The background features a network of white lines connecting various social media icons. The icons include a Wi-Fi symbol, a basketball, the Facebook 'f', a WordPress 'W', a YouTube logo, a Twitter bird, a large 'Y', a Pinterest 'P', a SoundCloud 'S', a Tumblr 't', an Instagram camera, a Be logo, and a speech bubble. The icons are set against a dark blue background with a yellow vertical bar on the left side.

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PROCEEDING BOOK

"Managing Communication in A Disruptive Era"

ICCOMAC 2016

The 3rd International Conference on Corporate
and Marketing Communication

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Atma Jaya Catholic University of Indonesia
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TABLE OF CONTENT

| | |
|--|----|
| Foreword | 4 |
| Marketing Communication | 5 |
| The Implementation of Narrative Content Marketing Communications Strategy for Community Based E-Commerce Products Moses Frans Romual Silitonga & Hifni Alifahmi..... | 8 |
| The Analysis of Decision-Making Process with 7P (A Quantitative-Descriptive Research of The Consumers of Happy Puppy Seturan Yogyakarta and Hello FKTV Yogyakarta) Rebekka Rismayanti..... | 23 |
| The Role of Consumer Privacy and Security on Brand Loyalty Drina Intyaswati..... | 34 |
| Virtual Hotel Operators; Is it Disruption for the Hotel Industry? Rachel Dyah Wiastuti & Erna Mariana Susilowardhani..... | 43 |
| Consumers' Comments on Online Shops: Disruption or Just Candid Comments? Erna Mariana Susilowardhani & Bida Sari..... | 55 |
| The Effects of Marketing Communication Mix Toward Brand Awareness Level (Case: Smart Campus Atma Jaya Application) Leonardus Benyamin Pratomo & Nia Sarinastiti..... | 64 |
| Image of Korean Culinary Among Teenagers in Jakarta (Study at Atma Jaya Catholic University, Jakarta) Engeline Widjaja & Astrid Siahaya..... | 68 |
| The Importance of Consumer Engagement in Developing the Brand and Communication Strategy in the Digital Era Avianto Nugroho..... | 71 |
| Corporate Communication | |
| The Relationship with Space in the Digital Era: A Reinvention of the Identity and the Environment Hadi Saba Ayon..... | 73 |
| Industries and the Role of Digital Medium Indro Adinugroho, Smitha Sjahputri, Didit Hersanto..... | 87 |
| The Airline Crisis Communication: A Text Analysis of Airasia's Press Release Related to The Plane Crash from December 28, 2014 – March 4, 2015 Ferdinand Adi & Dorien Kartikawangi..... | 88 |

| | |
|--|-----|
| The Effects of Integrity Campaign Towards Managing Ethical Change During National Examination Nia Sarinastiti and Danasmoro Brahmantyo..... | 101 |
| The Effect of Instant Messenger Usage to Internal Communication (Study at The Directorate General of Resources and Equipment for Post and Information Technology, Ministry of Communication and Information Technology of Republic of Indonesia) Amaliah Hajah and Astrid Siahaya..... | 109 |
| The Use of Social Media as Part of Public Relations Strategies During Crisis Case Study: Management of Lady Gaga Concert Dody Rochadi and Pinkey Triputra..... | 113 |
| Media: Ethics and Policy | |
| Motives that Influence Participatory Culture Internet Meme (A Case Study of Social Media Path Audience of Postgraduate Communication Students University of Indonesia) Muhamad Bayu Cahya & Pinkey Triputra..... | 115 |
| Are There Consumption Convergence in An Information Society? A Preliminary Survey on Comparing Traditional and Digital Divide Between Two Cities V. Rachmadi Parmono..... | 127 |
| The Utilization of Social Networking Site as Communication Strategy to Gain Listener (Study of Radio Buku’s Communication Via Twitter) Fitria Ayuningtyas & Kencana Ariestyani..... | 133 |
| Online Journalism Ethics in News Writing of LGBT Lukas S. Ispandriarno..... | 140 |
| Image Building in Political Speeches Diah Kristina | 141 |
| Social Media and Political Engagement: The Analysis of “Friends of Ahok” Political Activism Established Ahead of the 2017 Gubernatorial Election In Jakarta Salvatore Simarmata..... | 142 |
| The Use of Gender-Biased Language in News Text: Analysis of Neneng-Abdul Muhyi Case In Detik.Com Andina Dwifatma..... | 143 |
| Acknowledgement..... | 144 |

FOREWORD

On behalf of the School of Communication, Atma Jaya Catholic University of Indonesia, I would like to thank you for participating in the 3rd International Conference on Corporate and Marketing Communication (ICCOMAC).

