

Analysis Of Push And Pull Strategy In Increasing Interest Of Multi Guna Credit Customers (KMG) In Bank Sumut Office Of Iskandar Muda Branch Office Medan

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Abstract: PT Bank Sumut is a regional development bank located in North Sumatra province with one of the superior products of Multi-Purpose Credit. The research problem was based on the phenomenon of the number of customers of KMG PT Bank Sumut Iskandar Muda Branch, Medan, Indonesia namely the decrease in the number of KMG customers from 2011-2016 to 317 KMG customers. The research objective was to determine the factors that influence the effectiveness of the implementation of Push and Pull strategies and obtain alternative marketing strategies that can be implemented in an effort to increase the number of KMG customers. This type of research causes results with quantitative research methods used to obtain the results of the data needed to be analyzed. The research sample was seventy-six respondents obtained by Slovin method and the whole respondents were KMG customers. Data analysis using multivariate analysis. From the results of the analysis, it is obtained that the Promotion, People, Process variables are Push variables that most significantly affect customer interest, while the Promotion and Customer Service variables are Pull strategies that most significantly affect customer interest. The results of the study indicate that the dominant promotion variable influences customer interest, the alternative marketing strategy that needs to be done is by implementing promotional mix strategies, namely advertising (advertising) and personal selling.

Keywords: Push Strategy, Strategy Pull, Increase Customer Interest.

1. INTRODUCTION

Increasingly tight business competition today requires the management of a company to use the right strategy to market the products or services it sells. The company must observe the conditions of business competition that are always dynamic at all times. Basically the strategy is various stages of optimal answers to new challenges that may be faced, both as a result of previous steps and because of external pressure. The entire process is in the direction of the goals set by the company from the beginning. According to Craig & Grant (2002), strategy is the determination of a company's long-term goals and objectives and the direction of actions and the allocation of resources needed to achieve the goals and objectives. Push and Pull strategies are one of the strategies that can be used to increase customer growth. According to Kotler (2003) the two strategies are defined as follows push strategies are active both through salespeople, products to be sold, sales exhibition activities, sales incentives, and product policies. Pull strategy is passive because of the increase in customer growth through advertising media and promotional programs (Bill and Papalapu, 2015).

That are expected by potential customers to become more aware and willing to visit one of the company's branch offices or other sales points to become corporate consumers. Based on the results of data obtained by researchers from secondary sources, the number of consumers (customers) of Multi-purpose Credit products at the Iskandar Muda branch of Bank Sumut in 2012 up to 2016 is shown in Table 1 :

Table 1. Growth in the Number of Multipurpose Credit Customers (KMG) of PT Bank Sumut Iskandar Muda Branch Based on Customer Identification File (CIF)

| Years | KMG / CIF Customer | Ceiling (IDR. 000) |
|-------|--------------------|--------------------|
| 2012 | 582 | 36.204.640 |
| 2013 | 465 | 34.158.040 |
| 2014 | 398 | 33.808.040 |
| 2015 | 350 | 34.312.640 |
| 2016 | 317 | 34.699.247 |

Source: Sumut Bank Iskandar Muda Branch 2016.

The graph of the number of customers (debtors) of Multi-purpose Loans at Iskandar Muda branch of Bank Sumut in 2012 to 2016 is shown in Figure 1:

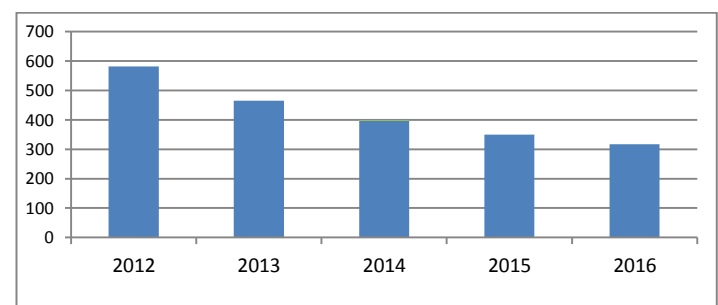


Figure 1. Number of Debtors Service of Multi-purpose Credit Facility Bank of North Sumatra Iskandar Muda Branch

