisfaction and loyalty. Conduct sales promotion activities around the location of LPG bases/agents close to the residential community, not only in shopping centres or other centres of entertainment. Optimize the use of internet technology to communicate with customers and prospective customers on household non-subsidized LPG products such as through websites, social media, online advertising, apps, and so on. Exclusive discounts for Bright Home Service app users. Enhancing and expanding cooperation with various agencies, both government and private, to disseminate non-subsidized LPG use through seminars/lectures and relevant events. Consider and use locally-based local culture approaches in marketing communications efforts (advertising, sales promotion, public relations, and interactive marketing). For future researchers, consumer behaviour, primarily related to non-subsidized LPG purchases, is regarding customer satisfaction and loyalty, so customers who have been switching using non-subsidized LPG can be maintained their satisfaction and loyalty so as not to switch back with subsidized LPG. Measurement of community responses on a variety of marketing communication mixes has already been done so that it becomes a consideration in designing the next marketing communications mix.

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