

**THE EFFECT OF SEGMENTING STRATEGY, TARGETING AND POSITIONING PURCHASE OF PRODUCTS MICROSOFT OFFICE 365 (Case Study at PT PASIFIK CIPTA MANDIRI)**

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**ABSTRACT**

*This study aims to obtain empirical evidence about the influence of Strategy Segmenting, Targeting, and Positioning Against Buying Decision. . This research is based on the condition where people and company use Microsoft Office 365 for their activity. Especially PT. PasifikCiptaMandiri as IT Consulting in Indonesia has a lot of product for software and hardware production IT. Based on research Microsoft Office 365 is still the first product from PT. PasifikCiptaMandiri that have the highest selling and become a market leader in software product The respondents consisted of the brand Microsoft Office 365 in PT. PasifikCiptaMandiri. Questionnaires distributed 50 questionnaires, 50 questionnaires distributed back that can be processed as many as 50 questionnaires.*

*processing using the test validity, reliability testing, testing assumptions of classical, simultaneous test, test and partial correlation test by SPSS for Windows version 20.0.*

*From the research it can be concluded, in the present case study variables Segmenting, Targeting and Positioning partial effect on purchase decision. Whereas in partial Segmenting and Positioning influence on purchasing decisions and Targeting variables did not significantly affect purchasing decisions*

**Keywords : Segmenting, Targeting, Positioning,purchasing decisions**

**1. Introduction**

PT. Pacific CiptaMandiri, is one of the largest IT Consulting in Indonesia. As in know PT. Pacific CiptaMandiri, has a wide range of IT services such as maintenance, consulting and hardware and software providers for companies and organizations.

PT. Pacific CiptaMandiri cooperates with various world Technology companies such as Microsoft, GFI, HP, vmware, Symantec, kaspersky, veeam, eset, cyberoam, IBM, Nimble Storage, Fortinet.

Based on this, the authors are interested to know how the effectiveness of Telemarketing in the sale of Microsoft Office 365 in PT. Pacific CiptaMandiri based on consumer purchase decision

Established from 2000 to sekarang, PT. Pacific CiptaMandiri, Jakarta succeeded in increasing the trust of 200 customers with exceptional levels of satisfaction. Most of the customers have signed long-term cooperation for Maintenance services offered by PT. Pacific CiptaMandiri and customers provide recognition of the quality and value of PT service solutions. Pacific CiptaMandiri, Jakarta is satisfactory. The basic value of PT. Pacific CiptaMandiri (PCMan).

The role of strategy is very important for a company. One company concentrates on this strategy, consisting of three elements, namely segmenting, targeting and positioning (STP). Segmenting (Ushanandhini et.al, 2017) is meant to know the actual market is the same, but the company's perspective on the market that can differentiate the company

with competitors. The definition of segmenting by Etzel, Walker and Stanton (1997) in Ali Hasan (2008: 170) defines market segmentation as a process of dividing the overall market for a product into smaller groups, where members of each group share a common perception of the factors that influence the demand.

With market segmentation, the company in making a product more specific and meet the needs of some of the target market. Once the market is segmented into a group of potential customers with similar characteristics and behaviors, the company chooses which segment to enter. This is called targeting. Targeting is defined to allocate company resources effectively, ie choosing the right target market.

The last element of strategy is positioning. After entering the market, and adjusting the company's resources to the selected segment, then the company must have a credible position in the minds of consumers. The company must precisely position the company's brand and product in the mind of the consumer, which is exactly what the company has to offer. Positioning is very important for the company brand.

According to FandyTjiptono and Gregory Chandra (2012: 140) The main goal of segmenting, targeting and positioning strategy is to position a brand in the minds of consumers in such a way that the brand has a sustainable competitive advantage. A product will have a competitive advantage if the products are valued important and unique by the customers. Based on the company's point of view, the company's strategy includes segmenting, targeting and positioning in influencing purchasing decisions. Meanwhile, if viewed from the point of view of the buyer it is intended to provide benefits for them. Therefore, there should be a correspondence between the company's marketing programs and what consumers perceive as their expectations. The new marketing strategy will work and can run smoothly if the product is marketed in accordance with the concept of modern marketing strategy which states that the satisfaction of needs is a condition of economics and social for the survival of the company. If the two things above can be realized in a reality, then it is likely for companies to influence consumer purchasing decisions, ultimately expected to increase sales of the company and get customer loyalty.