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From the Tables and Graphs shown earlier, there was a decrease in the number of consumers (customers) using Multi-Purpose Loans at Iskandar Muda branch of Bank Sumut with a difference in the number of customers in 2012 and 2016 as many as 265 customers. The decline also occurred in the ceiling column (the amount of credit distribution), with the difference between 2012 and 2016 amounting to IDR 1,505,394,000. Business marketing strategy is a continuous creative steps that are sought by a company to achieve the best marketing targets in order to realize maximum customer satisfaction (Cravens, 2000; Lamb et al., 2001; Churchill, 2002). Marketing strategy is very important to strive to prevent the decline in the number of consumers and the fall in the competitiveness of business products in the market. With a good strategy, it is expected that the marketing process will be able to run in a controlled, dynamic and not monotonous manner with just one marketing style (Zietsman et al., 2019). Marketing strategies are also carried out so that the marketing process can be achieved more optimally. Without a proven marketing strategy, we can be sure that marketing will fall, especially if competitive products emerge from business rivals. Through this strategy a good marketing process can be maintained, providing new ways that make customers always find the uniqueness in our products, this is one of the strategies needed in marketing strategies.

2. LITERATURE REVIEW

2.1. Marketing Strategies

If talking about the realm of marketing, there is one general concept that must be known by every businessman, namely the concept of Marketing 4Q. Marketing 4 P is a marketing concept that focuses on 4 things, namely Product (product), Price (price), Place (place) and Promotion (promotion). These four things must be the main consideration in preparing how we will do marketing (Lovelock & Lauren, 2012). However, with the development of market conditions that are already very dynamic now, the 4P concept is considered to be less effective. Therefore many observers feel the need to add other points to the concept. Until popularized the term Marketing Mix or Marketing 7 P. It is a development of the 4 P concept, the 7 P concept is arranged with 3 additional points, namely Process (process), People (people) and Physical Evidence (Kotler and Keller, 2005). To find out more about all the points in the concept of Marketing Mix, consider the following details:

1. Product Aspect (Product)

What is meant by products are things that we sell in a business including goods or services that have use values and are needed by consumers. The main key of a product that is goods or services must be able to meet the needs or desires of consumers (Peter and Olson, 2002). In addition, more value is needed than other products so that our products are more easily accepted by consumers.

2. Price Aspect (Price)

Price is money that must be given by consumers to get goods or services sold. Price becomes a very important aspect because generally consumers make prices as the main consideration before buying. Given its very flexible nature, it's a good idea to always follow market dynamics so you can set prices at the right level. Where prices can still be accepted by the community but also still generate profits.

3. Place (Place) Aspect

The place of business is the location where we will carry out the process of buying and selling. For conventional business this aspect is indeed very important. Pay attention to whether the location is quite strategic and easily visited by consumers with the development of modern businesses such as online businesses, now the notion of various aspects of the place is matched with the media used.

4. Promotion Aspect (Promotion)

Promotion is a business activity that has a goal so that consumers can get to know and be interested in your business products. In this activity, you must be able to change consumer perceptions to be positive about our business (Lupiyoadi & Hamdani, 2006 and Pramesti, 2012). To do so many good promotional techniques manually through face to face promotion to online promotions that are now growing rapidly.

5. Process Aspects (Process)

In business, processes can be interpreted as steps taken between sellers and consumers. It includes service and transaction processes. Provide a satisfying service experience for consumers through various techniques so that they feel satisfied.

6. People Aspect (People)

Included in this aspect is of course not only consumers but all HR involved, including workers or business teams. This is very important to note considering that all people must have different tendencies in the business world. Giving good attention to the people involved in your business, is a very good first step.

7. Aspects of Physical Evidence (Physical Evidence)

Physical evidence is all in the form of equipment or devices used to support the running of our business. Mainly for large-scale businesses, of course, of course requires more equipment and more complex functions and uses. Considering that all aspects of the Marketing Mix concept are interrelated with each other, then it must run in parallel and proportionally.

