THE EFFECT OF THE ROLE OF MARKETING MANAGERS ON CAPITAL INVESTMENT DECISIONS (CASE STUDY IN THE ASSISTED VENTURE IN THE WEST JAVA CHAMBER OF COMMERCE AND INDUSTRY AND OTHER INTERNATIONAL SCALE IN BANDUNG)

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ABSTRACT

This study aims to determine the effect of the role of marketing managers on the decision of capital investment in developing business in West Java and other international scale in Bandung. The research method is applied in the form of a descriptive analytical survey method, while the sample used is 112 respondents. The variables studied from each respondent, the role of marketing managers, and capital investment decisions. The type of data compiled is primary data. The results of the study identified that the role of marketing managers had no effect on capital investment decisions. The object of this study was the sample of respondents used which were still limited to fostered businesses in West Java and other Kadin in Bandung, therefore it was necessary to do further research based on a more varied sampling with a longer duration, so that the results obtained can be obtained.

Keywords: the role of marketing managers; capital investment decision; company

I. INTRODUCTION

Capital in entrepreneurship, especially on the international scale is the most complex problem, because many important aspects of entrepreneurship such as human resources, economics, technology, legality and organization, then the aspects of capital are one of the various aspects that must be in entrepreneurship. As is known, the capital itself in the form of the most important funds gets a focus of management's attention, funds are often used to carry out entrepreneurs to continue to run, entrepreneurial capital from various dimensions, which consists of capital first opening a business (startup), capital to run entrepreneurship everyday Day, as well as capital to develop entrepreneurship. So the importance of capital seen from the side of its benefits, making business capital or working capital, Aklan collects current assets or capital-shaped capital which is important to use to finance production expenditures or operational activities, such as buying raw materials or maid materials, to pay employee salaries, For electrical loads, water, telephone, internet, transportation loads, and various other general administrative burdens. Investment capital such as fixed assets is issued to buy assets sharing, then financial assets to invest. In the entrepreneurial entrepreneurship, capital is provided to buy equipment and production machines. In business in the field of services, mode; Used for rent or buying places and equipment that support businesses. Similarly, the capital is seen from the source, such as equity which is the funds prepared by entrepreneurs to start and develop the business and come from savings that are set aside from income in the past, both stored at home or banks in the form of savings and deposits, many obstacles if capital conditions are not optimal, Like various problems in their own capital or foreign capital, the problems in the use of additional capital, not to mention obstacles in accessing external capital, entrepreneurial conditions after investing. So that the capital aspect becomes a priority either in the acquisition, utilization, broves to maintenance, storage to its
Marketing strategies within the marketing logic framework, are expected to achieve marketing goals. For example a marketing strategy talks a lot about decision making entrepreneurial marketing, the existence of a marketing mix, and marketing allocation. Marketing strategies are used to help make and sell goods and services that are in accordance with entrepreneurial conditions, and target markets or consumer tastes. The marketing strategy of each entrepreneur, especially international scale, is a whole plan in the exact achievement. Determination of the actual strategy can be determined by the role of managers of marketing by making three types of decisions, namely by preparing which consumers will be addressed, kemtuan satisfaction such as what the consumers want, and especially how the marketing mix is, and such as what is used to provide satisfaction. These consumers? So these three elements greatly determine the direction of the company's marketing strategy. Strategy is a long-term plan used as a guideline for marketing personnel activities. So that we can get a picture, that the company's capital collection efforts will be widely colored by the extent of the sharpness of understanding and the role of managers in managing their marketing. Many interesting phenomena, that lack of manager's role in managing marketing, will have an impact on efforts to collect entrepreneurship, on the international scale products.

