



**THE EFFECT OF INTEGRATED MARKETING COMMUNICATION
ON PURCHASE INTENTION OF FAST FASHION IN INDONESIA**

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**THESIS SUBMITTED IN PARTIALLY TO FULFILLMENT OF
REQUIREMENT FOR
BACHELOR IN INTERNATIONAL BUSINESS**

**POLITEKNIK
NEGERI
JAKARTA**

In the

Faculty of Business Management and Professional Studies

MANAGEMENT AND SCIENCE UNIVERSITY MALAYSIA

JUNE 2022



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ABSTRACT

Restrictions in various countries during the pandemic have an impact on retail business performance. According to the November 2021 financial report, this led to a rapid decline in profit of 88.2 percent. The purpose of this study is to measure the most influential indicators of purchase intention in the fast fashion business and provide appropriate suggestions for its implementation. Therefore, the author analyzes the marketing strategies that are in great demand by the public in the Indonesian fast fashion business. The obstacle during the study was that only 307 of the population was taken, which represented the people of Indonesia, through the distribution of questionnaires. The method taken using non-probability sampling with convenience sampling. The data will be processed using SPSS which measures demographic values, reliability analysis, coefficient, correlation and hypothesis testing. Reability is used to measure the validity or reliability of the questionnaire.

Keyword: fast fashion, integrated marketing communication, purchase intention, advertising, sales promotion, public relation, online communication, direct marketing.



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CHAPTER I

INTRODUCTION

1.1 Background of The Research

Marketing communications are often used by organizations to persuade, remind consumers and inform about their products and brands (Favero & Alvarez, 2013). Marketing communication (IMC) integrates a strategic process to select, develop, evaluate, implement and coordinate with all stakeholders of the organization for a certain period (Kushwaha et al., 2020). Integrated marketing communication is a concept where companies coordinate, integrate communication channels to convey messages, connect companies with consumers and ensure products are sold to consumers. The IMC method is very valuable for marketers because it can create, execute or review marketing messages to be more efficient and effective (Ihzaturrahma & Kusumawati, 2021). The application of IMC in companies is important because it helps companies in conveying the intent of their advertisements to consumers. IMC is described as organized communication that uses various types of marketing promotion resources to achieve the objectives of a marketing campaign (Ihzaturrahma & Kusumawati, 2021). Integrated marketing communication has an assessment instrument in achieving its marketing objectives. This shapes strategic marketing in order to compete profitably and increase sales volume, market share and brand equity (Kushwaha et al., 2020). Integrated marketing communication is directly applied to business marketing communications such as event marketing, social networking sites, direct email, payment methods, media accountability, mass consumer targeting etc (Kushwaha et al., 2020). Digital marketing has changed the fashion industry around the world, especially in the areas of branding and creativity perspectives, digital marketing in the fashion industry can develop and attract consumer desires in looking for brands, according to Rathnayakan (Alkharabsheh & Zhen, 2021).



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In addition, the existence of IMC makes it easier for companies to expand marketing and achieve the targets that have been set. IMC encourages companies to understand the strong factors in the sustainability of a brand's marketing activities. Schultz (King et al., 2013). IMC can create communication, attract potential buyers and leave a good impression on customer satisfaction. This is positive because consumers can return to the company to continue using its products. IMC expands the advertising market, they open a wider target market. The existence of IMC supports companies to understand the factors that influence marketing.

The availability of consumers to buy from an e-commerce company has consequences in purchase intention (Naszariah et al., 2021). Purchase intention represents what consumers believe to buy or satisfy their needs and wants in the future (Naszariah et al., 2021). Purchase intention is a strategy that is applied to equate the same thoughts with consumers.

Purchase intention is an intention to buy, consider buying and recommend buying the product to other people. According to Kotler and Keller (2016: 198) purchase intention is a form of behavior from consumers who wish to buy or choose a product based on their experience, use and desire for a product. The purpose of purchase intention is that when consumers have consumed a product and they are satisfied, they will naturally promote it to their closest relatives. In addition, purchase intention can encourage consumers' desire to buy continuously on the item. The repurchase intention is defined by Hawkins et al., (2017) as a repurchase activity carried out by consumers for a product with the same brand. A marketer will try hard to measure the intention to make a purchase by consumers, and find out what factors influence this intention. Assael (2016) as quoted by Setyawan and Susila (2014) states that marketers will always test the elements of intention, for example by testing product concepts, advertising strategies, packaging or brands.