3. METHODS

The type of data used in this study are primary and secondary data. The population in this study were all customers of PT Bank Sumut Iskandar Muda Branch, a number of 317 customers. The selection of samples used the Slovin approach formula, data were collected through interviews, questionnaires and documentation studies. Data were analyzed using multiple linear regression models. Testing hypotheses simultaneously and partially. This research was conducted at PT Bank Sumut Iskandar Muda Branch having its address at Iskandar Muda Medan. Partial testing (t test) and simultaneously (f test) is carried out to determine whether there is an influence of push and pull strategies in increasing customer interest. In this research based on Murti, (2002), Meri (2012), Rushendi (2012) and Miselia (2013) that variable use are push strategies are product, price, promotion, location, person, process, customer service is independent variable, in the pull strategy, namely product, promotion, price, customer service is an independent strategy. Whereas customer interest is the dependent variable.

4. RESULTS AND DISCUSSION

4.1. Result

4.1.1. Characteristics of Respondents

In this study the majority of male respondents were 45 people (59%), age 30-35 years old 37 people (49%), workplace background for civil servants 61 people (80%) and lending period 4-5 years 37 people (49%).

4.1.1.1. Push Variables

4.1.1.1.1. Validity Test Results

Based on the results of the validity test, that the value of *r* count for each item question is greater than 0.361, this indicates that all items in question are valid, meaning that all questions in the questionnaire are able to express something measured from the questionnaire.

4.1.1.1.2. Reliability Test

Table 2. Push variable reliability test

| Variables | Alpha Cronbach's coefficient | Decision |
|---------------------------|------------------------------|----------|
| Products (X_1) | 0,808 | Reliable |
| Price (X_2) | 0,741 | Reliable |
| Promotion (X_3) | 0,693 | Reliable |
| Location (X_4) | 0,768 | Reliable |
| People (X_5) | 0,780 | Reliable |
| Process (X_6) | 0,631 | Reliable |
| Service (X_7) | 0,638 | Reliable |
| Interest of Customers (Y) | 0,672 | Reliable |

Source: Primary Data Processed, 2018

The reliability test results show that the variables studied are reliable because they have a greater value than Cronbach's Alpha (> 0.600) (Sekaran, 20106). This indicates that all question items are declared reliable, meaning that the respondent's answer to the question from time to time is consistent or stable.

4.1.2. Normality Test Results

In this study the significance value obtained was $0.344 > 0.05$. This means that the data is normally distributed.

4.1.3. Multicolinerity Test Results

Table 3. Multicolinerity Test

| Model | Collinearity statistics | |
|---------------------|-------------------------|-------|
| | Tolerance | VIF |
| Products (X_1) | .692 | 1.445 |
| Price (X_2) | .752 | 1.329 |
| Promotion (X_3) | .720 | 1.390 |
| Location (X_4) | .775 | 1.291 |
| People (X_5) | .669 | 1.494 |
| Process (X_6) | .590 | 1.695 |
| Service (X_7) | .624 | 1.603 |

Source: Primary Data Processed, 2018

VIF value < 10 and tolerance value > 0.1 . This value indicates that there is no multicollinearity between independent variables.

4.1.4. Heteroscedasticity Test Results

The heteroscedasticity test results

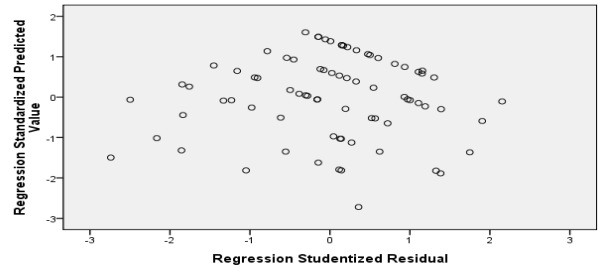


Figure 2. Heteroscedasticity Test

From the Scatterplot graph visible dots spread randomly and spread both above and below the number 0 on the Y axis. This can be concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible.

4.1.5. Determination Coefficient Test Results

The value of the multiple determination coefficient (Adjusted R Square) is 0.648 or 64.8% this value indicates that only equal to 64.8% Customer Interest (Y) is influenced by Products (X_1), Price (X_2), Promotion (X_3), Location (X_4), Person (X_5), Process (X_6), and Customer Service (X_7) while the remaining 35.2% is influenced by other variables outside the research.

