

# Improving Brand Image of Television Electronic Products Through Integrated Marketing Communications

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## ABSTRACT

This study aims to examine and analyze the effect of integrated marketing communications (advertising, sales promotion, public relations, personal selling, direct & online marketing) on the brand image of electronic television products. The population in this study were 2,576 customers or users of the 2018 Panasonic brand television. To determine the number of samples, the Slovin formula was used and 100 people were obtained spread across the city of Makassar. The data in this study used primary data collected by distributing questionnaires to all respondents. The data in this study will be tested with several stages of testing, namely descriptive statistical tests, validity and reliability tests and testing of all hypotheses through the coefficient of determination test, partial test (t test) and simultaneous test (f test). The results of this study indicate that the variables of advertising, promotion, public relations, personal selling and direct & online marketing have a positive and significant effect on the brand image of television electronic products at PT. Panasonic Goblet. And based on the test results on all variables in the integrated marketing communication program, the promotion variable has the most dominant value influencing the brand image of television electronic products at PT. Panasonic Goblet.

## 1. Introduction

The lifestyle of an increasingly advanced society, as well as the support of technological advances, turns out that consumers face more product alternatives, with different prices and qualities, which has led to more significant competition in various industries, including the manufacturing industry (Sударsono, 2020). More and more people's demand for electronic goods, causing the current electronic business to be found in various places. Starting from the business of making electronic goods, electronic stores, electronic goods repair service businesses, to electronic credit businesses, many are found around us. Many electronic businesses are popping up nowadays, because people's need for electronic goods is also increasing (Purnomo et al., 2019). People's purchasing power for electronic goods is now increasing rapidly, for example, buying electronic products such as televisions, radio-tape, DVD/VCD players, computers, laptops, mobile phones, air conditioners, to household furniture such as irons, magic combs, fans, refrigerators, blenders, and others.

This requires every business person in the electronics field to be more creative and innovative in following current technological developments. To meet market demand for various electronic products, every company will compete to get and retain existing customers in various ways so that consumers do not switch to competing products (Astuti et al., 2020). In Indonesia itself, various electronic business actors have emerged such as PT. Samsung, PT. Hartono

Palace of Technology (Polytron), PT. Maspion Group, PT. Argo Kencana Palace (Sanken), PT. LG Electronic Indonesia Each of these business actors compete to offer their superior products, one of which is PT. Panasonic Goblet. Currently PT. Panasonic Gobel has several products being marketed, namely: VIERA LED TV, Inverter Refrigerator, Jet Pump, LED Lights

During 58 years of operation since the launch of radio and TV products. PT. Panasonic Gobel continues to maintain superior market share and is at the forefront of after-sales and distribution services that are spread throughout Indonesia. The era of global competition requires PT. Panasonic Gobel to innovate and be creative in developing strategies and marketing programs in order to stay competitive with other electronics businesses. This is due to increased compatibility technology (adjustments to technological developments), as well as various competitive challenges, requiring companies to innovate and be creative in developing strategies and promotional programs in order to win in competition (Rangkuti, 2009). Promotional abilities and methods in conveying information to consumers make this an important matter and influence the success of marketing and establishing a company's brand (Keke, 2015; Khosiev et al., 2019).

The accumulation of the right promotional strategies and programs will result in a better brand identity. Having a better brand identity should be customer oriented not product oriented. If the company is too product-oriented, this action will be easily imitated because no matter how good the quality of the product produced, in a relatively short time competitors will surely be able to imitate it (Prayekti, 2018). What's more, currently each product category already has the required minimum quality standards so that once we have these minimum quality standards, the product will be easily accepted by the market. Currently, the marketing paradigm has changed from product-oriented to brand-oriented. Competition is no longer a war between products, but has shifted to a war between brands. Products that have a strong brand image will more easily win over the competition (Chen et al., 2017; Ong, 2013).

Companies must be able to manage and build their brand in order to survive the competition. Every successful brand must have a quality product in it, but not all quality products have a successful brand. A product is an object made by a company, while a brand is an object that consumers buy and look for. Brand image is a representation of satisfaction and loyalty as well as customer experience. To produce a successful brand requires integrated communication (Lin et al., 2013; Randy, 2017).

