INFLUENCE OF 5 M’S OF ADVERTISING TOWARDS CONSUMER CHOICE
(A CASE STUDY OF CLUB MEDITERRANEE)

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PANEL OF EXAMINERS
APPROVAL SHEET

The Panel of Examiners declare that the skripsi entitled “Influence of 5 M’s of Advertising towards Consumer Choice (A Case Study of Club Mediterranea)” that was submitted by A.A.Arcilla Seswari Putri majoring in Marketing from the Faculty of Business was assessed and approved to have passed the Oral Examinations on January 2014.

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LETTER

This skripsi entitled “Influence of 5 M’s of Advertising towards Consumer Choice (A Case Study of Club Mediterranee)” prepared and submitted by A.A.Arcilla Seswari Putri in partial fulfillment of the requirements for the degree of Bachelor in the Faculty of Business has been reviewed and found to have satisfied the requirements for a skripsi fit to be examined. I therefore recommend this skripsi for Oral Defense

Cikarang, Indonesia, 27 January 2014

Acknowledged by, Recommended by,

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DECLARATION OF ORIGINALITY

I declare that this skripsi, entitled “Influence of 5 M’s of Advertising towards Consumer Choice (A Case Study of Club Mediterranee)” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, 27 January 2014

A.A.Arcilla Seswari Putri
ABSTRACT

Consumer choice is part of consumer behavior where the consumers are already considering every aspects of the product that they need to know. In this case, the aspect that the author is going to dig is from the Advertising aspects. There are 5 elements that will be the independent variables of this case. Such as: Mission, Money, Message, Media, and Measurement. Club Mediterranee is 4-5 Trident resort located all over the world. This result aims to find out which element of Advertising that give significant influence to consumer choice of Club Med Bali guests. The method that the researcher use to gather her data is by spreading out the questionnaires and do some interview to the guests. Also, the researcher is using Multiple Regression to calculate the result of the research. And the instrument that the researcher use is SPSS version 20. Totally, the researcher is distributing 30 questions in the questionnaire to 216 people. After doing a research from this study, the author came to conclusion that from those 5 elements of Advertising, Mission and Measurement have no significant influence towards consumer choice because the value of their significant level is 0.093 and 0.081. While for Money, Message, Media and Measurement, they have significant influence towards consumer choice because the value of their significant level is less than 0.05 as the requirement.

Keywords: Advertising, 5 M’s of Advertising, Consumer Choice, Consumer Behavior, Club Mediterranee
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A.A.Arcilla Seswari Putri
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CHAPTER I

INTRODUCTION

1.1 Background of Study

Indonesia is a large island country which has over 200 million people inside. As a large island country, Indonesia has a lot of beautiful places all around. Bali, is one of them. It is not a secret anymore that Bali could offer the most breath taking scenery you have ever imagine. Beautiful beaches, rich culture, wonderful adventure, and amazing watersports. Based on this wonderful environment, Club Med (or commonly known as Club Mediterranee) continue to expand their luxury hotel and resort business penetration to Bali, by building Club Med Bali so that their guests could enjoy the most breath taking view a man could ever imagine.

Bali is one of the potential market for tourism industry in Indonesia. Nowadays, The World Leading All Inclusive Resort, Club Mediterranee has begun to focus on Bali because the economic condition in Bali is increasing. Agriculture industry, services industry and tourism industry is the major sector that improve the economic condition in Bali. This positive condition indirectly will impact on hotel and resort industry development in Bali. As people can see nowadays, the development of hotel and resort industry in Bali has uncontrollably grown. Many types of hotel and resort are built. From kostel, hostel, motel, guesthouse, cheap hotels, standard hotels, up to luxury hotels. And their target markets are also different. From families, backpackers, business travellers, regular travellers, luxury travellers, etc. Because of this uncontrollably development, many types of advertisements are puts up in Bali. From word of mouth, website advertising, brochures, events, discounts, pamphlets, and etc.

Club Mediterranee is World’s Leading All Inclusive Resort, with the base headquarter in France. It has around 80 resorts all around the world. All of the resorts that Club Mediterranee always have that kind of Luxury and Upscale concept. Club Med has refocused its offer on their 4 and 5 Trident Resorts. Uniquely comfortable, with
tailored luxury and bespoke services: this range is being constantly expanded with
new features that combine comfort with sophistication, friendliness and
contemporary lifestyles. 4 and 5 Trident Resorts now represent two-thirds of the

In Indonesia, Club Mediterranee only have 2 resorts. The first resort is in Club Mediterranee
Bali, and the second one is in Club Mediterranee Bintan Island. And both of it located on an
exotic location with very beautiful scenery.

In this research, the author is specifically going to have a research about Club Med Bali.
Club Mediterranee Bali puts up the advertisement of their resorts mostly everywhere to attract
customers to come to Club Med Bali. Their target market are the upper people or in the other
words, the rich ones. Club Med did not put their advertisement that much. But once they do,
it will be targeted to the exclusive ones. But at one time or another, they put the
advertisement of their resort in luxury national magazines such as: High End, Luxury Travel
Magazines, and etc.

But on the contrary, the number of guests in Club Med Bali nowadays is rarely decreasing.
Most of the time, the resort is full booked. In term of prices, an all-inclusive-holiday is much
more expensive than the regular one. The prices set by Club Mediterranee for an all inclusive
holiday is higher due to the fine dining, open bar and snacking, kids club, sports activities &
tuitions, return flights & transfers. By choosing Club Med as their holiday destination, the
guests are required to fulfill their personal data as Club Med database.

According to Club Med Annual Report 2013, it shows the increase of upmarket customers of
Club Med in general from 2011-2013. One of the factors that makes Club Med succeeded in
order to gain customers are through their selection of advertising. Appropriate advertising
greatly assist Club Mediterranee to build customer awareness about all inclusive holiday,
giving the potential guests product knowledge of what are the benefits if they choose Club
Med as their holiday destinations, and at the end of the day those steps will lead to consumer
choice. Advertising plays a very important role on influencing consumer choices, the author
wants to discuss this issue to her thesis. The author is going to discuss about how 5 M’s of
Advertising of Club Med could influence the Consumer choices. The author do hope that this
research could be a benefit for the company and for the others to understand how advertising
could influence consumer choices.
1.2 Problem Identification

Club Med, is known as a 4-5 Trident Resort with full occupancy almost all the time. Just like a regular service industry, it is common to deal with customer complaints. And those complaints could deliver directly to the staff of Club Med, or indirectly through the feedback. Club Med feedback usually evaluated for every season (+- 6 months). Last season, for Summer 2013, feedback from Club Med Bali guests is decreasing due to so many imperfections in the resort. Such as: Boutique prices too expensive, Really hot swimming pool, Bad services, and etc. But even though the negative complaints are increasing, the guests in Club Med Bali is not decreasing. It comes to the author consideration, by looking at the marketing side, what makes Club Mediterranea guests keep coming? Is it because of the advertising that they sell outside Club Med that makes customer choose Club Med as their holiday destination.

1.3 Statement of Problem

Club Med is growing rapidly. Along with their guests. The guests of Club Med is increasing each and every year according to their annual report on 2013. The problem is the complaints are not decreasing. By seeing the condition above, the author is going to analyze is it the advertising of Club Med that attracts the attention of consumer, so that they choose Club Med as their holiday destination.

From this research, the author is going to find out the level of correlation between advertising and consumer choices in Club Med Bali. From the result, the author will find out the problem that is formulated as the question below.

1. What are the profile of the respondents?
2. Does advertising make any impact on consumer choices to choose Club Med as their holiday destination?
3. Which elements from 5 M’s of Advertising affects more on customer when they are choosing Club Med as their holiday destination?

1.4 Research Objectives
Based on the problem statement above, there are several objectives in this research. Such as:

1. To understand the profile of the respondents that represented in this study.
2. To find out if advertising will give impact on consumer’s choice in order to make them to choose Club Med as their holiday destination.
3. To find out from 5 M’s elements of advertising, which will work best for Club Med to affect customer when they are choosing Club Med as their holiday destination.

1.5 Research Limitations

This study is an attempt to determine the most efficient and effective advertisements for Club Mediterranee Bali which have a dominant effect on consumer choices. The focus of this research are limited to below characteristics:

1. The respondents are limited only to the guests of Club Mediterranee Bali.
2. Ages between 16-65 years old.
3. The respondents were taken only based on their willingness to answer the questionnaire.

1.6 Definition of Terms

a. Advertising

   Is a form of communication for marketing and used to encourage, persuade, or manipulate an audience to continue or take some new action.

b. Consumer choices

   Consumer choice is a study involves understanding consumer behaviors in their selection of brands among various product categories.

c. 5 M’s

   5M’s of advertising is a theory based on Phillip Kotler and Kevin Lane Keller’s perspective, saying that in order to develop a good advertising campaign, the company needs to implement these 5M’s factor. Such as:

   - Mission : Advertising objectives
   - Money : Budget allocated for advertising
   - Message : The meaning of what company trying to explain through words, pictures, taglines, and so on.
- Media : Choices of medium should be used for Advertising
- Measurement : The evaluation of the result of Advertising

d. Club Mediterranee

A World Leading All-Inclusive-Resort with the headquarter based in France. The resort taken as a case for this research.

1.7 Significance of Study

The benefit of making this research is to help the author to understand more about advertising, theory in advertising, the application of advertising and how to make a great advertising so that the author can correlate that with consumer choice. The other benefits of the study is that this study is going to be beneficial for people who will start their own business and they could choose what type of advertising they should use that will help their business to achieve success.

For Academic Community

Management student must understand many aspects in the field. Advertising is one of important aspects in Management especially in Marketing Management. By doing this research, it will help the student to understand more about advertising, theory in advertising, the application of advertising and how to make a great advertising.

