

## **Analysis of Various Marketing Strategies for Wedding Organizer PT. Pratoza Kreasi Nusantara To Increase Consumer Purchase Interest**

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### **Abstract**

PT. Pratoza Kreasi Nusantara is engaged in services, one of which is the Wedding Organizer "Promise Marriage", which serves every consumer who wants to hold a traditional or non-traditional wedding ceremony. This study aims to analyze various strategies in increasing consumer buying interest. Data were collected through filling out questionnaires using a purposive sampling technique with a population of 222 people as respondents. Analysis of the data used in this study is SEM-PLS (Partial Least Square). The results of this study indicate that several of the hypotheses tested gave positive and negative results, positive hypotheses were found in the Word of Mouth, Facilities and Services variables. While the results of the negative hypothesis are found in the price variable, partially there are hypotheses that have an effect and some have no effect on Buying Interest The conclusion of this study is that the various strategies carried out have a positive effect and some have a negative effect on buying interest. Suggestions from this research that Wedding Organizer PT. Pratoza Kreasi Nusantara " Janji Nikah" pays more attention to the price of the wedding package so that it can be more balanced. So that customers get a price that suits their budget. This can be done by stabilizing the quality of wedding packages, such as making packages ranging from middle to high and middle to lower packages.

**Key Word** : Word of Mouth, Facility, price, service, buying interest.

## BACKGROUND

The development of the business world is currently experiencing a very rapid increase, this is evidenced by the increasing number of newcomers or new businessmen entering the market with various strategies used to attract as many consumers as possible. Therefore, companies are not only trying to bring in consumers but are competing to retain consumers who have collaborated. Over time the service business of PT. Pratoza Kreasi Nusantara is growing and this Wedding Organizer is named "Janji Nikah", this creative business includes service businesses that organize or run a wedding celebration according to custom and non-traditional. The function of the Wedding Organizer is to help consumers to be able to take care of the event they want. This is presumably because consumers have limited human resources or time, and/or consumers want the event to be successful, more conceptual and professional than when consumers do it themselves. However, in the era of the Covid-19 pandemic, it has affected a major change in the trend of consumer behavior in choosing the Wedding Organizer they need. Various things must be considered according to recommendations from the government which gave birth to a new normal era with all policies and regulations. Where consumers do not only choose wedding organizers who can realize the concept of marriage and assist with the process at weddings, but also those who can implement policies and regulations according to government recommendations in the new normal era. Another impact is that wedding reception activities which become the business area for Wedding Organizer services must be limited or even banned for an indefinite period of time.

Lots of wedding planners have suffered losses, thus weakening the economic conditions of every entrepreneur. This is what makes many entrepreneurs have to think about overcoming the impact of the Covid-19 Pandemic so that they can adapt and minimize the losses experienced, from the data obtained in February 2022 that Wedding Promise Organizers experienced a significant decrease of around 25% of or only as many as Five (5) events. In the business competition of a company, it must innovate to build various competitive marketing strategies, According to (Djaslim in Abdurahman 2015) marketing is a total system of business activities designed to plan, determine prices, promote, distribute goods that can satisfy desires and achieve the target market and company goals. The strategy that must be carried out in an effort to achieve marketing targets starts from within the company, especially the products created by the company. The strategy that needs to be done is a marketing strategy including, WoM, price, facilities, service. The marketing strategy according to Kotler and Armstrong (2012) is "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return", meaning that marketing is a process in which companies create value for customers and build strong customer relationships capture value from customers in return. More and more businesses offer wedding organizing services, prospective service users must be more selective in choosing a reliable and trustworthy Wedding Organizer (WO). Along with the development of technology and the development of the times that demand everything to be instantaneous, it seems that today's people tend to like everything that is practical and economical. Marriage ideally only takes place once in a lifetime, so a wedding celebration is needed to be remembered. In this case the Wedding Organizer (WO) functions as

