INTEGRATED MARKETING COMMUNICATION AND LOYALTY MODEL

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Abstract:

The rapid development of information technology and telecommunications companies to encourage dynamic can innovate and create high-tech products. One of emerging technology is currently the technology of fiber optic networks. Where using a fiber optic network so speed in accessing the internet could be faster and more stable. With some excess owned, fiber optic network also has some disadvantages. Some disadvantages include fiber optic network cables that easily break up and also the cost of expensive treatments. Because of this technology using a cable, then the terms of the program become obstacles for companies to be able to build the network on potential areas to be consumers or customers. With the limitations of the company engaged in is required to be able to market its products in order to make the network already built can be sold to the maximum.

This research aims to analyze the influence of integrated marketing on customer loyalty and brand image as an intervening variable. This research was conducted in the city of Semarang with the population in this research is the whole industry customers telecommunication in Semarang city. Data obtained using a descriptive survey method that is explanatory by the number of respondents by as much as 90. Retrieval technique of sampling the sampling method using accidental.

Results of the study indicate that Integrated Marketing Communication positive and significant effect against the Brand Image that implicates against loyalty. The results of this research also show going mediation by variable Brand Image so that the higher the Brand Image of a company they will make increasingly loyal customers. Loyalty or Loyalty can also be optimized through public relation activities and sales promotion are getting upgraded.

Keywords : *Integrated Marketing Communication, Brand Image, Loyalty*

INTRODUCTION

The development of the telecommunications industry, always on the move in accordance with the dynamic communication style. Current technological developments occur very rapidly, a telecommunications

technology which was originally done by simple way i.e. by word of mouth, then began experiencing developments, beginning with the use of simple tools, the tool can describe its own code to deliver the message. Finally, there are media communications that leverage technological development with the aim of further facilitating users.

Most of the lives of today's society are inseparable from the world of social media. Along with the change in the behavior of the community tend to be tied to the virtual world of information then it can not be denied that the internet today became one of the principal things that must be owned by the community at this time in addition to electricity and water. A proliferation of cafes and place food that is no longer the only offer low prices and the food is delicious any time now began to change towards the cafe where there are internet facilities to support their needs be it needs in order to perform the activities work as well as the need for communication that uses a virtual world. The biggest challenge is what makes the company engaged in telecommunications to provide fast internet access but have prices that are affordable by the general public.

Some technology that can answer these challenges one of them namely glass fiber network technology or we call with a fiber optic network. The technology of its own defined as an application or tool, machine, and material that can support the work of human beings. Technology can be used as an indicator of the assessment of whether a nation is already experiencing progress or not, the value of the progress that can determine whether a nation has been able to compete with other Nations. (Wikipedia, 2007).

Semarang is one of the capital city of the province of Central Java is a very potential market. Modern urban communities and areas that have a lot of Colleges is becoming one of the indicators of the use of fiber optic technology is growing rapidly in the city. Look at the phenomenon that is the case then your Internet service provider (ISP) in Semarang City currently doing market penetration of a very aggressive solution specifically conceived in the area to build a fiber optic network.

With so many advantages that can be derived from this technology cannot be denied that many of the weaknesses/deficiencies which became one of the barriers are constraints, i.e. the network by using a glass fiber or fiber optic components have an easily broken so prone to the onset of the disorder. In addition, by using the cable so it is not all areas can be affordable.

Fiber optic network knowledge will matter not less important to market this product because the public generally thinks the internet which is in public places such as cafes, offices, and campus it requires sophisticated equipment and prices very expensive when in fact this company engaged in the service can provide to the customer the retail/home with all the equipment obtained for free and the price is not too expensive as they imagine. Things are probably going to be barriers to market a product or service-based fiber optic.

Telkomunikasi industry a very dynamic development of this demanding the company to always innovate rather than just technology as the products and services offered but also the way those companies to market or promote it. According to Alma (2007:179), promotions can be interpreted as one of the types of communication to convince prospective consumers about goods and services offered through the granting of explanation with the aim to convince and reminds to the prospective consumers.