This is also a specific research about consumer behavior, it can contribute to the science toward behavior for various marketing area; can be a stimulation for students how to use class knowledge be a really skill; can be a journal for reference and additional literature for the previous and next research of inferior batch, especially for marketing major.

For The Company

This thesis will give more information about which advertising works best on gaining customer to choose club med as their holiday destination. By doing this research it will contribute data so that Club Mediterranee can use to
analyze and evaluate their advertising towards consumer choice. Primarily, this research may give contribution to Club Mediterranee industry in understanding which factors influencing consumer choice in Indonesia market and make corresponding marketing strategies for exploring this big market; evaluating their production advantage, disadvantage, more sensitive market consciousness and more precise in evaluating Indonesia consumer choice even the whole world consumer choice.

**For Future Researcher**

The study itself the researcher because the researcher will learn the application of Advertising towards consumer choices. The researcher expects this research can be more knowledgeable about advertising and how it will influence consumer choices. This research combine the knowledge learnt in class with social practice. The researcher gets more deeply understanding of theory and accumulates consumer choice knowledge for future business.
CHAPTER II
REVIEW OF LITERATURE

2.1 Theoretical Review

In this theoretical review, what the author is going to explain are theories that are going to be the base of this research. Because this research is taking Advertising and Consumer choices as its main variable, this literature review is going to expand what is inside of the Advertising and Consumer choices. In Advertising itself, the author is going to use 5 M’s of Advertising (Mission, Money, Media, Message, Measurement) (Kotler & Keller, Marketing Management, 2009) as the independent variable, while for the Consumer Choice theory, the author is taking the perspective from Phillip Kotler & Gary Armstrong (2010).

2.1.1 Consumer Choice

Brand choice investigation involves understanding consumer behaviors in their selection of brands among various product categories. (Merunka & Bentz, 2000). In the past, brands have been perceived as products with different attributes; however, brands are now viewed as personalities, identities, and have special meanings intrinsic to consumers (Ballantyne, Shi, Rieke, Donley, Papovich, & Rigby, 2006). Brand choice research has been investigated for many years and has intensified as product categories have become more proliferated. For example, 30 years ago there were only a few all inclusive and luxury resorts. Now, there are several brands of all inclusive and luxury resorts. Consumers have more options and many different brands to choose from (Leger & Scholz, 2004).

Consumer brand choice and preference is affected by a vast number of criteria. Consumer behaviour reflects more than the immediate past of the consumer, but it also reflects, amongst other things, how he has been raised, how relatives and friends behave and the history of his country (H.D.Brown, 2004).
This paragraph, however, refers to the possible criteria through which consumers can choose a brand. Since several of the criteria influencing brand preference speak for themselves, it would be, in the context of this thesis, overdone to emphasize them all. The criteria that will be stressed are the ones emerging from existing literature, criteria which are stated to be most and least important by respondents, and criteria which were stated to be most important by marketing professionals. Such as: Advertising and the 5 elements inside it.

Before or during a holiday, vacation or sequence of activities, individuals make several choices with regard to their holiday. Amongst these choices are destination choice, mode choice, and hotel choice. These considerations can be made sequential or simultaneous. As individuals seek to maximize their perceived utility, the result of the deliberation is a holiday that is assumed to have the highest net utility. Among specific 5 M’s of Advertising variables, media appears to have the most consistent impact in studies. Mission of Advertising have shown influence on consumer choice which ultimately effect consumer’s understanding in one’s Ads. (Singh, Papatla, Krishnamurthi, Taudes, & Orth, 2005). In probability modeling studies, it has been shown that displays and features have some impact on consumer choice, but this evidence is not as overwhelming or as consistent as other factors among consumer choice research studies (Chib, Krishnamurthi, & Casielles, 2008).

Figuring out not only who would buy it, but why they would buy it, where they would buy it, how often they would buy it, and how they would use it is the cornerstone of understanding consumer choice. All marketing strategies and tactics are based on explicit or implicit beliefs about consumer choices. Decisions based on explicit assumptions and sound theory and research are more likely to be successful that are decision based solely on implicit intuition (Del.I.Hawkins, Roger.J.Best, & A.Coney, 2004).

When consumer watches an advertisement about the brand and develops likeness for the brand and then eventually willing to purchase it (Goldsmith & Lafferty, 2002). The objective of consumer choices is to determine the factor that influence
consumer to act in a particular way but in different situation (Ayanwale, Alimi, & Ayanbimipe, 2005). There are several steps that customers go through when buying a product or service, begins when customer recognize an unsatisfied needs, then they seek for information about how to satisfy the needs – what retailers, channels and products or service might satisfy the need. Customers evaluate the alternatives and choose an Internet to visit or a catalog to review. Their encounter with a retailer provides more information and may alert customers to additional needs. After evaluating the retailer’s offer, customers may make a purchase or go to another retailer to collect more information. Eventually customers purchase a product, use the product, and then decide whether the retailer, channel, and product satisfy their needs during the post-purchase evaluation stage of customer buying process. Another component of effective advertisement that creates emotional response is the consumer ability to recall the brand ad (Goldsmith & Lafferty, 2002). Thus, the relative importance of brand recall will depend on the extent to which consumer makes product related decisions, which leads to the brand awareness (Kotler & Keller, 2006). Consumer choices is based on the concept and idea that he/she simply decided to purchase a product or service at the spot (Adelaar, Bouwman, & Steinfield, 2003). The major aim of advertising is to create positive attitude towards the ad and the brand until consumer purchases that product and through this positive attitude create emotional response in the mind of consumer (Goldsmith & Lafferty, 2002). That is why basic aim of advertising to encourage people to buy things and creates awareness (Bijmolt & Claasen, 1998).

2.1.2 Advertising

Philip Kotler and Gary Armstrong (2010) says in their book principle of marketing 13th edition; Advertising is any paid form nonperson presentation and promotion of ideas, goods or services by an identified sponsor. While (Peter & Olson, 2008), identified that advertising is intended to influence consumers’ affect and cognition – their evaluation, feelings, knowledge, meanings, belief, attitudes, and images concerning product and brand. (L.Bovee, 2006) defines advertising as non
personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media. And business dictionary in own definition about advertising is the activity or profession of producing information for promoting the sale of commercial products or services. (Marlina, 2009) explained that:

“Periklanan adalah kegiatan komunikasi yang dilakukan pembuat barang, atau pemasok jasa dengan masyarakat banyak atau sekelompok orang tertentu yang bertujuan untuk menunjang upaya pemasaran”.

Advertising consist of sales promotional tools that support the marketing effort. (J.R & B.Berman, 2011) explain about advertising as paid, non personal communication transmitted through out of store mass media by an identified sponsor and advertising used to achieved the objectives or build the company images to achieve sales. Advertising have a good potential to influence lot of people by send a single message.

Nearly everyone in the modern world is influenced to some degree by advertising and other forms of promotion. Organizations in both the private and public sectors have learned that the ability to communicate effectively and efficiently with their target audiences is critical to their success. Advertising and other types of promotional messages are used to sell products and services as well as to promote causes, market political candidates, and deal with societal problems such as alcohol and drug abuse. Consumers are finding it increasingly difficult to avoid the efforts of marketers, who are constantly searching for new ways to communicate with them.

Advertising and promotion are an integral part of our social and economic systems. In our complex society, advertising has evolved into a vital communications system for both consumers and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations. Companies ranging
from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services. In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions.

There are 5 elements in advertising according to Phillip Kotler and Kevin Lane Keller (2009) saying that in order to develop a good advertising campaign, the company needs to implement these 5M’s factor Those 5 elements are:

1. Mission
   This refers to the purpose or objective behind advertising. The objectives behind advertising are varied in character. They include sales promotion, information, and guidance to the customers. Also in advertising, it includes how to develop brand loyalty, market goodwill, facing market competition effectively, and the most important thing is how to make the product popular or successful and last but not least is the introduction of a new product.

2. Money
   In this context, Money means the financial thing provided for advertising purposes (advertising budget). It means that the money that company allocate for advertising. Money that provided for advertising purposes is related to some aspects. Such as: the effectiveness of the advertising, media used, coverage of the advertising, and etc. To make an advertising, it is costly. And company have to spend not a little money for this purpose. That is why, the decision of an advertising package should adjust the budget of advertising itself.

3. Message
   An advertising of a product should convey a message of what the company is trying to say to their customer. A message of an advertising is provided through written words in the advertisement, pictures, tagline, and so on. The purpose of the message is to give information, guidance, and motivation for prospective buyer. If the message inside the advertisement is attractive and has a meaningful message, it will give positive feedback
as well for the company. Because it will give a result that the company expected. Or sometimes, beyond expectation.

4. Media
The company should take a decision what media will they use according to the budget provided. Because each and every media is different. The differentiation includes cost, coverage, effectiveness, and etc. It could risks some disadvantages to the company if they make a wrong decision. This suggest that the company should choose the media wisely and properly because this decision in this regard is important and crucial.

