

THE INFLUENCE OF PERSONAL SELLING ON DECISIONS PURCHASE OF PT. FATARINDO CEMERLANG NESTLE CIMAHI BRANCH

Tia Aryanti

Polytechnic Piksi Ganesha
Bandung, Indonesia

Perwito

Polytechnic Piksi Ganesha
Bandung, Indonesia

Abstract. This study aims to assess the impact of personal selling on purchasing decisions, identify challenges in personal selling, and evaluate the company's efforts to overcome these challenges at PT. Fatarindo Cemerlang, Nestle Cimahi Branch. The research adopts a quantitative approach, utilizing questionnaires, observations, and literature reviews for data collection. The sample consists of 72 respondents from the total study population. Data analysis was conducted using Pearson's Product-Moment Correlation, with data processed in SPSS 25. The findings reveal that personal selling significantly influences purchasing decisions, accounting for 68.1% of the variance, indicating a strong relationship. The coefficient of determination (R^2) is 46.4%, suggesting that 46.4% of purchasing decisions are explained by personal selling, while the remaining 53.6% is influenced by other factors not examined in this study. To enhance purchasing decisions through personal selling, the company should focus on improving human resources, providing motivation and recognition for employees, selecting optimal promotion times, and ensuring a deep understanding of the company's products.

Keywords: *Personal Selling, Purchasing Decisions.*

Introduction

In the current era of globalization, marketing management is currently very important for the business world, especially Indonesia. The increasingly advanced technology in

various fields requires a person or company to always be competent to achieve the set goals, namely to achieve optimal profits. Apart from the expected level of quality, it will be able to meet challenges from competitors, especially in the marketing field (Saladin: 2005).

Therefore, companies must be able to influence potential consumers to create demand for the product. Nowadays, people are potential consumers who think relatively advanced. They are faced with a variety of offers of goods and services that best suit their needs and income level. Meanwhile, companies use advertising to introduce products and encourage people to buy. Advertising is an important area of marketing in the marketing of goods or services produced by the company and as a means of providing information to the public (Donni: 2014).

Advertising is very important for a company because the benefits of the products it produces must be communicated to consumers. In addition, the company will always build the best possible communication so that product information can also be conveyed well. Without proper advertising support, a product is useless because a quality product can determine its appeal to potential consumers. When a company develops a new product, modifies an old one, or sells existing goods and services, the company must convey the sales message to potential consumers so that they can make a purchase decision for the product being offered (Sutisna 2001).

In supporting this target market, PT. Faterindo Cemerlang Nestle Cimahi Branch creates value for customers by providing maximum personal sales services, including sales. In addition to selling the product itself, the sales carried out include approaching business target customers, presenting products, answering objections or closing sales. In terms of product sales, the following are PT sales data. Faterindo Cemerlang Nestle Cimahi Branch.

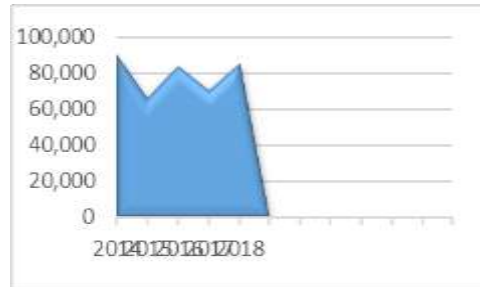
Source processed by the author (data from PT. Fatarindo Nestle Cimahi Branch), 2019-2023 Annual Report

Based on the table above, the sales data for 2019 recorded an increase of 22.85%, in 2020 there was a decrease of 16.54%, in 2021 there was an increase of 21.22%, the following year there was a decrease of 17.78%, which is not far from 2022 and experienced an increase of 21.58% in 2023.

Bar chart

Company's product sales year

2019-2023



Source processed by the author (data from PT. Fatarindo Nestle Cimahi Branch), Annual Report 2019-2023

Sales of PT products. Fatarindo Cemerlang Nestle Cimahi Branch from the last 5 years 2019-2023 tend to experience ups and downs as can be seen from the bar chart. With this in mind, it is suspected that the company's personal sales activities were not optimal, resulting in fluctuating sales figures. Even if the activities that should have been carried out were not carried out, the company tries to increase product sales through personal selling so that the set sales targets can be achieved.