Through this promotion, the company introduced products and services so that users of these products as consumers get good information about products that are marketed or sold. Media promotion is still the main way an enterprise in order to compete in the era of globalization the dynamic current even though the producers realize that communicates its product to consumers by just rely on advertising and marketing not quite conventional. everyday consumers get the information vary from print media or electronic media. Many companies advertise products compete for each other, making it difficult for them to make consumers aware of the products that it enjoyed. Therefore, companies are expected to be able to consistently communicate and market your product/service so that customers will be familiar with the products or services offered without repeating asking. This consistency creates a regular promotion concept we call with the Integrated Marketing Communication.

LITERATURE REVIEW
1. Integrated Marketing Communication

Changes in consumer behavior where current consumers do not like to be forced to see the ad and did not effectively use traditional advertising media then need to do a new concept so that consumers are more interested with the promotion we do. companies are expected to be able to consistently communicate and market your product or service so that customers will be familiar with the products or services offered without asking repeatedly..

Integrated Marketing Communication or we call Integrated Marketing Communication according to Shimp (2010:10) is a communication process that is conducted continuously against potential consumers that contain the planning, creation, the Union and the Implementation of the many disciplines of marketing communications (Personal selling, Advertising, sales promotion and other).

2. Public Relations

Public relation is very important for the survival of a company to be able to prevent negative issues circulating in the general public and also to build a good relationship to the public to gain a good image for the company.

According to Belch & Belch (2009:25) Public Relation is to evaluate, identify the policy and procedure which are created by individuals or organizations against the public interest in order to gain understanding and acceptance of the community.

a. Advertising

Kotler (2009) says Advertising is a nonpersonal presentation made by a particular sponsor for the promotion in the form of ideas, goods or services that require a fee. Marketing management will do the advertising market by looking at the goals and motives of the buyer. This goal is crucial for determining the class of consumers, whether the consumers targeted are a consumer with the middle class to upper middle class or below. New products and products already marketed superior also have a different way when making an advertising/advertising.

b. Sales Promotion

We often see examples of sales promotion at a time when we are in shopping malls or exhibitions. We can see a lot of companies that offer discounts to attract buyers. Although

the purpose of sales promotion this is short term but did not close the possibility can also create long-term sales by strengthening the position of the product. Some examples of Sales Promotion such as discounts and gift certificates.

c. Direct Marketing

Direct marketing or direct marketing is marketing systems that use multiple media to know the response directly. According to the direct marketing Hudson (2008:312) is a marketing system which is done using the media to promote and distribute its products directly against consumers and are controlled by the marketer.

According to Robert (2008:4), Direct marketing is a type of marketing activities that are shown to elicit responses from prospective consumers, either through communication telephone, mail, e-mail. Meanwhile, according to Bob and Ron (2009:5) which has been translated is using direct marketing media advertising to stimulate behavior change directly, so this behavior can be tracked, recorded, analyzed and stored in the database to use when the research in the future.

d. Personal Selling

Personal selling personal selling or interpreted as a two-way communication that uses professionals as well as an effective sales technique is to build relationships with customers. Due to the individual or personal nature then the buyer can ask for orders is reserved against the seller in accordance with the needs of the prospective buyer. Personal selling allows the seller may know the response directly from prospective buyers against a sales presentation that has been done. (Morrisan, 2010:34).

According to Kotler & Armstrong (2014:484), personal selling is the personal interaction with customers or prospective customers in the sales process and to better maintain the relationship with customers.

e. Brand Image

The brand is one of the most important things in marketing a product because it aims to be able to distinguish between the products of one with the other. Building a brand isn't easy because it takes time for a little while and it also needs a good strategy so that the brand simply built an image on customers' mind so that indirectly create customers become loyal. The brand also has an important role in the continuity of the product because if the brand has become something that is frowned upon by consumers then indirectly brand attached to the product will be searched by the consumer.

According to Keller (2009) in Neria (2012) says "brand image is consumer's perception about a brand, as reflected by the brand associations held in consumer memory". Can we interpret that the brand image is the consumer's point of view reflected in the brand against the Association of the brand in the consumer's mind.

f. Loyalty

Loyal faithful could be interpreted literally. Loyalty can also be interpreted as loyalty. Fidelity acquired without any coercion by anyone and arising with the consciousness of the self by the experience in the past. More emphasis on loyalty behaviors of purchasers.