In its third year, ICCOMAC focused on the current changes that are happening because of disruptions. The World Economic Forum marks this as the Fourth Industrial Revolution, which creates a paradigm shift in the way we work and live. This shift provides a key role for communicators, for example from tracking consumers' sentiment online, collaboration in organizations using new technologies, to researching and crafting messaging to articulate a company's purpose and identity, as well as reaching out to stakeholders to elicit endorsement and support. But it is never an easy ride for the disruptors either - their progress is marked with significant communications challenges. However much of a following a disruptor builds with consumers early on, their radical business models tend to prompt regulatory scrutiny. Hopefully with the discussions and sharing of research and practice between scholars and professionals on the main theme of "Managing Communication in a Disruptive Era" there will be new ideas on how communication can bridge the gap and enhance collaboration.

The School of Communication would also like to extend gratitude to our plenary and keynote speakers, Prof Dr. Rainer Janz from Westphalian University of Applied Sciences, Institute for Journalism and Public Relations –JPR, Germany, Prof. Dr. Maurice Vergeer from the Department of Communication at Radboud University – The Netherlands, Communication and Journalism Department and Director for University Advancement from De La Salle University-Dasmariñas, Cavite, Philippines; and of course our very own Dr. Dorian Kartikawangi, Head of the School of Communication at Atma Jaya Catholic University of Indonesia.

To our partners - Westphalian University of Applied Sciences, Radboud University at Nijmegen, the Netherlands, De La Salle University-Dasmariñas, Cavite, Philippines; Communication Associations (ISKI, ASPIKOM, PERHUMAS), our sponsors, and dear colleagues and students in the committee whom I cannot mention one-by-one - in making ICCOMAC a true collaborative effort.

Hopefully you will find this proceeding book useful for academic research purpose, as well in the daily practice of communication for organizations.

I look forward to seeing you at 4th ICCOMAC 2017

Dr. Nia Sarinastiti, MA
3rd ICCOMAC 2016 – Chair

THE ANALYSIS OF DECISION-MAKING PROCESS WITH 7P
(A Quantitative-Descriptive Research of The Consumers of Happy Puppy Seturan
Yogyakarta and Hello FKTV Yogyakarta)

Rebekka Rismayanti²

ABSTRACT

Decision is the result of selecting one out of two or more options or available alternatives (Schiffman and Kanuk, 2000). As for other activities, decision-making can also be applied for choosing the right karaoke house to get entertainment. This paper is a quantitative-descriptive research of decision-making process of the consumers of Hello FKTV Yogyakarta and Happy Puppy Seturan, whose data are obtained from questionnaires spread to 30 consumers of Happy Puppy Seturan and Hello FKTV Yogyakarta who have come at least twice to both karaoke houses. Afterwards, the data are then analyzed using one of the marketing-communication theories, which is Solomon's consumer decision making process. The theory presumes that there are four steps in the process of consumer's decision making process—problem/need recognition, information search, evaluation of alternatives, and product choice.

At the stage of evaluation of alternative, there is a paradigm called 7P, which tries to see a product or service from the viewpoint of marketing from seven different angles—product, price, place, promotion, people, process, and physical evidence. The 7P becomes the indicator to see and compare various alternatives which become the consideration of consumers in searching for information. It is then concluded that consumers fulfill their needs for karaoke by spending small amount of money through the utilization of discount voucher provided by Happy Puppy Seturan and Hello FKTV. Consumers give positive evaluation concerning the price or karaoke-room rental and the song collections. But other aspect such as foods and beverages are still evaluated negatively by the consumers, because of the tasteless of foods and the unaffordable price. Most of the consumers get the information concerning Happy Puppy Seturan and Hello FKTV from their friends and only small portion of the consumers seek for the information via social media. Promotion through social media can be one of the effective strategies to attract consumers, especially college students.