4.1.6. F Test Results (Simultaneous)

The results of the F hypothesis of the push hypothesis can be written that: $\text{Sig} (0.000) < \alpha (0.05)$ then H_0 is rejected (Sugiyono, 2007, Priyatno, 2014 and Sinulingga, 2014). From the results of the F test with $\alpha = 5\%$, it is obtained that there is a linear relationship between the Product, Price, Promotion, Location, People, Process, and Customer Service variables simultaneously with the Customer Interest.

4.1.7. Test Results t

From the results of the t test it was found that each person promotion and process variables partially had a linear relationship with the interests of customers, while the product variable, price, location, customer service partially did not have a linear relationship with customer interests.

4.1.8. Pull Variables

4.1.8.1. Validity Test Results

Based on the results of the validity test, that the value of *r* count for each item question is greater than 0.361, this indicates that all items in question are valid, meaning that all questions in the questionnaire are able to express something measured from the questionnaire.

4.1.8.2. Reliability Test

Table 4. Pull variable reliability test

| Variables | Alpha Cronbach's coefficient | Decision |
|-----------------------------|------------------------------|----------|
| Products (X ₁) | 0,669 | Reliable |
| Price (X ₂) | 0,728 | Reliable |
| Promotion (X ₃) | 0,613 | Reliable |
| Location (X ₄) | 0,711 | Reliable |
| People (X ₅) | 0,724 | Reliable |
| Process (X ₆) | 0,698 | Reliable |
| Service (X ₇) | 0,732 | Reliable |

Source: Primary Data Processed, 2018.

The reliability test results show that the variables studied are reliable because they have a greater value than Cronbach's Alpha (> 0.600). This indicates that all question items are declared reliable, meaning that the respondent's answer to the question from time to time is consistent or stable.

4.1.9. Normality Test Results

In this study the significance value obtained was 0.125 > 0.05. This means that the data is normally distributed.

4.1.10. Multicollinarity Test Results

Table 5. Multicollinarity Test

| Model | Collinearity statistics | |
|-----------------------------|-------------------------|-------|
| | Tolerance | VIF |
| Products (X ₁) | .962 | 1.040 |
| Price (X ₂) | .552 | 1.812 |
| Promotion (X ₃) | .878 | 1.139 |
| Location (X ₄) | .509 | 1.965 |
| People (X ₅) | .673 | 1.842 |
| Process (X ₆) | .689 | 1.768 |
| Service (X ₇) | .611 | 1.675 |

Source: Primary Data Processed, 2018.

VIF value <10 and tolerance value > 0.1. This value indicates that there is no multicollinearity between independent variables.

4.1.11. Heteroscedasticity Test Results

Pull heteroscedasticity test results

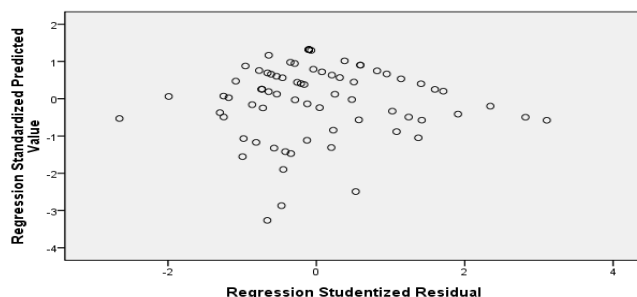


Figure 3. Heteroscedasticity Test

From the Scatterplot graph visible dots spread randomly and spread both above and below the number 0 on the Y axis. This can be concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible.

4.1.12. Determination Coefficient Test Results

The coefficient of multiple determination (Adjusted R Square) is 0.705 or 70.5%. This value indicates that only 70.5% of Customer Interest (Y) is influenced by Products (X₁), Promotion (X₂), Price (X₃), and Customer Service (X₄) while the remaining 29.5% is influenced by other variables outside the research

4.1.13. F Test Results (Simultaneous)

The results of the F test pull hypothesis can be written that: Sig (0.000) < α (0.05) then H₀ is rejected. From the results of the F test with α = 5%, it was found that there was a linear relationship between the variables of Product, Promotion, Price, and Customer Service simultaneously with Customer Interest.