Kotler and Keller (2009:138) defined loyalty is a commitment that is held by the buyer to buy back the preferred product or service in the future despite the situation and marketing

efforts could cause customers to switch products another. While according to Griffin (2010:04) a consumer loyalty can be said if consumers buy a product on a regular basis and at a minimum purchase of two times within a specified time.

3. The influence between the Integrated Marketing Communication which has the dimensions consist of Public Relations, Advertising, Sales Promotion, Direct Marketing, and Personal Selling against the Brand Image

According to research conducted by Sholehatun Nasiha (2010), there are positive results from the integrated marketing communication against the brand image, it can be seen from a large number of customers enthusiastic every activity undertaken by the company. According to Nadia Daughter Prianti (2015) in his research concludes that the promotion using IMC positively impact for Brand equity. Brand Associations/Brand Image is one of the most popular aspects of Brand equity (Aaker, 1992).

According to Husnuzzan (2014) States bahwaIntegrated Marketing Communication a positive and significant effect against the Brand Image. Integrated Marketing Communication itself consists of several dimensions including Personal Selling, Advertising, Sales Promotion, Public Relations, and Direct Marketing.

4. The influence between the Integrated Marketing Communication which has the dimensions consist of Public Relations, Advertising, Sales Promotion, Direct Marketing, and Personal Selling against Loyalty

Wenny Yuniaris (2011:31) revealed that the Integrated Marketing Communication either partially or simultaneous positive and significant effect against the loyalty. It is confirmed by another study of Ruth anugrah simangunsong (2017:10) which says that there is a positive influence among Integrated Marketing communication and loyalty towards the Brand Image or loyalty.

5. The influence of Loyalty towards the Brand Image

According to Dita Amanah (2011:232) on his research revealed that part nor the simultaneous promotion and Brand Image, there is a positive influence and loyalty towards the may purchase. other studies also support the research that says that between the integrated marketing and Brand Image towards a positive and significant effect of loyalty (Ruth Anugrah Simangunsong, 2017:10).

According to Steven Mark Simanjutak and Eldo I Gusti Ketut Sri Ardani (2018:897) influential positive Brand Image against consumer loyalty. In his research says that the Brand Image is getting better, then it will have an effect on increasing consumer loyalty.

6. Research Framework
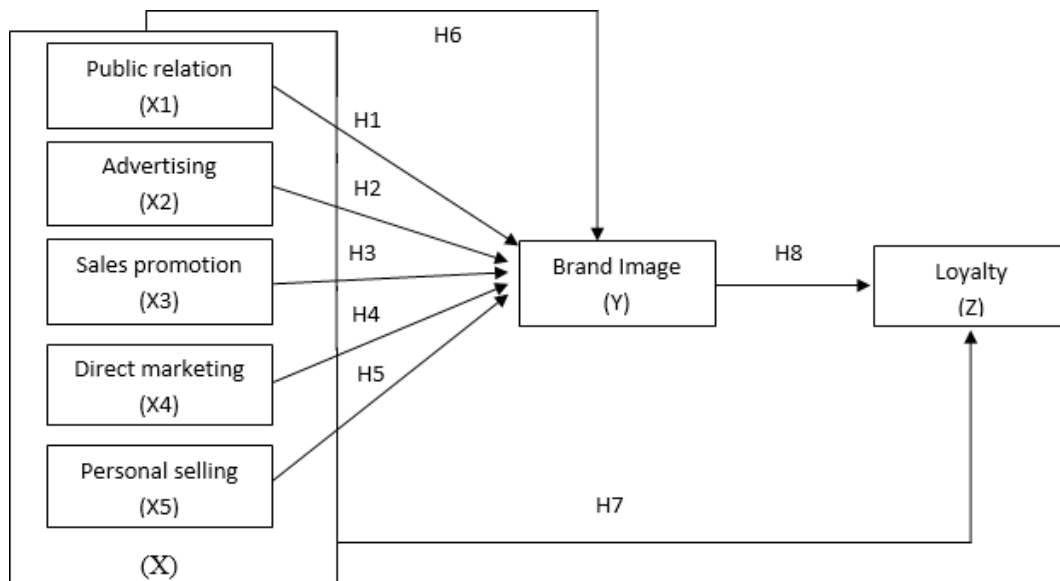
Figure 1. Model Integrated Marketing Communication

RESEARCH METHOD

The research method used by the researchers is quantitative research where the author uses descriptive survey method that is explanatory.