As is known that Indonesia and foreign countries are still in the condition of Pandemic Covid-19, Entrepreneurship is still at the pengeleleo stage to struggle and try to survive themselves with various abilities, to be able to survive and fight for what has begun to remain can remain. Entrepreneurial Environment with international scale products where some have to be able to exist for fighting for any effort, so that it does not go out of mat, which is also not optimal to stretch out how to obtain capital investment in the future, by defending oneself which can maintain the running of entrepreneurial operations, describing Entrepreneurship has been considered successful in its efforts, so it is expected to have the ability to manage effective running management, Askan provides the direction of what he welds it will get certainty guarantees to the main priority of the capital collection will be achieved, the next steps have just prepared and designed funding schemes that must be obtained through the option External funding, or utilizing marketing performance so that corporate profits can be achieved. Some other entrepreneurs who have been able to carry out the policy policy of managerial PE, MANAGAR, SEDHLAGA collects successful funding, by planning various decisions related to efforts to mobilize the investment of the capital's capital. This research strives for entrepreneurial preparations with strategies and decisions on how to obtain investment funds for its business continuity, one of the main elements of entrepreneurship in the marketing sector. The purpose of the employer to predict the level of sales is to obtain income from the marketing activities in the Kepepanga. So this means that the marketing carried out at this time is very close to the acquisition of the Company's profits, thus increasing the role of managers to raise company capital investment must be placed in the context of measurable policies that must continue to be in the running of the role of strategic level marketing managers and tactical operations, with words Another role of managing by a manager in the field of marketing holds a large and measurable influence in producing decisions to invest in capital in the right target area for marketing management.

The manager's role according to George R. Terry (2010; Fernandes et al., 2020; Matiiuchuk et al., 2020; Kahraman & Koray, 2020; Caliskan & Zhu, 2020), "someone manager knows that in the context of Usha achieving a particular target of humans need to obtain communication, requires stimuli, and requires leadership and the ability to carry out tasks satisfactory and provide satisfaction. Marketing Management According to Kotler and Keller (2012: 5), "Marketing management is an art and science in the target market to attract, maintain, also increases consumers by creating, communicating and delivering superior quality consumers. Capal collection
according to Frianto Pandia (2012; 1), "The greater can raise funds from the community, the greater the possibility of being able to provide credit and mean the greater the institution to earn income, the opposite the smaller funds collected, the smaller the credit is given, then The smaller the income ". As marketing along with its influence quoted from the results of the research from Eka Putri Hidayati Yoyok Soesatyo, entitled "The Influence of Working Capital and Marketing Strategy Against Capital".

Restricting the problem

Based on the background of the problem put forward earlier, the identified problem can be described as follows:

1. Amid the Pandemic Covid-19, most companies experience difficulties in the collection of business capital, especially access to the banking world, so this condition can make entrepreneurship worse, ..

2. Entering the 4.0 generation in this decade, the efforts of capital collection in entrepreneurship requires management management, especially marketing, but in its management experiencing obstacles, both in terms of strategies, digitization, research, and others.

3. The role of managers in managing marketing is still far from meeting the criteria, it experiences constraints, especially in terms of office competencies, lack of experience, job descriptions that have not met the demands of international scale development ..

4. The survey is still limited to being limited to companies in Jabar Kadin and others in Bandung.

5. Primary data used from a questionnaire distributed in this study was conducted at a company in the other international West Java Kadin in the city of Bandung, to find out how the perception of respondents to the role of marketing managers and capital investment decisions ..

Formulation of the problem

On the basis of the identification of the problem that has been described earlier, it can be presented with the formulation of the problem as follows:

1. How is the perception of respondents on the role of marketing managers in assisted versions with international scale products in Jabar Kadin and others in Bandung.

2. How is the perception of respondents on capital investment decisions in the fostered businesses in West Java and other Kadin in Bandung.

3. How to influence the role of marketing managers on capital investment decisions on assisted versions in West Java and other Kadin in Bandung.

