

Conference Paper

Perception and Image Company

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Abstract

Purpose: The purpose of this study is to understand the influence of perception of citizens about a product and a company, and how the advertising can make a good image for a company. Public Relations practitioners are making strategies to be used in advertising as a medium of promotion. **Design/methodology/approach:** The approach of the study is a series of survey conducted on 100 respondents, consumers who have to frequently use the Jakarta toll. **Finding:** Citizens always get stuck in a long traffic jam, especially to pay at the toll gates. So this product aims at providing a way to reduce the traffic jam at the toll gates. Company product (e-toll card) could be an effective toll-road payment than manual payment, and advertising makes a good image of not only the product but also the company. **Research Limitations/implications:** This study focuses on consumers who use the Jakarta toll frequently. **Practical implications:** Promotion becomes stagnant if the company will always use advertising as a medium of promotion and the marketing division or public relations practitioners need to produce a new and innovative ways to promote a product. **Originality/value:** Public relation practitioners or marketing division have to know the impact when using advertising as a medium of promotion, not only impact but also the image of advertising and citizen's perception.

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1. Introduction

I was make this research because When I studied in Jakarta there is a traffic jam in toll-road and the traffics makes me mad and confused. The traffic jam in Jakarta always in a prime time, traffic jam in toll-road is not talk about a deal in toll-road gate, but that's a comparison between a private car and toll-road length. Indonesia especially Jakarta, private car is growing bigger than toll-road length, and it makes a traffic jam in toll-road. The traffic jam can't make a people productive, cause all of people getting a traffic in toll-road.

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Statistics Transportation of DKI Jakarta (Badan Pusat Statistik) pick up data from Ditlantas Polda Metro Jaya, growth of registered motor vehicles (not include TNI, Polri dan CD), is 9.93%, from 2010 until 2014, the explanation is in the next table:

TABLE 1: List from amount of vehicle (does not include TNI, Polri, dan CD).

Classification of vehicle type (2010–2014)						
Type of Vehicle	2010	2011	2012	2013	2014	Growing up of a year (%)
Motorcycle	8,764,130	9,861,451	10,825,793	11,949,280	13,084,372	10.54
Private Car	2,334,883	2,541,351	2,742,414	3,010,403	3,266,009	8.75
Mobil beban (load car)	565,727	581,290	561,918	619,027	673,661	4.46
Bus	332,779	363,710	358,895	360,223	362,066	2.13
Private Vehicle	–	–	129,113	133,936	137,859	–
Jumlah	11,997,519	13,347,802	14,618,313	16,072,869	17,523,967	9.93

Sources: Statistics transportation of DKI Jakarta, September 2015.

Table 1 explains the comparison of growth between public transportation and private car are not balance. The impact of vehicle growth is traffic jam in all of ways at capital city especially Jakarta toll. Traffic phenomenon in Jakarta toll is a reason PT Mandiri Bank and PT Jasa Marga joined to bring up a new innovation and solution. Both of them has an expectation this product can reduce traffic jam who was paid in toll gate.

This article present how advertising product will be make a good image for company. Advertising is medium when you are want to promote product. Not only promote product but also government role, ad-serving services, and so on. In a period of 2013, Indonesia toll-road payment was change from manual payment to e-payment (electronic payment). Jasa Marga is the first company in 2013 was published a new innovation product (e-payment). Jasa Marga was join to Mandiri Bank to publish e-payment product, and make e-payment product, the product call name e-toll card. Mandiri bank was produced the product (e-toll card), and the product will effectively with a lot of benefit. It was published in advertising, and it was make a various perception in citizen how to use e-toll card, the benefit of e-toll card and so on.

So this article study about what is the different perception between man and woman about this product (e-toll card). Cause both of them have a different point of view about the advertising e-toll card, giving the opinion, and so on.

Second this article to know what is the image of mandiri bank be a good service. If company produce product and published on advertising, the citizen always want to know how to use that product, what is the benefit of this product, how to re-charge this product, and many more.