Fast fashion companies have good marketing communications so they can adjust their sales during the pandemic. This is judged by consumers who follow the company's direction by making shopping transactions on the



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official fast fashion online application. This method benefits both parties, because customers can order goods from home. “A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines (e.g. advertising, direct response, sales promotion, and public relations) and combines these disciplines to provide clarity, consistency and maximum communication impact, (Percy, 2008) (Duralia, 2018). In application, fast fashion company enforce online advertisements and promotions provide detailed photos of materials to convince their consumers. The more consumers believe in the brand, the easier it will be for companies to market the goods they sell. Marketing communication is a means used by companies in an effort to inform, persuade, and remind consumers both directly and indirectly about the products and brands they sell Kotler dan Keller (2008:17).

1.2 Problem Statement

Based on financial reports as of November 2021, fast fashion reported an 88.2 percent decline in gross profit from 17.4 billion Swedish kronor to 2.05 billion Swedish kronor (approximately US\$245.29 million). Restrictions in various countries and store closures in various countries have an impact on retail business performance during the pandemic (Bussiness Economy, 2021). This research was conducted to optimize the sale of fast fashion goods so that their profits can increase. The relationship with the implementation of IMC is because this concept focuses more on marketing strategies to get people's buying interest (Bussiness Economy, 2021).

Engagements and acquisitions are critical to luxury fashion. “Buying luxury goods is rare, unlike fast-moving consumer goods” (Azemi et al., 2022). From this point, it explains that luxury fashion needs more attention to sell their products to customers. Therefore the company must have the right and correct marketing in order to attract customer desires. This research is based on the formulation of the integration of marketing communication in the involvement of each indicator in the luxury fashion marketing strategy. Marketing



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communications are often used by organizations to inform, persuade, and remind consumers about their products and brands (Favero & Alvarez, 2013).

IMC is a concept in choosing more effective ways and means of communication based on each company/product/market, trying to identify and exploring the point of connection between companies and customers, channeling ways and means to increase the impact of communication and optimizing the use of resources (Favero & Alvarez, 2013). Integrated marketing communication is an implementation and development process various forms of persuasive communication programs to customers on an ongoing basis (Ismail & Murnisari, 2017). IMC is known as marketing communications, which applies an approach to ensure that brand communications align with the company's marketing processes. This concept creates an unforgettable experience between companies and consumers from various aspects.

In the fashion market, where the specifics of the product are based on logical discontinuity, seasonality and ongoing renewal and supply trends, merchandising, technical product promotion at the point of sale, quickly assumes a stale, the which creates the need to be reinvented, renewed frequently (Favero & Alvarez, 2013).

1.3 Research Objective

The purpose of this research is to determine the Influence of Integrated Marketing Communications on Purchase Intention on fast fashion in Indonesia. The influence of purchasing decisions can come from the integration of marketing communications with advertising, sales promotion, public relations, online communication and direct marketing. This research includes the following objectives:

1. To analyze the relationship between advertising with purchase intention on fast fashion.
2. To measure the impact of sales promotion to purchase intention on fast fashion.
3. Determining the effect public relation on purchase intention on fast fashion.



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4. To determining the impact of online communication on purchase intention on fast fashion.
5. To analyze the relationship between direct marketing on purchase intention on fast fashion.

1.4 Research Question

From the explanation above, the research can be formulated as follows :

1. How is the relationship between advertising on purchase intention in fast fashion ?
2. How is the relationship between sales promotion on purchase intention in fast fashion?
3. What is relationship between public relation on purchase intention in fast fashion?
4. What is relationship between online communication on purchase intention in fast fashion?
5. What is relationship between direct marketing on purchase intention in fast fashion?

1.5 Significance of The Research

For the field of education, this research can be used as a guide for future research that wants to research Integrated marketing communication and fast fashion brands. The results of this study can be used as a source of concrete information to be used as a standard in the future. From a company perspective, this research was conducted to provide input for companies engaged in fast fashion brands to expand their marketing targets in selling their goods to potential consumers and maintain a strategy so that consumers return to subscribe because they are satisfied with the impression they get from the brand.