Keywords: 7P, Decision-Making Process, Products

I. INTRODUCTION

Consumers are no longer isolated individuals. They have been connected so well that they are most-likely to get information before purchasing goods or services. The condition also influences their motivation related to purchasing or using something (Pralhad & Ramaswamy in Kertajaya, 2010, p. 12). The advancement of the world—whose technological growth is more and more sophisticated—which has changed consumer's behavior forces companies to innovate and apply new methods to face competition. Therefore, companies must be able to grow and adapt to the present condition, especially in this digital era (Pralhad and Ramaswamy in Kertajaya, 2010, p. 12).

The decision to purchase is a process of choosing one out of two or more alternatives (Schiffman & Kanuk, 2000). Before either purchasing goods or using service, a consumer must initially choose and consider the alternatives. For each consumer, the process is different. Some of them will face a long and complicated process, and some others will experience the simple one. Engel (1995) divides the process of decision making into three

² The presenter is a lecturer at Atma Jaya Catholic University in Yogyakarta

stages. When a consumer endures a complicated process where one must do plenty of evaluations, one is said to involve in an extended decision-making. On the other hand, if one takes part in a simple decision making without having to do research or serious evaluation, one involves in a limited decision-making.

The process of decision making is also applied by people when choosing a place for doing leisure activities, one of which is karaoke. In this paper, the decision making of the consumers of two karaoke houses in Yogyakarta, Hello FKTV and Happy Puppy Seturan, is presumed to be affected by the presence of various media. As the brands of family karaoke in Yogyakarta, both have more than one modern-marketing and promotional communication media. The media span from Facebook, twitter, website, banner, to the cooperation among business units. From those media consumers, could gather information concerning promotions offered by Hello FKTV and Happy Puppy Seturan Yogyakarta. These two brands contrive to present interesting contents consistently in their promotional media to broadcast their latest promotional programs to their consumers.

The researcher is interested to conduct a study about the decision-making process of Hello FKTV consumers and Happy Puppy Seturan Yogyakarta because it is important to know the reason why people choose a particular brand of karaoke house.

II. CONCEPTUAL FRAMEWORK

2.1. Marketing Communication

Marketing communication is an activity of communication whose objective is to communicate messages from communicator (company) to communicant using various media to produce desired effects such as the shifting of knowledge, behavior, and actions (Kennedy et al, 2006, p. 5). The main objective of marketing is to reach public to influence their behavior. All the marketing activities is focused on reaching one or more of this goals (Shimp, 2003, p. 160): (a) to raise the desire to certain products, (b) to build brand awareness, (c) to maintain positive behavior and to influence purchasing intention, and (d) to facilitate the purchasing.

Kotler and Keller (2007, p. 204) suggest that marketing communication is a tool for a company to inform, persuade, and remind consumers, either directly or indirectly, about products or brands traded by the company. Tjiptono (2001, p. 219) said that there are three primary elements of marketing-communication structure. First, communication behavior. Communication consist of a communicator (the transmitter) who delivers the message and a communicant (the recipient) who receives the message. In this context, the communicator is a company selling products or brands and the communicant is public. Second, communication material. Several of important marketing communication materials are ideas, messages, media, responses, feedbacks, and interferences. Third, communication process. The process of delivering (from the sender to the recipient) or vice versa (from the recipient to the sender) will need two process—encoding (transmitting function) and decoding (receiving function) (Tjiptono, 2001, p. 219).

The marketing communication practice will run effectively when a company can reach the consumers and affect them. Thus, it is important to understand the consumer's process of decision making so that the company can reach the potential consumers effectively. These following below explains the decision-making process of consumers when purchasing something.

2.2. The Purchase Decision-Making Decision

Decision is the result of selecting one out of two or more options or available alternatives (Schiffman and Kanuk, 2000). Engel (1995) argues that the process of purchase decision-making refers to the consumers' consistent and wise acts to fulfill their needs. Decision making concerns what to buy, how much or many, where and when it is done, and how the purchasing is done. Therefore, decision making can be comprehended as an illustration of evaluation process conducted by the consumers to the attributes of a group of products, brands, or services, where, afterwards, consumers can rationally choose one of the products, brands, or services which can fulfill their needs and have the most reasonable price (Hawkins et al, 1998).