On the research of this population is the entire telecommunications industry customers based fiber optic networks in Semarang city consists of PT. Telkom Indonesia, PT. MNC PLAY, MyRepublik. The sample in this research totaled 90 respondents. The accidental method is used in this research (Supranto, 2001:51). According to dan Asnawi Masyhuri (2011:130), the taking of the sample is done by way of coincidence (spontaneity) where the sample obtained by researchers obtained when researchers incidentally met while doing research.

Table 1. Variation Operational Definition

NO	VARIABLE	DEFINITION	INDICATOR	MEASUREMENT SCALE
1.	**Public relation**	evaluate, identify policies and procedures that are created by individuals or organizations against the public interest in order to gain the understanding and acceptance of the community. (Belch, Belch & 2009:25)	1. the medium used to news 2. the credibility of the information conveyed the firm 3. attractiveness of the event, which was held 4. frequency of event held	The measurement scale is measured from the number 1-5 with options 1. (STS) 2. (TS) 3. (N) 4. (S) 5. (SS)
2.	**Advertising**	non-personal presentation made by a particular sponsor for the promotion in the form of ideas, goods or services that require a fee. (Kotler, 2009)	1. The appeal of advertising 2. ease of understanding the message 3. frequency of ad serving 4. Star attraction advertising 5. attraction of media used	The measurement scale is measured from the number 1-5 with options 1. (STS) 2. (TS) 3. (N) 4. (S) 5. (SS)
3.	**Sales promotion**	Sales promotions as promotional activities that provide a profit on sales, and can increase the sales volume immediately. (Belch, Belch & 2009)	1. The appeal of promo/discount price 2. The attractiveness of product service pack 3. ease in getting the promo/ discount price	The measurement scale is measured from the number 1-5 with options 1. (STS) 2. (TS) 3. (N) 4. (S) 5. (SS)
4.	**Direct marketing**	The marketing system is done using the media to promote and distribute its products directly against consumers and are controlled by the marketer. (Hudson, 2008:312).	1. The appeal message 2. frequency of supply through the medium of email, SMS, phone or mail 3. The appeal of media used 4. the appeal courtesy of telemarketing	The measurement scale is measured from the number 1-5 with options 1. (STS) 2. (TS) 3. (N) 4. (S) 5. (SS)
5.	**Personal selling**	Direct interaction with one or more potential buyers to do presentations, answering questions and taking orders. (Kotler & Keller, 2012:626).	1. Compelling sales and marketing 2. The attractiveness of Modesty 3. sales and marketing sales and marketing his promptness in answering customer questions 4. The attraction of knowledge explaining in sales and marketing of a product	The measurement scale is measured from the number 1-5 with options 1. (STS) 2. (TS) 3. (N) 4. (S) 5. (SS)

NO	VARIABLE	DEFINITION	INDICATOR	MEASUREMENT SCALE
6.	**Brand Image**	the brand image is the consumer's point of view reflected in the brand against the Association of the brand in the minds of consumers. (Keller, 2009).	1. brand appeal 2. customer knowledge Level against brand 3. customer trust towards brands	The measurement scale is measured from the number 1-5 with options 1. (STS) 2. (TS) 3. (N) 4. (S) 5. (SS)
7	**Loyalty**	Re-purchase sheer eye behavior regarding the purchase of a particular brand of the same repeatedly (Tjiptono, 2011:481)	1. Customer satisfaction 2. Customer loyalty 3. Interest buyback 4. Word of mouth	The measurement scale is measured from the number 1-5 with options 1. (STS) 2. (TS) 3. (N) 4. (S) 5. (SS)

Multiple Linear Regression Analysis

Research on the testing tool was using multiple linear regression analysis was the relationship of linearly between two or more independent variables (x 1, x 2, ... Xn) and the dependent variable (Y). This analysis to find out the direction of the relationship between the dependent variable independent variable are each independent variable associated positive or negative and to predict the value of the dependent variable when the independent variable value increase or decrease. The data used is usually the interval or ratio scale.