II. LITERATURE REVIEW

Basic theory

Management According to George R. Terry (2010: 5), is a process or framework, which involves guidance or direction of a group of people towards organizational goals or real purposes. Management Managers are called managers or managers, while the person is the manager according to George R. Terry (2012; 5-6), is someone who carries out management activities or management perpetrators (someone manager knows that in the framework of achieving a particular target of humans need to obtain communication, requires stimuli, and requires leadership and the ability to carry out tasks satisfactorily and who provide satisfaction, still according to (George R. Terry; 1) In essence, the task of a manager to use the businesses of subordinates is efficient, the first contribution is obtained by MC. Gregor is Suggestion, that the attitude of a leader against humans has a big influence on how the person behaves as a leader. The other else also examines the relationship between the attitude of a leader and the results of individual work in the group, in particular, the relationship between the hope of an individual, gets a lot Attention, J Sterling Liv Ingston has examined the relationship of the hope of managers and the results of the work achieved by subordinates. If the manager's expectation is high, then it might be high productivity too. Instead, if the manager's hope is low, the productivity of the subordinate may also be low. (George R. Terry; 196).
Effective Managers According to Komang Ardana; (2009: 124), among others, it is able to solve conflicts that block organizations, especially conflicts that bring organizations farther than the desired performance, but in other times it is able to encourage even creating conflicts that indeed aim to dine organizations. There are several conflict characteristics, according to Wirawan (2013; 79), including: a. With increasing conflict, pay attention to the conflict itself also increases. b. The desire to win increases along with increasing personal desires. Saving face is increasingly important at a higher level of conflict. c. A pleasant person can occur dangerous for others along with increasing conflict. d. Conflict management strategies that work at low conflict levels, in higher level conflicts as they are ineffective, and sometimes become no meaning. e. Conflict goes beyond the common stages. f. People seem to be like different individuals while in conflict. But conflicts occur at all levels of organizations can be identified. Conflict is a process that starts if one party feels if the other party has influenced negatively. According to (William Hendricks; 2010), any condition must experience internal conflicts ranging from individual levels, groups, to units, starting relatively small such as fighting about the person between employees, to relatively large ones such as different views on the strategic business in management. There are several types of conflict according to Keith Davis and John W. Newstrom, (2013; 223), namely a. Vertical conflicts, occur between the level of hierarchy, such as between the top managers and middle managers. b. Horizontal conflict. Occurs among people who work at the same hierarchy level within the company. c. Conflict among lining staff. Occurs between people who have different tasks, for example between the division of purchasing raw materials and financial divisions. d. Role conflict. In the form of misunderstanding about what someone should do. Conflict can occur between employees because of the incomplete job description, the employees have more than a manager, and a unclear coordination system ... the type of conflict according to (Kreitner and Kinci), there are three types, namely: Personality Conflict, Intergroup Conflict, and Cross -Cultural conflict. e. a. Personality Conflict, is an inter-personal resistance based on feelings of dislike, personal disagreement or different styles. f. Intergroup Conflict, is a conflict among work groups, teams and departments which are a joint challenge on the effectiveness of the organization. g. Cross-Cultural Conflict, is a conflict that occurs because it does business with different cultured people. Often because there are differences in assumptions about how to think and act in carrying out merges, joint ventures, and cross-border alliances (other than the opinions above, there are several sources of other conflicts, including the following: a. Incompatible goals, commitment of purpose. Indicates that conflict Can occur with the aim of one person or department that looks not appropriate to interfere with the purpose of the person or other department. b. Differentiation, differences occur between people, departments, and other identities according to training, values, beliefs, and their experiences. Differentiation can be distinguished from Goal Incompatibility Because 2 people or apartments may agree with a common goal, but have a very large difference in how to achieve this goal. c. Interdependence, conflict tends to increase with the level of interdependence. The higher the the interdependence will increase the risk of conflict because there are more opportunities Great that each party will disrupt the purpose of another party. d. Scare Resources, the scarcity of resources evokes conflict because each person or unit requires the resources that need to defeat the other parties who also need these resources. e. Ambiguous Rules, ambiguous rules occur because uncertainty increases the risk that one party intends to interfere with the other parties. f. Communication Problems, Communication Problems.

Conflicts occur according to (Keith Davis and John W. Newstrom; 225-226), due to lack of opportunities, abilities, or motivation to communicate effectively. There are some conflict handling that can be done, including: a. Competing. Competing occurs when someone tries to satisfy his own interests without considering the impact on other parties on the conflict. b. Collaborating. Collaboration occurs when each party involved in conflict wants to fully interest the interests of all parties, so there is cooperation and seek mutually beneficial results. c. Avoiding. Avoidance occurs when people know about conflict and want to withdraw or silence. d. Accommodating. In accommodation, the party that meets the demands of opponents may want to place the interests of the opponent above their own interests. e. Compromising. In a compromise it is not clear who wins or loses. there is a desire to distribute conflict objects and accept solutions that provide some satisfaction from both interested parties.