Regarding the typical corporate mission statement, PT. PasiikCiptaMandiri combines these distinctive core values:

#### Professionalism

Our goal is continuous professionalism in all aspects of work. With professional attitude, we provide the best service and product. We believe in the value of integrity, honesty, and sustainable capacity building on the basis of professionalism.

#### Customer Satisfaction (Kien Satisfaction)

As a provider of IT consulting services, we place customer satisfaction as the key for our company to continue to survive and grow in this industry. through customer meeting requests, value added services and products, accountability, clear job engagement, competitive pricing, and after sales services.

#### Management Excellence

Employee, and execution process. Walking in synergy to achieve superior management that will drive the company on corporate mission. In addition to achieving management standards in the Industry, from time to time we filter employees in the management process to actually place services and products that run as per company policy. This helps develop a proven, sustainable company from our service and product.

Likewise we are very successful in providing consultation to customers. We also provide opportunities for employees to continue to learn and grow to find the high dynamics in the IT industry.

According to Kotler (1994: 5), "marketing is a social process of individuals and groups getting what they need and want by creating and exchanging products and values with individuals and other groups."

According to FandyTjiptono (2008: 6) marketing includes every effort to achieve conformity between the company and its environment in order to find solutions to the problem of determining two basic considerations. First, what business is involved in the company at this time and what kind of business can be entered in the future. Second, how the chosen business is run successfully in a competitive environment based on product, price, promotion and distribution perspectives to serve the target market. Marketing strategy is the logic of marketing, and accordingly, the business unit is expected to achieve its marketing goals. The company's marketing strategy consists of making decisions about marketing costs from the company, marketing mix, and marketing allocation in relation to expected environmental conditions under competitive conditions.

In an effort the company can compete effectively, producers must get closer to the target market and focus on the target consumers in doing business marketing. This is because companies will have more opportunities to meet customer satisfaction targets than to spend business on a less prospective market. In creating an effective marketing target, manufacturers need to conceptualize segmenting, targeting and positioning.

## 2. Literature Review

### 2.1. Purchase Decision

In an effort to get to know the consumer, the company needs to study consumer behavior which is the embodiment of all human soul in their daily life. Perceptions of influence of others and internal motivation will interact to determine the final decision that is considered most appropriate. Consumer behavior is the behavior that consumers show in searching, buying, using, evaluating and depleting products and services they expect to satisfy their needs.

According to Kotler (2007) in HasmalLaely (2012: 12), that the decision to buy taken by the buyer is actually a collection of a number of decisions. Purchase decision is a consumer's decision to buy a product after previously thinking about whether or not worth buying the product by considering the information he knows with the reality of the product after he witnessed it.

The buying decision process ends at the stage of purnabeli behavior where the consumer feels the level of satisfaction or dissatisfaction that is perceived to affect subsequent behavior. If the consumer is satisfied, then the consumer will show a great opportunity to buy or buy another product at the same company in the future, and tend to recommend to others. Satisfied buyers are the best ads for consumers.

#### 2.1.2. **Segmenting**

According to FandyTjiptono and Gregorius Chandra (2012: 150) segmentation can be interpreted as a process of grouping a heterogeneous whole market into groups or segments that have similarities in terms of needs, wants, behaviors and responses to specific marketing programs.

According to Kotler and Kevin Lane Keller (2009: 292) market segment consists of groups of customers who have the same set of desires.

According to Kartajaya (2009: 58) is the process of dividing the market into smaller segments based on similar characteristics of customer behavior and then determine which segments we want to serve.

#### 2.1.3. **Targeting**

Targeting is the process of evaluating each segment's attractiveness and then choosing one or more characteristics to serve. Targeting covers issues of choosing, selecting, and reaching the market. According to Philip Kotler in Kartajaya (2009: 63) defines targeting as a process of evaluating each market segment's attractiveness and selecting it. According to Kartajaya (2009: 64) targeting is the process of placing the company exactly into the segment of the target market that has been selected previously.