Multiple linear regression equations as follows:

$Y = b1X_1 + b2X_2 + b3X_3 + b4X_4 + b5X_5 + b5X$

$Z = b1X + b2Y$

Note:

Y = Dependent Variable (predicted value)

Z = Dependent Variable (predicted value)

X (1,2,3,..) = Dependent Variable

g = Constanta value

$a,b,c..$ = the value of increased or decreased (regression coefficient)

RESULT

a. Respondent Description

NO	Character	Category	Total	Percentage (%)
1	Gender	Male	61	67,8 %
		Female	29	32,2 %
2	Age	18 – 26 Years Old	56	62,2 %
		27 – 35 Years Old	18	20 %
		36 – 53 Years Old	16	17,8 %
3	Occupation	Student	19	21,1 %
		Lecturer	3	3,3 %
		Private Employees	45	50 %
		BUMN Employees	4	4,4 %
		PNS	3	3,3 %
		Entrepreneur	11	12,2 %
		Others	5	5,6 %
4	Education	SMA	23	25,6 %
		S1	53	58,9 %
		S2	7	7,8 %
		Others	1	1,1 %

Based on the above table the Gender category respondents may note that a number of respondents are male-sex as many as 61 people or 67.8% and respondents are female-sex as many as 29 people or 32.2%. From these data it can be concluded that users of information technology (the internet) in Semarang is dominated by men – men because men tend to prefer the internet cables that have greater capacity and stable while the women more choose something more concise as the mobile internet.

Based on the above Bold Respondents number of respondents Age categories with age between 18 years up to 26 years is the highest age vulnerable with a total of 56 people. From the data, it can be concluded that the age range is the productive age or young people who are more likely to have a very high internet needs.

Based on Thick above the largest job category Respondents internet users i.e. private employees amounting to 50% as many as 45 people while the most after the private employees i.e. student of 12.2% as many as 19 people so that it can It was concluded that the private employees tend to require Wi-Fi because they get from the Office have not been fullest unlike the workers of BUMN, PNS (Civil Servant), lecturers that they facilitated in their offices for sufficient internet access so they do not require access to the internet at home.

Based on the above table of respondents number of respondents to the Education category of the highest educational Degree is the last of 58.9% or with a total number of 53 people and the second highest of the last high school education by 25% or with a total number of 23 people. This data can be inferred that education with Undergraduate and high school background is the background has a high internet needs. Background S2 tend to just use the internet to work and family differ by high school and S1 is more complex in the use of the internet.

b. Variable Description

To illustrate the description of the response in this study using Index analysis answers per-variable. In this study using technical analysis index that describes the respondents upon the item – item questions asked. The number of questions in this study consists of several variables, including Variables Integrated Marketing Communication which consists of several dimensions, namely: 1) Public relation which has 4 questions, 2) Advertising 5 questions, 3) Sales Promotion 3 questions, 4) Direct marketing 4 questions, 5) Personal selling 4 questions. Image Brand variable consisting of 3 questions and variables that include Loyalty of 4 questions.

Table 2. Table Index Value Interpretation Responses Respondents

Value	Note
1,00 - 1,79	Very Bad
1,80 – 2,59	Bad
2,60 – 3,39	Not good
3,40 – 4,19	Good
4,20 – 5,00	Exxelent

The length of the class intervals according to Sudjana (2000) is obtained by the following calculation:

$$\text{Interval Class Length} = \frac{\text{Range of Values}}{\text{Total Class Intervals}}$$

Where :

Range of Values = Highest Value – Lowest Value

Total Class Intervals = 5

Based on the formula, then the length of the class interval is:

$$\text{Interval Class Length} = \frac{5 - 1}{5} = 0,8$$

c. Public Relations

No	Indicator	SS	S	N	TS	STS	Total	Mean
1.	I think, the news/article about this product is trusted	75	192	69	6	1	343	3,81
2.	The medium used for news is just right	65	224	57	4	0	350	3,88
3.	I often see an event made by the company	70	140	87	22	1	320	3,55
4.	In my opinion the event made interesting	65	160	87	16	0	328	3,64
	Average Score							3,72

Research on Public relation variable is measured through the 4 questions. From the above table, it can be seen that the majority of respondents provide responses agree (score 4).