One strategy that can be used by marketers in dealing with market changes is a branding strategy, through the strengths that can be created by them, the company will get various benefits. This strategy relates to how the company builds a product image to the market. The image will be formed by itself from the efforts taken so that the most appropriate tool to make it happen is to apply an integrated or integrated marketing communication method or Integrated Marketing Communication (Randy, 2017). The Integrated Marketing Communication approach or integrated marketing communication, which coordinates various promotional elements and other marketing activities, such as advertising, direct marketing, sales promotion, personal selling, and public relations ( public relations). Combining all of these marketing activities is a step that companies can take to realize effective marketing communications for various purposes, such as building and enhancing brand images (Darmasnyah, 2018; Kala & Chaubey, 2018).

Fathoni (2013) in his research on the effect of integrated marketing communications on brand equity (a survey of Pelangi Hotel Malang customers), the results of this study indicate that the variables of Integrated Marketing Communication are Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing, Interactive Marketing , and Corporate Design jointly affect Brand Equity. While partially it is known that only Sales Promotion,

Personal Selling, Interactive Marketing, and Corporate Design variables have a significant effect on Brand Equity.

For a more comprehensive review, the researcher tries to conduct studies of previous research and scientific papers that are relevant to the topic under study in order to enrich the research. Yusuf (2013) in his research on the analysis of the influence of integrated marketing communications on university image and its implications for the decision to become a student (survey of students at Singaperbangsa University, Karawang). The results of the study revealed that the implementation of integrated marketing communications was considered by the students to be quite good and the image of Unsika was considered to be quite good. There is evidence of the influence of integrated marketing communications and university image on the decision to become a student simultaneously and the magnitude of the influence is quite strong

## 2. Literature Review

The definition of marketing according to terminology, comes from the word "market" which means the place where buying and selling transactions meet or where sellers and buyers meet. Given the dynamic conditions of society and economic pressure, the term "marketing" is known, which means carrying out an activity of selling and purchasing a product or service, based on interests or desires to buy and sell (Kotler & Armstrong, 2010). This basic understanding gave birth to the marketing theory put forward by Kotler, known as market theory. Kotler (2010) provides a limitation that market theory has two dimensions, namely the social dimension and the economic dimension. The social dimension is the occurrence of transaction activities on the basis of likes and likes. The economic dimension is the occurrence of profits from transaction activities that provide mutual satisfaction.

The definition of communication according to (Kazmi & Mehmood, 2016; Santoso, 2012) is something that one person does with another person, not something one person does to another person. Meanwhile, the nature of communication according to (Caropeboka, 2017) is a process of statements between people. What is stated is a person's thoughts or feelings towards other people by using language as a channel. Communication is often interpreted as the process of delivering messages from the communicator to the communicator. Febriani (2018) defines communication as a process of sorting, selecting and sending symbols in such a way as to help listeners generate meanings or responses from their thoughts similar to those intended by the communicator.

Marketing communication is defined as the process of disseminating information about the company and what is offered to the target market (Fajrin, 2013). Meanwhile, according to De Lozier (Yenisafitry, 2016), marketing communication is the process of delivering and combining stimuli to the target market which aims to generate responses and interest in products and build channels to generate responses and interest in products and build channels to receive, interpret and take action to messages from the market with the intention of adapting the company's current ideas and identifying new opportunities in communication. Communication is an important aspect of the overall marketing mission and a determinant of marketing success.

According to (Shimp, 2003; Keke, 2015), marketing communication can be understood by describing its two main elements, namely communication and marketing. 1. Communication is the process by which thoughts and understandings are conveyed between individuals, or between organizations and individuals. 2. Marketing is a set of activities where companies and other organizations transfer values (exchanges) between them and their customers. Marketing

communication represents a combination of all the elements in a brand's marketing mix, which facilitates exchange by creating a meaning that is disseminated to customers or clients.

According to (Rangkuti, 2009; Darmasnyah, 2018), integrated marketing communication is the process of planning, implementing, and controlling a brand's message to be able to create long-term relationships with customers. So, IMC is an integrated synergy, creativity, integration, and marketing communication by utilizing various kinds of different communication elements to create mutually supportive coherence. According to the American Association of Advertising Agencies, IMC is a marketing communications planning concept that realizes the added value of a comprehensive plan that evaluates the strategic role of various communication disciplines such as general advertising, personal selling, direct marketing, sales promotion, public relations, and combines various disciplines. This is to provide clarity, consistency, and maximum communication impact through the thorough integration of disparate messages.