Manager according to (George R. Terry, 9), in doing his work, must carry out certain activities, called management functions, which consist of: a. Planning, which determines the goals that want to be achieved during a future and what must be done in order to achieve these goals. b. Organizing, namely grouping and determining various important activities and giving power to carry out these activities. c. Staffing, namely determining human resource needs, deployment, filtering, training and labor development. d. Motivating, which is directing or channeling human behavior towards goals. e. Controlling, which is measuring implementation with objectives, determining causes of irregularities and taking action. Still according to (George R. Terry, 17) that, making a decision is to choose an alternative of two choices or more, to determine an opinion or travel an action, in which
the mind of feelings or knowledge is gathered together for an action. Usually it includes uncertainty. In decision making, a manager deals with future values, which until a certain level is still unknown. Furthermore, the filtering of a choice is always based on several criteria, such as saving costs, saving time or improving the quality of managers. Another term is a leader. A very important influence on leadership is the view of the leader for work groups. The very contradictory aspect of that view might arise, named "theory X" and "Y theory" by Douglas MC. Gregor at the end of the fifties. The main characteristics of the X's theory (George R. Terry, 17) are, that most employees: a. Works a little possible and oppose changes, b. must be persuaded, given a reward, punished, and supervised, so that their behavior fulfills the needs of the organization; and c. Want direction and avoid responsibility. Instead the theory maintains that most employees: a. Not by itself must not like working; b. Having the ability to assume responsibility for working and have the potential to build, but management with its actions must make them aware of this ability; and c. Want to achieve social awards and satisfaction that it acquired from their work.

According to George R. Terry in his book the basics of management, the first contribution was obtained by the MC. Gregor is a suggestion. The attitude of a leader against humans has a big influence on how the person behaves as a leader. Others also examined the relationship between the attitude of a leader and the results of individual employment in the group, in particular, the relationship between the expectations of an individual, gained a lot of attention. J Sterling Livingston has examined the relationship of the hope of the manager and the work of the work achieved by subordinates. If the manager's hopes are high, then maybe high productivity too. Instead, if the manager's hope is low, the productivity of the subordinates may also be low. Effective managers, among others, are able to solve conflicts that block organizations, especially conflicts that bring organizations farther than the desired performance, but in other times it is able to encourage even creating conflicts that indeed aim to dine organizations (Komang Ardana, 2009, 124)

Understanding Marketing According to Kotler (1997: 8) is a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchanging products with other parties. "According to Kotler and Keller (2009)," Marketing is wrong One basic activity that needs to be done by the company, both the goods or services in an effort to maintain its business survival ", Whereas according to Tjiptono and Chandra (2012), "Marketing means individual activities directed to fulfill the wishes and needs through barter." Marketing means determining and meeting human and social needs with the intention of satisfying human needs and desires, so it can be said that marketing success is the key to the success of a company. Based on the above definition it can be concluded that marketing is an overall system of business activities used to plan, determine prices, distribute and promote an item or service that aims to satisfy the buyer's requirements. Still according to Tjiptono and Chandra (2012), "Marketing Strategy is a fundamental tool designed or planned to achieve the objectives of a company by developing sustainable competitive advantage through the market entered and the program used to serve the target market." Based on the above definition, it can be concluded that the marketing strategy is a plan used by the company to market the products produced to the consumer's hands.

The following is the concept of marketing strategy: a. Market segmentation Every consumer must have different needs and continuedness. Companies must conduct market classifications that are heterogeneous into homogeneous market units. b. Marketing positioning none of the companies truly master the entire market. That's why every company must choose the most profitable segment to get a strong position in the market. c. The market entry strategy company strategy in order to enter certain market segments, by buying other companies or cooperation with other companies. . Marketing mix of several variables that have been used by the company to affect consumers including: Product, Price, Place, Promotion. e. Timing Strategy Selection of time in doing good marketing, where companies need to carry out various preparations in the field of production and determine the right time to distribute products to the market. According to Sumarmi and Soeprihanto (2010), "Marketing Mix is a combination of variables or activities which are the core of the marketing system, namely products, prices, distribution, and promotion." In other words, Marketing Mix is a collection of variables that can be used by companies to influence consumer responses or what we usually call a marketing mix. The marketing mix includes four interconnected combination elements where each element or element in it affects each other. The following are variables in the marketing mix:

Definition of products according to Sumarmi and Soeprihanto (2010), "Products are anything that can be offered in the market to get attention, requests, usage or consumption that can fulfill the wishes or needs." The products produced are not only in the form of goods but can also be in the form of services or combined from both (goods
and services). Definition of prices according to Deliyanti (2012), "The price is an exchange rate that can be equated with money or other items whose benefits can be obtained from an item or service for individuals and groups." Prices are the easiest elements in the marketing program that can be adjusted. According to Sumarmi and Soeprihanto (2010), "Distribution channels are channels used by producers to channel products from 16 manufacturers to consumers or industrial users." Meanwhile, according to Sudaryono (2016) there are several distribution channels that producers can use to reach consumers, among others. According to Tjiptono and Chandra (2012), "promotion is a form of marketing communication." What is mean by marketing communication is a marketing activity that aims to disseminate information, affect persuade, and or remind the target market for the company and its products to be willing to accept, buy, and loyal to the products offered by the company concerned.

The funds according to Frianto Pandia (2012: 1). In the context of fund management and bank health, it is cash and / or other assets that can immediately be cashed and available or set aside for certain purposes. The greater it can raise funds from the community, the more likely to provide credit and mean the greater the institution to earn income, the opposite the smaller the funds collected are getting smaller also the loans given, the smaller the income. According to (Frianto Pandia, 10), b. For money owners for money owners means making productive money, money that is usually charged at home, in chicken piggy bank, birds bambo or underducted pillows (hoarding) with a funding business, the unemployed money becomes productive productive. The purpose and purpose in raising funds according to (Frianto Pandia: 11-28), is: a. As a bank's operational funds collected by the Bank from the community of the small amount of the samai, the large number is then managed and channeled to the people who need and are feasible to get loans in the form of financing / credit. b. As a tool or way of the government in implementing monetary policy, then (that fund management and health, withdrawing money from the community means reducing the amount of money circulating, it is one way the government in controlling inflation. C. Productivity of funds raises funds through financial institutions means collecting Unemployed funds (idle funds) to be used as productive funds with the road to be channeled to the public to finance productive or produce businesses (Frianto Pandia, Bank Fund Management and Health).

Understanding Capital According to (EC. Winardi in Muhammad Firdaus, (2008; 100), is a sum of loaned money that dealing with interest, interest interest comes from the interest of interest meaning "what is among them". The definition of capital associated with money is Thin for the Phase of Pertautilistical (Mercantilism / A Madzhab Islam) History of Economic Thought. The definition of each capital seen from its original source can be described as follows: 1) Your own capital own capital is the capital obtained from the company owner by issuing shares. Shares issued by the company can be carried out in a closed or open. The advantage of using your own capital to finance a business is the absence of interest costs, but it will only pay dividends. Dividend payments are carried out if the company benefits, and the amount of dividend depends on the company's profits, as well as, there is no obligation to restore the capital that has been used. Losses using their own capital are very limited and relatively difficult to obtain it. 2) Foreign capital (loan) foreign capital or loan capital is the capital obtained from outside the company and is usually obtained from a loan. The use of loan capital to finance a business will lead to the burden of interest costs, administrative costs, and the cost of provision and the commission is relative. The use of loan capital requires a refund after a certain period of time. Loan capital advantages are an unlimited number, meaning available in large quantities. In addition, using loan capital usually arises motivation from the management to do business truly. Sources of funds from foreign capital according to cashmere, (2013; 95-96.) Can be obtained from: a. Loans from the banking world, both from private banking, government, and foreign banks, b. Loans from financial institutions such as pawnshop companies, venture capital, insurance, leasing, pension funds, cooperatives or other financing institutions, c. Loans from non-finance companies.