The minimum value of 320 on the questions I often see an event made by the company. The maximum value of 350 on the question of media used for news is just right.

The average score of the answers Variable Public relation 3.72. Based on the mean value of interpretation – the mean answers of respondents, then it can be concluded that the average in that category either is **GOOD**. This condition gives the impression that the Public relation perceived positively by respondents.

d. Advertising

Table 3 Advertising Table

No	Indicator	SS	S	N	TS	STS	Total	Mean
1	I often see the advertisement of this product in print and electronic media	70	188	57	18	1	334	3,71
2	I think the advertisement is interesting	25	192	90	14	0	321	3,56
3	I can understand the message of this product	40	228	66	6	0	340	3,77
4	I think the artist in this product is interesting	25	120	135	16	2	298	3,31
5	Media used this product to advertise is just right	30	192	87	12	1	322	3,57
	Average Score							3,58

The variable is measured on the research of Advertising through 5 questions. the responses of the respondents as in table 3 indicates that most respondents gave responses agree (score 4).

The minimum value of 298 in question according to my star product advertising is interesting. The maximum value of 340 on a question I can understand the content of the message from advertising this product. The average score of the answers Variable Advertising 3.58. Based on the mean value of interpretation – the mean answers of respondents, then the mean of the averages – on the category either is GOOD. This condition gives the impression that Advertising are perceived positively by respondents.

e. Sales Promotion

Tabel 4

No	Indicator	SS	S	N	TS	STS	Total	Mean
1.	I think the discount / promo in this product is interesting	65	164	69	26	0	324	3,6
2.	I think the product service package is interesting	50	192	69	16	1	328	3,64
3.	I get the discount / promo easily	60	148	75	26	3	312	3,46
	Average score							3,56

The variable Sales Promotion on this research is measured through the 3 questions. the responses of the respondents as in table 4.4 indicates that the majority of respondents responding agree (score 4). The minimum value of 312 on my question easy in getting the promo/discount prices. The maximum value of 328 at questions struck me as an interesting product service pack. The average score Variable answer Sales Promotion 3.56. Based on the mean value of interpretation – the mean answers of respondents, then the mean of the averages on the category – GOOD.

This condition gives the impression that the Sales Promotion are perceived positively by respondents.

f. Direct Marketing

Table 4 Direct Marketing

No	Indicator	SS	S	N	TS	STS	Total	Mean
1.	I think the content of the message in the product offerings via email, SMS, phone, or mail is interesting	35	156	102	18	1	312	3,46
2.	I often get an offer via email, SMS, telephone, or mail	45	144	81	36	0	306	3,4
3.	I think an offer through email, SMS, telephone, or letter is interesting	50	128	87	36	1	302	3,35
4.	Polite telemarketing made me interested in using the product	90	164	84	6	0	344	3,82
	Average Score							3,51

Direct marketing variables in this study measured through 4 questions. the responses of the respondents as in table 4.5 showed that most respondents gave responses agree (score 4). The minimum value of 302 on the question, in my opinion, deals through the medium of email, SMS, telephone, or letter of interest. The maximum value of 344 on the question polite Telemarketing made me interested in using the product.

The average score of the answers Variable Direct Marketing 3.51. Based on the mean value of interpretation – the mean answers of respondents, then the mean of the averages – on the category either, is **GOOD**. This condition gives the impression that Direct marketing are perceived positively by respondents.

g. Personal Selling

Table 6 Personal Selling

No	Indicator	SS	S	N	TS	STS	Total	Mean
1.	I think good looking sales and marketing makes me interested with this product	80	180	63	16	0	339	3,8
2.	I think the politeness of sales and marketing in explaining makes me interested with this product	90	204	51	6	1	352	3,9
3.	Sales and marketing explain the product well	75	212	57	6	0	350	3,9
4.	I always get answer to every of my questions	75	212	48	10	1	346	3,8
	Average Score							3,85

Personal Selling variable in this study measured through 4 questions. the responses of the respondents as in table 6 indicate that most respondents gave responses agree (score 4).