The Wedding Planner is good in the concept of decoration, selecting clothes for potential customers, providing references to the wedding venue, and helping the event run smoothly. 3 Wedding Organizer (WO) business services will not develop if there are no factors in it that can attract consumers' interest, including: WoM factors, prices, facilities, services. Various factors form the basis of how companies set affordable prices, provide good service quality and offer wedding packages that are marketed to consumers. For this reason, it is important for the Wedding Organizer (WO) to understand consumer tastes. Word of Mouth is a word of mouth marketing process. The word of mouth promotional activities carried out by the Wedding Organizer (WO) have also not obtained much results, this can be seen from the number of targeted consumers who have not been reached. The problems that occur are partly due to the limited available human resources. Many things are offered by the Wedding Organizer (WO) to increase buying interest, ranging from wedding packages tailored to the bride and groom's finances, complete packages, frugal packages and so on. This will attract potential customers to use the services of a Wedding Organizer (WO) because it makes it easier for consumers to manage their time and finances. However, potential consumers do not have high attention to the service products offered by the Wedding Organizer (WO), this is because the information conveyed is not clear. The unavailability of promotional supporting factors such as booklets or information that describes the products and services to be offered makes potential consumers not know the direct description if they want to find out or use the services of a Wedding Organizer (WO), apart from Word of Mouth several factors that influence buying interest are price. Prices can affect financial performance and have an important influence on buyer perceptions. Price is all forms of monetary costs incurred by consumers to obtain, own, utilize a number of combinations of goods and

services from a product or service. According to (Kotler and Keller, 2012) price is the amount of money or goods required to obtain a combination of other goods accompanied by the provision of services. Lupiyoadi (2011) pricing method 4 is very significant in providing "value" to consumers and influencing product image, as well as consumer decisions to buy. Prices are also related to income and can affect "supply" or "marketing channels". However, the most important thing is that the decision on price must be consistent with the overall marketing strategy. Price is important, because each price set by the company will affect the level of demand for the product. In this case, the goods/services provide an illustration that gradually, the price of goods/services offered at the Wedding Organizer (WO) varies from standard prices to premium prices according to the capabilities of the consumers themselves. However, the prices offered by the Wedding Organizer (WO) have not been fully accepted by consumers, considering that the promos we offer only refer to several venues in hotels located in Jakarta, price competition and promos being marketed make it increasingly difficult for consumers to choose, either from special prices, Venues, as well as services that need to be further improved. In addition to prices, some consumers are also considering, among others, the facilities at the designated venues. The facilities offered by the Wedding Organizer (WO) are very good, because the facilities for the hotel venue are very supportive, some hotels have different facilities to support someone's wedding, starting from chairs, tables / round tables, sufficient air conditioning, sound systems, Wireless Mic. As for the facilities, so far some consumers of the "Promise Marriage" Wedding Organizer are classified as very satisfied with the facilities provided, but some consumers need the venue design. According to (Kathy and Payant 2014) that developers are more concerned with profits but also do not reduce the value of a product. The private sector departments place a large emphasis on facility design, perhaps because their managers understand that they can increase productivity through better facility design. Perhaps the economic justification for the change has more influence in profitability-driven environments than budgets. In addition to the 5 service facilities, it is also the main focus for companies engaged in services, especially wedding organizers. Service is the main factor that must be provided to consumers so that

these consumers make purchases of the products / services offered, self-service to the wedding organizer (WO) has been carried out, this service is carried out when responding to consumers when asking questions through social media, such as Instagram, Whatsapp , and telephone. until consumers hold meetings such as discussing in more detail the packages asked for, the benefits obtained, then regarding anything related to marriage, whether the service is running well, but the service is not fully maximized due to limited resources owned, Wedding Organizer (WO) have human resources / Crew is still not optimal, that's what makes service sometimes not optimal, Wedding Organizer (WO) limits face-to-face meetings with potential customers in order to maximize existing communication tools, the demand for face-to-face meetings is very high because some consumers don't feel satisfied when only through social media. According to Tjiptono (Fahmi, 2012), service quality leads to increased customer satisfaction, service quality has a positive relationship with customer satisfaction, high service quality. produce high consumer satisfaction as well. Many things are offered by the Marriage Promise Wedding Organizer (WO) to attract

consumer interest, ranging from wedding packages tailored to the bride and groom's finances, complete packages, frugal packages and so on. This will attract potential customers to use the services of a Wedding Organizer (WO) because it makes it easier for consumers to manage their time and finances. However, potential consumers do not yet have high attention to the service products offered by the Wedding Organizer (WO), this is because some of the packages offered do not meet the requirements that consumers want. Efforts that have been made by WO Promise Marriage include WOM, Direct selling to friends and his family through social media, providing special discounts, and providing excellent service through effective and family-friendly communication.

