Original Research Article

The Effect of Corporate Image and Promotion on the Decision of Property Agents in Palembang Choose To Join Keller Williams All Property

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Abstract

The purpose of this thesis research is to analyze the effect of Corporate Image and Promotion both individually and jointly on the decision of property agents in Palembang to choose to join Keller Williams All Property. The researchers used Multiple Linear Regression as a research hypothesis testing technique, using SPSS for Windows Version 24 software to calculate the data. Data was obtained from filling out questionnaires which were distributed to 60 agents of Keller Williams All Property. The result shows that the Corporate Image and Promotion have a positive and significant effect on the decisions of property agents in Palembang choosing to join Keller Williams All Property. However, Corporate Image has more dominant effect on their decision in joining Keller Williams All Property than the Promotion. This is because in the industry, property agents need offices that provide maximum and quality support, and the Corporate Image can describe this support better than Promotion. As a suggestion, companies can use the Corporate Image that is already good as Promotional material, so that the Promotion is no longer limited to various offers for property agents who want to join, and Promotion will have a stronger impact on the decisions of property agents to join.
Keywords: Corporate Image, Promotion, Joining Decision, Property Agent, Marketing, Service Company.

INTRODUCTION

Property transactions are sometimes very confusing for some people. The presence of property agents can overcome this confusion. Property agents are professionals who are specifically trained to help sellers to get buyers, and break down various complexities throughout the process. In Palembang, there are currently several property agency offices from international brands. One of this international brand companies is Keller Williams All Property. Although it is a newcomer in Palembang market, Keller Williams All Property has attracted more property agents to join its companies, including wellknown agents in the market.

There are many factors that effect the decision of a property agent to join an office, but this journal will only examine 2 independent variables, Corporate Image (X_1) and Promotion (X_2), which are considered to have major effect on the decisions of property agents in Palembang choosing to join Keller Williams All Property and one dependent variable, the Joining Decision (Y). Although this research is in contrast to the results of research conducted by Bulele, E. Y [1] that found Corporate Image doesn't effect joining decision, and Nandiroh and Yolamalinda that found promotion doesn't has significant effect on joining decision, it is, however, in line with the research of

Rosyahdi, B [2] that Corporate image effect the joining decision, and also in line with Gusdiandika, R., and Sinduwiatmo, K. [3] that promotion effect the joining decision.

Research Problem

- Does the Corporate Image effect the decision of property agents in Palembang to choose to join Keller Williams All Property?
- Does Promotion effect the decision of property agents in Palembang to choose to join Keller Williams All Property?
- Do the Corporate Image and Promotion effect the decision of property agents in Palembang to choose to join Keller Williams All Property?

LITERATURE OF STUDY

Corporate Image

Corporate Image, according to Kotler, P., and Keller, K. L [4] is a set of beliefs, ideas, and impressions held by a person towards the company. Sutisna [5] explains the importance of Corporate Image because: it is a measure of the success of marketing campaigns to external, becoming an element that effect perceptions of company activities, captures consumer experience and expectations of the quality of company services, and effect management decisions. The dimensions of

Corporate Image in this research are: *Values, Personality, Corporate Identity, Reputation*.

Promotion

Promotion, according to Kotler, P., and Keller, K. L [6] is a collection of mostly short-term incentive tools, designed to stimulate the purchase of certain products or services faster and bigger. Promotion goals can be divided into three: to inform, to persuade, and to remind. Promotion mix can be used to measure the effectiveness of a Promotion. There are 5 Promotional mixes: Advertising, Personal Selling, Sales Promotion, Public Relations, Direct Marketing. In this research the Promotional mix that will be examined is limited to 3 activities: Advertising, Personal Selling, and Sales Promotion. Public relations and direct marketing, because of rarely used will not be examined.

Joining Decision

Property agent as consumers buy services offered by joining, so the purchasing decision in this research is the same as the Joining Decision. Joining Decisions is one part of consumer behavior that involves someone to choose, buy, use, and utilize goods, services, ideas, and experiences of a company to meet their needs and desires. According to Kotler, P., and Keller, K. L [4], there are 5 stages that consumers make in the process of Joining Decisions: problem recognition, information search, evaluation of alternatives, Joining Decision, post join decision. In this research, the researchers limit only to the Joining Decision stage. The stages after the Joining Decision stage are not examined.