5. Measurement
Measure relates to the effectiveness of an advertising. An advertiser will evaluate the advertisement in order to judge the effectiveness of one advertisement. If an advertisement is proved ineffective, it will be modified or even withdrawn. This is necessary in order to avoid expenditure on the advertisement which is not purposeful or is unlikely giving positive results.
2.1.3 **The Relationship Between Advertising and Consumer choices**

Many of the consumers assume that advertising as a window of information in choosing a product. In the neighborhood of producers, Advertising is a medium promotion of the quality and characteristics of the product to the public good parent as well as children. As what potential consumer need is a clear information of the product being advertised. Through clear information is necessary for what the potential customer will have make a decision of what to buy. When customers are in the middle of a decision to buy a product, His or Her decision can be influenced by the advertisement of the product, The product display on a counter and existing models in ads. This suggests that advertising has a very strong role in persuading consumers so that the producers could talk to them through the message of the Advertisement to create the willingness of them to buy the product. An advertising which made clearly (by clear it means has the 5 M’s of Advertising elements) and easily understood by the consumer, for sure will receive a positive feedback from the consumer as well. A clear visual, verbal, and not offensive Advertising will surely give a lot of benefit to the producers. Because it will give positive impact through the consumers mind. Many company promote their products through various types of Advertising and they expected to plant a good image of their company and product in the customers mind.
2.2 Previous Research

The first research entitled “Effective Advertising and Its Influence on Consumer choices” conducted by Ghulam Shabbir Khan Niazi, Javaria Siddiqui, Burhan Ali Shah, and Ahmed Imran Hunjra for Quaid-i-Azam University in Islamabad, Pakistan. The convenience sampling technique was used in collecting the sample data with total 200 respondents. And it conclude a result of consumers purchase products by emotional response, rather than environmental response. This research is included media advertisement such as: audio, video, and text form.

The second past research entitled “Pengaruh Promosi Produk Rokok Terhadap Keputusan Pembeli Rokok Sampoerna Mild Pada Mahasiswa S1 Fakultas Ekonomi Universitas Sumatera Utara” conducted by Bastian Lieza Universitas Sumatera Utara, Indonesia.

“Total terdapat 120 sample yang digunakan untuk keperluan research dengan hasil unsur-unsur bauran pemasaran (promotion mix) yaitu periklanan (advertising), penjualan perorangan (personal selling), promosi penjualan (sales promotion), publisitas (publicity), pemasaran langsung (direct marketing), dan hubungan masyarakat secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian produk rokok Sampoerna A-Mild pada mahasiswa S1 Fakultas Ekonomi USU. Serta diduga ada unsur bauran pemasaran yang memiliki pengaruh dominan terhadap keputusan pembelian produk rokok Sampoerna A-Mild pada mahasiswa S1 Fakultas Ekonomi USU. Setelah penelitian dilakukan menghasilkan kesimpulan bahwa benar iklan, penjualan perorangan, promosi penjualan, publisitas, pemasaran langsung, dan hubungan masyarakat secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian produk rokok Sampoerna A-Mild pada mahasiswa S1 Fakultas Ekonomi USU, serta diantara variabel bebas yang diteliti, temyata variabel iklan, promosi penjualan, dan hubungan masyarakat mempunyai pengaruh dominan terhadap keputusan pembelian produk rokok Sampoerna A-Mild pada mahasiswa S-1 Fakultas Ekonomi USU.”
The third past research entitled “Simulation of Sales Promotion towards the Choice of Consumer among University Student” conducted by Syuhaili Osman, Benjamin Chan Yin Fah and Yeok Sok Fon for University Putra Malaysia in June, 2011 with the result a total of 150 respondents were recruited using systematic random sampling technique. This study found that there was significant relationship between price discount towards the choice of consumer, there was significant relationship between coupons towards the choice of consumer, there was significant relationship between free samples towards consumer choice and there was significant relationship between buy one get one towards consumer choice.
2.3 Theoretical Framework

The framework above was adopted from Henry Assael’s Consumer Behavior and Marketing Action 3rd edition. It presents a simple model that identifies the key factor in the communication process in purchasing decision by customers. The process begins when the 5 M’s of Advertising determines what need to be communicated and encodes the message through the elements of 5 M’s which are Mission, Money, Media, Message and Measurement in order for the company to know which type of advertising works best to attract customer. In the end the customer might take action, which could include going to a stroke or making purchase. At the end of the process is the customer response; it

might take action which could include going to curious about product, building brand awareness or even making a purchase.

### 2.4 Hypothesis

According to the theoretical model above, the author formulate the hypothesis as follows:

1. **5 M’s of Advertising** variables simultaneously give significant influences towards Consumer choices on choosing Club Med Bali as their holiday destination
2. Mission of Advertising partially give significant influence towards Consumer choices on choosing Club Med Bali as their holiday destination
3. Money of Advertising partially give significant influence towards Consumer choices on choosing Club Med Bali as their holiday destination
4. Message of Advertising partially give significant influence towards Consumer choices on choosing Club Med Bali as their holiday destination
5. Media of Advertising partially give significant influence towards Consumer choices on choosing Club Med Bali as their holiday destination
6. Measurement of Advertising partially give significant influence towards Consumer choices on choosing Club Med Bali as their holiday destination
CHAPTER 3

METHODOLOGY

3.1 Research Design

In the process of making this research, there are two methods or ways which differ and distinguish to each others; there are quantitative and qualitative method. The main difference thing between quantitative and qualitative is quantitative method are more focused on the number and utilizing of statistical tools, on the other side qualitative method is more concern on the comparison and usage of many theories from various of sources. However both of the methods have it own advantages and disadvantages. Adopted from past research in literature review from chapter II, the researcher will apply qualitative and quantitative method in order to analyze the influence of 5M’s of advertising (Mission, Money, Media, Message, Measurement) towards consumer choices for choosing Club Med as their holiday destination.

In the theoretical terms, quantitative research is the time honored scientific method. (Rao, 2013). While qualitative research is analyzed and interprets objectives to the purpose of discovery underlying meaning and not involve mathematical model. (Norman & Yvonne, 2005).

For the analysis, the researcher applied qualitative analysis methods to approach and do interview to Club Med guests. After approaching the guests and asked them to fill up the questionnaire, the author applied quantitave analysis and uses Multiple Regression & Classical Assumption to analyze the data. The researcher use Multiple Regression in order to find out which one is the best element from 5 M’s of Advertising that could influence Consumer choices to choose Club Med as their holiday destination. For the collecting data, the researcher uses questionnaire with Likert scale as the primary data.
3.2 Sampling Design

In this research, the questionnaire was distributed to the guests of Club Mediterranee Bali between the age of 16-65 years old.

To distribute questionnaires, the researcher need to know who are the population of this research. By determining the population, the researcher could easily determine the sample size of the questionnaire. In theories, There are quite different uses of the term “population”. Usually, it described as a community or communities made up by individuals who reproduce sexually or who are potentially capable of doing so. It is a group in which each member has the same probability of mating with other members of the opposite sex (Haanes, Røed, Mysterud, Langvatn, & Rosef, 2010). But on the other hand, there are some people described population as A group of people who share a common reproductive behavior, but they are identified by possessing certain genetic information, certainly variable at the individual level, but different from any other similar population; therefore, the fundamental notion of evolution arises from intra- and inter-population variation. The consumers who went for vacation to Club Mediterranee Bali were taken as the population of this study.

3.2.1 Sample Size

The sample size or number sample of respondent that researcher have to take is an important issues to this research. According to Sekaran (Uma Sekaran and Roger Bougie, 2010) that “the determination of sample size number should be among 30 to 500 elements”, therefore in this research, the researcher take 216 respondents for its sample size after being reduced by 30 respondents for pilot test.

The formula uses in this research to determine the sample size is based on Weiers,Ronald M. Introduction of Business Statitics, 2010 of the sample size of unknown population formula. Such as :

\[ n = \frac{Z^2 \cdot p \cdot (1-p)}{E^2} \]
\[ n = \frac{z^2 p (1 - p)}{e^2} \]

*Introduction to Business Statistics*


Where:

\( n = \) Size of the sample

\( Z = \) confident level; \( z = 1.96 \)

\( e = \) sampling error; \( e = 5\% \)

\( p = \) population variance or proportion estimation for one group/attribute in population; The researcher went to Club Med Bali to spread a pre-test questionnaire to around 30 respondents, and it turns out 24 people willing to fill in the questionnaires. \( p = \frac{24}{30} = 0.8 \)

\[ n = \frac{1.96^2 (0.8)(1 - 0.8)}{0.05^2} = 245.86 \]

The total respondent of this research is 246 respondents. But after being reduced for the pilot testing, the actual sample size of this research is 246 – 30 = 216 respondents.
The questionnaire that will be distributed to the respondents and will be tested in two approaches. The first one is by distributing the questionnaire towards 30 respondents for pre testing. The total number of respondents consist of 216 respondents.

3.3 Research Instruments

There are 2 instruments that the researcher in doing the research. The first instrument is a data collection that is done by researcher by doing library research, reading literature review, various reports, past research material published by the publisher, internet and spreading questionnaire. And the second instrument that the author use is by using SPSS 20\textsuperscript{th} Version.

In order to collect data, the researcher makes the questionnaire consist of 2 parts which is the firsts part consist of correspondent profile and the second parts consist of 30 question with multiple choice of Likerts Scale where the scale is:

- $5 = \text{SA} = \text{Strongly Agree}$
- $4 = \text{A} = \text{Agree}$
- $3 = \text{N} = \text{Neutral}$
- $2 = \text{D} = \text{Disagree}$
- $1 = \text{SD} = \text{Strongly Disagree}$.

The questions are statements about 5M’s of Advertising towards Consumer choices.