The strategy can help of the advertise on the brand, creating a brand image and other strategies that are liked by consumers. These factors can expand the reach of consumers and increase company profits. In addition, this research can be used as inspiration for industrial society in developing strategies to attract

the attention of potential consumers. By understanding the factors that buyers want, it will make it easier for the fashion industry to reach potential consumers.



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CHAPTER V

DISCUSSION AND CONCLUSION

5.1 MAIN OBJECTIVE THE STUDY

The main purpose of this study is to measure the variables or indicators that influence purchase intention on fast fashion in Indonesia. This is because the declining profit of luxury brands due to the pandemic has pushed companies to increase their sales. The results of the regression analysis show that several independent variables affect the purchase intention of Indonesian fast fashion. The importance of strategy exposure on the integration of marketing communications can provide motivation to the company. Because this research will deepen the most influential factors on purchasing decisions. People in Indonesia are very happy to shop, if they feel their desires are fulfilled, they will continue to come to that place. This is in accordance with IMC's formulation which discusses more deeply about its marketing strategy. This discussion covers all aspects that are very important in expanding marketing communications. Here, researchers measure the indicators that have the most influence on purchase intention. In this context it is important because to know the function of the existence of communication marketing to the community and the company. With this research, it is hoped that it can provide ideas to the company and make the results of this research as a guide in the future. In addition, they will find out so that they can implement the right strategy for consumers.

5.2 DISCUSSION

According to the research results described in chapter 4, it is shown that several dependent independent variables affect advertising, public relations, online communication, direct marketing. There is one variable that does not affect purchase intention, namely sales promotion. The data obtained have significant results. Overall the dependent variable above has a positive relationship with the

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purchase intention variable. This study has collected data through the distribution of questionnaires as many as 307 respondents. This statement is disseminated through gform to those who have used fast fashion products in Indonesia. The data obtained were then processed on SPSS in the form of reliability, correlation, descriptive and regression. The research results can be used as a guide for researchers and guidelines for future companies.

From several variables that have been studied, it can be seen that these variables have a significant influence on purchase intention. Some of the influencing factors are:

- 1) Advertising, according to research results (Arshada & Aslam, 2015) , advertising has a significant effect on purchase intention. This is because advertising conveys information to the public about the products being sold. The delivery of advertising is done through social media and mass media, so that people understand more about the products offered by fast fashion. In addition, advertising can also be used as communication by the company to be conveyed to customers.
- 2) Sales promotion, according to the results (Sofia & Martins, 2018) of research, sales promotion has a significant effect on purchase intention. Because of the many types of sales promotions, it makes customers interested. In fast fashion, many companies use discount strategies, free vouchers and buy 1 get to attract customers to buy their products. This is supported because the strategy of providing a high price and then giving a discount is more attractive to the public compared to the standard price but no discount is given.
- 3) Online communication
According to the results of online communication research (Leong et al., 2021), it has a significant effect on purchase intention. This means that online marketing strategies are in demand by the public to buy Indonesian fast fashion products. Several factors such as selling products through online websites, providing product information through websites and people feel secure to shop on fast fashion online websites.
- 4) Direct marketing
According to the results of research (Rawung, N.; Mekel, P. & Worang, 2015), direct marketing has a significant effect on purchase intention. This means that the direct marketing strategy is in demand by the public to buy Indonesian



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luxury brand products. Direct marketing in practice is like a backlash by the company to its customers, which often occurs through social media. Such as staff who provide assistance to customers who experience problems when making purchases on online or offline fast fashion stores. This strategy is quite attractive to the public because they feel helped by direct marketing.

Although the results of research collected from respondent data state that the value of public relations in influencing purchase intention is lower than the significant value. So it can be concluded that the factors from public relations have no effect on the purchase intention of Indonesian fast fashion. This may be due to the lack of public relations management by the company to customers. The delivery of public relations can be felt by the way the company branded its name, by training existing staff both on the online website or offline store. In addition, the important factor of public relations can also be measured from the company's response if customers experience problems regarding Indonesian fast fashion. From this result, it can be judged that public relations on Indonesian fast fashion must be improved again. Like giving a quick response to customers if they find it difficult. Train all working staff to help if there are difficulties by customers.