No	Year	Selling Volume	explanation (%)
1	2014	90.000	22.85
2	2015	65.163	16.54
3	2016	83.575	21.22
4	2017	70.034	17.78
5	2018	85.003	21.58

To find out this problem, the author is interested in conducting a study entitled "The influence of personal selling on purchasing decisions at PT. Fatarindo Cemerlang, Nestle Cimahi Branch."

Main Problem

Based on the research background described above, the main problem discussed in this study is how personal selling influences product purchasing decisions at PT. Fatarindo Cemerlang Nestle Cimahi Branch at Jalan Nasional III, Padasuka, Cimahi City.

Research Questions

With the research question in mind, the author identifies the problem as follows:

- A. How does personal selling work for PT? Faterindo Cemerlang Nestle Cimahi Branch?
- B. What decision-making process do consumers go through when purchasing products at PT? Faterindo Cemerlang Nestle Cimahi Branch?
- C. How much is the influence of personal selling on purchasing decisions at PT. Faterindo Cemerlang Nestle Cimahi Branch?
- D. What are the problems and efforts to overcome purchasing decisions through personal selling at PT? Fatarindo Cemerlang Nestle Cimahi Branch?

Research Objectives

- A. To find out how to do personal selling in PT Faterindo Cemerlang Nestle Cimahi Branch.
- B. To find out purchasing decisions in PT Faterindo Cemerlang Nestle Cimahi Branch.
- C. To find out what influence personal selling has on purchasing decisions in PT Faterindo Cemerlang Nestle Cimahi Branch.
- D. To find out the problems and efforts to overcome purchasing decisions through personal selling in PT Fatarindo Cemerlang Nestle Cimahi Branch.

Benefits of the Research

A. Theoretical Benefits By conducting this research, it is hoped that it will provide benefits for the development and insights of personal selling in purchasing decisions and can apply it in a company related to personal selling.

B. Practical Applications

- 1. For companies, the results of this research are to serve as reference information and input for companies to increase sales and thus ensure the survival of the company in the future.
- 2. For research as a means of exercising scientific thinking on problems facing businesses, especially on promotions to increase the company's sales
- 3. Share other research findings

Provides an overview for other researchers interested in the implementation of promotions in purchasing decisions and can be used as a reference for parties who will conduct research on the same topic in the future, especially in the field of marketing.

Systematics

To provide a brief overview of the parts discussed in this work

Theoretical Review

Marketing

Marketing is one of the important activities of a company to meet the needs and wants of consumers with the aim of creating added value and consumer satisfaction so that the company can survive in today's very tough competition (Kotler, 2017:30).

William J. Stanton (Donni, 2017:30) Marketing is an overall system of business activities that aims to plan, set prices, promote and distribute goods and services that meet wants to both current and potential consumers.

Marketing Mix

According to Kotler and Armstrong (Donni, 2017:38), the marketing mix is a set of tactical 4P marketing tools controlled by product, price, place and promotion that a company combines to achieve the desired response in the target market. Service marketing is referred to as the 7Ps, namely the 4Ps of the product marketing mix, plus the 3Ps, namely people, process and physical evidence.

Promotion

According to Alma (Donni, 2018: 181), promotion is a type of communication that provides explanations and persuades potential consumers of goods and services, with the aim of attracting attention, educating, reminding and persuading potential consumers.

Marketing Mix

The promotion mix is a comprehensive marketing communication program with a good strategic combination of advertising, personal selling, sales promotion and public relations variables that the company uses to achieve its marketing objectives.

Personal Selling

According to Kotler (2017:220), personal selling is a personal presentation of salespeople in the context of selling and building relationships with consumers. Personal selling indicators:

A. Preliminary approach

The company first selects potential customers by contacting them by email or phone to determine their interest and financial capabilities.

B. Presentation

The salesperson tells consumers the story of the product by explaining the features, benefits, advantages and value.

C. Overcoming objections

Overcoming objections is personal selling, that is, the salesperson investigates, clarifies and overcomes consumers' objections to the purchase.

D. Closing the sale

The salesperson tries to ask what the customer wants to order and tries to close the sale.