The researcher was doing the pretest with total 30 respondents to check the reliability and validity to know that the questioners can achieve the objectives of the research.
3.4 Reliability & Validity

Polkinghorne (2002), validity of a theory refers to results that have the appearance of truth or reality. Lacity and Jansen (2004) define validity as making common sense, and being persuasive and seeming right to the reader. In testing the construct of validity, the researcher uses Pearson’s correlation coefficient. This formula is used to test items validity. This coefficient of correlation can be calculated based on actual values of X and Y. the formula is:

\[
\frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{n(\sum x^2) - (\sum x)^2} \sqrt{n(\sum y^2) - (\sum y)^2}}
\]

Pearson Product Moment Correlation and Coefficient

Source: K Kountur, R (2007)

Where:

\[N\] : The number of paired observation

\[\sum x\] : The x variable summed

\[\sum y\] : The y variable summed

\[\sum x^2\] : The x variable squared and the squares summed

\[(\sum x)^2\] : The variable x summed and the sum squared

\[\sum y^2\] : The y variable squared and the squares summed

\[(\sum y)^2\] : The y variable summed and the sum squared

\[\sum xy\] : is the sum of the product of x and y
Validity is defined as the extent to which the instrument measures what it purports to measure. For example, a test that is used to screen applicants for a job is valid if its scores are directly related to future job performance. There are many different types of validity, such as:

a. Content Validity

Content validity pertains to the degree to which the instrument fully assesses or measures the construct of interest.

b. Face Validity

Face validity is a component of content validity and is established when an individual reviewing the instrument concludes that it measures the characteristic or trait of interest.

c. Criterion-related validity

Criterion-related validity is assessed when one is interested in determining the relationship of scores on a test to a specific criterion.

d. Construct validity

Construct validity is the degree to which an instrument measures the trait or theoretical construct that it is intended to measure. (Miller, Michael J., 2010)

For reliability test, one of the methods which can be used for measuring a reliability of an instrument is a Cronbach Alpha coefficient formula with the formula as follow:

\[
\alpha = \frac{k \cdot r}{1 + (k - 1)r}
\]

Where

\(\alpha\) : instrument reliability’s coefficient

\(r\) : mean correlation coefficient between variables

\(k\) : number of manifest variables that form the latent variables
3.5 Data Analysis

In data analysis, the researcher is going to use Multiple Regression as her main method to analyze the data. The researcher uses multiple regression as the function to understand the functional relationships between the dependent (Consumer choices) and independent variables (5 M’s of Advertising) to see what might be causing the variation in the dependent variable. (pp. 239-246 McDonald, J.H. 2009)

3.5.1 Multiple Regression

When the purpose of multiple regression is to understand functional relationships, the important result is an equation containing standard partial regression coefficients, like this:

\[ Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e \]

Where:

- \( Y \) = Dependent Variable (Consumer choices)
- \( a \) = Constant
- \( b_1 \) = Regression Coefficient Variable of Mission
- \( X_1 \) = Mission Variable
- \( b_2 \) = Regression Coefficient Variable of Money
- \( X_2 \) = Money Variable
- \( b_3 \) = Regression Coefficient Variable of Message
- \( X_3 \) = Message Variable
- \( b_4 \) = Regression Coefficient Variable of Media
- \( X_4 \) = Media Variable
- \( b_5 \) = Regression Coefficient Variable of Measurement
- \( X_5 \) = Measurement Variable
- \( e \) = Error
By using Classic Assumption Test in Multiple Regression, the researcher is going to explore the functional relationships between the dependent (Consumer choices) and independent variables (5 M’s of Advertising). Inside Classic Assumption Tests, there are 4 aspects, which are: Multicollinearity tests, Auto Correlation tests, Heteroscedasticity tests, and the last one is Normality Tests.

### 3.5.2 Multicollinearity Tests

Multicollinearity tests have the purpose of knowing whether each and every independent variable is correlated in linear way. This test is done by using the correlation between independent variables that are going to be used in Regression equation. If there are half or the whole independent variables are highly correlated it means that a multicollinearity has been made. There is also another method that could be done to test multicollinearity. It could be seen on tolerance value or Variance Inflation Factor.

### 3.5.3 Auto correlation tests

To test whether there are indication of autocorrelation or not, it could be detected by using Durbin Watson (D.W) statistic. According to Damodar Gujarati (1995), if the value of Durbin Watson (DW) statistic is approaching to 2, it means that there is no auto correlation. If DW statistic is close to 0, it shows that there is a positive auto correlation. If DW statistic is reaching to 4, it shows that there is a negative auto correlation.

According to Singgih Santoso (2000), there are some guidelines to know an autocorrelation to Durbin Watson number, such as:

1. If DW number is below -2, it means that there is a positive autocorrelation
2. If DW number is between -2 up to +2 it means that there is no autocorrelation
3. If DW number is above +2 it means that there is a negative auto
correlation

3.5.4 Heteroscedasticity Tests

The purpose of this test is to see whether inside a regression model there is an
inequality variance of a residual chain between one research to another. This test
could be done by seeing a scatter plot graphic, with data analysis as below :

1. If there is a pattern like dots that makes a regular pattern, it could be
   analyze that a heteroscedity has happened.

2. If there is no clear pattern, spreading dots from up and under 0, it could
   be define as there is no heteroscedicity.

3.5.5 Normality Test

Normality tests are used to determine whether a data set is well-modeled by a
normal distribution or not, or to compute how likely an underlying random
variable is to be normally distributed. (Szekely, G. J. and Rizzo, M. L (2005) A
new test for multivariate normality). The shape of distribution of continuous
variable in a multivariate analysis should correspond to a (univariate) normal
distribution. That is, the variable’s frequency distribution of values should roughly
approximate a bell-shaped curve. The data which shows that in normally
distributed, the points will plot along an approximately straight line drawn
through the middle half of the points. the data has followed a linear relationship
model and the standardizes deviation has followed the normal standardized
distribution.
3.5.6 F test & T test

The researcher will do f test and t test by using statistical package for science (Spss) software. F test is used to see whether the variables are independent collectively that can influence dependent variable. In this test there will be hypothesis that:

- Ho : \( \beta_1=\beta_2=\beta_3=\beta_4=\beta_5=0 \)
- Hi : \( \pi_i \neq 0 \), where \( I = 1,2,3 \)

For this test the researcher will use \( \alpha = 0.05 \) level of significant. For t test is to see the influence of each independent variable in regression model towards the dependent variable. So that the research can find out which dimension has the most powerful influence toward customer purchasing decision. For this test each independent variable will be test underlying hypothesis with significant standard \( \alpha = 0.05 \)

3.6 Testing the Hypothesis

In order to have the best Hypothesis, the researcher need to test the element of each variable one by one. And it could be done by testing the hypothesis

a. \( H_{0.1} : \beta_1 = 0 \)
   
   5 M’s of Advertising has no significant influence on Consumer choice

b. \( H_{1.1} : \beta_1 \neq 0 \)
   
   5 M’s of Advertising has significant influence on Consumer choice

c. \( H_{0.2} : \beta_2 = 0 \)
   
   Mission of Advertising has no significant influence Consumer choices on choosing Club Med Bali as their holiday destination

d. \( H_{2.1} : \beta_2 \neq 0 \)
   
   Mission of Advertising has significant influence Consumer choices on choosing Club Med Bali as their holiday destination

e. \( H_{0.3} : \beta_3 = 0 \)
Money of Advertising has no significant influence Consumer choices on choosing Club Med Bali as their holiday destination

f. \( H_{3.1} : \beta_3 = 0 \)
Money of Advertising has significant influence Consumer choices on choosing Club Med Bali as their holiday destination

g. \( H_{0.4} : \beta_4 = 0 \)
Media of Advertising has no significant influence Consumer choices on choosing Club Med Bali as their holiday destination

h. \( H_{4.1} : \beta_4 \neq 0 \)
Media of Advertising has significant influence Consumer choices on choosing Club Med Bali as their holiday destination

i. \( H_{0.5} : \beta_5 = 0 \)
Measurement of Advertising has no significant influence Consumer choices on choosing Club Med Bali as their holiday destination.

j. \( H_{5.1} : \beta_5 \neq 0 \)
Measurement of Advertising has significant influence Consumer choices on choosing Club Med Bali as their holiday destination
CHAPTER IV

ANALYSIS OF DATA

AND INTERPRETATION OF RESULT

4.1 Company Profile

In 1936, the French government introduced the paid vacation, but World War II broke out before this policy could set the tourism industry alight. A few years after the war, Gerard Blitz, a Belgian, championship-level athlete and resistance fighter, visited Club Olympique’s tent village in Corsica and was inspired to establish Club Med as a non-profit organisation “to develop appreciation for the outdoor life and the practice of physical education and sports.” Little did he know that Club Med would assume the mantle as “Value Innovator” of the all-inclusive vacation industry. Club Med’s innovativeness extended beyond its product to its business model. The innovation of its product was to provide young adults, like Blitz, with somewhere exotic to vacation. At that time, vacations were predominantly local and usually involved staying with relatives or, at best, at family-run inns. The innovation of its business model was in the combination of:

(1) the “all-inclusive” concept, which required that Club Med control the entire vacation value chain (sales and marketing, transportation, destination, food and entertainment).

(2) a members club which brought some subscription revenues but, more importantly encouraged repeat business

(3) “cash free” resorts which boosted guests’ spending on alcohol and other extras.

Club Med started small but scaled fast. In total, Club Med opened 19 resorts in the fifties, 32 in the sixties, 59 in the seventies, and 29 in the eighties. This rapid growth was made possible by loyal guests who were willing to prepay for their vacations, lack of any direct competition, and Club Med’s ability to “cross the
“chasm” into the mass tourism market. The latter required management to replace its original tent villages with more comfortable hotels and bungalows, add family-friendly facilities, extend sales and marketing efforts outside France, and invest heavily in establishing Club Med as the trusted brand in family vacations.

Today, Club Med faces intense competition from other all-inclusive resorts like Sandals and SuperClub in the U.S. and Caribbean and also Grand Mirage Resorts, Melia Benoa Resorts in Indonesia, who learned from Club Med’s successes (all-inclusive; organised entertainment; and exotic locations) but improved on its mistakes (different brands and products targeted specifically for singles, adults and families, or for low- or high-end resorts; deeper rather than broader geographic coverage and free alcohol).