RESEARCH FRAMEWORK

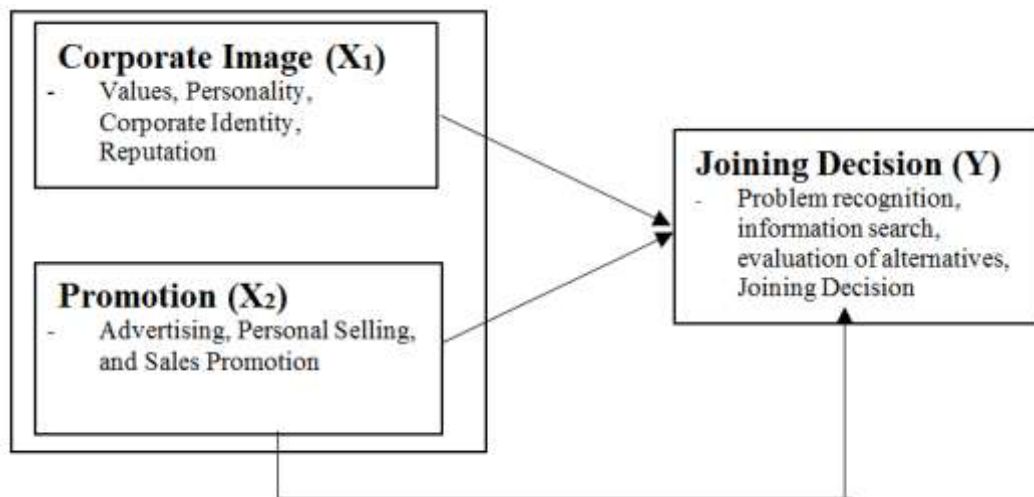Based on the above explanation, the theoretical framework is as follows:

Fig-1: Path Diagram Model of This Research Framework

METHODOLOGY

Sugiyono [7] suggested the researcher to use Multiple Linear Regression as a research hypothesis testing technique. On this research, the calculations were assisted by SPSS for Windows Version 24 software. Data was obtained from filling out questionnaires distributed to 60 Keller Williams All Property agents. The questionnaire was divided into four sections: the first part is to gather the profile of the respondent, the second part is to collect the respondent's response to the statement about Corporate Image, the third part is to collect the respondent's response to the statement about Promotion, and the fourth part is to collect respondent's response to the statement about the Joining Decision.

RESULT AND DISCUSSION

Before the research instrument was distributed to the respondent, the instrument was first tested for its validity and reliability.

Validity Test Results

Items are called valid if there is significant correlation with the total score. In this research validity is tested using the Pearson Correlation method. The value of r_{table} by significance level 0.01, two-way test, by N = 30 is 0.46. If the value of r ≥ 0.46 then the statement items in questionnaire are valid. If the value of r ≤ 0.46 then the statement items in questionnaire are invalid. The test results show that all indicators used to measure the variables in this research have r_{value} greater than the r_{table} value. This means all indicators are valid as research instruments.

Reliability Test Result

The Cronbach Alpha method is used in this research to test the reliability of the instrument, which is calculated using SPSS version 24 for Windows. Instruments are considered to have a high level of reliability if the value obtained is ≥ 0.60. The table below is the result of reliability testing:

Table-1: Reliability Test Result

No	Variabel / Dimention	*Cronbach Alpha*	Parameter	Result
1	Corporate Image (X$_1$)	0,909	0,600	Reliabel
2	Promotion (X$_2$)	0,932	0,600	Reliabel
3	Joining Decision (Y)	0,907	0,600	Reliabel

Source: SPSS version 24 output processed, 2019

Table-1 above shows the Cronbach Alpha values for each statement is greater than 0.6, which means each indicator variable is reliable.

Demographic Variables

Table-2: Identity Distribution of Respondents

No	Items	Frequency	Percentage (%)
1	**Gender**		
	Male	48	80,0
	Female	12	20,0
	Total	60	100%
2	**Age**		
	16 – 25 Years	1	1,7
	26 – 35 Years	16	26,7
	36 – 45 Years	34	56,7
	46 – 55 Years	6	10,0
	> 55 Years	3	5,0
	Total	60	100%
3	**Education**		
	Elementary School	0	0
	Junior High School	0	0
	Senior High School	35	58,3
	Diploma	4	6,7
	Bachelor	20	33,3
	Graduate	1	1,7
	Total	60	100%
4	**Previous Work**		
	Unemployed	4	6,7
	Student / College Student	0	0
	Private Employees	38	63,3
	Government employees	1	1,7
	Entrepreneur	11	18,3
	Others	6	10,0
	Total	60	100%