E. Maintenance

After the sale, the salesperson must pay attention and make sure that the delivery schedule is good and on time, the necessary purchase conditions, including a guarantee, as well as other important things that the consumer must be informed about are met.

According to Donni (2014: 100), purchase decisions are a process, evaluation or the consumer's attitude towards owning a product with references from other people and the current situation.

A. Problem Introduction

Purchase decisions start with the consumer's needs and wants. In doing so, the consumer is aware of the difference between the actual situation and the desired situation.

B. Information Search

After realizing that there is a need for a particular product, the consumer searches for information, either from their own knowledge or from outside sources.

C. Evaluation of Alternatives

After obtaining the information, consumers evaluate various alternative options to meet those needs.

D. Purchase Decision

If no other factors intervene after the consumer has made the decision, the actual purchase is the end result of the research and evaluation carried out.

E. Post-Purchase Behavior

If the purchased product does not deliver the expected satisfaction, consumers will change their attitude towards the product brand to a negative one and may even reject the product in the future.

Research Hypothesis

According to Sugiyono (2017: 63), a hypothesis is a temporary answer or conclusion that is drawn to answer problems that researchers pose in research. In relation to the previous framework, the author formulates a hypothesis from this research, namely "There is an influence of personal selling on purchasing decisions at PT Fatarindo Cemerlang Div Nestle Cimahi". For this reason, tests between the two variables are required to prove the influence of personal selling on purchasing decisions.

Basic Theory

Methodology

Research methods are basically a scientific method to obtain data for specific purposes and uses. Based on this, four key words must be considered, namely scientific method, data, objectives and use. The scientific method means that research activities are based on scientific characteristics, namely rational, empirical and systematic.

Population

The population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by research to be investigated and conclusions drawn from it (Sugiyono, 2017: 80). From the above definition, the target population for this research is potential consumers and the wider community who have never shopped at PT. Faterindo Cemerlang Nestle Cimahi branch is located in the Cimahi urban area and has a population of 90 potential consumers.

Sample

The sample is part of the number and characteristics of the population. So the sample used for the research consisted of 72 potential consumers who had never purchased PT. Faterindo Cemerlang Nestle Cimahi Branch

Data Collection Technique

According to Sugiyono (2017:137), primary sources are data sources that provide data directly to data collectors. The data was created based on field research, the data was obtained from observations and questionnaires.

Secondary data sources whose sources are not directly related to the research subject but contribute to providing information for the research material. In this research, the author uses descriptive quantitative research methods by distributing questionnaires to consumers.

Questionnaire

A questionnaire is a data collection technique in which a series of questions or written statements are presented to the respondents to answer. A questionnaire is an efficient data collection technique when the researcher knows exactly the variables to be measured and what to expect from the respondent. This method is used by researchers to obtain data by distributing questionnaires to potential consumers at PT. Fatarindo Cemerlang Nestle Cimahi Branch.

Observation

Observation as a data collection technique has specific characteristics as compared to other techniques namely interviews and questionnaires. This is because observation is not only limited to humans but also to other natural objects.

Literature Review

This data collection technique involves studying and citing several books and other sources that researchers use as theoretical material.

Presentation of Research Data

Based on the sample population of 72 potential consumers obtained by the author above, the following steps to evaluate each indicator using a Likert scale as shown in Table 3.2 are as follows:

- A. The item score value is divided by the frequency value multiplied by 100%.
- B. The number of respondents is 72 people and the largest measurement scale value = 5 while the smallest scale value = 1 so the largest cumulative number is $72 \times 5 = 360$

and the smallest cumulative number is $72 \times 1 = 72$. while the largest percentage value is $(360/360) \times 100\% = 100\%$ and the smallest percentage value is $(72/360) \times 100\% = 5\%$

C. The entire range of values is the largest percentage minus the smallest percentage which is $100\% - 5\% = 95\%$ and when divided by 5 measurement scales, the interval percentage value is $95\% / 5 = 19\%$ so the A percentage rating classification is obtained.

Data Analysis Techniques

Data analysis is an activity after data is collected from all the respondents or other data sources. Activities in data analysis include grouping data based on variables and types of respondents, tabulating data based on variables of all the respondents, presenting data for each variable studied, performing calculations to answer the problem formulation and performing calculations to test the hypotheses that have been proposed.