**METHOD**

The research approach used is a quantitative approach. Sugiyono (2017) explains that a quantitative approach is research based on the philosophy of positivism to examine certain populations or samples and random sampling, data collection using instruments and statistical data analysis. The research design used was survey research with a cross-sectional survey type. The

selection of this design is intended to determine the measurement of independent and dependent variable data. The independent variables consist of WoM, Price, facilities, services, while the dependent variable is Consumer Purchase Interest in Marriage Promise Wedding Organizer (WO).

**RESULTS**

Description of respondents based on gender.

**Table 1. Description of respondents by age**

Age	Frequenc y	Percentage
15-30 year	144	64.9
30-40 year	66	29.7
40-50 year	9	4.1
50-60 year	3	1.4
Total	222	100.0

Based on the age characteristics of the respondents in table 5.2, it shows that those who ask more or seek information about wedding packages at wedding organizers are dominated by the age of 15-30, which is around 64.9%, this is because this age is common for marriages in the adult category, then with the percentage of both

aged 30-40 ie approx 29.7%, aged 40-50 with a percentage of 4.1%, the last aged 50-60 with a percentage of only 1.4%, usually this age is carried out by potential spouses of widowers and widowers.

Description of respondents based on Education

**Table 2. Description of respondents based on education**

Education	Frequency	Percentage
Middle School	12	5.4
High School	86	38.7
D3/D4	10	4,5
S1/S3	113	50,9
None	1	0,5
Total	222	100,0

Based on the table above, it shows that the data that asked the most questions or searched for wedding packages at wedding organizers were dominated by teenagers / prospective brides who had S1-S3 undergraduate education at a percentage of 50.9%, this shows the readiness of potential partners who want to get married

immediately after taking the education they want and want the event to be well organized, then prospective partners who are educated at high school with a percentage of 38.7%, prospective partners who diploma education D3/D4 with a percentage of 4.5%, the last respondent who has no education is very little, namely 0.5%.

Description of respondents by occupation

Table 3: description of respondents based on work

Occupation	Frequency	Percentage
Student	10	4.5
Staff	164	73.9
Civil Service	32	14.4
Entrepreneur	16	7,2
Total	222	100,0

Based on the results of a survey conducted, those who asked the most questions about wedding packages to wedding organizers were prospective spouses who had jobs as private employees with a percentage of 73.9%, this was due to the reach of promotional advertisements in office areas or industrial cities, then the second rank was filled by

candidates couples who have jobs as civil servants (PNS) with a percentage of 14.4%, the third place is filled with prospective spouses who have jobs as entrepreneurs with a percentage of 7.2%, the least percentage is prospective spouses who are students or students around 4.5% .

Measurement model outer model

a. Validity Test Results

Table 4: Validity test results

Indicator correlation with Variable	Loading Factor	Note
X1.1 <-- Wom	<b>0.959</b>	Valid
X1.2 <-- Wom	<b>0.622</b>	Valid
X1.3 <-- Wom	<b>0.961</b>	Valid
X1.4 <-- Wom	<b>0.857</b>	Valid
X2.1 <-- Harga	<b>0.912</b>	Valid
X2.2 <-- Harga	<b>0.831</b>	Valid
X2.3 <-- Harga	<b>0.912</b>	Valid
X2.4 <-- Harga	<b>0.880</b>	Valid
X2.5 <-- Harga	<b>0.795</b>	Valid
X2.6 <-- Harga	<b>0.908</b>	Valid
X3.1 <-- Fasilitas	<b>0.885</b>	Valid
X3.2 <-- Fasilitas	<b>0.881</b>	Valid
X3.3 <-- Fasilitas	<b>0.904</b>	Valid
X3.4 <-- Fasilitas	<b>0.908</b>	Valid

Indicator correlation with Variable	Loading Factor	Note
X3.5 <--Fasilitas	<b>0.906</b>	Valid
X3.6 <-- Fasilitas	<b>0.907</b>	Valid
X4.1 <-- Pelayanan	<b>0.843</b>	Valid
X4.2 <-- Pelayanan	<b>0.874</b>	Valid
X4.3 <-- Pelayanan	<b>0.731</b>	Valid
X4.4 <-- Pelayanan	<b>0.902</b>	Valid
X4.5 <-- Pelayanan	<b>0.888</b>	Valid
Y1 <-- Minat Beli	<b>0.866</b>	Valid
Y2 <-- Minat Beli	<b>0.901</b>	Valid
Y3 <-- Minat Beli	<b>0.772</b>	Valid
Y4 <-- Minat Beli	<b>0.857</b>	Valid

The table above shows the factor loading values obtained from each statement item from the variables which include Word of Mouth, price, facilities, service and buying interest. Variable

– these variables have a factor loading value of > 0.5, so it can be said that all statements used in this study are valid.