Third influence citizen perception e-toll card advertising about PT Mandiri Bank image be a bank with a good service. Between citizen (man and woman) have a different perception, point of view, giving opinion and many more. At least this article want to show the different citizen about e-toll card advertising.

2. Literature Review

2.1. Social exchange theory

Social Exchange Theory (SET) is based on the notion that people think about their relationships in economic terms. People tally up the costs of being in a relationship and compare them to the rewards that are offered by being in that relationship (West and Turner, 2010:186).

Social exchange theory is based on a central premise: that the exchange of social and material resources is a fundamental form of human interaction. With roots in earlier theories developed in cultural anthropology, neoclassical economics, and psychology, the school of thought on social exchange developed at the UW focused on how interaction patterns are shaped by power relationships between individuals, and the resulting efforts to achieve balance in exchange relations [7].

Social exchange theory (SET) is a set of ideas derived from several theories (e.g., equity theory, interdependence theory, resource theory) focused on the manner by which humans acquire resources. The roots of the aforementioned theories are located in several disciplines including anthropology, economics, psychology, and sociology. Consequently, they differ with regard to their characterizations of exchange. Because of this diversity, scholars using SET as their conceptual framework sometimes differ with regard to the tenets of the theory and its foundational work ([2]:894).

The relevant between social exchange theory and e-toll card is when you are use the card, I mean e-toll card, you can get a lot of benefit than a weakness. Even though you are not a customer or client of mandiri bank, you are also used a e-toll card for a lot of deal, like shopping using a bus way and many more. You can't bring a cash money when you are used this card to shopping. At the other hand the benefit of this card, if you are not a mandiri bank customer, you are also can re-charge a e-toll card

mandiri at a lot of mini market like alfamart, and indomart. The users of this card can feel safe, comfortable, cause you can bring this card for a lot of transaction.

The first assumption is Humans seek rewards and avoid punishments. I was said when you are used this card (e-toll card), you can get a lot of benefit, a lot of profit, and many more than you are bring a cash money to make a lot of deal. Human also avoid the punishment cause when you are bring cash money you also can lost the money, and

The second is Humans are rational beings. Jasa Marga was a give a good card to made deal at toll road payment. Jasa marga also made a advertising about e-toll card, as a medium when jasa marga showed this card. The toll-road users still confused what is the benefit and profit about this card. What is the relevant between e-toll card and traffic jam in toll-road. Human are thinking rationally about this card and the advertising about this card.

The third assumptions is The standards that humans use to evaluate costs and rewards vary over time and from person to person ([3]:188).

2.2. Perception

De Vito in the impersonal Communication book was describe perception is the process by which you become aware of objects, events, and especially people through your senses: sight, smell,, taste. Touch, and hearing. De Vito classified perception in a five stage. There are stimulation, Organization, Interpretation-evaluation, Memory, and Recall. According to this study, stages of perception ([4]: 91-94).

2.3. Stimulation

Your sense organ are stimulated—you hear a new CD, see a friend, smell someone's perfume, taste an orange, feel another sweaty palm. This approach tell us when you are see the advertising of e-toll card, you are not watch the advertising from beginning to the last part. So the citizen are not understand a content of e-toll card advertising. I mean all of advertising include advertising in radio, television, and new media like Facebook, twitter, Instagram and many more. First, Stimulation become when friends or family use a product, and they are tell us about product. Second, Stimulation become when a people need or urgent to use product. So all of people have to find an information about this product with all of medium include advertising.

2.4. Organization

You organize the information your sense pick up. When you hearing or listening an information from the other person, you have to trying the product. After that you have to organize the information in your brain. So you are doing a transaction in Jakarta toll gate with this product. After you are getting an experience, you are analyze the benefit when you are use this product.

2.5. Interpretation–evaluation

This step is inevitably subjective and is greatly influenced by your experiences, needs, wants, values, beliefs, about the way things are or should be expectations, physical and emotional state, and so on.