Data Normality Test

Normality test is used to determine whether the residual values are normally distributed or not. A good regression model will have residual values that are normally distributed.

Simple Linear Regression Analysis

Simple linear regression analysis is used to measure the extent of influence of a variable X on variable Y. Simple regression is based on the functional or causal relationship of an independent variable with a dependent variable.

Pearson Product Moment Correlation Analysis

Pearson Product Moment Correlation Coefficient Analysis is used to measure whether or not a relationship exists between variables.

Coefficient of determination

The coefficient of determination is the square of the correlation coefficient (r^2) found, so it is known how much influence the independent variable (X) has on the dependent variable (Y).

T-test (t-test)

The one-sample test is a single sample t-test procedure that compares the average of a single variable with a certain constant value. This test partially tests the regression coefficient. This test is performed to determine the partial significance of the role

between the independent variable and the dependent variable and assumes that the other independent variables are considered constant.

Results and Discussion

Respondent Profile

The aim of this research is to determine the influence of personal selling on the purchasing decisions of PT. Fatarindo Cemerlang Nestle Cimahi Branch, where the research collected 72 samples from the entire population. The questionnaire consists of 20 items consisting of 10 questions on personal selling and 10 questions on purchasing decisions. In this study, there are several categories of characteristics of the respondents, namely gender, age, education and occupation.

Gender of respondents: It is revealed that there were 38 female respondents (55.77%) and 34 male respondents (47.22%). From this data, it can be seen that the majority of the respondents are female, with a difference of 5 people.

Age of Respondents: It is seen that the number of respondents is 17 persons (23.61%) who are aged 17 to 25 years, 34 persons (47.22%) who are aged 25 to 34 years and 21 persons (29.16) who are aged 35 to 44 years. From this data, it is clear that the majority of the respondents are aged 25 to 34 years.

Occupation of Respondents: It is seen that the number of respondents is 23 persons (31.19%) who are students, 34 persons (47.22%) who are private employees and 17 persons (23.611%) who are civil servants. From this data, it is clear that the majority of the respondents are private employees.

Education of the respondents: It can be seen that the number of respondents who had education, 33 people (45.83%) had a high school (SMA), 24 people (33.33%) had a diploma and 15 people (20.83%) had a bachelor's degree. From these data, it can be seen that the majority of the respondents have a college degree.

The influence of personal selling on product purchase decisions

Normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		72
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2,68707051
	Absolute	,077

Most	Extreme Positive	,077
Differences	Negative	-,049
Kolmogorov-Smirnov Z		,650
Asymp. Sig. (2-tailed)		,792

- Test distribution is Normal.
- Calculated from data

Data Processing Results (2023) SPSS 25

From the table, it can be concluded that the result Sig.(2-tailed) is 0.792, since the Sig.(2-tailed) is 0.792. Asymp > 0.05, then Ho is accepted. It can be concluded that the results of X and Y normality tests in this study are normally distributed.

Analisis Regresi Linier Sederhana

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,599	2,408		5,647	,000
<i>Personal selling</i>	,570	,073	,681	7,788	

Data processing results (2023) SPSS 25

From the table, we can see that the constant is 13,599. This number can be interpreted as the value of the purchase decision constant is 13,599 when personal selling is zero. Meanwhile, the coefficient value from the above output is 0.570. This number means that when 1% of personal selling is added, the purchase decision increases by 0.570 and has a positive effect on the purchase decision. Compared with the significant value with a probability value of 0.05 from the output results of Table 4.32, it has a significant influence of personal selling on purchase decisions with a result of $0.000 < 0.05$.

Pearson product-moment correlation analysis

Correlations

	<i>Personal selling</i>	Buying decision
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Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,681a	,464	,457	2,70620
	<i>Personal selling</i>	Pearson Correlation	1	,681**
		Sig. (2-tailed)		,000
		N	72	72
	Keputusan pembelian	Pearson Correlation	,681**	1
		Sig. (2-tailed)	,000	
		N	72	72

** . Correlation is significant at the 0.01 level (2-tailed).

Data Processing Results (2023) SPSS 25

Based on the result data in the above table, it can be seen that the correlation value is 0.681, which indicates that the degree of relationship is strong.