4.1.14. Test Results t

From the results of the t test, it is found that each of the promotion and customer service variables partially has a linear relationship with the interests of the customer, while the product variable and price partially do not have a linear relationship with customer interest.

4.2. Discussion

Based on the results of the first hypothesis testing and description of the analysis of the first hypothesis variable (push) it is known from the seven push strategy variables that there are 3 (three) variables that significantly affect the Multi-Purpose Credit Customer Interest, namely promotion variables, person variables, process variables. While the results of testing the second hypothesis and description analysis of the second hypothesis (pull) are known from 4 (four) pull strategy variables, there are 2 (two) variables that significantly affect the Interest of Multi-Purpose Credit Customers namely promotion variables, Customer Waiter variables. The marketing strategy is often interpreted as a combination of important factors in marketing. These factors consist of several things such as products, prices, promotions, places, etc. that are important to consider in preparing a marketing strategy (Thompson & Strickland, 2004; Supranto, 2011 & Bounouala & Rihane, 2019). Considering that every company must carry out a marketing process that makes the goods or products reach consumers, and to carry out the process it is necessary to carry out specific strategies, namely marketing mix strategies that pay attention to customer service as well as possible to achieve marketing success. Of the seven factors or elements of the marketing mix strategy above, it can be said that providing the best service including maintaining product quality is important in developing the business. Where both of these are also supported by several other factors such as strategic location, for the right marketing target. The expected strategy is new ways that are more in demand by consumers. Making consumers feel more comfortable and easy to get the business products that market, besides that adequate quality of a business product is also one of the important points for a good

marketing strategy to take place.

5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

The results of the findings of this study provide conclusions to answer the questions on the formulation of the problem of the phenomenon of the decline in the number of customers using the Iskandar Muda Branch of KMG Bank Sumut facility in 2016,

1. From the results of the multiple linear regression equation, the conclusions of the factors that influence the push strategy and the pull strategy are as follows:
 - a) The results of testing the first hypothesis (push strategy) are simultaneously obtained that the Products, Prices, Promotions, Locations, People, Processes and Customer Services simultaneously or jointly affect the Customer Interest.
 - b) Based on partial hypothesis testing (push strategy), it was found that each Promotion, Person, Process, partially had a significant influence on customer interest, while the Product, Price, Location, and Customer Service variables partially had no significant effect on customer interest.
 - c) Among the independent variables in the push strategy, the promotion variable is the most dominant variable influencing customer interest,
 - d) The results of testing the second hypothesis (pull strategy) simultaneously obtained that the Products, Promotions, Prices, and Customer Services simultaneously or jointly affect the Customer Interest.
 - e) Based on hypothesis testing (pull strategy) partially, it was found that each Customer Promotion and Service variable, partially had a significant influence on customer interest, while the Product variable, Price, partially did not significantly influence customer interest.
 - f) Among the independent variables on the pull strategy, the customer service variable is the most dominant variable affecting customer interest.
2. The results of the study show that the dominant promotion variables influence customer interest, so the alternative marketing strategy that needs to be done is by implementing promotional mix strategies, namely advertising (advertising) and personal selling.

5.2. Suggestion

1. Based on the conclusions that have been described, then some suggestions can be put forward as follows:
 1. Give input for the formulation of new policies from the push strategy factor in the form of:
 - a. Providing more attractive and communicative brochures and advertisements, especially through social media regarding multipurpose loans.
 - b. Routine transfer of knowledge among fellow marketing employees so that there is sharing and exchange of up-to-date information on the products of North Sumatra banks, especially credit products.
 - c. Perform role play and simulate the process of applying Multi-Credit Credit on a regular basis to

- improve the time needed to carry out the credit process.
 - d. Implement an excellent customer service culture for each employee.
 2. Provide input for the formulation of new policies from the pull strategy factor in the form of:
 - a. The existence of participation and sumat bank participation in activities held by agencies and promos at certain moments.
 - b. Increase attention and give personal appreciation to loyal customers (in the form of rewards, souvenirs, birthday greetings, etc.).
3. Promoting activities by advertising through print and electronic media and giving prizes can be a very effective way to make people easily interested.

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