



THE INFLUENCE OF POSITIONING AND PRODUCT DIFFERENTIATION ON INTEREST IN BUYING PT GRAHA ALUMINUM PRODUCT MEDAN

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Abstract

This research was conducted at PT Graha Aluminum Product Medan Medan. The purpose of this study was to determine and analyze the influence of Positioning Pieces and Product Differentiation on Purchasing Interest of PT Graha Aluminum Product Medan. The population numbered 151 customers while the sample in this study were: 110 customers. The sampling technique used is incidental sampling. Data collection techniques are the distribution of questionnaires, interviews and documentation studies and literature studies. Data analysis uses multiple linear regression analysis. The conclusion of this research is that partially Positioning has a positive and significant effect on PT Graha Aluminum Product Medan's Interest in Buying Partially Product Differentiation has a positive and significant effect on PT Graha Aluminum Product Medan's Interest in Buying. Simultaneously Product Positioning and Differentiation have positive and significant influence on PT Graha Aluminum Product Medan's Interest in Buying. Adjusted R Square is: equal to 0.346 meaning Product Positioning and Differentiation can explain Buying Interest of 34.6% and the remaining 65.4% (100-34.6) is influenced by other variables outside of this study such as: Product Quality, Marketing Communication Marketing Strategy and so on.

Keywords: Positioning, Product Differentiation, Purchase Interest

I. Introduction

Talking about the new economy is now fashionable. Currently, business people are operating in a global economy, where everything moves in a matter of seconds, the market is characterized by extraordinary competition. Technology whose development is unpredictable has challenged every business actor to adapt to customers who are more capable of playing a role. Therefore, companies must further improve their marketing performance in order to continue to

survive in increasingly tight business competition.

Positioning is the process of designing a product's offer and image, so that it occupies a different and meaningful position in the minds of customers relative to competing products. Companies that carry out the positioning process will produce a product position, namely: a product image that is clear, different and superior relative to competitors, in the minds of customers. So positioning can be interpreted as the

first opinion or what immediately arises in the customer's mind when the customer thinks about a product.

Product differentiation is an effort by a company to differentiate its products from competitors' products in a characteristic that makes them more desirable to customers. Differentiation means that a product or service is not only different from existing products or services, but is also a point of superiority that is compared and differentiation does not mean that it is different, so if it is different it means that it definitely has the point of superiority in question.

Customer buying interest is basically a driving factor in purchasing a product. Customer purchase interest is a post-purchase evaluation or evaluation result after comparing what they feel with their expectations. Purchase interest is something that is related to the customer's plan to buy a particular product, as well as how many units of the product are needed in a certain period. Purchase interest is formed from the customer's attitude towards a product. This comes from the customer's belief in the quality of the product. The lower the customer's confidence in a product, the lower the customer's buying interest.

PT Graha Aluminum Product Medan is a company engaged in the production and sale of aluminum. Being oriented towards customer interests is also something that PT Graha Aluminum Product Medan is committed to, so that it can play a role in providing added value for the progress and welfare of customers.

The problem regarding positioning is: the company is still not effective in positioning quality aluminum products from the perspective of size, shape and durability. Aluminum still has many customers complaining that the quality of aluminum is still of poor quality, which can be seen from the fact that it is easily dented and the color is not good, as well as the fact that the sizes produced often have physical defects that do not match customer requests. Apart from that, the

company has not been able to create the impression or image of high quality through competitive prices and satisfactory service and products. This is proven by the number of customers who say that there has been a decline in the quality of aluminum. Several problems regarding this positioning have resulted in low interest in buying aluminum from this company, which is indicated by aluminum sales targets that cannot be achieved.

II. LITERATURE REVIEW

Positioning

According to Manap (2015:77), "Positioning is an effort made by companies in designing their products so that they can create their own impression and image in the minds of their customers as expected."

According to Akhmad (2017: 267), "Product position is the way a product is defined by customers based on several important attributes, the place the product occupies in customers' minds compared to competing products. According to Suprato and Limakrisna(2017:207), positioning is the act of designing a company's offer and image so that the offer (product, service, brand) can occupy a different and valuable place in the minds of customers from the market segment that has been chosen to enter.

Based on the understanding above, Positioning is: a company's actions to design products and marketing mixes so that they can create a certain impression in the minds of customers. So that segment customers understand and appreciate what the company is doing in relation to its competitors. For companies, the action is to research or identify competitors' positions and decide to take a position equivalent to competitors' positions or look for opportunities in the market. If the company's position is close to other competitors, the company must select and

then look for further differences through its own differences.