The consumer's purchasing process is the response against problems. After making decision, consumers will learn something valuable for their next steps in the future. The lessons obtained depend on how good the decision is so the same mistake will not re-occur in the future. The steps of decision making process are problem/need recognition, information search, evaluation of alternatives, and product choice (Solomon, 2007).

III. RESEARCH DESIGN

This paper is a quantitative-descriptive research of a decision-making process of consumers of Hello FKTV Yogyakarta and Happy Puppy Seturan, based on a questionnaire distributed to 30 respondents who have visited at least twice to both karaoke houses. Afterwards, the data are then analyzed using one of the marketing-communication theories, which is Solomon's consumer decision making process. The theory presumes that there are four steps in the process of consumer's decision making process—problem/need recognition, information search, evaluation of alternatives, and product choice. The scheme of the research is illustrated below:

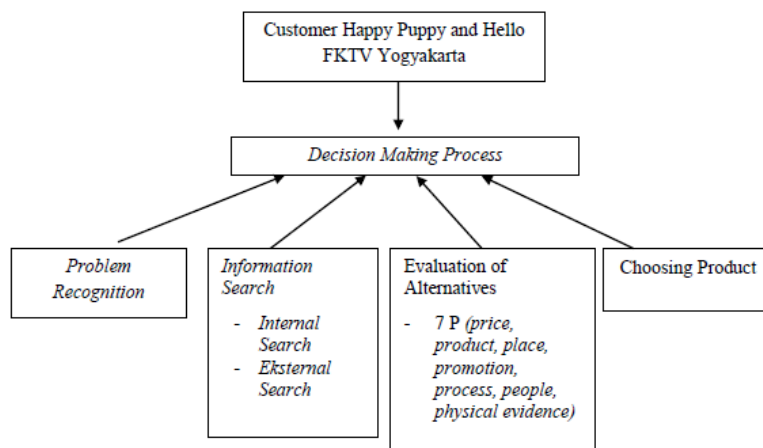


Table 1. The Research Scheme

IV. DISCUSSION

The main objective of marketing practices is to reach people to affect their behavior. Because marketing communication practice will run effectively when a company can reach the consumers and affect them, it is important to understand the consumers' process of decision making so that the company can reach potential consumers effectively. Aware that consumers are those who make decisions, Happy Puppy Seturan and Hello FKTV focus themselves on increasing the quality of service so that potential clientele will choose their karaoke house, either by improving the workers - by making special guidelines for the workers – or by applying various marketing-practices such as offering promos and giving

discounts. Both karaoke houses realize that simple things they do can affect the decision of the consumers whether to visit their karaoke or not. After making decision, consumers will learn something valuable for their next steps in the future. The lessons obtained depend on how good the decision is so the same mistake will not re-occur in the future. The steps of decision making process are problem recognition, information seeking, evaluation of alternatives, and product choosing (Solomon, 2007).

It is shown from the questionnaire that, in Happy Puppy Seturan, though the youngest age-group is 15, most of the consumers come from the age interval of 20-24 and 25-29. Both groups share the same percentage—36.7 percent. Among the consumers, 60 percent are female while 40 percent are male. The respondents come from different backgrounds, yet most of them are high-school students and college students (36.7 percent). The number is followed by the workers of private sectors (33.3 percent), civil servant (10 percent), and other professions (20 percent). Meanwhile, the respondents of the questionnaire spread to Hallo FKTV are quite different. While based on sex the composition they are quite similar (59 percent are female, 41 percent male), the composition of respondents based on profession is rather different. Among them, 43 percent are college students, 27 percent are high-school students, 16 percent are employees, and 14 percent are entrepreneurs.

a. Problem/Need Recognition

Solomon (2004) states that problem recognition occurs when the consumer sees a significant difference between the desired state and the actual state. Without problems, the actual state and the desired state are parallel. However, problem can occur because of these two conditions. First, if the consumer does not get the product because it is already sold out or if the consumer buy products which is not in accordance with one's need then the actual state of the consumer will decrease. Experiencing this, the consumer is in the condition of 'need recognition. Second, if the consumer gets a better product, the ideal state of the consumer will increase. In this context, the consumer is on the condition of opportunity recognition (Solomon, 2004).