5.3 LIMITATION AND FUTURE RESEARCH OPPORTUNITIES

The limitation of this study there are several factors that limit the respondents, which only amounted to 307 people who were taken as samples based on having used fast fashion products in Indonesia. This total can only represent a small percentage of Indonesian people who have used fast fashion. This is a limitation because not everyone has ever bought a product at an Indonesian fast fashion, so the number of respondents is limited. Because if the respondent has not used fast fashion products but continues to fill out the questionnaire, the results of the questionnaire scores will be unreliable.

In this research, it was only done quantitatively by collecting data through questionnaires. So that the research results are very dependent on the results of the questionnaire data distributed to the respondents. If the respondent is not serious to filling out the questionnaire, it will have a long-term effect on this research and future research.



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The results of data processing concluded that public relations did not have a significant correlation value with purchase intention. This means that public relations has no effect on purchase intention. The results of this study have occurred in previous studies, so the researchers suggest for future researchers to develop better questionnaires. So that the research results are more satisfactory.

5.4 RECOMMENDATION

Based on the results of the research analysis, it can be concluded that the correlation between advertising, sales promotion, online communication and direct marketing has a significant and positive value. This means that the independent variable has an effect on purchase intention. This study makes a strategic contribution to the effect of purchase intention. Companies must understand their marketing strategies that can increase their profits. So this research is expected to provide motivation to companies by providing the most influential variables on purchase intention in Indonesian fast fashion.

To expand marketing, companies must understand the factors that can increase people's desire to buy a product. This study explores that the service provided to customers can affect subsequent purchases. Of all the independent variables, there is one variable that does not significantly affect purchase intention, namely public relations. This is because other factors such as advertising, sales promotion, online communication and direct marketing dominate purchase intention. Researchers also cannot predict the answers by respondents, therefore public relations has no effect on purchase intention.

Because marketing communication is increasingly widespread, the integrated marketing communication focuses on increasingly advanced advertising. Advertising can now be done through social media, not only mass media. In addition, advertising helps companies in conveying information about the products they sell to the public. Sales promotion is also important because in this study the results achieved were significant on purchase intention. Sales promotions such as giving discounts, vouchers and buy 1 get 1 purchases attract customers to buy the goods. Furthermore, online



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communication, this marketing can be done through an online website. The pandemic situation has forced all companies to adapt to situations and conditions that have to keep their distance. That way sales through online websites can be used as a solution for company sales. Direct marketing can also create a relationship between the customer and the brand. Because direct marketing can provide the satisfaction that customers want.

5.5 CONCLUSION

This study examines the integration strategy of marketing communication on purchase intention in Indonesian fast fashion. The results of this study are expected to be used as motivation for companies to implement their marketing strategies. The variables that have been studied have also been ordered from the most influential. In addition, this research is expected to be a guide for future researchers. This study measures each variable from advertising, sales promotion, public relations, online communication and direct marketing to purchase intention. The research was conducted by collecting data through questionnaires and on the basis of previous research which made the results of this study accurate. The research findings are significant from all independent variables measured by the dependent variable. It is hoped that this research can be used as a basis for knowledge and create motivation for companies to improve their marketing strategies which can later increase profits.



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POLITEKNIK
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APPENDIX A : RESEARCH INSTRUMENT

Section 1 Background Information

A. Demographic

| | |
|---|---|
| Name | |
| Scale | <input type="checkbox"/> Ever wear fast fashion |
| Gender | <input type="checkbox"/> Male <input type="checkbox"/> Female |
| How much money you spend to buy the fast fashion every month? | <input type="checkbox"/> < Rp 100.0000 <input type="checkbox"/> Rp 100.000 - Rp 250.000 <input type="checkbox"/> Rp 260.000 - Rp 400.000 <input type="checkbox"/> Rp 410.000 - Rp 600.000 <input type="checkbox"/> > Rp 600.000 |
| Age | <input type="checkbox"/> Adolescents (12-25) <input type="checkbox"/> Adults (26-45) |
| Last Education | <input type="checkbox"/> High School <input type="checkbox"/> College Diploma <input type="checkbox"/> University Degree <input type="checkbox"/> Master |
| Nationality | <input type="checkbox"/> Indonesian |
| Occupation | <input type="checkbox"/> Student <input type="checkbox"/> General Employee <input type="checkbox"/> Business <input type="checkbox"/> Others |

Section 2 : Survey Questionnaires

Fill in the statement below that is in accordance with your opinion by placing a check mark (√) in the column provided.