The unique Club culture that had been developing over almost two decades received finishing touches. By now, guests, called GMs (for "Gentils Membres," a play on the French for 'gentlemen') were looked after by GOs ("Gentils Organisateurs"), the senior-most of whom was dubbed the "chef du village" or village chief. The GOs, usually in their mid- to late-20s, were the lifeblood of each village. They attended to every aspect of members' comfort, from cooking their food and cleaning their rooms to teaching them how to play tennis. In the evening GOs would play games and perform sketches to encourage even the most reticent guests to participate. The prevailing atmosphere was one of supervised abandon; GMs were constantly reminded that they had escaped from civilization. Random room assignments were handled by the company, although couples could be accommodated together if necessary. The pricing structure was simple, based solely on the number of beds in a room. In every other respect the service was identical and even tipping was discouraged. The meal of choice was a sumptuous buffet; the alcohol flowed freely; and liaisons, though numerous, were rarely dangerous. The Club experience was all-inclusive except for bar service, which was paid for using beads instead of cash. Such sybaritic touches seemed somewhat at odds with the Club's down-to-earth beginnings, but Gilbert Trigano declared in a 1980 Le Monde interview that his company's strength remained an
ability to offer the city dweller an old fashioned village experience neither too grand, nor too small.

The Club Med Resort of Bali has 393 rooms located in five buildings spreads out all round the resort. This resort also combine the culture between traditional Balinese style with Flores, Sumba, Java, Lombok, and Madura.

A new conservatism was allied with a general upmarket trend. In response, Club Méditerranée began to target different age groups in its advertising and promotional materials. In order to attract families with young children, the company introduced the concept of the Mini Club—a village within a village where children of all ages could swim, finger-paint, and play under constant supervision while their parents enjoyed time alone at the beach. Parts of some sites were dedicated to seniors; others to special interest groups such as Alcoholics Anonymous. Facilities were constantly upgraded and conference capabilities were enhanced as the Club sought more corporate business. Doors that had previously remained unlocked during a guest’s stay were soon equipped with magnetic-stripe card readers, which also served as credit cards. Sites that had once housed a single public telephone now boasted minicomputers in every room.

In this 21st century, Club Med continues to maintain its leading market share and trendsetter in All-Inclusive-Resort. Based on Club Med annual report on 2012, from 2010 Club Med has 483.786 guests per year and it grows to 867.000 in 2012 , representing 68.3% market share of world’s leading all-inclusive-resort.(Niazi, Siddiqui, Shah, & Hunjra, 2011)

To serve different segments of Customer, whether it is a couple, or family with children who would love to come to Club Med for vacation, Club Med inserts different elements inside their brochure or website to attract them.
4.2 Data Result Analysis

This part of chapter is the extensive report of the result of the research. The researcher will present full analysis of the data from respondents. The questionnaire is divided into 3 parts. The first part is the respondent profile, Second part is the Independent variable part which is 5 M’s of Advertising, and the last part is the Dependent variable part which is Consumer choices. Also, the researcher is going to analyze in which part of 5 M’s of Advertising that going to influence Consumer choices.

4.2.1 Data result of Validity and Reliability Testing

4.2.1.1 Validity Test

In testing the construct of validity, the researcher uses Pearson’s correlation coefficient. This formula is used to test items validity. Validity testing must check before data processing. The questionnaire question valid if the r computation is bigger than r table. Based on the table, the result for pre-test questionnaires with 30 respondents, the mean correlation coefficient between variables or r = 0.361. It means that according to corrected item-total correlation table, if r result is greater than r table, the variable is valid. If r result is smaller than r table, the variables are not valid.
Table 4.1 Testing for Valid Question

Source: Statistical Products and Solution Services and Primary Data V20.0

In the survey, the researcher uses 216 respondents as sample for the validity test. Figure 4.1 above has shown that from 30 statements there are no statements that got criterion as invalid statements. If there are invalid statements it means that they...
have to be removed from this research (Sugiyono, 2007). According to Sugiyono (Sugiyono, 2007) the minimum score for variable to be valid is if $r = 0.316$ and if $r < 0.316$ that certain variable is not fulfill the requirement to be valid and it has to be eliminate from the research. And from the table 4.1 all variable already fulfill the requirement of $r$ value have to be at least 0.306.

4.2.1.2 Reliability Test

Reliability is a measurement tools to show how far is the reliability of one output can be trusted (Azwar, 2003). The method that will be used is going to result the coefficient of reliability of all variables. The coefficient of reliability will be in the range of 0 to 1. If the coefficient is getting closer to 1, it means that the reliability is getting better. But if its getting closer to 0, it means that it is not reliable. A commonly accepted rule of thumb for describing internal consistency using Cronbach's alpha is as follows:

<table>
<thead>
<tr>
<th>Cronbach’s alpha internal consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>$\alpha \geq 0.9$</td>
</tr>
<tr>
<td>$0.9 &gt; \alpha \geq 0.8$</td>
</tr>
<tr>
<td>$0.8 &gt; \alpha \geq 0.7$</td>
</tr>
<tr>
<td>$0.7 &gt; \alpha \geq 0.6$</td>
</tr>
<tr>
<td>$0.6 &gt; \alpha \geq 0.5$</td>
</tr>
<tr>
<td>$0.5 &gt; \alpha$</td>
</tr>
</tbody>
</table>

Table 4.2 Cronbach’s alpha internal consistency

The result of reliability test of each variable of 30 respondents in this research can be seen as follows:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission</td>
<td>0.882</td>
<td>Reliable</td>
</tr>
<tr>
<td>Money</td>
<td>0.926</td>
<td>Reliable</td>
</tr>
<tr>
<td>Message</td>
<td>0.848</td>
<td>Reliable</td>
</tr>
<tr>
<td>Media</td>
<td>0.871</td>
<td>Reliable</td>
</tr>
<tr>
<td>Measurement</td>
<td>0.914</td>
<td>Reliable</td>
</tr>
<tr>
<td>Consumer Choice</td>
<td>0.897</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Table 4.3 Reliability Testing for Independent Variables

Source: Conducted by Researcher

Based on the reliability tables above, it has shown that all of the variables passed the reliability test with the Cronbach’s Alpha from 0.846 up to 0.926. The researcher has analyze and compare the result with the Cronbach’s Alpha internal consistency theory, and all the cronbach’s alpha result were on the stage of Good and Excellently reliable.

4.2.2 Respondent Profile

After the result of Validity and Reliability test, the researcher is going to analyze the first part of the questionnaire, which is the respondent profile. In this part, there are 5 questions, and the researcher is going to show the percentage one by one.
Based on the questionnaire spread, the respondents are consisted of 116 people (53.7%) Male, and 100 people (46.3%) Female. The total respondents are Club Mediterranee Bali guests with total of 216 respondents.

<table>
<thead>
<tr>
<th>No</th>
<th>Gender</th>
<th>Respondent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N=216</td>
</tr>
<tr>
<td></td>
<td>F</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>Male</td>
<td>116</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>216</td>
</tr>
</tbody>
</table>

Table 4.4 Respondent Gender Profile

Source: Primary Data

Based on the questionnaire spread, the respondents are consisted of 116 people (53.7%) Male, and 100 people (46.3%) Female. The total respondents are Club Mediterranee Bali guests with total of 216 respondents.

<table>
<thead>
<tr>
<th>No</th>
<th>Age</th>
<th>Respondent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N=216</td>
</tr>
<tr>
<td></td>
<td>F</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>Under 19 Years old</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>20 years old – 35 years old</td>
<td>46</td>
</tr>
<tr>
<td>3</td>
<td>36 years old – 50 years old</td>
<td>73</td>
</tr>
<tr>
<td>4</td>
<td>51 years old – 65 years old</td>
<td>60</td>
</tr>
<tr>
<td>5</td>
<td>Above 65 years old</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>216</td>
</tr>
</tbody>
</table>

Table 4.5 Respondent Age Profile

Source: Primary Data
Based on the table above, the majority of the respondents 33.8% are in the range of 36-50 years old with the number of 73 respondents. 10 respondents or 4.6% of the respondents are under 19 years old, 46 respondents or 21.3% are in the range of 20 – 35 years old. The second largest percentage is 27.8% with 60 respondents on the range of age of 51-65 years old. While on above 65 years old consists of 27 respondents with the percentage of 12.5%. The data above could explained that most of the customer of Club Mediterranee Bali are the respondents that are on their productive age. The one that have a career to support their lives. It give an indication for Club Mediterranee in the future when they are preparing for promotion mix, they need to set the target age right. Because it is an important part to choose them as a market to promote one company’s product.

<table>
<thead>
<tr>
<th>No</th>
<th>Main Reason to Stay</th>
<th>Respondent N =216</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>F</td>
</tr>
<tr>
<td>1</td>
<td>Personal Reason</td>
<td>25</td>
</tr>
<tr>
<td>2</td>
<td>Leisure</td>
<td>185</td>
</tr>
<tr>
<td>3</td>
<td>Business</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>216</td>
</tr>
</tbody>
</table>

Table 4.6 Respondent Main Reason To Stay

Source : Primary Data

The majority of the respondent choose their main reason to stay in Club Mediterranee Bali is for Leisure of 185 respondents (85.6%). While the second most chosen by the respondent is for Personal Reason of 25 respondents (11.6%) and 6 out of 216 respondents for 2.8% stay in Club Mediterranee Bali is for Business matters.
Table 4.7 Respondent Holiday Frequency in a Year

Source : Primary Data

Based on the questionnaires spread, 200 respondents (92.6%) spend their time 1-2 times a year on holiday. 13 respondents (6%) spend their time 3-5 times a year on holiday. And 3 of the respondents (1.4%) spend their times 6-10 times a year. The last one is based on the questionnaire, no one spend their time more than 10 times a year.

Table 4.8 Respondent Income Per year

Source : Primary Data
Based on the table above, it shows that the majority of respondents that come to Club Mediterranee Bali for holiday have their annual income for more than $200,000 USD (51.9%), Secondly are the people who had their annual income in between $50,000 USD to $200,000 USD (32.4%), but there are also people who come to Club Mediterranee Bali for holiday who has their annual income for less than $50,000 USD (15.7%). By only seeing the table above, the author can already conclude that Club Mediterranee is an exclusive resort that cost a lot of money. Because if it isn’t. It is impossible for people who has a little income could come for holiday to Club Med.