There are several steps to developing an effective IMC program. The steps that will be discussed in this study, according to (Silviani & Darus, 2021), are identifying the target audience, determining communication goals, designing messages, selecting communication channels, preparing a budget total communications, making decisions on the integrated marketing communications mix, implementing IMC, and gathering feedback.

Making decisions on the integrated marketing communications mix, namely: IMC emphasizes the harmony achieved in the implementation of marketing communications programs. The integrated marketing communication mix consists of (Nursyanti, 2009; Prabela, 2016): a. Advertising: all paid forms of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. b. Sales promotion: various term incentives short to encourage the desire to try or buy an item or service. c. Public Relations: various programs to promote and or protect the image of the company or its individual products. d. Personal selling: direct selling by marketers that is highly effective in the formation of buyer preferences, beliefs, and actions. e. Direct and Online Marketing includes various forms, such as direct print and reproduction, direct-response TV & Radio, telemarketing, telesales, electronic dispensing and kiosks, direct selling, e-commerce, and direct & online databases.

The American Marketing Association, as cited by (Nugroho, 2012), defines a brand as "a name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services of a seller or group of sellers and differentiate them from goods and services its competitors". Brand cannot be separated from product existence. The effect of a brand as a shaper of the character of a product will be felt if it has been or when it is offered to customers with a high level of competition. The large number of similar products will make it difficult for customers to make choices and identify correctly and accurately the brand attributes and benefits offered. Therefore, the brand is needed as a strategy in guiding customers and delivering them to know the various important elements of a product, including quality, durability, image, or whatever other brands don't have.

According to (Rangkuti, 2009; Ong, 2013), "Brand image is a brand perception associated with brand associations that are embedded in consumer memory." Furthermore (Kotler & Keller, 2016) explains that, "Brand association is information about a brand provided by consumers that is in their memory and contains the meaning of that brand. To build a brand in the midst of very tight market competition where the characteristics of customers in this case are customers who have compared various kinds of products from other companies based on the consistency of the quality of the products produced, an analysis of brand knowledge is required. The main components of brand knowledge as stated by Lane (Nugroho, 2012) consist of: brand awareness and brand impression or brand image. Brand awareness is divided into

two parts, namely brand recall and brand recognition. Meanwhile, brand impression is divided into four parts, namely: types of brand associations, favorability of brand associations, strength of brand associations, and uniqueness of brand associations. Types of brand associations include three important parts, namely attributes, benefits, and behavior.

### **3. Research Method and Materials**

This type of research is quantitative research with a survey approach. The population in this research is 2,576 customers or users of the 2018 Panasonic brand television. To determine the number of samples, the Slovin formula was used and 100 people were obtained spread across the city of Makassar. The data in this study used primary data collected by distributing questionnaires to all respondents filled in with several statements with five answer options which would be weighted with a score such as answers (Strongly Agree=5, Agree=4, Simply Agree=3, Disagree=2, Strongly Disagree = 1). The data that has been collected will be analyzed through several stages of testing. The first stage is to perform descriptive statistical tests. The second stage is the research instrument test which consists of (validity test, reliability test). The third stage is to test all the hypotheses proposed in this study and will be proven through the coefficient of determination test, partial test (t test) and simultaneous test (f test).

### **4. Results and Discussion**

Based on the results of research conducted at PT. Panasonic Gobel Makassar addressed to 100 respondents. In the characteristics of the respondents will be described regarding the identity of respondents based on gender, last education, age and occupation.

Based on Table 2, it can be seen that of all 100 respondents, 43 male respondents with a percentage level (43.0%), while 57 female respondents, thus it can be concluded that the number of respondents more women than the number of men. Based on age, there were 13 respondents aged <20 years, 18 respondents aged 20-29 years, 38 respondents aged 30-39 years, 26 respondents aged 40-49 years, and respondents aged > 50 years as many as 5 respondents. Then based on education, respondents with junior high school education were 14, 54 respondents were high school, 11 respondents were Diploma and 21 respondents were Bachelors. And based on occupation, there were 25 respondents who worked as employees, followed by 21 respondents who were self-employed, 31 respondents who were civil servants, and finally 23 respondents who were farmers.