Harry G. Gutman and Herbert E. Dougall (2010; 246-248), suggesting that the notion of capital can be reviewed from several uses: a. Legal View of Capital in terms of law, capital is interpreted as a stock capital of a company, which is formed in a limited liability company, B Accounting View of capital is interpreted as a difference between total assets with total liabilities. In everyday language we know the difference between assets with debt, this is what is called the own capital c. The Business View of Capital as said by Guthmann and Dougall, "A Businessman Speaking of Capital Refers to the Total Of Assets Needed to Operate A Business". Based on this opinion, the Business View of Capital views capital with the start of the left side of the balance sheet, and considers company capital as the totality of goods owned by the type of business type of business capital basically, the capital's need to do business consists of two types, namely : Usually it's more than 1 year old. While working capital is used for the short term and several times use in one production process. The working period of working capital is usually no more than 1 year. The main use of long-term investment capital is to buy fixed
assets such as land, buildings or buildings, equipment and others. Investment capital is usually obtained from long-time loan capital (more than a year). This loan is usually obtained from the banking world. After the working capital needs are met, then it is a petuh of working capital needs. Working capital, according to Cashmir (2005; 91-92), namely capital which is used to finance the company's operations when the company is operating. The type of capital is short-term, usually only used for once or several production processes. Working capital working capital can also be obtained from bank loan capital (usually a maximum of years). Usually the world can be financed investment capital and working capital both simultaneously and themselves. Still according to Cashmir (2005; 137) Analysis of the Performance Performance Capital Structure The financial manager was measured by the company's wealth. Funds from long-term debt (long term debt) are obtained by borrowing or issuing bonds, and equity funds are obtained from the issuance of shares. The company value is determined. Main Capital Sources According to 3) Sales of Securities 4) Trade Credit 5) Replanting Rebuits, According (Soesarsono Wijandi; 66-67). Is money, savings, loans, sales of securities, trade and planting Return to profit. Which source will be drawn depends on many factors. Some are right if the new business starts, some are more appropriate some time later, and some are right every time. 1) Savings 2) Loans (Ferdinand D. Saragih; 2005; 137)

Asri Research Results Pawestri Setyo Utami1 Ni Putu Ayu Darmayanti, the influence of investment decisions, funding decisions and dividend policies on the value of Food and Beverages companies show that investment decisions, funding decisions, and dividend policies have a positive and significant effect on the value of Food and Beverages companies. Asri Pawestri Setyo Utami1 Ni Putu Ayu Darmayanti2, Faculty of Economics and Business, Udayana University (UNUD), Bali, Indonesia E-Journal of Management Unud, Vol. 7, No. 10, 2018: 5719-5747, that investment decisions, funding decisions, and dividend policies are the role of managers, while the company's value is related to company assets, while assets are corporate capital. The same research strengthened previous research, from Aris Sasurya's, Nadia Asandimitra, 2018, the effect of managerial ownership, investment decisions, funding decisions, and dividend policies on the value of the company, June 2018, Bisma (Business and Management) 6 (1): 1Doi 10.26740 /bisma.v6n1.p1-10 license cc by-nc-nd 4.0 June 2018. Research Results of the Influence of Compensation and Motivation on Employee Performance with Job Satisfaction as Intervening Variables, and Research Research Nurcahyani, Igad Adnyani - Effect of Marketing Capability, Competitive Advantage And organizational culture on SME performance (small and medium enterprises) in Lumajang Regency, E-Journal of Management, 2016, which all explains that the role of managers influences performance and applied among them by increasing assets or capital. While the research conducted on the contrary, the role of managers has no effect on capital investment decisions, this verifies increasingly interesting challenges to conduct more in-depth research to explain the investment decision variables described by the role of managers.

Framework
Based on the literature, there is a thought framework, as follows ::

![Framework Diagram](image.png)

Figure 1. Framework

Hypothesis
On the basis of the form of thinking, it can be compiled hypothesis as follows:

H1: The role of marketing managers affects capital investment decisions,

H0: The role of marketing managers has no effect on capital investment decisions,

III. IMPLEMENTATION METHOD

Object of research
Samples were taken from 112 respondents from the 138 population of companies in West Java and other Kadin in Bandung where the sampling method used was purposive sampling technique.