4.2.3 Model Analysis

4.2.3.1 Multicollinearity Test

To examine multicollinearity test, it could be done by using 2 ways. The first one is According to Santoso (2001), commonly if VIF is bigger than 5, it means that the variable has a multicollinearity problem with another independent variable. It could also be examined by using Tolerance. Tolerance is an indication of the percent of variance in the predictor that cannot be accounted for by the other predictors, hence very small values indicate that a predictor is redundant, and values that are less than 5 may merit further investigation. A Tolerance close to 1 means there is little Multicollinearity, whereas a value close to 0 suggests that Multicollinearity may be a threat. This is referred to as the problem of Multicollinearity
By looking at the table above, it shows the definite number of VIF for mission is 1.025, for money is 1.012, for message is 1.290, for media is 1.631, and for measurement is 1.563. According to the number above, the author can take conclusion that there is no multicollinearity happens in this test because all of the VIF number is still under 5. While by looking at the tolerance side, It says that if the value of tolerance is close to 0, it could be a threat to Multicollinearity, and if the value of tolerance is close to 1, it means that there is a little multicollinearity. In the table above, it shows that the value of Mission is 0.975, value of Money is 0.988, value of Message is 0.775, value of Media is 0.613, and the last one value of Measurement is 0.640. The researcher can conclude that there is no Multicollinearity happens in this research.
4.2.3.2 Auto Correlation Tests

Auto Correlation test is use to know whether there is a deviation of classic assumption for auto correlation. In this research, to test auto correlation is by using Durbin Watson. According to (Santoso & Tjiptono, 2001) there are some guidelines to know an autocorrelation to Durbin Watson number, such as:

1. If DW number is below -2 , it means that there is a positive autocorrelation
2. If DW number is between -2 up to +2 it means that there is no autocorrelation
3. If DW number is above +2 it means that there is a negative autocorrelation.

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.635</td>
</tr>
</tbody>
</table>

Predictors: (Constant), Measurement, Mission, Money, Message, Media

Dependent Variable: Consumer Choice

Table 4.10 Auto Correlation Table (Durbin Watson)

Source: Statistical Products and Solution Services and Primary Data V20.0

According to the table above, the value of Durbin Watson is 1.635. According to the theory of (Santoso & Tjiptono, 2001) , If DW number is between -2 up to +2 it means that there is no auto correlation.

4.2.3.3 Heteroscedasticity Test

The heteroscedasticity test can work if all the data are normally distributed. It could be shown if all of the points spread out and did not make any pattern. If the points did not spread out, it means that the data is not normally distributed and it
could be considered as heteroscedasticity. Also, the points that spread must be between the value of -2 to 2.

By looking at the scatterplot above, it can be seen that all the points did not make any pattern and also it spreads out between the value of -2 to +2, the researcher can conclude that the result of this scatterplot are normally distributed and it has no tendency of heteroscedasticity.

4.2.3.4 Normality Test

Normality test usually use to know whether one data population has a normal distribution or not. The data in normality test shows the points will plot along an approximately straight line drawn through the middle half of the points.
Based on the Normality Probability Plot figure above, the researcher can conclude that the probability plot has standardized residual with 5 M’s of Advertising (Mission, Money, Message, Media, and Measurement) as independent variable and Consumer choices as dependent variable because the figure has a tendency to draw a straight line through the middle.

4.2.4 Multiple Regression Model

The result of data processing obtained from the above equation field of observation made on Club Mediterranee Bali with the spread of data as illustrated in the histogram as follows:
The purpose of multiple regression is to understand functional relationships; the important result is an equation containing standard partial regression coefficients along with the function, such as:

\[ Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + \epsilon \]

Based on the coefficient table, the result of multiple regression will be obtained as the table below:

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Significance value</th>
<th>Standard Value of 0.05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission (X1)</td>
<td>0.093</td>
<td>Not Significance</td>
</tr>
<tr>
<td>Money (X2)</td>
<td>0.039</td>
<td>Significance</td>
</tr>
<tr>
<td>Message (X3)</td>
<td>0.005</td>
<td>Significance</td>
</tr>
<tr>
<td>Media (X4)</td>
<td>0.000</td>
<td>Significance</td>
</tr>
<tr>
<td>Measurement (X5)</td>
<td>0.081</td>
<td>Not Significance</td>
</tr>
</tbody>
</table>

Table 4.11 Significance Table

Source: Conducted by Researcher
the equation will be obtained as follows :

\[ Y = 0.116X_2 + 0.178X_3 + 0.385X_4 + e \]

Where as :

- \( Y \) = Consumer choices
- \( a \) = Constant
- \( b_1, ..., b_5 \) = Regression Coefficient
- \( X_1 \) = Mission
- \( X_2 \) = Money
- \( X_3 \) = Message
- \( X_4 \) = Media
- \( X_5 \) = Measurement

To interpret the result of the Significance, all of the result have to be <0.05. And by looking at the result, according to table 4.10, it stated by looking at the result of the significance there are 3 independent variables that give significant influence towards Consumer choice. Which are : Money (\( X_2 \)), Message (\( X_3 \)), and Measurement (\( X_4 \)) with the result of 0.039 (\( X_2 \)), 0.005(\( X_3 \)), and 0.000(\( X_4 \)). There are 2 independent variables that is not give significant influence towards consumer choice. Which are : Mission (\( X_1 \)), and Measurement (\( X_5 \)) with the result of 0.093 (\( X_1 \)), and 0.081(\( X_5 \)).

4.2.5 Coefficient of Determination

Multiple regression is use to find out a relationship between two or more independent variables (\( X_1, X_2, ..., X_n \)) with the dependent variable (\( Y \)) at the same time. The value of R is on the range of 0 to 1. If the value of R is getting closer to 1, it means that the relationship between the independent variable and the dependent variable is getting stronger. And vice versa, if the value of R is getting closer to 0, it means that the relationship between the independent and dependent
variable are getting weaker. According to Sugiyono (2007), there are some
guidelines to interpret correlation coefficient. Such as:

\[
\begin{align*}
0.0 & \text{ – } 0.199 \quad = \text{Very Weak} \\
0.20 & \text{ - } 0.399 \quad = \text{Weak} \\
0.40 & \text{ - } 0.599 \quad = \text{Medium} \\
0.60 & \text{ - } 0.799 \quad = \text{Strong} \\
0.80 & \text{ - } 1.000 \quad = \text{Very Strong}
\end{align*}
\]

By looking at the table of coefficient and correlation (R) of the regression
model from the researcher’s table, the result shows value of 0.598. The
researcher can conclude This shows that there is a relationship between 5
M’s of Advertising (Mission, Money, Message, Media, Measurement) with
Consumer choices. Although the relationship between the dependent
variable and independent variables are in the medium part because the
result of R is at the medium stage.

While (R) shows about the relationship between dependent and
independent variable, The Coefficient of Determination (R^2) shows how
much is the percentage variation of the independent variable that could be
used in the model to explain the variation of dependent variable. If R^2 = 0,
It means that the percentage of influence from independent variable to
dependent variable is 0. Or in the other words, the variation of independent
variable that is used in the model did not explain at all the variation of
dependent variable. And vice versa, if R^2 = 1, it means that the percentage
of influence from independent variable to dependent variable is perfect. Or
in the other words, the variation of independent variable that used in the
model explained 100% the variation of dependent variable. Based on the
table below, the R^2 = 0.357 (35.7%). It shows that the influence of 5 M’s
of Advertising (Mission, Money, Message, Media, Measurement) to
Consumer choices in choosing Club Med as their holiday destination is
35.7%. While the rest of 64.3% may influenced or explained with another
variables that did not include in this research model. The Adjusted R^2 is
lower from $R^2$ with the value of 0.342, and The Standard Error of the Estimate value is 2.57413.

**Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.5980</td>
<td>0.357</td>
<td>0.342</td>
<td>2.57413</td>
<td>1.635</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Measurement, Mission, Money, Message, Media

b. Dependent Variable: Consumer Choice

Table 4.12 Coefficient of Determinant Table
Source: Statistical Products and Solution Services and Primary Data V20.0

4.2.6 F Test

This test is done to figure out whether the independent variables ($X_1, X_2, ..., X_5$) simultaneously give a significant effect towards dependent variable ($Y$).

**ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regression</td>
<td>5</td>
<td>154,768</td>
<td>23,357</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>210</td>
<td>6,626</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>215</td>
<td>6,626</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Choice

b. Predictors: (Constant), Measurement, Mission, Money, Message, Media

Table 4.13 Analysis of Variance Table
Source: Statistical Products and Solution Services and Primary Data V20

According to the result of the ANOVA Table, It stated there that the value of $F = 24.687$, and the $Sig. = 0.000$. To explain the result of F-test, first the author is going to make the hypothesis.
H₀  = There is no simultaneously significant effect between 5 M’s of Advertising toward Consumer choices.
Ha  = There is simultaneously significant effect between 5 M’s of Advertising toward Consumer choices.

After making the hypothesis, the researcher use the significance level of 5% = 0.05. By using F table, the researcher look for the df₁ (number of variable) = 5, and df₂ (n-k-1) = 30-5-1 = 24. (n : number of the case, k: number of independent variable). And the result by looking at the F table is 2.62. The criterion of testing is :

    H₀ is accepted if F result < F table. And vice versa H₀ is rejected if F result > F table. In this case H₀ is rejected because F result is 23.357, and F table is 2.62 . It means There is simultaneously significant effect between 5 M’s of Advertising toward Consumer choices.