The next stage to be carried out is to test the quality of the data which consists of testing the validity and reliability. The instrument is said to be good if the research instrument meets the main requirements, namely valid (valid) and reliable (reliable). It is known that the 20 statement items used in this study to measure integrated marketing communication variables are valid as a whole, and the brand image variable is also valid, as indicated by the value of each statement item based on the Pearson Correlation column which has a positive correlation coefficient value and is greater than 0.300. And the results of the reliability test showed that the variables in this study were reliable because all variables had a Cronbach's alpha value greater than 0.600, so they were appropriate to be used as a measuring tool for the questionnaire instrument in this study.

Furthermore, multiple linear regression analysis was carried out which aims to determine the direction and how much influence the independent variables have on the dependent variable (Ghozali, 2013).

Based on Table 4, the results of the processed regression data using the SPSS version 24 computerized program, can be presented in the regression equation as follows:



$$Y = 7,007 + 0,139 X_1 + 0,543 X_2 + 0,306 X_3 + 0,217 X_4 + 0,306 X_5$$

From this equation, it can be explained that the variable  $X_1$  (Advertising) shows a coefficient value of 0.139. This means that if there is an increase in advertising, the Brand Image of TV products will also increase assuming the other independent variables are considered constant. Variable  $X_2$  (Sales Promotion) shows a coefficient value of 0.543. This means that if there is an increase in the sales promotion variable, the Brand Image of TV products will also increase assuming the other independent variables are considered constant. Variable  $X_3$  (Public Relations) shows a coefficient value of 0.306. This means that if there is an increase in the Public Relations variable, the Brand Image of TV products will also increase assuming the other independent variables are considered constant. Variable  $X_4$  (Personal Selling) shows a coefficient value of 0.217. This means that if there is an increase in the Personal Selling variable, the Brand Image of TV Products will also increase assuming the other independent variables are considered constant. And the variable  $X_5$  (Direct & Online Marketing) shows a coefficient value of 0.306. This means that if there is an increase in the Direct & Online Marketing variable, the Brand Image of TV products will also increase assuming the other independent variables are considered constant.

Analysis of the Coefficient of Determination ( $R^2$ ) is carried out to determine and predict how big or important the contribution of the influence given by the independent variables jointly to the dependent variable. The correlation/relationship value ( $R$ ) is 0.983 and it is explained that the relationship between brand image and advertising, sales promotion, public relations, personal selling, direct & online marketing is strong and positive. Based on the results of the  $R^2$  calculation, a value of 0.965 is obtained, meaning that 96.5% of the variation of all independent variables can explain the dependent variables in this study, while the remaining 3.5% is explained by other variables not included in this study, such as price, taste, form and others

Furthermore, hypothesis testing is carried out to see how the effect of the independent variables on the dependent variable. This hypothesis testing consists of a partial hypothesis test and simultaneous hypothesis testing. The F statistical test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable. The f test is done by comparing  $F_{hitung}$  with  $F_{tabel}$ .

Based on Table 6, from the output it can be seen that the significant value is 0.000 < 0.05 and the calculated F is greater than the F table = 552.589 > 2.31. This shows that the role of the regression model based on research data is significant. That is, the linear regression model meets the criteria of linearity. Furthermore, the t test was carried out to find out whether the independent variable ( $X$ ) in terms of a significant effect on the dependent variable ( $Y$ ). Means that the effect that occurs can apply to the population (can be generalized). Here's how to determine t arithmetic and t table.

Based on Table 7, the results of the t (partial) test on the independent variables include, the advertising variable shows a tcount value greater than ttable, (2.133 > 1.9852), or sig, <  $\alpha$  (0.036 < 0.05), meaning that the advertising variable has an effect positive and significant to the Brand Image of TV Products. The promotion variable shows a tcount value that is smaller than ttable, (4.816 > 1.9852), or sig, <  $\alpha$  (0.000 < 0.05), meaning that the promotion variable has a positive and significant effect on the brand image of TV products. The public relations variable which shows the value of tcount is greater than ttable, (2.995 > 1.9852), or sig, >  $\alpha$  (0.004 < 0.05), means that the public relations variable has a positive and significant effect on Brand

Image of TV Products. The personal selling variable which shows the tcount value is greater than ttable, ( $2.287 < 1.9852$ ), or sig,  $< \alpha$  ( $0.024 < 0.05$ ), which means that the personal selling variable has a positive and significant effect on the brand image of TV products. Direct & online marketing variables that show a tcount value greater than ttable, ( $3.485 < 1.9852$ ), or sig  $< \alpha$  ( $0.001 < 0.05$ ), which means the direct & online marketing variables have a positive and significant effect on Brand Image. TV Products.