The minimum value of 339 in question according to my appearance a good sales and marketing makes me interested in this product. The maximum value of 352 on the question I think civility in delivering sales and marketing makes me interested in this product. The average score of the answers Variable Personal Selling 3.85. Based on the mean value of interpretation – the mean answers of respondents, then the mean of the averages – on the category either, is **GOOD**. This condition gives the impression that the Personal Selling is perceived positively by respondents.

h. Brand Image

Table 7 Brand Image

No	Indicator	SS	S	N	TS	STS	Jumlah	Mean
1.	I think the brand of this product is interesting	85	180	75	6	0	346	3,84
2.	I know the product very well	80	180	75	8	0	343	3,81
3.	I trust this product	90	168	78	6	1	343	3,81
	Average Score							3,82

On the research of Brand, Image variable is measured through the 3 questions. the responses of the respondents as in table 7 shows that most respondents gave responses agree (score 4). The minimum value of 343 on two questions. The first question I knew very well about the brand of this product and the second question I believe against the brand of this product.

The maximum value of 346 in question according to my brand of this product interesting. The average score of the answers Variable Brand Image of 3.82. Based on the mean value of interpretation – the mean answers of respondents, then the mean of the averages

– on the category either. This condition gives the impression that the Brand Image is perceived positively by respondents.

i. Loyalty

Table 8 Loyalty

No	Indicator	SS	S	N	TS	STS	Total	Mean
1.	This product gives me satisfaction	80	208	57	6	0	351	3,90
2.	I will loyal to this product	55	180	90	8	0	333	3,70
3.	I want subscribe this product	60	176	84	12	0	332	3,68
4.	I will tell my friend and family about this product	80	180	72	10	0	342	3,80
	Average Score							3,77

Loyalty research on variable measured through 4 questions. the responses of the respondents as in table 4.8 indicates that most respondents gave responses agree (score 4). The minimum value of 332 on the question I want subscribes to this product. The maximum value of 351 on the question this product give you satisfaction for me. The average score of the answers Variable Loyalty 3.77. Based on the mean value of interpretation – the mean answers of respondents, then the mean of the averages – on the category either, is **GOOD**. This condition gives the impression that Loyalty, perceived positively by respondents.

j. Validity Testing

Validity testing uses to measure whether or not a questionare is valid. (ghozali, 2013).

Table 9 The Result of Validity Testing

No	Variable / Indicator	r_{hitung}	Sig	Note
1.	Public relation			
	X11	0,710	$0,000 < \alpha = 0,05$	Valid
	X12	0,752	$0,000 < \alpha = 0,05$	Valid
	X13	0,805	$0,000 < \alpha = 0,05$	Valid
	X14	0,802	$0,000 < \alpha = 0,05$	Valid
2.	Advertising			
	X21	0,835	$0,000 < \alpha = 0,05$	Valid
	X22	0,832	$0,000 < \alpha = 0,05$	Valid
	X23	0,727	$0,000 < \alpha = 0,05$	Valid
	X24	0,804	$0,000 < \alpha = 0,05$	Valid
	X25	0,827	$0,000 < \alpha = 0,05$	Valid
3.	Sales promotion			
	X31	0,885	$0,000 < \alpha = 0,05$	Valid
	X32	0,856	$0,000 < \alpha = 0,05$	Valid
	X33	0,906	$0,000 < \alpha = 0,05$	Valid
4.	Direct marketing			
	X41	0,816	$0,000 < \alpha = 0,05$	Valid
	X42	0,812	$0,000 < \alpha = 0,05$	Valid
	X43	0,920	$0,000 < \alpha = 0,05$	Valid
	X44	0,702	$0,000 < \alpha = 0,05$	Valid