4.2.7 T Test

This test is done to figure out whether in one regression model, the independent variables (X₁,X₂,...,Xₙ) partially give significant effect to the dependent variable (Y). The researcher is going to test each independent variable one by one starting from Mission.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>12,911</td>
<td>1,644</td>
<td>7,852</td>
<td>.000</td>
</tr>
<tr>
<td>Mission</td>
<td>.217</td>
<td>.097</td>
<td>.151</td>
<td>2,235</td>
</tr>
</tbody>
</table>

Table 4.14 T-test table for Mission
Source: Statistical Products and Solution Services and Primary Data V20
By looking at the result table, the researcher got the result of $t = 2.235$ and Sig. = 0.026. Before moving forward to analyze the result, the same as what the author do to the f-test table, first thing the author is going to make the hypothesis first, determine the level of significance and degree of freedom, and then compare the value of $t$-result and the value in $t$-table.

$H_0$ = There is no significant partial influence between Mission and Consumer choices. ($H_0$ is accepted if $t$ result < $t$ table)

$H_1$ = There is significant partial influence between Mission and Consumer choices. ($H_1$ is accepted if $t$ result > $t$ table)

The level of significance uses in this test based on table is $\alpha = 5\% = 0.05$ (two tailed test) with $df = (n-k-1) = (30-5-1) = 24$. By looking at $t$ table, it shows the result of 2.064. The hypothesis is consider accepted if $t$ result > $t$ table. In conclusion, this hypothesis is accepted because the value of $t$-result is higher that $t$-table of $2.235 > 2.064$. It means, there is small significant partial influence between Mission and Consumer choices.

The second $T$-test analysis will be for Money. The researcher is trying to figure out whether Money gives a partial significant influence to Consumer choices.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>$T$</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>13,967</td>
<td>1,559</td>
<td>8,958</td>
<td>.000</td>
</tr>
<tr>
<td>Money</td>
<td>.136</td>
<td>.081</td>
<td>.114</td>
<td>1.676</td>
</tr>
</tbody>
</table>

Table 4.15 $T$ test for Money
Source: Statistical Products and Solution Services and Primary Data V20
By looking at the result table, the researcher got the result of $t = 1.676$ and Sig. = 0.095. Hypothesis for this test are as follows:

$H_0$ = There is no significant partial influence between Money and Consumer choices. ($H_0$ is accepted if $t$ result < $t$ table)

$H_1$ = There is significant partial influence between Money and Consumer choices. ($H_1$ is accepted if $t$ result > $t$ table)

The level of significance uses in this test based on table is $\alpha = 5\% = 0.05$ (two tailed test) with $df = (n-k-1) = (30-5-1) = 24$. By looking at $t$ table, it shows the result of 2.064. In conclusion, hypothesis $H_0$ is accepted and hypothesis $H_1$ is rejected because $t$ result < $t$ table ($1.676 > 2.064$). It means that There is no significant partial influence between Money and Consumer Choices.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>10.571</td>
<td>.936</td>
<td>11.293</td>
</tr>
<tr>
<td>Message</td>
<td>.600</td>
<td>.092</td>
<td>.408</td>
<td>6.541</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Choice

Table 4.16 T Test table for Message
Source: Statistical Products and Solution Services and Primary Data V20

The third T-test is for Message. The researcher is going to find out whether Message give partial significant influence to Consumer choices.
According to t-test table, it shows the t result of 6.541 and the Significance of 0.000. Hypothesis for this test are as follows:

\[ H_0 = \text{There is no significant partial influence between Message and Consumer choices.} \quad (H_0 \text{ is accepted if } t \text{ result} < t \text{ table}) \]

\[ H_1 = \text{There is significant partial influence between Message and Consumer choices.} \quad (H_1 \text{ is accepted if } t \text{ result} > t \text{ table}) \]

The level of significance uses in this test based on table is \( \alpha = 5\% = 0.05 \) (two tailed test) with \( df = (n-k-1) = (30-5-1) = 24 \). By looking at t table, it shows the result of 2.064. The hypothesis is consider accepted if \( t \) result > \( t \) table. In conclusion, this hypothesis is accepted because the value of \( t \)-result is higher that \( t \)-table of 6.541>2.064 . It means, there is significant partial influence between Message and Consumer choices.

### Coefficients\(^a\)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant) 8,344</td>
<td>.897</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Media .529</td>
<td>.057</td>
<td>.538</td>
<td>9,345</td>
</tr>
</tbody>
</table>

\(^a\) Dependent Variable: Consumer Choice

Table 4.17 T Test table for Media

Source: Statistical Products and Solution Services and Primary Data V20
The independent variable number four is Media. Usually in any form of advertising, Media plays the biggest part of it. Because in every advertising, it will distribute to customer through any kind of Media. Either its with internet, direct, newspaper, and etc.

According to t-result table, t result for media is 9.345 and the Significance is 0.000. Hypothesis for this test are as follows:

\[ H_0 = \text{There is no significant partial influence between Media and Consumer choices.} \quad (H_0 \text{ is accepted if } t \text{ result} < t \text{ table}) \]

\[ H_1 = \text{There is significant partial influence between Media and Consumer choices.} \quad (H_1 \text{ is accepted if } t \text{ result} > t \text{ table}) \]

The level of significance uses in this test based on table is \( \alpha = 5\% = 0.05 \) (two tailed test) with df = (n-k-1) = (30-5-1) = 24. The value that the researcher got from the table is 2.064, and the value that the researcher got from the result is 9.345. According to the hypothesis requirements, if \( t \text{ result} > t \text{ table} \), it means \( H_1 \) is accepted. There is a significant partial influence between Media and Consumer choices. And the last one is Measurement. The researcher is going to find out whether Measurement give partial significant influence to Consumer choices.
According to t-result table, t result for measurement is 6.527 and the Significance is 0.000. Hypothesis for this test are as follows:

$H_0 = \text{There is no significant partial influence between Measurement and Consumer choices. (} H_0 \text{ is accepted if } t\text{ result}<t\text{ table)}$

$H_1 = \text{There is significant partial influence between Measurement and Consumer choices. (} H_1 \text{ is accepted if } t\text{ result}>t\text{ table)}$

The level of significance uses in this test based on table is $\alpha = 5\% = 0.05$ (two tailed test) with $df = (n-k-1) = (30-5-1) = 24$. The value that the researcher got from the table is 2.064, and the value that the researcher got from the result is 6.527. According to the hypothesis requirements, if $t$ result$>t$ table, it means $H_1$ is accepted. There is a significant partial influence between Measurement and Consumer choices.
4.3 Interpretation of Result

1. Mission of Advertising towards Club Med consumer choice

According to the result of T test and F test, Mission of Advertising variable has partial influence towards consumer choice. However it’s not significant toward the consumer choice. The value of mission of Advertising variable in Multiple Regression table shows the significance of 0.093 which means it is greater than the requirement Cronbach Alpha of 0.05. It means that Mission did not give significant influence towards Consumer Choice. 

Based on the statement above and related to the questionnaire and the result. It means that consumer did not got the idea, information, promotion, and guidance about Club Med’s advertising and they took it as a consideration to make Club Med as their holiday choices.

2. Money of Advertising towards Club Med consumer choice

According to the result of F test, Money of Advertising has simultaneous influence towards Consumer Choice. But according to T test, Money have no partial influence towards Consumer choice because the result of T-test is 1.676 which is less than the requirement of 2.064. But according to the Multiple Regression table, Money has significant influence towards Consumer choice because the value of the significance is 0.039 which is less than the requirement Cronbach Alpha of 0.05.

Based on the statement above and related to the questionnaire and the result, consumer care about how much money one company’s invest for advertising. Because it will give a good end result towards the Advertising which will make an attractive point to customer that can make them choose Club Med as their holiday choices.
3. **Message of Advertising towards Club Med consumer choice**

According to the result of F test and T test, Message of Advertising has significant influence towards Consumer choices. It shown by the significance value of 0.005. Which is under 0.05, means that Message give significant influence towards Consumer choice.

Based on the above statement and related to the questionnaire it can be conclude that Consumer of Club Med get the idea of what Club Med is trying to say through their advertisement. They could interpret the message in Club Med ads through the pictures, taglines, words, and so on.

4. **Media of Advertising towards Club Med consumer choice**

According to the result of F test and T test, Message of Advertising has significant influence towards Consumer choices. It shown by the t result of 9.345 which is the highest value of t among the other variables, while the value of t from the table is 2.064. The result of t test for Media is the highest among all of the independent variables. While the significance value is 0.000. Which is under 0.05, means that Media give significant influence towards Consumer choice.

Based on the above statement and related to the questionnaire it can be conclude that Consumer of Club Med get all the information they need about Club Med by the intermediary of a media.

5. **Measurement of Advertising towards Club Med consumer choice**

According to the result of F test and T test, Measurement of Advertising has partial influence towards Consumer choices. But it is not significantly influencing Consumer Choice because based on the Multiple Regression table, the significance value of Measurement is 0.081 which is greater than the requirement Cronbach Alpha of 0.05. It means that Measurement did not give significant influence towards Consumer choice.
Based on the above statement and related to the questionnaire it can be conclude that Consumer of Club Med did not figure out the effectiveness of Club Med’s advertising because Club Med’s ads.
CHAPTER V
CONCLUSION AND RECOMMENDATION

In chapter V, the author is going to explore more about the conclusion of the research, answer the question from problem statement, and give recommendation to the company and for other researcher that is going to take this company as their case.

5.1 Conclusion

According to the result of the study, the independent variables: Mission, Money, Message, Media, and Measurement, showed that they are correlated with Consumer choices. The result are as follows:

1. The image of the respondents that are represented of this research are mostly Male with the total of 116 respondents or 53.7%. Most of the respondents are on 36-50 range of age with 73 respondents or 33.8%. The reason to stay of most of the respondents is for Leisure represented with 185 respondents or 85.6%. Usually, most of the respondents go for holiday in a year with the frequency of 1-2 times per year. And it represented by 200 respondents or 92.6%. And since Club Med is consider as an exclusive yet expensive Resort, the image of respondents represented by them who has more than $200.000 income per year. And it represented by 112 respondents or 51.9%.