Interpretation and Evaluation become when you have an experience to use the product. Analyze process (Interpretation and Evaluation) have to influence for a value of experience when you are using this product. The other side a level of belief is influence to this product and company who produces this product (E-Toll Card).

2.6. Memory

Your perceptions and their interpretations–evaluations are put into memory: they are stored so that you may ultimately retrieve them at some later time. In this case citizen who use e-toll card always remember about the experience. People remember something a fair to good, include a problem like system error when you are used this product and helper helped a consumers to repair a system and so on.

2.7. Recall

Some later date you may want to recall or access the information you have stored in memory. When you want to retrieve this information, you may recall it with a variety inaccuracies.

Recall information that is consistent with your schema; in fact, you may not see be recalling the specific information (say about E-Toll card), but may actually just be recalling your schema (which contains the information about the product, because of this also about the product).

When you store an experiment in your brain, you have to ask yourself about this product. You have to recall an experience from the beginning to the end. You save both your good and bad experiences and then tell it to someone else. When you tell someone else, you will recall what you did when using E-Toll card product. What you remember is an incident from the beginning until you get comfortable to use E-Toll Card products ([4]: 91-94).

2.8. Image

According to Soleh Soemirat, citing Walter Lipmann's opinion that, there are four components of the formation model, that is, perception-cognition-motivation-attitude, that is defined as the individual image of the stimulus. Walter Lipman calls it 'picture in our head'. If the stimulus gets attention, the individual will try to understand about the stimulus, here is an explanation of the four components:

2.8.1. Perception

Perception is defined as the observation of the environmental elements associated with a process of signification. In other words, people will give meaning to stimuli based on their experiences regarding the stimuli. That perception ability to continue the process of image formation. Perception or individual view will be positive if the information provided by stimuli can meet individual cognition

2.8.2. Cognition

Cognition is a self-confidence of the individual to the stimulus. Confidence will arise when people have understood the stimuli, so that the individual should be given sufficient information that can affect the development of cognition.

2.8.3. Motivation

Motivation and attitude that there will move as desired responses giver stimuli. Motif is kedaan in the person of one who encourages the desire of individuals to undertake certain activities in order to achieve a goal.

2.8.4. Attitude

Attitude is the tendency to action, perception, think, and feel in the face of the object, idea, situation, or value. The attitude is not the behavior, but it is a tendency to behave in certain ways. Attitudes have the impetus or motivation ([6]:115–116).

In this case when a company produce a new product, and a lot of people using it. It possibly the system error when you use and put to system. Impact of system error is image of PT Mandiri Bank who companies produce this product. Because PT Mandiri bank is not only produce e-Toll Card but also producing a e-toll card system in toll gate. For a while the helper helped a consumers to put a e-toll card to system.

2.9. Individual differences theory

This theory based on how are between men and women have a difference of opinion about what one is seen, or hearing. Dissent was certainly given on several factors, such as age, education, work, family and others. Some of the factors that determine that later becomes the writer's interest to take this theory as a basic reference in dissecting the issue advertisements issued by PT Bank Mandiri Tbk.

Between man and woman has a different perception, opinion, thinking, behavior, needs, and so son. The relevant between this theory and article is any people has a different characteristic like attitude, point of view when anybody see the something (advertising), so the impact of mass media (advertising) has a different impact with any people. Not only for man and woman but also any people who was saw the advertising about e-toll card ([5]:275).

Second, mass media effect is a different perception, mass media users attitude, and many more, when you are consumption a mass media especially advertising. The relevant this theory and this article is show how the audience know product and use product. Because when company make an advertising and promotion product with advertising as medium promotion, the audience always did not know how to use product, and profit of product.

I was used this theory to know what is a different perception between both of them about e-toll card advertising and the product (e-toll card), the impact of the advertising between man and woman, and the profit who use this product.