According to Soeprajitno (2015:3), Positioning must be developed using 4C indicators, namely:

1. Customers
2. Company (Company)
3. Competitors
4. Change

Differentiation

According to Priansa (2016:19), differentiation is one of two types of competitive advantage that a company has. How far competitors in an industry can differentiate between each other is also an important element in the industry structure.

According to Suprato and Limakrisna (2017:207) "Differentiation is actually the action of designing (designing) a set of differences that are useful for differentiating the company's offer from competitors' offers."

According to Sudaryono (2016:214), "Product differentiation is the activity of modifying a product to make it more attractive."

According to Assauri (2014: 178), "Marketing with product differentiation is where sellers produce and market two or more products with differences in appearance, style, quality, size, and so on."

From these definitions, it can be concluded that product differentiation is a new design that is very different from competitors to provide superior products in the eyes of customers. to provide superior differentiation through indicators of form, features, performance quality, suitability quality, durability, reliability, repairability, style and design.

III. RESEARCH METHODS

Research Location and Time

The place that is the object of this research is: PT Graha Aluminum Product Medan which is located at Jalan Captain Sumarsono Medan and the time of this research is planned from September 2019 to March 2020.

Population and Sample

The population in this research was 151 customers. The number of samples in this research was: 110 customers. The sampling technique used is: simple random sampling.

Data collection technique

In this research, data collection related to the problems studied by researchers was carried out by:

1. Questionnaire (Questionnaire)

Questionnaires are distributed to customers.

2. Interview

Interviews were conducted with several company customers at the start of the research to find out about phenomena or problems that occurred in the company.

3. Literature review

The literature study used in this research is: books and journals related to the variables in the research

4. Documentation study

Study documentation obtained from company history, company organizational structure, company vision and mission

Data Types and Sources

This type of research data uses quantitative data, namely the results of respondents' answers which will be processed statistically using the SPSS program.

There are two types of data sources that is :

1. Primary sources

Primary sources are data sources that directly provide data to data collectors.

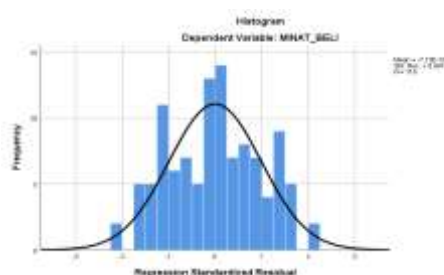
2. Secondary sources

Secondary sources are sources that do not directly provide data for data collection, for example through other people or through documents.

IV. RESEARCH RESULTS AND DISCUSSION

4.2.5.1 Normality test

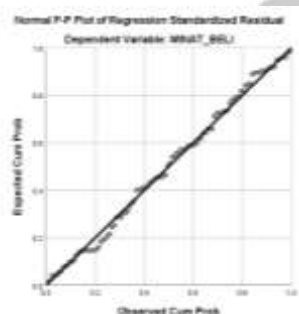
Normality test results with histogram graphic analysis and normal P Plot.



Source: Research Results, 2020 (processed data)

Figure 1. Histogram Normality Test

Figure 4.2 shows that the histogram graph has real data forming a curve line that tends to be symmetrical (U) to the left or to the right, so it can be said that the data is normally distributed.



Source: Research Results, 2020 (Data processed)

Figure 2. PP Plot Normality Test

Figure 2. PP Plot Normality Graph, it can be seen that the data is spread around the diagonal line and the data is spread close to and around the diagonal line so it can be concluded that the data is normally distributed.

Normality test using the Kolmogorov-Smirnov test method. The way to detect it is: by looking at the residual significance value.

If significance is more than 0.05, then the residual is normally distributed. The results of the normality test calculation can be seen below

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Standardized Residuals
N		110
Normal Parameters, b	Mean	.0000000
	Std. Deviation	4.03242892
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.053
Statistical Tests		.061
Asymp. Sig. (2-tailed)		.200 ^{a,d}

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Research Results, 2020 (processed data)

Table 1 shows a significant value of $0.200 > 0.05$ that the data is normally distributed.

Discussion

The Influence of Positioning on Purchase Interest of PT Graha Aluminum Product Medan

According to Manap (2015:77), "Positioning is an effort made by companies in designing their products so that they can create their own impression and image in the minds of their customers as expected."

The results of this research are in line with research conducted by Murni (2017) that Positioning has a positive and significant effect on Purchase Interest.

The results of partial hypothesis calculations obtained a value of $t_{count} (2.580) > t_{table} (1.982)$ and a significant value of $0.011 < 0,05$, then H1 is accepted, namely: Positioning has a positive and significant effect on Purchase Interest of PT Graha Aluminum Product Medan.