The results of the elaboration of the t (partial) test, it can be concluded that the variable that has a more dominant effect is the promotion variable which shows the tcount value is greater than ttable, ( $4.816 > 1.9852$ ), or sig,  $< \alpha$  ( $0.000 < 0.05$ ), meaning the promotion variable more dominant influence on Brand Image (Brand Image) TV Products.

## Discussion

Partial test results can be seen that the advertising variable has a positive and significant effect on brand image at PT. Panasonic Gobel Makassar. This means that the advertising that has been done by the company has been able to attract the attention of consumers so that the brand image on the product will be higher, good advertising is advertising that is able to attract the attention of consumers and can stick in the hearts of consumers. This shows that there is a unidirectional relationship between advertising and brand image, in the sense that if there is an increase in advertising, the brand image will increase. The increase in advertising variables is largely determined by the magnitude of the role of the indicators that shape it, namely 1) Respondents know a lot about the special features and advantages of Panasonic Television products from the media, 2) Advertising for Panasonic Television products makes respondents change their understanding of other electronic products, 3) From advertising, respondents can find out that Panasonic Television products are innovative and meet my needs. Based on the average value of the variable score, the average score of all advertising variable indicators is 4.14 which is categorized as good with the highest average, namely the statement "Respondents know a lot about the special characteristics and advantages of Panasonic Television products from the media" and the lowest namely "Advertisements for Panasonic Television products made respondents change my understanding of other electronic products." It can be concluded, this means that advertising on Brand Image on TV products carried out by the company has received a good response from consumers. The results of this study are in line with (Murti & Ph, 2014) who found that advertising has a positive effect on brand image.

Partial test results can be seen that the sales promotion variable has a positive and significant effect on brand image at PT. Panasonic Gobel Makassar. This is evident in the value of t count is greater than t table. Because t count is greater than t table,  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a positive and significant influence between the promotion of the brand image of television electronic products at PT. Panasonic Gobel and delivery, influence and remind consumers of the products on offer have been able to make consumers accept and like these products. It shows there is a unidirectional relationship between sales promotion and brand image, in the sense that if there is an increase in sales promotion, the brand image will increase. The increase in sales promotion variables is largely determined by the magnitude of the role of the indicators that shape it, namely 1) Panasonic Television sales promotions have been well communicated (informed), 2) Panasonic Televisions provide benefits through sweepstakes or bonuses offered, 3) Panasonic Television sales promotions make me immediately do purchase transactions during the promotion carried out. Based on the average value of the variable score, the average score of all variable indicator variable sales promotion is 4.13 which is categorized as good with the highest average, namely the

statement "Panasonic Television sales promotion has been well communicated (informed)" with an average of 4.13 and the lowest is "Panasonic Television provides many benefits through sweepstakes or bonuses offered." with an average of 4.08. This means that the promotion carried out by the company has been able to form a product image in the eyes of consumers. The results of this study are in line with research (Nugroho, 2012) which found that sales promotion has a positive effect on brand image.

Partial test results can be seen that the Public Relations variable has a positive and significant effect on brand image at PT. Panasonic Gobel Makassar. This is evident in the value of t count is greater than t table. Because t count is greater than t table,  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a positive and significant influence between public relations on the brand image of television electronic products at PT. Panasonic Gobel and company have been able to give consumers confidence in the brand image marketed by the company. This matter shows that there is a unidirectional relationship between public relations and brand image, in the sense that if there is an increase in public relations, the brand image will increase. The increase in public relations variables is largely determined by the magnitude of the role of the indicators that shape it, namely 1) Events that are creative and innovative in accordance with the commitment to promote Panasonic Television products continue to innovate by presenting different tastes to consumers, 2) Sponsorship made by Panasonic Television can reach all audiences 3 ) Panasonic television is an electronic product that shows its concern for life style. Based on the average value of the variable score, the average score of all indicator variables is 3.99 which is categorized as good with the highest average, namely the statement "Events that are creative and innovative are in accordance with the commitment of Panasonic Television Products to continue to innovate by presenting the ideal different tastes for consumers" with an average of 4.18 and the lowest, namely "Panasonic Television Products are electronic products that show concern for life style" with an average of 3.75. This means that the public relations that have been carried out by the company have been able to develop a positive corporate image to the public or the public and consumers. The results of this study are in line with research (Prabela, 2016) which found that public relations has a positive effect on brand image.