Thus, at this stage, the respondents are desperately in need for karaoke as a means of leisure or merely pastime. However, though they crave for karaoke, the amount of money they spend for karaoke each month is rather meager. In Happy Puppy, 50 percent of the respondents spend IDR 50,000-100,000 for karaoke a single month. It is most-likely related to their background—36.7 percent high-school and college students and 33.3 percent workers of private sectors. Meanwhile in Hello FKTV, 44 percent of respondents spend less than IDR 50,000, because it is also predominated by students (43 percent college students, 27 percent high-school students) and consisted of only small number of employees (16 percent) and entrepreneurs (14 percent). The background of most of the respondents—high-school and college students who are not yet able to make money themselves—surely influences the high demand for cheap karaoke.

Happy Puppy Seturan sees the gap between the need and the economic capability of their consumers and answers the problem by applying marketing strategies to make the consumer can karaoke even though they only have limited amount of money. Eventually, the marketing practices will create a secondary demand, when consumers start to have preference for a brand influenced by the brand's marketing activities (Solomon, 2004). From the questionnaire, it is shown that 28.6 percent of the respondents of Happy Puppy Seturan give the highest score (10) for the statement that 'consumers karaoke because they get discount voucher from Happy Puppy Seturan.' It is obvious that most of the consumers that karaoke in Happy Puppy Seturan use the discount voucher which becomes the flagship promo of the karaoke house to answer the need of people who prefer cheap karaoke.

b. Information Search

Once the problem recognized, the consumer needs enough information to overcome the problems. Information seeking is the process where consumers observe their environment by gathering the corresponding data to make a sensible decision (Solomon, 2004). Based from the source, information can be classified into two, external and internal. When a consumer must decide to purchase, one search information by checking one's collection of memories in one's mind to string up information of various alternatives of products. It explains the reason why some of the consumers choose Happy Puppy Seturan (39 percent of the respondents have come to the karaoke house 2-3 times) and some others prefer Hello FKTV (45 percent of the respondents have come to Hello FKTV 2-3 times).

When the consumers think that the search is not enough, they will search externally, i.e seeking for information from their surroundings or environments. In most of the case, even though the consumers have already known the market condition, they still need additional knowledge through searching externally, such as by asking to private sources like friends or relatives, public source like consumers' magazines and advertisements, marketing sources like store employees, or by directly testing a product (Engel, 1995). Even though all the respondents of Happy Puppy Seturan have come to the karaoke house 2-3 times, they still search all the information about the karaoke from external sources. More than half of the respondents (53.6 percent) agree that they get information about Happy Puppy Seturan from friends. Likewise, 26 percent of Hello FKTV respondents also give 10 points for the statement that they get the information from friends. The ease of information access also becomes one of the important benchmarks—17.9 percent of the respondents seek the information of Happy Puppy Seturan from the social media. Social media, used by most of the respondents (high-school and college students), compared to the website, are the preferable tool for searching information about Happy Puppy Seturan.

c. Evaluation of Alternatives

In this step, consumers compare alternatives which have been gathered, evaluate the advantages and the disadvantages, and narrow down the options to the only most-desired ones (Engel, 1995). Most of the efforts of the consumers in the decision making of purchasing occur in this step, where an option must be chosen out of several alternatives. In marketing communication, there is a term called 7P, which tries to see a product or service from the viewpoint of marketing from seven different angles—product, price, place, promotion, people, process, and physical evidence. The 7P becomes the indicator to see and compare various alternatives which become the consideration of consumers in searching for information.

1. Place

Concerning the first element—place—31.2 percent of respondents agree that Happy Puppy Seturan has clean and comfortable rooms and another 25 percent strongly agree. In addition, 25 percent of respondents also agree that Happy Puppy Seturan has many rooms while another 21.4 percent strongly agree.

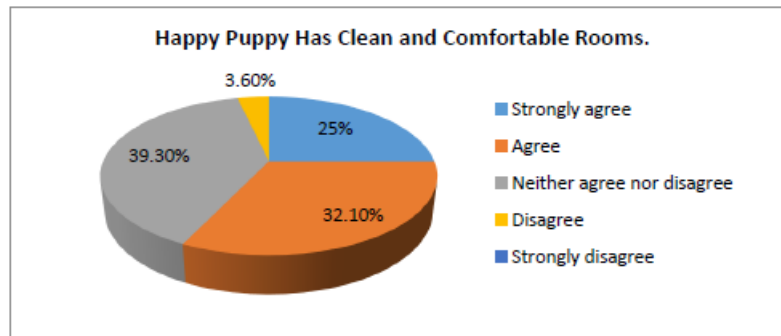


Figure 1. Diagram of the Statement about the Karaoke Room Cleanliness.