No	Variable / Indicator	r_{hitung}	Sig	Note
5.	Personal selling			
	X51	0,844	0,000 < α = 0,05	Valid
	X52	0,843	0,000 < α = 0,05	Valid
	X53	0,869	0,000 < α = 0,05	Valid
	X54	0,821	0,000 < α = 0,05	Valid
6.	Brand Image			
	Y11	0,848	0,000 < α = 0,05	Valid
	Y12	0,835	0,000 < α = 0,05	Valid
	Y13	0,873	0,000 < α = 0,05	Valid
7.	Loyalty			
	Z11	0,870	0,000 < α = 0,05	Valid
	Z12	0,892	0,000 < α = 0,05	Valid
	Z13	0,928	0,000 < α = 0,05	Valid
	Z14	0,909	0,000 < α = 0,05	Valid

Based on Table 9 Variable Public Relations, Advertising, Sales Promotion, Direct Marketing, Personal Selling, Brand Image, the Loyalty of all the indicators was declared valid because of the Sig < 0.05. True – right indicator means can be used to measure.

k. Reliability Testing

Reliability test is measuring instrument a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if the answers to the questions indicate a's or stable over time. A Variable is said to be providing value if reliable Cronbach's > 0.60 Alpha. Reliability test results of obtained results as in Table 10.

Table 10 The Result of Reliability Testing

No	Variable	*Cronbach's Alpha*	Note
1.	Public relation	0,762	Realiable
2.	Advertising	0,863	Realiable
3.	Sales promotion	0,857	Realiable
4.	Direct marketing	0,832	Realiable
5.	Personal selling	0,863	Realiable
6.	Brand Image	0,811	Realiable
7.	Loyalty	0,922	Realiable

The results showed that the value of the Cronbach's Alpha respectively values above the standard Variable reliability. Then it can be inferred that the questionnaire used a variable Public relation, Advertising, Sales promotion, Direct marketing, Personal selling, Brand Image, Loyalty or reliability reliable stated to be used as a tool of measurement Variables.

DISCUSSION

The influence of the Integrated Marketing Communication which has the dimensions of Public relation, Advertising, Direct marketing, Sales promotion and Personal selling against the Brand Image

Based on the research that's been done that Integrated marketing communication which has the dimensions of Public relation, Advertising, Direct marketing, Sales promotion, and personal selling may against simultaneously influential Brand Image, with the obtained test results of Sig. $0.000 < 0.05$. Partially known Public relation with a value of 0.001 and $0.05 <$ significance of Sales promotion with Significance value 0.020 0.05 meaning $<$ that value explains that only public relation and sales promotion that influences positively and significantly to the Brand image. While the Advertising value 0.094 significance > 0.05 which means no effect significantly to Brand Image.

a. The influence of Loyalty towards the Brand Image

Based on the results of the research that's been done that Brand Image May take effect against the Loyalty of the results of the research showed the value of Sig. $0.000 < 0.05$. This means that the Brand Image towards positively impact customer loyalty. Based on this research showed that customers agree that a good brand will affect your decision to buy a product subscriber who indirectly will improve customer loyalty of a company.

b. Variable Intervening Brand Image Influence

Based on the sobel test results showed that the relationship between the integrated marketing communication against loyalty can be mediated by the Brand image. It can be shown on the difference in the value of the variable before the significance of mediation and after the existence of the variable of mediation. direct influence among variables integrated marketing communication of Sig. 0,017 0.05 significance value whereas $<$ influence indirectly between Variables integrated marketing communication against the Loyalty of Brand Image through the Sig. $0.000 < 0.05$.

CONCLUSION

Based on the previous description research results then can be summed up as follows:

1. Integrated marketing integrated marketing or communication which consists of the dimensions of Public relation, Advertising, Direct Marketing, Sales Promotion, and Personal Selling Significant effect against the Brand Image. This means that when integrated marketing communication is getting better i.e. customers often see event made by the company, often see impressions of products in print, interested in discounts given, polite and marketing telemarketing can explain the product well then the brand image or Brand Image of a product will increase.

2. Brand Image effect significantly to loyalty, meaning that if the brand image of a product is the better i.e. customers of brand loyalty or then Loyalty will increase.

3. The results of this research show the mediation occurs between Integrated marketing communication against Loyalty through Brand Image.

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