Companies that carry out the positioning process will produce a product position, namely: a product image that is clear, different and superior relative to competitors, in the minds of customers. So positioning can

be interpreted as the first opinion or what immediately arises in the customer's mind when the customer thinks about a product. The company is still not effective in positioning its aluminum products as quality products from the perspective of size, shape and durability. Aluminum still has many customers complaining that the quality of aluminum is still of poor quality, which can be seen from the fact that it is easily dented and the color is not good, as well as the fact that the sizes produced often have physical defects that do not match customer requests. Apart from that, the company has not been able to create the impression or image of high quality through competitive prices and satisfactory service and products. This is proven by the number of customers who say that there has been a decline in the quality of aluminum. Several problems regarding this positioning result in low levels. The interest in buying aluminum from this company is indicated by the unattainable aluminum sales target. Improving and planning a positioning system that is in accordance with the needs and desires of customers, both in terms of product and service improvements, is also positioned with the customer's wishes, is required to be responsive and fast, both in delivery and in handling complaints quickly and appropriately.

The Influence of Product Differentiation on Purchase Interest of PT Graha Aluminum Product Medan

According to Assauri (2014: 178), "Marketing with product differentiation is where sellers produce and market two or more products with differences in appearance, style, quality, size, and so on."

According to Tjiptono (2015: 152), differentiated marketing, namely the company promotes a number of products with various

marketing mixes designed to satisfy several market segments. On the one hand, the opportunities for satisfying the specific needs of each segment are likely to be large. Through product variety and marketing, companies can increase sales and achieve a stronger position in each segment served.

According to Abdurrahman (2015: 106), "One of the main tasks of service companies is to differentiate services. This is done by developing offerings, including innovative features that differentiate a company's offerings from those of its competitors."

The results of this research are in line with research conducted by Fadilah (2018) that product differentiation has a positive and significant effect on purchase interest.

The results of partial hypothesis calculations obtained a value of $t_{count} (4.539) > t_{table} (1.982)$ and a significant value of $0.000 < 0.05$, so H_2 was accepted namely: Product Differentiation has a positive and significant effect on Purchase Interest of PT Graha Aluminum Product Medan.

The problem regarding PT Graha Aluminum Product Medan's product differentiation is: customers assess that the aluminum products sold by the PT Graha Aluminum Product Medan company do not have specific differences with the aluminum products currently sold by many other similar companies. The company is unable to provide various sizes of aluminum according to the wishes and desires of customers, aluminum forms only include Sika and Hollo, nothing else, which causes many customers to complain to the company. Unresponsiveness and unwillingness to differentiate products in particular forms of aluminum such as other competing aluminum companies has caused many customers to be disappointed with the

company. There are many complaints that aluminum in Holo and Sika sizes does not have product differentiation from aluminum from other similar companies, the only difference is mainly in terms of price. For this reason, many customers complain to the company. This triggers low customer buying interest, causing customers to make less purchases regularly and in large quantities, resulting in the company's sales realization for aluminum products often not reaching previously set targets.

V. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research and discussion, it can be concluded that:

1. Partially, Positioning has a positive and significant effect on Purchase Interest of PT Graha Aluminum Product Medan.
2. Partially, Product Differentiation has a positive and significant effect on Purchase Interest of PT Graha Aluminum Product Medan.
3. Simultaneously Positioning and Product Differentiation have a positive and significant effect on Purchase Interest of PT Graha Aluminum Product Medan.
4. The results of multiple linear regression analysis obtained $Y = 12.878 + 0.138 X_1 + 0.302 X_2 + e$.
5. Adjusted R Square is: 0.346 means Positioning and Product Differentiation can explain Purchase Intention of 34.6% and the remaining 65.4% (100-34.6) is influenced by other variables outside of this research such as: Product Quality, Marketing Communication, Marketing Strategy etc.

Suggestion

The suggestions in this research are:

1. Improving and planning a positioning system that is in accordance with the needs and desires of customers, both in terms of product and service improvements, is also positioned with the customer's willingness to be responsive/

2. Improve and plan systemsatisfactory positioning in the form of speed both in delivery and in handling complaints quickly and appropriately. It can be done by adding employees who manage the product delivery schedule so that it can run optimally and on time.
3. Differentiate products with many variations in shape so that they can trigger customer interest. The variety of shapes is increased to become a competitive force with other companies so that sales can increase. Product variations are differentiated in order to compete with other aluminumso that it can lead the market.
4. Increasing buying interest in order to encourage aluminum sales at this company is by paying attention to broader positioning, don't just focus on other aluminum shops, aluminum customers should be expanded to include shops, workshops or other companies so that sales can be maximized.

Apart from that, it can also increase product differentiation, such as providing packaging to prevent the aluminum from being dented or damaged when delivering the product to the customer's location, such as boxes every few units so that the aluminum is safer when loading and unloading aluminum both from the company and to the customer's location.

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