

The Influence of Marketing Communication on the Company Image of Marugame Udon Summarecon Mall Bekasi

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ABSTRACT: One of the businesses that need a positive image through marketing communication is the food and beverage industry (restaurant), the development of restaurant business is seen from the increasing number of restaurants or restaurants, various types of food offered from traditional food, fast food, and food from abroad. This makes Marugame Udon to think how to maintain a positive image through proper marketing communication. This study aims to determine the effect of Marketing Communications on image. Population and sample of this study are consumers of Marugame Udon Summarecon Mall Bekasi. The method used is quantitative method. Data retrieval techniques are used in the form of questionnaires and literature. The population of this study was consumers of Marugame Udon. Sampling technique in this study is probability sampling with simple random sampling method. A sample of 100 samples. The data analysis used is multiple linear regression analysis using Statistical Packages for Social Science (SPSS). The results of this study showed that the variable marketing communication has a significant effect because the count $16.002 > t_{table} 1.984$ with a significance level of $0.000 < 0.05$. So it was concluded that there is a positive and significant influence between marketing communications to the image of Marugame Udon Summarecon Mall Bekasi amounted to 72.3%.

Keywords: Marketing Communication, Company Image, food and beverage.



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INTRODUCTION

Companies today are very different from companies in the past because of globalization. Significant changes have been made to the way individuals do business, including how they trade, communicate, collaborate and compete. The development of more open and competitive global markets is one of the benefits of globalization, providing businesses the opportunity to expand their customer base and increase their profit margins. However, this also poses big challenges for

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companies, because they have to adapt to increasingly fierce competition from other companies around the world.

Building and maintaining a company brand relies heavily on marketing communications. Marketing communications can deliver messages that influence how customers see and understand a business, product or service(Syed Alwi et al., 2022). Therefore, to create a good company image, marketing communications must be carried out well and successfully. The ability to communicate effectively also plays a role in marketing(Rosak-Szyrocka et al., 2022; Smirnova et al., 2020).

Images cannot be implanted in people's minds overnight or spread through mass media. Instead, the image must be conveyed through every available means of communication and disseminated continuously. To successfully acquire and retain consumers, every company must make every effort to display its products with a positive image in the eyes of consumers. By displaying products that have a positive image, it can increase consumer confidence in the product and encourage consumers who will later become loyal consumers of the product.

Restaurants are one type of business that must project a good image through marketing communications(Nesterenko, 2021; Pimentel et al., 2023). The growth of the restaurant industry can be seen from the increase in the number of eating places, the variety of food served, both local food, fast food and international cuisine(Endri et al., 2020). Marugame Udon fast food restaurant, one of the famous restaurant chains selling Japanese udon dishes, is the subject of this research. Marugame Udon is a Japanese-born udon restaurant brand. Their core menu consists of udon, soba, and donburi, and they are known for their fast food concept and affordable prices(Bhadra et al., 2023).

From the description above, the author is interested in further research to find out the magnitude of the influence of marugame udon restaurant marketing communications on increasing a positive image. Based on the problems above, the researcher took the title "The Influence of Marketing Communication on the Image of Marugame Udon at Summarecon Mall Bekasi"(Mitchell, 2020; Nandy & Roy, 2023).

Based on sales/sales sources for Marugame Udon Summarecon Mal Bekasi that the author obtained from 2018 to 2022, the data is as follows:

**Table I. Sales Data for 2018-2022
Marugame Udon Summarecon Mall Bekasi
MBK-SMB/M017**

No	Year	Total Sales	Target Sales
1.	2018	Rp. 9,410,029,000	Rp. 10,000,000,000
2.	2019	Rp. 10,831,002,990	Rp. 11,000,000,000
3.	2020	Rp. 7,590,209,000	Rp. 12,000,000,000
4.	2021	Rp. 9,601,492,320	Rp. 13,000,000,000
5.	2022	Rp. 9,502,950,648	Rp. 14,000,000,000

Based on table 1 above, the data shows that sales in 2018 - 2022 show that each year there is an increase and decrease in sales/income which is unstable. Based on the results of researchers' observations in the field, this can be caused by several factors, including:

1. There are many competitors who have the same characteristics as Marugame Udon restaurants with more affordable price variations;
2. Customers do not get good assistance in the concept of self-service in restaurants by employees;

METHOD

A scientific work can be determined by using research methods, namely a strategy or way of searching, obtaining, collecting and documenting data in both primary and secondary form, followed by analysis of aspects related to the main points of interest to be researched to arrive at the truth of the information data obtained.

Sugiyono (2013:14) states that quantitative research is research that obtains data in the form of numbers or quantitative data in numbers, where in this research the data will be directly explained in more detail and more relevant. The data obtained will also be analyzed and explained one by one in order to obtain a solution to solve the problem. For this reason the author created a questionnaire. Sugiyono (2014:540) descriptive research method is research that describes quantitative and quantitative data.