Meanwhile, 67 percent of respondents agree that Hello FKTV has clean and comfortable rooms. Only 1 percent of the respondents disagree with the statement. Meanwhile, 58 percent agree that Hello FKTV has many karaoke rooms and only small portion of the participants, 2 percent, answer that they disagree.

2. People

More than one-third—37 percent—of the respondents think that Happy Puppy Seturan gives quick services. Though 22.2 percent are strongly agree about the statement, the majority of the respondents—40.7 percent—answer that they neither agree nor disagree. On the other hand, the number is quite different with that of Hello FKTV. Most of the respondents, 48 percent convey that Hello FKTV provides quick services while another 43 percent think that they neither agree nor disagree with the statement. Only 1 percent of respondents think that Hello FKTV does not give quick services.

Concerning the appearance of the workers, 35.7 percent agree that the employees of Happy Puppy Seturan dress cleanly and neatly. But the number is surpassed by Hello FKTV since 69 percent of the respondents agree that the employees of the karaoke house dress cleanly and neatly. Only 1 percent of them think that they dress improperly.

3. Product

Things related to the element of product are song collection and foods and beverages available in the karaoke house. The result of the questionnaire shows that 42.9 percent of the respondents agree that the genre of song available in Happy Puppy Seturan is complete.

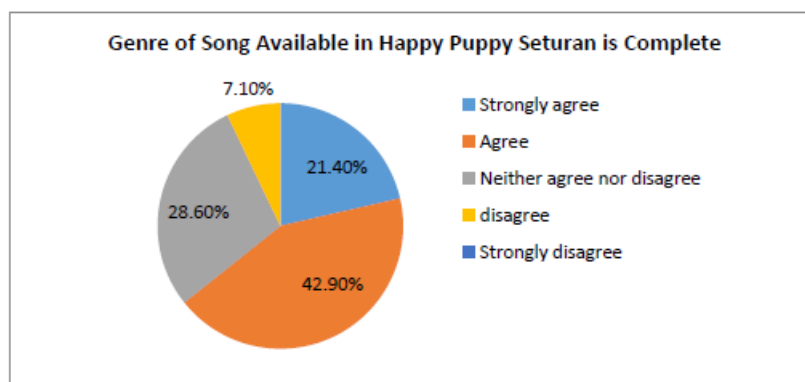


Figure 2. Diagram of the Statement about Song Available

Hello FKTV seems to have more complete genre because the number of respondents who agree with the statement exceeds that of Happy Puppy Seturan—54 percent. Thirty-one percent answer that they neither agree nor disagree whereas 13 percent disagree and 2 percent strongly disagree.

In the field of foods and beverages, it seems that Hello FKTV is more advanced than Happy Puppy Seturan. While 56 percent of respondents agree that the foods and beverages of Hello FKTV are delicious, 39.3 percent of the respondents answer ‘neither agree nor disagree’ for the statement that the menus in Happy Puppy Seturan are tasty. The number of participants who agree and strongly agree shares the same rather low-percentage—10.7 percent.

4. Price

The elements of price in karaoke house concern the price of foods and beverages and that of karaoke-room rental. The price of foods and beverages in Happy Puppy Seturan is quite affordable since 39.3 percent of the respondents neither agree nor disagree to the statement, though 28.6 percent disagree and 21.4 percent strongly disagree.

Sixty-point-seven percent of the consumers neither agree nor disagree that Happy Puppy Seturan sets affordable price of karaoke-room rental. On the other hand, 53 percent of the respondents agree to the statement that Hello FKTV gives affordable room-rental price to the consumers, 39 percent neither agree nor disagree, whereas only 5 percent disagree and 3 percent strongly disagree.

5. Physical Evidence

Related to the element of physical evidence, it is known from the questionnaire that 42.8 percent of the respondents agree that the Happy Puppy is situated on the location that can be easily accessed by the consumers. Likewise, 56 percent of the respondents also agrees that Hello FKTV is located on the accessible place while another 37 percent neither agree or disagree, 5 percent strongly agree, and 2 percent disagree.