#### 2.1.4. **Positioning**

According to Kotler (2007) in Kartajaya (2009: 67) positioning is the act of designing bids and corporate image so that it occupies a distinctive position (compared to competitors) in the minds of its target customers. The end result of positioning is the creation of the right value proportion, which is the reason for the customer to buy. According to FandyTjiptono and Gregory Chandra (2012: 158), the position in the marketing context is the way the product, brand or organization is perceived relative to the product, brand or organization of competitors by current and prospective customers. From the above definition implies that positioning must be unique, so it can easily differentiate itself from competitors. Positioning should also be sustainable and always relevant to changes in the business environment whether it changes competition, customer behavior, socio-cultural change, and so on.

#### Hypothesis

As for various studies that have been done before and based on the framework of thought, the authors formulate the following hypothesis.

H01: There is no effect between segmenting on purchasing decisions.

Ha1: There is influence between segmenting of purchase decision.

H02: There is no effect between targeting the purchase decision.

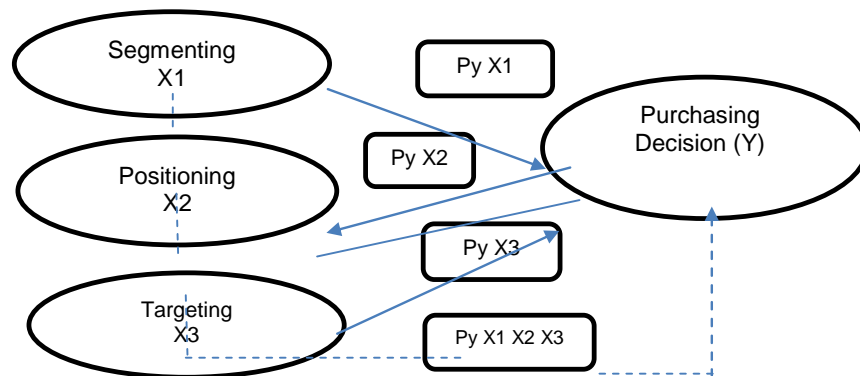
Ha2: There is an influence between targeting the purchase decision.

H03: There is no influence between positioning on purchasing decisions.

- Ha3: There is influence between positioning to purchase decision.
- H04: There is no influence between segmenting, targeting and positioning on purchasing decisions.
- Ha4: There is influence between segmenting, targeting and positioning on purchasing decisions.

**3.1. Research Framework**

The framework describes the relationship of independent variables, in this research is segmenting (X1), targeting (X2) and positioning (X3), has an influence on the dependent variable ie purchasing decisions (Y) made by consumers.



**1. Research Methodology**

This study uses the results of the calculation of IBM Statistical Package For The Social Science (SPSS) version 20.0 which aims to determine the level of significance and the relationship between independent variables with the dependent variable. In this study the measurement scale used is ordinal scale. Attitude measurement method used is Likert scale, then the value of the respondent responses summed and this amount is the sum of values and the amount of value is interpreted as the position of respondents in Likert scale. This study asked respondents to fill out the next questionnaire and obtained data about the influence of segmentation, targeting and positioning strategies to purchase decisions.

Multiple Regression Analysis is a statistical technique for estimating variants in bound variables by regressing independent variables against them. After the data obtained is considered adequate in terms of validity, reliability, and normality then the next step is to process data and analyze data research results based on the model structure between research variables.

The research model in this thesis, looking for partial or simultaneous influence between Segmenting Strategy, Targeting, and Positioning Against Purchase Decision of Microsoft Office 365 Product.

Equation structural of this research :

$$Y = \alpha + P_y X_1 + P_y X_2 + P_y X_3 + \varepsilon$$

Keterangan :

$X_1$	= <i>Segmenting</i>
$X_2$	= <i>Targeting</i>
$X_3$	= <i>Positioning</i>
$Y$	= Purchasing Decision
$\alpha$	= Constanta if $Y, X = 0$
$\varepsilon$	= Standarerror

### 1.1. Data Collection

The data used in the preparation of this thesis is the primary data, is data collected or directly related to the research being conducted. In order to obtain the collecting and compiling data required in this study, the author uses the following steps.

Field research (Field Research), is a direct review on the consumers who were sampled to obtain primary data. Primary data is collected by using questionnaires, namely techniques to obtain data by using a list of statements about segmenting strategy, targeting, and positioning of purchasing decisions.

Library research (Library Research), the use of literature study is to obtain useful secondary data as theoretical guidance during field research and to support and analyze data. This data is obtained from scientific journals and books (references).

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