Strongly Agree = 5

Agree = 4

Neutral = 3

Disagree = 2

Strongly Disagree = 1



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| No | Question | 1 | 2 | 3 | 4 | 5 |
|-----------------------------|---|---|---|---|---|---|
| Advertising | | | | | | |
| 1 | Advertisements increase my desire to buy the products of Luxury Brand | | | | | |
| 2 | Advertisement give me information about the use of the products | | | | | |
| 3 | Advertisements give me information about the product details | | | | | |
| 4 | I feel motivated by the luxury brand model through the advertisements that are shown | | | | | |
| Public Relations | | | | | | |
| 5 | I feel the employee of the luxury brand is so helpful towards the customer when the customer is confused about the products | | | | | |
| 6 | I feel the employee is really quick to help the customer in needs | | | | | |
| 7 | I feel that the luxury brand companies really have a good public relations with their customers | | | | | |
| 8 | I feel that luxury brand really appreciate consumers asking for need help | | | | | |
| Sales Promotion | | | | | | |
| 9 | The buy 1 get 1 promotion can increase my desire to buy the products of the luxury brand | | | | | |
| 10 | I have an urge to buy the products after knowing the offered deals of luxury brand | | | | | |
| 11 | I like to buy the luxury brand products because many deals exclusive promotion | | | | | |
| 12 | I have an interest to buy the products after knowing the free gifts of minimum spending | | | | | |
| Online Communication | | | | | | |
| 13 | I feel luxury brand sell the product with using online website to make a good relationship | | | | | |
| 14 | I feel more practical when buying the luxury brand through their website | | | | | |
| 15 | I can get the detail information of the products on their website | | | | | |
| 16 | I feel secure while doing the transaction online through their website | | | | | |



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| No | Question | 1 | 2 | 3 | 4 | 5 |
|---------------------------|---|---|---|---|---|---|
| Direct Marketing | | | | | | |
| 17 | I feel direct marketing make it easier to buy luxury brand goods | | | | | |
| 18 | I feel direct marketing fulfills the demand for the product I want | | | | | |
| 19 | I feel direct marketing makes it easier for me to buy the goods of the luxury brand | | | | | |
| 20 | I feel direct marketing help me in providing my insight into product details | | | | | |
| Purchase Intention | | | | | | |
| 21 | I believe that luxury brand can make it easier for consumer to get purchase intention | | | | | |
| 22 | I recommend to keep using luxury brand for purchasing a product | | | | | |
| 23 | I have an interest to keep wearing luxury brand in the future | | | | | |
| 24 | I have an interest to buy luxury brand because it looks professionally designed | | | | | |



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RA-A

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,784 | 4 |

RA-SP

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,742 | 4 |

RA-PR

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,798 | 4 |

RA-OC

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,747 | 4 |

RA-DM

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,810 | 4 |

RA-PI

Reliability Statistics

| Cronbach's | |
|------------|------------|
| Alpha | N of Items |
| ,816 | 4 |



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Correlations

| | | PI | A | SP | PR | OC | DM |
|----|---------------------|--------|--------|--------|--------|--------|--------|
| PI | Pearson Correlation | 1 | ,628** | ,554** | ,708** | ,637** | ,616** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 308 | 308 | 308 | 308 | 308 | 308 |
| A | Pearson Correlation | ,628** | 1 | ,637** | ,581** | ,444** | ,576** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 |
| | N | 308 | 308 | 308 | 308 | 308 | 308 |
| SP | Pearson Correlation | ,554** | ,637** | 1 | ,535** | ,543** | ,568** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 | ,000 |
| | N | 308 | 308 | 308 | 308 | 308 | 308 |
| PR | Pearson Correlation | ,708** | ,581** | ,535** | 1 | ,637** | ,611** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 308 | 308 | 308 | 308 | 308 | 308 |
| OC | Pearson Correlation | ,637** | ,444** | ,543** | ,637** | 1 | ,552** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,000 |
| | N | 308 | 308 | 308 | 308 | 308 | 308 |
| DM | Pearson Correlation | ,616** | ,576** | ,568** | ,611** | ,552** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 308 | 308 | 308 | 308 | 308 | 308 |

** . Correlation is significant at the 0.01 level (2-tailed).





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