Source: SPSS version 24 output processed, 2019

Through table-2 above, the number of respondents who filled out the questionnaire in this research were 60 property agents, consist of 48 male property agents (80%), and 12 female property agents (20%). The profession is still more attractive to men than women. Based on age, the property agent profession is dominated by agents aged 36-45 years with 34 people (56.7%), while property agents aged 16-25 years are only 1 person (1.7%). At the age of 36-45 respondents generally are more mature, already have

experience working in other places, and have adequate networks, and this will greatly support the work as property agent. Based on education level, there is no agent whose education is below high school. The data was dominated by high school graduated property agents with as many as 35 people (58.3%), followed by bachelor degree graduated with 20 people (33.3%). High school graduates predominantly see an opportunity to get a better income by becoming a property agent. Then, the previous work was dominated by agents who worked as private employees as many as 38 people (63.3%). There is no agent that is currently still studying. By having experience as a private employee, an agent already has a measure of satisfying or unsatisfactory income, and has strong reasons to change or to choose a new job.

Multiple Regressions Analysis

Before the hypothesis test was carried out, the researchers conducted normality, multicollinearity, and heterocedasticity tests to ensure that the regression equation had accuracy in estimation, unbiased and consistent. The test results show that the regression model was feasible because it met the assumptions of normality, there was no multicollinearity, and there was no problem of heterocedasticity in the regression model.

Following tables are the results of multiple regression analysis by SPSS version 24 for Windows:

Table-3: The Results of Multiple Linear Regression Analysis

Coefficients^{*a*}								
Model		*Unstandardized Coefficients*		*Standardized Coefficients*	t	Sig.	*Collinearity Statistics*	
		B	Std. Error	Beta			*Tolerance*	VIF
1	(*Constant*)	13.201	6.183		2.135	.037		
	Total Corporate Image	.410	.162	.356	2.529	.014	.566	1.765
	Total Promotion	.298	.138	.303	2.157	.035	.566	1.765
a. *Dependent Variable*: Total Joining Decision								

Source: SPSS version 24 output processed, 2019

Based on the data analysis, the regression equation is obtained:

$$Y = 13.201 + 0.410X_1 + 0.298X_2$$

The above equation can be explained by below:
- The constant (α) is positive 13.201, meaning that if there is no increase in Corporate Image and Promotion, then the Joining Decision is 13.201.
- Regression coefficient (β) X_1 has a positive value of 0.410, meaning that the Corporate Image (X_1) has a positive effect on the Joining Decision (Y). 0.410 shows that for each addition of 1 unit of Corporate Image, then there will be an increase in Joining Decisions of 0.410, vice versa.
- Regression coefficient (β) X_2 is positive 0.298, meaning that Promotion (X_2) has a positive effect on the Joining Decision (Y). 0.298 shows that for each addition of 1 Promotion unit, there will be an increase in Joining Decisions of 0.298, and vice versa.

Based on Table-3, the Corporate Image variable is more dominant in effecting Joining Decisions than Promotion variables. This is indicated by the beta (β) value of Corporate Image coefficient 0.410 which is larger than the beta (β) value of Promotion coefficient 0.298. Through this data we can conclude that the Corporate Image variable has a greater effect on the property agents decision in

Palembang to choose joining Keller Williams All Property. This research data is in accordance with the analysis in the field, where as a service business the Corporate Image is more reliable in build the trust of property agents to Keller Williams All Property.

Table-3 also contains the value of t which can be a reference to whether the Corporate Image and Promotion partially effect the decision to join.

The Proposed Hypothesis
- Ho: Corporate Image and Promotion partially do not effect the decision to join
- Ha: Corporate Image and Promotion partially does effect the decision to join

Test Criteria
- If $t_{value} < t_{table}$, then Ho is accepted and Ha is rejected
- If $t_{value} > t_{table}$, then Ho is rejected and Ha is accepted

The t_{table} value is 2.002 (at the degree of freedom (df) = n-k-1 = 60-2-1 = 57, and confidence level at 95%), so it can be concluded that:
- t_{value} of Corporate Image is 2.529, greater than t_{table} 2.002. It means the Corporate Image has a significant effect on the Joining Decision. The results of this study are consistent with the results of research conducted by Andrian, N., Zulkarnaen, Alwie,

A. F [8], Amin, S., Dimyati, M., and Firdaus, M [9], Kaima, A. D., and Iriani, S. S [10], Prabowo, Y. W., Apriatni, and Prabawani, B [11], Rompas, A. M [12], Suparman, and Arifin, R [13] , Rosyahdi, B [2], Lesmana, R., and Yustriani [14]

- t_{value} of Promotion is 2.157, greater than t_{table} 2.002. It means the Promotion variable has a significant effect on the decision to join. The results of this study are consistent with the

results of research conducted by Cahyono, E [15], Gusdiandika, R., dan Sinduwiatmo, K [3], Nurhayati, S [16], Sari, R. L, Mandey, S. L, dan Soegoto, A. S [17], Yusa, V. D., & Hastono, A. L [18], Samosir, C. B. H., & Arief, B [19].