Therefore, using the definition previously described, this research was carried out using a quantitative descriptive method, namely a type of research that is based on data collected during systematic research regarding the facts and characteristics of the object under study by combining the relationships between variables. -variables involved in the research. then analyze and interpret it based on theory and literature related to competitive advantage. To find a solution to the problem, the data collected will also be checked and documented individually. To collect correct data, the author developed a questionnaire.

RESULT AND DISCUSSION

Validity test

Data validity testing is carried out to measure whether the data provided in the questionnaire can be trusted or not and can represent what is being studied. In this research, the data validity test uses the product moment correlation formula. In the analysis of the validity test results, the calculation results from the questionnaire which is an r-count are then compared with the r-table. In this research, the r-table value is with the condition $df=(n- 2)$, number of cases = $(100-2)$ and the significance level is 5%, then the figure obtained = 0.195. According to the calculation results

with the help of the SPSS for Windows version 24 program, it is valid because $r\text{-count} > r\text{ table}$ (0.195). This means that the results of validity testing show that all data is valid. In this way, the questionnaire can be continued at the reliability testing stage.

Reliability Test

Reliability testing is the level of stability or consistency of a measuring instrument in measuring a symptom or event. The higher the reliability of a measuring instrument, the more stable the measuring instrument is in measuring a symptom, and conversely, if the reliability is low then the measuring instrument is unstable in measuring a symptom. Reliability testing is intended to measure the degree of precision, precision and accuracy demonstrated by the measurement instrument.

Reliability testing was carried out using the internal consistency method. Internal consistency is measured using the Cronbach's Alpha coefficient. The decision making conditions used are:

1. If Cronbach Alpha $>$ the limit value (0.60) then it is said to be reliable.
2. When Cronbach Alpha $<$ the limit value (0.60) it is said to be unreliable.

Table 2. Reliability Test Results

Variable	Alpha	Hope	
		Cronbach's Alpha	Reliability
Marketing Communications	0,60	0,912	Reliable
Company Image	0,60	0,904	Reliable

From Table 2 above, it shows that the marketing communication and company image variables have a Cronbach's Alpha coefficient that is greater than alpha (0.60), so these three variables can be used as measuring tools in research because they show reliable results (Shawky et al., 2022).

Analysis of Determination Coefficient Analysis Results

Table 3. Results of Determination Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,850 ^a	,723	,720	2,873

a. Predictors: (Constant), Komunikasi Pemasaran

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Based on table 3, it is known that the correlation/relationship value (R) is 0.850. From this output, a coefficient of determination (R Square) of 0.723 is obtained, which means that the influence of the independent variable (Marketing Communication) on the dependent variable (Image) is 72.3%(Suay-Pérez et al., 2022).

This research aims to determine and analyze the influence of Marketing Communication on the Image of Marugame Udon Summarecon Mall Bekasi (Case study of Marugame Udon Summarecon Mall Bekasi customers).

The Influence of Marketing Communications on the Image of Marugame Udon Summarecon Mall Bekasi (Case study of Marugame Udon Summarecon Mall Bekasi customers)(Anabila, 2020; Suay-Pérez et al., 2022). Based on the data description above, especially in the hypothesis test, the coefficient value was 0.723 and $t_{16.002} > t_{table} 1.984$ with a significance level of $0.000 < 0.05$, so this means that there is an influence of marketing communications on the image of Marugame Udon Summarecon Mall Bekasi(Zimand Sheiner & Lahav, 2020).

Based on the recapitulation of respondents' responses to the Marketing Communication variable (X1) from Table 4.16, overall the Marketing Communication variable is perceived by respondents to be good with the average value of the Marketing Communication variable (X1) being 4.09 which is included in the Good category(Castillo-Abdul et al., 2021).

Based on theory and research in Chapter II, the research results in this sub-chapter are in accordance with the ideas of Shimp (2014: 5-6) which states that marketing communication is an important aspect in all marketing activities and also determines the success of marketing carried out by the company. in achieving financial and non-financial goals. Marketing communications consist of; Personal sales, advertising, sales promotions, publicity, point-of-purchase communications and sponsorship offers(Chowdhury & Naheed, 2020).

From the quantitative information and theory above, the researcher concludes that marketing communication has a significant effect on the image of Marugame Udon Summarecon Mall Bekasi(Cambier & Poncin, 2020).

CONCLUSION

There is a positive and significant influence between marketing communications on the image of Marugame Udon Summarecon Mall Bekasi of 72.3% and the remaining 27.7% is influenced by other variables not included in the model(Ashoori et al., 2020; Li et al., 2021).

1. Staff were given retraining to be more communicative and informative to consumers so that consumers would feel interested in buying Marugame Udon products.
2. The Marugame Udon company logo is used consistently in all marketing and communication materials, be it on websites, products or other promotional materials. With consistency, the logo will be easier to remember and closely linked to the company's identity.

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