**Data analysis technique**

**Descriptive analysis test**

This study uses a quantitative approach through the survey method, as for questionnaires used primary power based on the Lickert scale, as for the respondent's answers carried out with tabulation. Descriptions used using the independent variable role of marketing managers, the variables are bound namely capital investment decisions.

According to Sekaran and Bougie (2017: 79), that independent variables will affect the dependent variable, whether positive or negative. This means that every independent variable that arises, then it can be ascertained that the dependent variable will also emerge, for any increase or decrease in the independent variables. Still according to Sekaran and Bougie (2017: 77) Dependent variables are variables that are under the influence of other variables, so in other words the main variable is suitable for research material.

Furthermore, the existing variables will be described through the operational variable research, which consists of the main variables, definitions or concepts, dimensions, indicators and measurement scales. The variable operational details are shown as follows:

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<th>Variable</th>
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Data collection and processing techniques
Data is gathered from field research (field research), and library research (library research), while data processes are taken based on the scale of Lickert with the level of responses to strongly agree (5), agree (4), hesitant (3), disagree (2), Strongly disagree (5).

Data testing method
Validity test
Validity test on a scale of ordinal measurements using Spearman Rank correlation

Reliability test
The reliability test is used to determine that the measurement results remain consistent, when re-measurement with the same varium. This test uses Spearman Brown technique from half (split-half), to be known to the reliability coefficient which also uses the Spearman Brown formula.

Descriptive analysis test
This test is carried out to obtain a response through the survey, through the deployment of the questionnaire to obtain the perception of the company with international scale products in West Java and other Kadin, by using the variable role of marketing managers and capital investment decisions.

Data analysis technique
The analysis used consists of two types, namely: (1) descriptive analysis through qualitative variables and (2) quantitative analysis with a path coefficient, as well as the determination that measures what is the effect of the independent variables of the bound variable. While the verification method utilizes path analysis. With the use of a combination of analysis techniques, of course it is desirable to be obtained an integrated generalization between

The role of marketing managers on capital investment decisions. The author distributes a questionnaire about the opinion of respondents to this study, which consists of 10 statement items for the variables of the role of Maanjer Marketing and 11 items statement for capital investment decision variables, each statement is given 5 alternative answers to choose.

Hypothesis test (T test)
to get a picture, how the influence of independent variables on dependent individually (partial).

Determination coefficient test
This coefficient is a value that shows the magnitude of the influence of independent variables simultaneously on the dependent variable. With a range of values between 0 to 1 (0% - 100%), the values that are in the range are close to one, the influence of the independent variable is getting bigger.

IV. THE RESULTS ACHIEVED

Object of research
In this study a survey was conducted on corporate respondents in West Java and other Kadin in Bandung, by taking samples of 112 respondents.

Descriptive analysis test
The research locus was carried out in Bandung respondents in West Java and other Kadin in Bandung, through a request with a response with a surver by distributing questionnaires to find out the perceptions of corporate respondents in Jabar and other Kadin in Bandung, the variables used were the role of marketing managers and capital investment decisions.

Data analysis technique
Based on research that has been carried out through instruments, namely the questionnaire distributed to each respondent. Then the calculation results for the percentage of scores from each statement are measuring
instruments in the variable role of marketing managers and capital investment decisions according to the indicators described as I:

a. Respondents' responses regarding internal control variables at the level strongly agree on the indicator

1. Understanding manager 26.79%, 2. Effective manager, 74.11%, 3. Conflict characteristics, 27.68%, 4. Decision-making process 43.75%, 5. Marketing Strategy 67.86%, 6. Marketing mix 23.21%, 7. Product understanding 71.43%, 8. Promotion 68.75%, 9. Distribution 68.33%, 10. The price is 73.21%, so an average of 54.51% Category is good, while the highest score is found in effective managers 74.11% meaning management optimizes the role of managers effectively, so that capital investment collection can be achieved...

b. Respondents' responses regarding entrepreneurial performance variables at the level strongly agree on indicators: 1. Management and Health Funds 60.71%, 2. Capital Understanding 66.07%, 3. Working capital of 50%, 4 Capital Structure Analysis 25.89%, 5. Capital structure of 61.61%, 6. 75% source funds, 7. Use of funds 24.11%, 8. Replanting profit 64.29%, 9. Long-term debt 53.57%, 10. Operating expenses 61, 61%, 11. Savings 71.43%. So that an average of 48.68% of the categories are good, while the highest score is available at only 75.00%, meaning that the role of the source of funds dominates from all aspects of the capital investment collection.