6. Promotion

Speaking of promotion, 46.5 percent of the respondents neither agree nor disagree that Happy Puppy Seturan has various interesting promotional program. On the other hand, 72 percent of the consumers agree to the statement that Hello FKTV offers many interesting promotional problems that can bind the consumer to the brand while 5 percent strongly agree and 2 percent disagree.

7. Process

The ease of getting information also becomes one of the benchmarks of the seventh element of 7P—process. It is obtained from the questionnaire that 42.9 percent of the respondents neither agree nor disagree that as the consumers of Happy Puppy Seturan they have been given the ease to gather information of the karaoke house’s promotional programs.

Since most of the respondents cum consumers are high-school and college students who are active internet users, most of them prefer social media to search for information concerning Happy Puppy Seturan. In the case of Hello FKTV, 63 percent of the respondents agree that as consumers they are given the ease to access the promos of the karaoke house, whereas about one-third, 31 percent, neither agree nor disagree to the statement. Five percent disagree while only 1 percent of the respondents strongly agree. From the analysis of the elements of 7P as the benchmark of the consumers to evaluate the alternatives of place for karaoke, it can be concluded that most the consumers think that the elements of 7P have already been applied optimally by both karaoke houses. They are both situated strategically in Seturan, a region which has many universities such as Universitas Atma Jaya, STIE YKPN, UPN Veteran, STTNAS, Universitas Proklamasi '45, and STTN Batan. Consequently, surrounding the universities, there are so many dormitories to accommodate the college students who are most the potential consumers of the two karaoke houses. From the viewpoint of the element of place, the location of both karaoke houses is strategic enough to attract consumers, especially university students. Seeing that their consumers are predominated by students, as an effort to increase the visit, they both offer promos in the form of discount voucher and other bonuses (the element of promotion). The data obtained from the questionnaire also explain the reason why they choose karaoke. Sixty-four-point three percent of the respondents go to karaoke house to seek for entertainment, and, interestingly, almost one-third of them—28.6 percent—sing in karaoke house because they get discount voucher. Meanwhile, 7.1 percent of the respondents answer that they go to the karaoke house to celebrate birthday.

The result is different for Hello FKTV. The questionnaire shows that 44 percent of the respondents visit Hello FKTV because they get discount voucher. Only 20 percent of them drop in to the karaoke house to search entertainment. Among them, 10 percent go to Hello FKTV to meet friends while another 5 percent go there merely to spend spare time. However, the problem of the small number of consumers coming to celebrate birthday in karaoke house because the rather expensive price of foods and beverages—shown by the high percentage of respondents who think so—can be overcome by offering discounts for customers celebrating birthday. Among the two karaoke houses, Happy Puppy Seturan is the one which is more recommended to adapt the solution because around one-third of the respondents still think that the price of foods and beverages in the karaoke house is not that affordable—despite the tasteless foods.

Besides the two elements—price and taste—both consumers of the karaoke houses are content with the services given by the employees, such as the cleanliness of the rooms, the complete karaoke-rooms, as well as the cleanliness and the neatness of the employees and the location. The other elements of 7P support both brands to be able to stay on the mind of their clientele.

From the viewpoint of promotion, both brands still have weaknesses one of which is most of the consumers do not access the information from official website, instead they get information from friends. Therefore, both brands should provide more interesting karaoke experience so that the clientele will spread the words to their friends and eventually both karaoke will be visited by more people—though the latter means of marketing communication is still categorized as conventional. Alternatively, to market their karaoke more effectively, they can make a program such as offering a discount for the clientele who write review on their social media. Moreover, both

karaoke houses can also hire influential figures on social media to promote their brands and to increase the consumer's confidence.

d. Product Choice

At this stage, consumers decide how and when they purchase, in what store, and what to buy. It is not often that the consumers eventually end up in buying something different from the one that they have previously planned because of factors such as discounts, which is thought to be more beneficial (Engel, 1995).

Once all the alternatives have already been considered and evaluated, a choice must be picked. The process of decision making can occur variously, either quick and simple process or complicated process needing much attention and cognitive process. Integrating the information obtained from a source with an actual information gathered directly when purchasing, as well as having certain beliefs concerning particular brands stimulated by advertisements can influence one's opinion (Solomon, 2004).