2. According to the F Test result that was derived from the result in chapter 4, it shows that all of the independent variables (Mission, Money, Media, Message, Measurement) give significant simultaneous influence towards Consumer choice in choosing Club Med Bali as their holiday destination. It can be proven by looking at the F value and Significance value at the ANOVA (Analysis of Variance) table in 4.12 which presents that the F value is 23.357 which is greater than 2.62. And also the significance value of 0.000 which is
below the requirement Cronbach Alpha of 0.05. It means that, 5 M’s of advertising simultaneously give significant influence towards Consumer Choice in choosing Club Med Bali as their holiday destination.

3. According to the Significance table in 4.10, there are two independent variables among of five independent variables that did not give significance influence towards Consumer Choice. Which are: Mission (X1) and Measurement (X5). It can be proven by looking at the value of Significance in table 4.10, which shows that the Significance value of Mission is 0.093 and Significance value of Measurement is 0.081 which is greater than the requirement Cronbach Alpha of 0.05. It means, there are three independent variables that gives significance influence towards Consumer Choice. Which are: Money (X2), Message (X3), and Media (X4) with the significance value of each 0.039 (X2), 0.005 (X3), and 0.000 (X4).

4. The independent variables that affects more on Consumer Choice was shown by Media. It can be proved by looking at the value of Significance and the value of t result. The value of Significance of Media is 0.000, and the value of t result of Media is 9.345 which is the highest value of t and significance among the other independent variables.

5. The coefficient determination tests showed that 5 M’s of Advertising variables influenced consumer buying behaviour with the value of 35.7%. While the rest of 64.3% of consumer choice is affected by another factors that are not being explored in this research.
5.2 Recommendation

Based on those conclusions above and some finding in this study, there are some possible course of action may be identified. The following recommendations are offered as guidelines or suggestion for consideration and possible application by Club Med Bali in dealing with the consumer. The following recommendations are made:

1. For Club Mediterranee

As it stated above in conclusion, there are two independent variables that did not give significant influence towards Consumer Choice which are Mission (X1) and Measurement (X5). According to the research that researcher got from this study, the consumer did not clearly gets what is the essence and information about the objective of the Advertising of Club Med itself. Therefore, according to the result, the researcher recommend Club Med Bali to clearly stated what are their meaning behind the advertising that they have. Thus, it can influence more people to come and be the guest of Club Med Bali.

2. For Further Researcher

By doing all of those recommendation that the researcher has gives through this study, hopefully this study can be a good reference in order for the future researcher to explore more of the other variables that are not highlighted in this study, so that it can filled the remaining 64.3% factors that are not explained in this research.
REFERENCES

Books:


**Journals:**


**Unpublished Materials**


Osman, S., Fah, B. C., & Fon, Y. S. (2011). *Simulation of Sales Promotion towards the Choice of Consumer among University Student*.


Penttala, S., & Saarela, H. (2012). *Study on the effect of blogs on young women’s online buying behaviour when purchasing items from online store*.

Priyatno, D. (2009). *r Table (Pearson Product Moment) (Level of Significance 0.05 and 2 Tailed)*.


**Websites**


THESIS QUESTIONNAIRE

Analysis of The Influence of Club Med’s advertising on Consumer Buying Behavior

Dear respected respondents,

My name is A.A. Arcilla Seswari Putri an 8th semester student of President University majoring in Marketing. As the requirement to be graduated, I am now conducting a research for my undergraduate thesis analyzing The influence of Club Med’s advertising on consumer buying behavior. Therefore, I really need your participation to fill out this questionnaire. Even so, you are not forced to fill this. If you are having difficulties to fill out this questionnaire or you do not speak English, please contact me via e-mail at arcilla.putri@hotmail.com or via mobile phone at +62 813 647 05 218.

Name : ___________________________________

Gender : MALE // FEMALE

Age : ___________________________________

1. Name higher level learning or working institution & Position

________________________________________________________________________________

2. Main reason to stay

PERSONAL REASONS // LEISURE // BUSINESS

3. Holiday Frequency in a year

1-2 // 3-5 // 6-10 // more than 10

4. Income per year

<USD 50.000 // USD 50.000 – USD 200.000 // >USD 200.000

5. Information about Club Med

WEBSITE // ADVERTISING // FRIEND // OTHERS (Please specify)

Name: ___________________________________

Gender: MALE // FEMALE

Age: ___________________________________

1. Name higher level learning or working institution & Position

________________________________________________________________________________

2. Main reason to stay

PERSONAL REASONS // LEISURE // BUSINESS

3. Holiday Frequency in a year

1-2 // 3-5 // 6-10 // more than 10

4. Income per year

<USD 50.000 // USD 50.000 – USD 200.000 // >USD 200.000

5. Information about Club Med

WEBSITE // ADVERTISING // FRIEND // OTHERS (Please specify)
This Likert-scaled questionnaire consists 41 of statements. Please cross (x) the most suitable answer of each number. The point rating scale is as follows:

**SD** = Strongly Disagree  **A** = Agree  **N** = Neutral  
**D** = Disagree  **SA** = Strongly Agree

<table>
<thead>
<tr>
<th>NO.</th>
<th>STATEMENTS</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
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</thead>
<tbody>
<tr>
<td></td>
<td><strong>Mission</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>I find the advertising on Club Med’s website is informative</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Club Med’s promotion really persuade me to choose it as my holiday destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>I have been to Club Med before, and I would love to come back when I see their advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>I believe that Club Med’s website helped me to book my holiday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Club Med’s advertisement affects me to plan a holiday immediately</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Money</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>For me, Club Med cost more for a holiday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>The price that Club Med offers as an All-Inclusive-Holiday is cheaper than having a holiday in another 5 stars hotel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>I understand Club Med is an upscale resort</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>I choose Club Med because of the promotion that they give.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>The facilities that Club Med offers is worth every penny of my money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>I would rather have a holiday by staying in a cheaper hotel with less facilities then in Club Med</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Message**

| 12 | I find in Club Med’s advertisement always have that family concept |
| 13 | Club Med’s advertisement convey a really fun and escape-able holidays |
| 14 | I find Club Med’s advertisement is more family friendly than any other hotels |

**Media**

| 15 | Club Med’s print ads advertisement illustration is clear to me to convey its message |
| 16 | By looking at Club Med’s print ads, I know directly that it is an all inclusive holiday |
| 17 | I rarely see Club Med’s advertisement in radio or television |
| 18 | I see Club Med’s advertising everywhere all around town |
| 19 | I never knew Club Med before |

**Measurement**

| 20 | I know Club Med from their advertisement in Magazines |
| 21 | I know Club Med from my friends & colleagues |
I know Club Med from their advertisement in banner

I know Club Med from the road show that they held

I know Club Med from their website

I know Club Med from flyers

The promotion that Club Med has through their website advertisements attracts me

I choose Club Med because of their advertisement offering an all inclusive package including childcare services

Having holidays in a luxury resort is a pleasant experience for you

Club Med is often describe as someone’s idea of happiness

Club Med will be my first choice when it comes to holiday

From your point of view, Which advertisement of Club Med works best on you? Please kindly write the reasons.

Do you have any comment or suggestion to Club Med? If so, please kindly write it down.
DATA

Percentage of Club Med customers (in general)

Source: Club Med Annual Report 2013

Regression

Variables Entered/Removeda

<table>
<thead>
<tr>
<th>Model</th>
<th>Variables Entered</th>
<th>Variables Removed</th>
<th>Method</th>
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<tbody>
<tr>
<td>1</td>
<td>Measurement, Mission, Money, Message, Mediab</td>
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<td>Enter</td>
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a. Dependent Variable: Consumer Choice

b. All requested variables entered.
### Model Summary

<table>
<thead>
<tr>
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<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
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<tr>
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<td>.357</td>
<td>.342</td>
<td>2.57413</td>
<td>1.635</td>
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a. Predictors: (Constant), Measurement, Mission, Money, Message, Media

b. Dependent Variable: Consumer Choice

### ANOVA

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<th>df</th>
<th>Mean Square</th>
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<td>6,626</td>
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<tr>
<td>Total</td>
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<td>215</td>
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a. Dependent Variable: Consumer Choice
### Coefficients

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<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
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<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>t</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
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<td>2,082</td>
<td>2,148</td>
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a. Dependent Variable: Consumer Choice

### Collinearity Diagnostics

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<th>Condition Index</th>
<th>Variance Proportions</th>
<th>(Constant)</th>
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<td>.01</td>
<td>.55</td>
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a. Dependent Variable: Consumer Choice
## Residuals Statistics

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<tr>
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<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
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<tr>
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<td>21,137</td>
<td>16,556</td>
<td>1,89717</td>
<td>216</td>
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<tr>
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<td>2,415</td>
<td>.000</td>
<td>1,000</td>
<td>216</td>
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<td>Standard Error of Predicted Value</td>
<td>.180</td>
<td>1,030</td>
<td>.411</td>
<td>.125</td>
<td>216</td>
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<tr>
<td>Adjusted Predicted Value</td>
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<td>21,104</td>
<td>16,563</td>
<td>1,89105</td>
<td>216</td>
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<td>.988</td>
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<td>Mahal. Distance</td>
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<td>.019</td>
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</tbody>
</table>

a. Dependent Variable: Consumer Choice
Charts

Histogram

Dependent Variable: Consumer Choice

Mean = -2.43E-16
Std. Dev. = 0.988
N = 216

Frequency

Regression Standardized Residual
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Consumer Choice

Expected Cum Prob

Observed Cum Prob