Hypothesis test

The T test used in this study illustrates the extent of the level of significates the effect of each independent variable on the dependent variable. The hypotheses used in this study are:

H1: β ≠ 0 The role of marketing managers has a significant effect on capital investment decisions

Test Criteria:
Reject H0 if, t count> t table or
Reject H0 if, P Value <α.

α = 0.05.

<table>
<thead>
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<th>Model</th>
<th>Unstandardized Coefficients</th>
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<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>12.446</td>
</tr>
<tr>
<td></td>
<td>47.475</td>
<td>3.814</td>
<td>-0.357</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The role of Marketing Managers</td>
<td>-.034</td>
<td>.094</td>
<td>-.357</td>
</tr>
</tbody>
</table>

A. Dependent variable: y

For X value tcount (-0.357) < t table (2,042) and there is also a value of P-value <α (0.05) which is 0.721 > 0.05 so that it can be concluded that H1 is rejected and H0 is accepted. So the role of marketing managers has no effect on capital investment decisions. Test thitung hypothesis is -0.357 and t table, n = 100 (DF = NK), the significance of 5% is 2.042 this means tcount < t table and significance value of 0.721 > 0.05 so that the internal control variable (X) does not affect the investment decision capital (y).

Determination coefficient

The coefficient of determination is used to determine how much percentage of influence occurs over internal control of the capital investment decision, where the KD = R2 X 100% formula is used and the results are as follows:

A. Dependent Variable: Y

or X, the value of tcount (-0.357) < ttable (2.042) and there is also a p-value <α (0.05), namely 0.721 > 0.05, so it can be concluded that H1 is rejected and H0 is accepted. So the role of the marketing manager has no effect on capital investment decisions. Hypothesis test tcount is -0.357 and ttable, n = 100 (df = nk), then the 5%
significance is 2.042, this means that tcourt < ttable and a significance value of 0.721 > 0.05 so it is accepted that the internal control variable (X) has no effect on investment decisions. capital (Y).

**Koefisien Determinasi**

The coefficient of determination is used to determine how much the percentage of influence that occurs on internal control on capital investment decisions, where the formula KD = r² X 100% is used and the results are as follows:

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<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>.034</td>
<td>.094</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>47.475</td>
<td>3.814</td>
<td>12.446</td>
<td>.000</td>
</tr>
<tr>
<td>The role of Marketing Managers</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on the data which states that the role of the marketing manager is 0.094, this means that 9.4% of the capital investment decision variable can be explained by the marketing manager role variable. The remaining 90.6% is influenced by other variables that are not researched.

**V. CONCLUSION**

The conclusions that can be drawn from the results of research on the influence of marketing manager role on capital investment decisions are as follows:

1. The variable of the role of the marketing manager is at a good level, because entrepreneurs with international scale products at the West Java Chamber of Commerce and others in Bandung will determine the role of the marketing manager to have a determining role for entrepreneurs in their company activities ...

2. Variable capital investment decisions are also at a good level, this illustrates that the entrepreneurial environment at West Java Chamber of Commerce and others in Bandung fully understands that the process of making capital investment decisions professionally managed will produce entrepreneurs who are able to survive the COVID-19 pandemic. 19.

3. Influence on capital investment decisions. This explains that the role of the marketing manager is not optimal in playing a role in efforts to increase capital investment in West Java Kadin entrepreneurs and others in Bandung, West Java. Atas dasar data yang menyatakan bahwa peran manajer pemasaran sebanyak 0.094, hal ini artinya 9.4% variabel keputusan investasi modal dapat dijelaskan oleh variabel peran manajer pemasaran. Adapun sisanya 90.6% dipengaruhi oleh adany variabel lain yang tidak diteliti..

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