### B. Reliability Test

The reliability test is carried out by looking at the composite reliability value of the indicator block that measures the construct. Composite reliability results will show a satisfactory value if it is above 0.7. The following is the value of composite reliability in the output.

Table 5: Reliability Test

Variable	Cronbachs Alpha	Composite Reliability	Average variance extracted (AVE)
Word of Mouth (X1)	0.761	0.856	0.648
Price (X2)	0.938	0.951	0.764
Facility (X3)	0.952	0.962	0.807
Service (X4)	0.902	0.928	0.722
Demand (Y)	0.871	0.912	0.723

The table above gives an AVE value above 0.5 for all constructs contained in the research model. The lowest AVE value is 0.648 in the Word of Mouth construct (X1), the composite reliability value for all constructs is above 0.7 which indicates that all constructs in the estimated model meet the criteria of discriminant validity. The lowest composite

reliability value is 0.856 in construct X1 (WOM). The recommended value is above 0.6, Cronbach's Alpha values for all constructs are above 0.6. The lowest value is the WOM Variable of 0.761 (X1).

Structural model testing (inner model)  
a. Hypothesis test

The results of word of mouth variable data processing, prices, facilities, services and buying

interest are presented in the table below:

Table 6 : Hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P	Hypothesis
WOM (X1) -> Demand (Y)	-0.303	-0.324	0.084	3.613	0.000	Significant
Price (X2) - Demand (Y)	0.073	0.053	0.139	0.520	0.603	Not Significant
Facility(X3) -> Demand (Y)	0.282	0.300	0.103	2.752	0.006	Significant
Service (X4) -> Demand (Y)	0.927	0.950	0.091	10.232	0.000	Significant

1) H1 Word of Mouth (X1) has an effect on Purchase Intention (Y)

The table above shows that the influence between Word of Mouth (X1) and Purchase Intention (Y) is significant with a T-Statistic of 3.613 (> 1.96). Thus the H1 hypothesis in this study which states that "Word of Mouth (X1) has a direct effect on Purchase Intention (Y) is accepted.

2) H2 Price (X2) has no effect on Purchase Intention (Y)

The table above shows that the effect between product (X2) and purchase intention (Y) is not significant with a T-statistic of 0.520 (<1.96). Thus the H2 hypothesis in this study which states that the Product (X2) has no direct effect on Purchase Intention (Y) is rejected.

3) H3 Facility (X3) affects Purchase Intention (Y)

The table above shows that the relationship between quality (X3) and Purchase Intention (Y) is significant with a T-Statistic of 2.752 (> 1.96). Thus the H3 hypothesis in this study which states that Facility (X3) has an effect on Purchase Intention (Y) is accepted.

4) H4 Service (X4) influences Purchase Intention (X2)

The table above shows that the relationship between service (X4) and Purchase Intention (Y) is significant with a T-Statistic of 10.232 (> 1.96). Thus the H4 hypothesis is deep this study which states that service (X4) has an effect on Purchase Intention (Y) accepted.

**a. The coefficient of determination**

The results of the coefficient of determination are shown as follows:

Table 7 : R. Square

	R-square
Word of Mouth (X1)	
Price (X2)	
Facility (X3)	
Service (X4)	
Demand(Y)	0.974

The table above gives a value for the Buying Interest (Y) construct which is influenced by Word of Mouth, price, facilities, and services, namely 0.974 or 97.4%.



## CONCLUSION

1. Word of Mouth affects consumer buying interest in the Wedding Organizer of PT. Pratoza Kreasi Nusantara "Marriage Promise". This is supported by the Difference (be Interesting), including attractive packaging and excellent service.
2. Prices have no effect on consumer buying interest in Wedding Organizer PT. Pratoza Kreasi Nusantara "Promise Marriage" this is because the price coverage (price lining) has not been able to increase purchase intention with various things such as the price is too high and the price does not vary.

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