Multiple regression analysis using SPSS also produces R Square values as follows:

Table-4: The Results of Multiple Linear Regression Analysis

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601[a]	0.361	0.338	5.097
a. Predictors: (Constant), Promotion, Corporate Image				
b. Dependent Variable: Joining Decision				

Source: SPSS version 24 output processed, 2019

The Adjusted R Square value in the table above is 0.338 which means the variation of the dependent variable that can be explained by the independent variables is 33.8%. This also means that 33.8% of agent's decision to choose to join Keller Williams All Property are effected by the Corporate Image and Promotion. However, there also 66.2% of

the decision was decided by other factors which are not examined in this study.

Multiple regression analysis using SPSS also produces an ANOVA table that contains the value F. The value of F can be used to determine the effect of Corporate Image and Promotion simultaneously on the agent's decision to join.

Table-5: The Results of Multiple Linear Regression Analysis

ANOVA[a]						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	835.974	2	417.987	16.089	.000[b]
	Residual	1480.876	57	25.980		
	Total	2316.850	59			
a. Dependent Variable: Joining Decision						
b. Predictors: (Constant), Promotion, Corporate Image						

Source: SPSS version 24 output processed, 2019

The Proposed Hypothesis
- Ho: Corporate Image and Promotion simultaneously do not effect the decision to join
- Ha: Corporate Image and Promotion simultaneously effect the decision to join

Test Criteria
- If $F_{value} < F_{table}$, then Ho is accepted and Ha is rejected
- If $F_{value} > F_{table}$, then Ho is rejected and Ha is accepted

From the ANOVA table, the F_{value} 16.089 is greater than F_{table} 3.159. This means both Corporate Image and Promotion have significant effect on the decision of property agents in Palembang to choose to join Keller Williams All Property. The better Corporate Image and Promotion, the higher the level of decision to join Keller Williams All Property.

CONCLUSION AND RECOMMENDATION
CONCLUSION

Based on the research problem formulation proposed, then referring to the data analysis that has been done, and various discussions that have been put forward in the previous chapter, we can draw some conclusion as follow:

- The Corporate Image has significant effect on the decision of property agents in Palembang to choose to join Keller Williams All Property.
- Promotion has significant effect on the decision of property agents in Palembang to choose to join Keller Williams All Property.
- Corporate Image and Promotion have significant effect on the decision of property agents in Palembang to choose to join Keller Williams All Property. The effect given by the Corporate Image and Promotion of the

decisions of property agents in Palembang choosing to join Keller Williams All Property is 33.8%. However there are 66.2% of variables which are not examined in this research, such as marketing strategies, satisfaction and behavior of users, and the quality of Keller Williams All Property services.

RECOMMENDATION
Based on the analysis and conclusions outlined above, there are several suggestions we would like to put forward for:

Keller Williams All Property
There are several notes for development based on the average score job. Rendered from the results of the questionnaire. Some indic don't get their best performance. The competency development of Keller Williams All Property agents needs to be carried out continuously, for example through training and education by institutions and professionals in the field of sales. In the Promotion variable, the statement "additional monthly bonus program for achieving agents is interesting" turned out to be only on average score 3.68 from the total average score 3.91. Most property agents feel that the extra bonuses made have not been able to motivate them more. Keller Williams All Property needs to explore other form of monthly bonuses that are preferred by property agents.

On the Joining Decision variable, the statement "property agents are willing to be active 5 days a week" turned out to be disagreed by the majority of the agents, its only scored 3.6 out of total average score of 3.95. This is due to the nature of the property agency business in Palembang which allows property agents to have other jobs. The obligation to be fully present 5 days a week seems to limit the movement and activity of property agents. The management need to think about how property agents can prioritize their profession as a property broker, because from an internal survey by Keller Williams All Property, property agents with maximum achievements are agents who are able to attend 5 days a week.

Further Research
From the research conducted, it shows that the effect of Corporate Image and Promotion on the decision of property agents in Palembang to choose to join Keller Williams All Property is only around 33.8%. However there is still 66.2% other variables that effects the agent's decision which was not examined in this research. Therefore, it is expected that future studies can add other variables that have not been analyzed in this research, such as marketing strategies, satisfaction and behavior of users, also the quality of Keller Williams All Property services.

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