Product choosing is the last stage which is strongly correlated with the other previous steps. In the context of this research, the need for doing karaoke at least twice a month—which is going to be so highly-unlikely fulfilled due to the high rate of karaoke-room rental—can be facilitated by Happy Puppy Seturan by providing discount voucher for its clientele. At the second stage, one of the reasons why they choose Happy Puppy Seturan as a place for karaoke is the ease of information access provided to make public aware of various promotional programs held by Happy Puppy Seturan. The students who predominate the clientele of the karaoke house will then choose social media to dig all of information about Happy Puppy Seturan.

This stage is indeed significantly influenced by the 7P elements as the evaluation indicator for the consumer to choose Happy Puppy Seturan. Thus, it is concluded that the elements of 7P have been run maximally by Happy Puppy Seturan, which is shown by the positive response of the respondents to the questions of 7P.

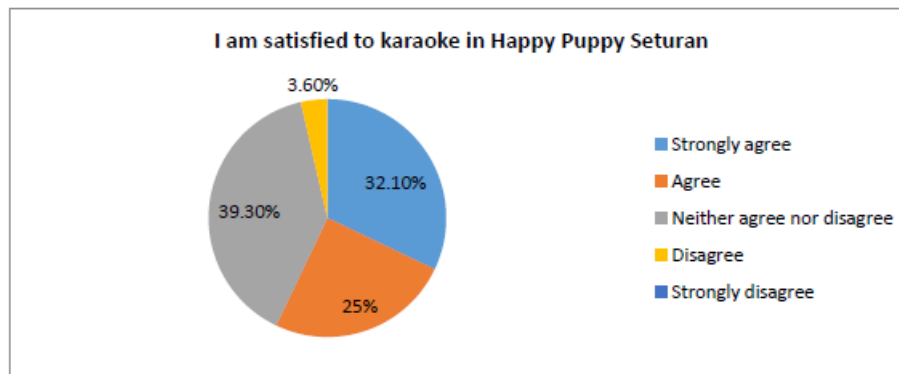


Figure 3. The Diagram of Consumer's Satisfaction

The facilities which are to their needs, the ease of information access, and the elements of 7P, are consumers' consideration before visiting Happy Puppy Seturan to karaoke. Those three factors above are what then influence consumers' satisfaction. It is shown from the questionnaire that 32.1 percent of the respondents are satisfied to karaoke in Happy Puppy, 25 percent are strongly satisfied, and another 39.3 percent are neither satisfied nor dissatisfied. Therefore, in other words it can be said that most of or more than half of the total number of respondents claim that they are satisfied to karaoke in Happy Puppy Seturan. Whereas 67 percent of the consumers are satisfied to karaoke in Hello FKTV, 26 percent are neither satisfied nor dissatisfied, 4 percent are strongly satisfied, on the other hand, only 3

percent who claim that they are dissatisfied. It can be stated that most or more than half of the respondents claim to be satisfied to karaoke in Hello FKTV.

V. CONCLUSION

The activity of marketing communication will run effectively when a company can reach the consumers and influence them. Thus, it is important to understand the consumer's process of decision making so that the company can reach the potential consumers effectively. Therefore, decision making can be comprehended as an illustration of evaluation process done by consumers to the attributes of a group of products, brands, or services, where, afterwards, consumers can rationally choose one of the products, brands, or services which can fulfill their needs and have the most reasonable price (Hawkins et al, 1995).

The conclusion from this research are as follow:

- a. Consumers fulfill their needs for karaoke by spending small amount of money through the utilization of discount voucher provided by Happy Puppy Seturan and Hello FKTV. Therefore, the variation of discount can be employed by both karaoke houses to attract consumers.
- b. Consumers give positive evaluation concerning the price or karaoke-room rental and the song collections. But other aspect such as foods and beverages are still evaluated negatively by the consumers, because of the tasteless of foods and the unaffordable price. Thus, both karaoke houses should adjust the taste and the price of the food to avoid mistreating consumers.
- c. Most of the consumers get the information concerning Happy Puppy Seturan and Hello FKTV form their friends and only small portion of the consumers seek for the information via social media. Promotion through social media can be one of the effective strategies to attract consumers, especially college students. However, these two brands should not only focus on giving information through social media, they should also give information in other media of marketing communication to reach the target of consumers which become broader each day so the activity of marketing communication can be run more effectively.

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