3. Research Method/Process

The survey that are our particular concern are those designed to produce quantitative data about some population. The data are collected by asking questions of the people who are to be described ([1]:11). In such research studies, investigators do not look at the interview as measurement but rather as information gathering ([1]:19). The approach of this study is survey with 100 respondents, respondent is follower twitter account @NTMC Polda Metro. That's account has Jakarta Police Department. The assumption is follower that account is how to use Jakarta middle toll-road.

The Process of this study uses a regression, to know the influence of Citizen perception to image Mandiri Bank. I was a classification Variable Perception and Image Variable to a few dimension. The dimension can help me to make a good questionnaire. Variable Perception for dimension, i was used Devito opinion about perception. So the dimension for Variable Perception is Stimulus, Organization, Interpretation, Memory, and Re-Call.

Variable Image Mandiri Bank I was used Walter Lippman opinion. The dimension is Perception, Cognitive, Motif, and Attitude. I was also used regression to find the result of influence, between variable x and y.

TABLE 2: Model summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.618 ^a	0.382	0.375	2.12576

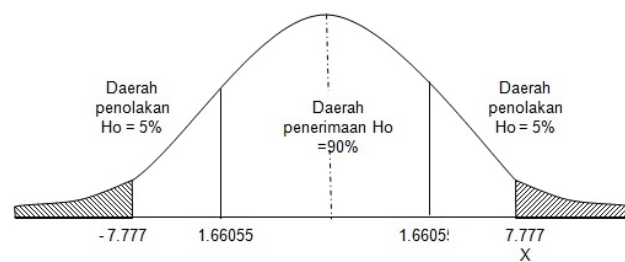
SPSS

1. You can Call R is coefficient Correlation. Between Perception Influence about e-toll card advertising and image Mandiri Bank is 0,618. The correlation between variable X and Y is strong 61.8%.
2. You also call R Square is determination coefficient. From table value of R square (R^2) for Var X and Y, value is 0.382 or 38.2%. That's mean the influence of variable X to Y, the influence is not significant cause the value is 38.2 (less 50%).

Hypothesis

t_{table} : 1.66055

t_{hitung} : 7.777



Hypothesis 0 has an influence between citizen perception about e-toll card advertising to image Mandiri Bank. The Conclusion is Citizen perception about advertising e-toll card has an influence to image mandiri bank.

4. Results

PT Mandiri Bank is the bank has a good primarily services. The relationship between PT Mandiri Bank and citizen influence is good cause there are a lot of people use the product. Also the relationship between PT Bank Mandiri and PT Jasa Marga is good, all of problem can repair by Mandiri Bank who produce e-toll card product, and Jasa Marga as company has authority and maintain toll in Indonesia. Image of this bank is positive, and there are not a different perception between man and woman about the advertising and image of this bank.

I didn't find different perception between man and woman cause man and woman has a same opinion about e-toll card advertising. Both of them was access e-toll card advertising to know, find, and understand how to use the product. PT mandiri Bank was a success using advertising as a medium promotion, and produce a system of e-toll card and e-toll card product.

I was used regression is not proven (positive), but hypothesis was already proven. Diagram was explain $t_{table} < t_{hitung}$, it's mean H_a was already proven. Influence between perception and image company already right.

The influence of e-toll card advertising is not significant (positive) because mandiri bank and jasa marga company use advertising as a medium promotion. Who is users middle toll-road Jakarta is a consumers mass media especially advertising.

5. Conclusions

The citizen is not afraid to use this product cause Mandiri Bank always give a good service for a new customer. New Customer who want re-charge E-Toll Card, you can re-charge this product as a nominal Rp. 50,000 and Rp. 100,000 in minimarket as a indomaret, alfamart, and many more. If you are a Mandiri Bank Customer you can re-charge this product on your bank.

This product already effective and efficient, electronic payment at gate of middle toll-road was fast, and reduce a traffic jam in toll-road.

You can use this product for the other transportation as commuterline JABODETABEK, and Trans Jakarta. The Impact of this product is biggest, cause a lot of benefit if you are use this product, like a shopping, use the transportation, E-Toll payment, and so on.

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