Partial test results can be seen that the personal selling variable has a positive and significant effect on brand image at PT. Panasonic Gobel Makassar. This is evident in the value of t count is greater than t table. Because t count is greater than t table,  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a positive and significant influence between personal selling on the brand image of television electronic products at PT. Panasonic Gobel and personal selling have been good for brand image where the company and consumer approaches have been very good. This shows that there is a unidirectional relationship between personal selling and brand image, in the sense that if there is an increase in personal selling, the brand image will increase. The increase in the personal selling variable is largely determined by the magnitude of the role of the indicators that shape it, namely 1) Sales from Panasonic Television products are friendly and able to dialogue interactively with customers, 2) Sales from Panasonic Television products are able to provide the information I need 3) Sales from Panasonic Television products are able convinced about the superiority of Panasonic Television products so I use it. Based on the average score of the variable, the average score of all indicator variables is 3.99 which is categorized as good with the highest average, namely the statement "Events that are creative and innovative are in accordance with the commitment of Panasonic Television Products to continue to innovate by presenting the ideal different tastes to consumers" with an average of 3.86 which is categorized as good with the highest average namely the statement "Sales of Panasonic Television Products are able to provide the



information I need about Panasonic Television products" with an average of 4.29 and the lowest is "Sales from Panasonic Television Products are friendly and able to dialogue interactively with customers." with an average of 3.21. This means that companies can convince buyers/consumers to buy Panasonic Television products. The results of this study are in line with research (Zulfikry, 2017) which found that personal selling has an effect on brand image.

Partial test results show that direct & online marketing variables have a positive and significant effect on brand image at PT. Panasonic Gobel Makassar. This is evident in the value of t count is greater than t table. Because t count is greater than t table,  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a positive and significant influence between direct & online marketing on the brand image of television electronic products at PT. Panasonic Gobel and company have been good directly to consumers and through cyberspace such as social media and websites. This shows that there is a unidirectional relationship between direct & online marketing and brand image, in the sense that if there is an increase in direct & online marketing, the brand image will increase. The increase in direct & online marketing variables is largely determined by the magnitude of the role of the indicators that shape it, namely 1) Panasonic Television products often provide direct information (web, sms, email, Facebook, etc.) regarding promotions and product programs to respondents, 2) Promotions and programs that given a Panasonic Television product according to what I want, 3) Promotions and bonuses given by Panasonic Television I can immediately respond (respond to). Based on the average score of the variable, the average score of all variable direct & online marketing indicators is 4.32 which is categorized as good, with the highest average being the statement "Promotions and programs provided by Panasonic Television Products are what I want. ." with an average of 4.52 and the lowest, namely "Panasonic Television Products often provide direct information (sms, web, email, Facebook, etc.) regarding promotions and product programs to me" with an average of 4.18. This indicates that the company can market its products to consumers well.

Based on the test results on all variables in the integrated marketing communication program, the promotion variable has the most dominant value, namely the sales promotion variable test shows the t count value is greater than t table. Because t count is greater than t table,  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a positive and significant influence between the promotion of the brand image of television electronic products at PT. Panasonic Gobel and delivery, influence and remind consumers of the products on offer have been able to make consumers accept and like these products.

## 5. Conclusion

Based on the results of the research and discussion in the previous chapter, it can be concluded that the variables of advertising, promotion, public relations, personal selling and direct & online marketing have a positive and significant effect on the brand image of television electronic products at PT. Panasonic Goblet. And based on the test results on all variables in the integrated marketing communication program, the promotion variable has the most dominant value, namely the promotion variable test shows a t count value greater than t table. By paying attention to the discussion put forward, the researcher submits suggestions to the company to further maximize product introduction to the public so that the products to be sold are better known by the wider community. And for further research to add variables and the number of respondents to eliminate accurate data.

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