Coefficient of Determination

Data Processing Results (2023) SPSS 25

Based on the SPSS output results above, we can see that the coefficient of determination R square is 0.464 or equal to 46.4%. This number means that the variable "Personal Selling" (X) has a strong influence on the variable "Purchase Decision" (Y) with 46.4%. On the other hand, the remaining 53.6% was influenced by other factors that were not investigated by the author.

Uji T (t-Test)

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.		
	B	Std. Error	Beta			
1	(Constant)	13,599	2,408		5,647	,000
	X	,570	,073	,681	7,788	,000

a. Dependent Variable: Y

Data Processing Results (2023) SPSS 25

Based on the SPSS output results above, it can be seen that the partial test value (T-test) of the variable is Purchase, so the hypothesis is accepted.

Conclusion

Based on the results of the respondents' answers regarding personal selling at PT. Fatarindo Cemerlang Nestle Cimahi Branch, the indicator with the highest rating is the presentation because the explanation of the products provided by the company is very precise and thorough and is able to arouse purchase interest among potential consumers. On the other hand, the lowest value was obtained for the closing sales indicator. This was due to limited human resources which were minimal and had different ways of offering products, product delivery was unclear, working hours were not appropriate and did not support sales performance. On the other hand, regarding the follow-up / maintenance indicators, the percentage results show 68.99%. Based on the results of the respondents' answers regarding purchasing decisions at PT. Fatarindo Cemerlang Nestle Cimahi Branch, the indicator with the highest rating is the alternative evaluation. This is because there are many types of Nestle products to choose from, starting from Dancow, Nescafe, Koko Kcunc Milo and many more, and this company is competitive with other companies. On the other hand, the lowest score was obtained in the problem recognition indicator because potential consumers sometimes do not buy all Nestle products only according to existing needs, and while the lowest score was obtained in the purchase decision indicator, this is because the information provided by other consumers about this company is sometimes unclear and incomprehensible, making other potential consumers think longer about using the

products of this company. The decisions implemented at PT Fatarindo Cemerlang Nestle Cimahi meet very good criteria with a summary of respondents' responses regarding purchase decisions, resulting in a result of 87.33%.

From statistical calculations using the Pearson Product Moment Correlation method, it can be concluded that there is a significant relationship between the variable X (personal sales) and the variable Y (purchase decisions) as shown by the Pearson correlation. And the statistical calculation of the coefficient of determination shows that PT. Fatarindo Cemerlang Nestle Cimahi Branch affects purchase decisions by 46.6% as can be seen in the R-squared and the remaining 53.6% is influenced by other factors that have not been studied by the author. Based on the calculation of the simple linear regression value predicting the relationship between the increase and decrease of the two variables seen in the coefficient results, which is 0.570%, which means that for every 1% additional personal sales, purchase decisions will increase by 0.570% and have a positive effect on purchase decisions.

Lack of understanding and understanding in relevant departments, especially in conveying direct product information, working hours are always unreasonable, the use of human resources is minimal and does not support the performance of personal sales steps, and efforts that can be made by the company to carry out the programs again Personal sales promotions are targeted and well carried out, and personal sales steps such as approach, presentation, overcoming objections, closing sales and maintenance are always designed to increase sales in a company, motivate employees before starting work so that employees can focus more on implementation. This service to prospects can also be supported by the addition of human resources or employees in each area, and recognize employees who achieve goals so that they feel valued by the company.

Suggestion

In order to improve purchasing decisions through personal selling, it needs to be further improved by adding human resources (cooperators) whose equipment and supplies are more complete and better, improving the performance of employees in serving potential customers, and choosing good promotional times when the number of potential customers is high, for example: weekends, to further increase the purchasing interest of potential consumers, so that the company can gain benefits and profits. Personal sales representatives must have a neat and clean appearance and be knowledgeable about the product. Personal sales representatives must be trained about the product and how to deal with potential consumers. It would be better for the company's marketing department to select and carry out personal sales activities and promotions more effectively and efficiently. In order to increase consumer purchasing interest, the company offers prices and terms and conditions applicable to those who

achieve goals in increasing purchases of company products and offers personal sales representatives.

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