CONSUMER PURCHASE DECISIONS:
PERSONAL SELLING AND SALES PROMOTION

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ABSTRACT

The actions of consumers who want to buy or not become important parts of personal selling and sales promotion on partially and simultaneously purchasing decisions. The sample in this study were 93 respondents PT. Telkom Indonesia at PT. Telkom Indonesia Central Automation Cinta Damai Medan. The data analysis technique in this study uses Multiple Linear Regression. The results of the study prove that personal selling and sales promotion influence of product purchasing decisions are both partially and simultaneously. Companies can improve sales promotion skills of employees to buy consumer products.

Keywords: Personal selling, Sales promotion, Consumer Purchase Decisions

INTRODUCTION

The development of information technology and telecommunications is currently growing in the communication needs between individuals in various circles. The existence of technology has become a part of everyday life such as the need for the internet, the development of the internet in this millennium has become a necessity of the wider community. The internet is easily accessible for individual and industrial needs. Industry Competition Communication technology is also increasing rapidly, with the many facilities and infrastructure of internet service providers such as individual products, both paid and free. Of course, consumers will choose internet service products that can meet the needs, where consumers will make purchasing decisions on products offered by internet service providers.

Kotler dan Keller, (2012) explain purchasing decisions is the evaluation stage, consumers and preferences between brands in each choice and maybe also from the intention to buy from the preferred brand. The factors that influence purchasing decisions include sales promotion, product quality, brand, lifestyle, and price. In order for consumers to make purchasing decisions on the goods or services offered, the company must have a targeted and correct marketing concept so that marketing takes place effectively and efficiently (Budianto, 2012; Lubis, 2015). Promotion is very important in marketing. Promotional activities are used to be able to communicate products to prospective customers so that they are interested and begin to consider the use of the products offered (Ferrinadewi 2007). Companies must be able to design the right promotion in achieving company goals. One of the goals is to attract prospective customers to use products offered by both products that are already known in the community and new products that are less attractive to the public. Therefore to attract the attention of customers must be followed by personal selling and sales promotion in offering products to influence the buying interest of prospective customers and the loyalty of prospective customers on the products offered (Mughal, Mehmood, & Ahmad, 2014; (Ferrinadewi 2007). One way to increase the number of customers is by using personal sales and sales promotions Daniel, (2011). Amelia, et al., (2015);
Nagadeepa, et al., (2015) expressing Personal Selling is a direct communication between a seller's representative with one or more prospective customers in an effort to influence one another in a purchase situation. As one of the individual products issued by PT Telkom Indonesia, it must be able to win an increasingly competitive competition by using personal selling.

PT. Central Indonesia Telkom Automation Love Damai Medan is one of the largest Telecommunication, Information, Media and Edutainment (TIME) business companies in Indonesia. PT. Telkom Indonesia Sentral Otomation is the largest telecommunication service provider and network in Indonesia. Telkom provides Infocom services, fixed wireline and fixed wireless, cellular telephone services, and internet data, as well as networks and interconnections, both directly and through subsidiaries.

Phenomena that occur at PT. Telkom Indonesia Central Otomation Cinta Damai Medan is another factor that causes the failure of the company to achieve its sales target due to the inability of salesmen to negotiate with customers or prospective customers. The salesman is not able to overcome the objections submitted by the customer. PT. Telkom Indonesia Central Otomation Cinta Damai Medan certainly needs to increase personal selling better to be able to always increase its sales and also to be able to continue to compete with its competitors. By doing good personal selling, it is not impossible this can increase sales and reach more customers by helping the process of consumer purchasing decisions. There are still problems faced by PT. Telkom Indonesia Sentral Otomation Cinta Damai Medan that affects customer purchasing decisions is due to the number of customer complaints such as the lack of percentage of individual products so that potential customers turn to other providers, offer independent products without any closing intention so that prospective customers do not have the intention to buy. The lack of promotions provided by Indo-like such as free usage for three months and network speed so that potential customers turn to other providers that offer and promise better offers.

The results of interviews conducted by researchers taken from respondents' answers, the researchers draw the conclusion that the responses and inputs answered by respondents about Indihome, namely having a quality network, sometimes also experiencing bad networks. While the questions that make respondents interested in Indihome are good face-to-face promotions and sales. And questions about sales promotions offered by respondents answered that they were in line with expectations and some consumers had never recommended Indihome with the social environment.

According to Kotler and Amstrong (2012); Sales promotion is an activity that communicates the benefits of a product and persuades the target consumer to buy the product. The struggle to increase the number of customers continues to be sought so that the company will survive and develop. Research conducted by Kusmuriyanto, (2007; Sualang, (2015); Nasution, et al., (2017), now the community still does not have much knowledge about Telkom Indonesia and the products that are issued so that the telkom party needs to introduce services and products to the wider community that can be done by personal selling. There are five promotions which include advertising, personal selling, sales promotion, direct selling, and public relations, PT. The Central Indonesia Otomation Cinta Damai Telkom Indonesia only applies two promotional mixes to increase the number of customers, namely through personal selling and sales promotion (Kotler and Amstrong 2012). The reason why only using two promotions is first because using advertising will cost a lot of money and it is difficult to persuade consumers, secondly if using direct selling it will take a lot of time and energy because they have to door to door that consumers do not necessarily want and are interested in
using indihome, three do not need to use public relations because Telkom Indonesia already has a brand image.

In addition there are four important things that must be owned by personal selling, namely: Being able to find consumers (who and what they need), Able to understand how to communicate with prospective customers and how to through good relationships so that prospective customers feel comfortable when transacting, Able to do percentage or story about the product offered (such as the features of the product, the benefits that can be taken from the use of the product, and the benefits of the product), must be able to overcome consumer objections by providing notions of objections submitted. With the characteristics possessed by personal selling, it is guaranteed that achieving the target number of customers will always be achieved every month (Diansari, 2015; Arianty, 2018).

Kotler and Amstrong (2011), Consumer purchasing decisions are buying the most preferred brand, but two factors can be between purchase intentions and purchasing decisions. The first factor is the attitude of others. If someone has important meaning for you to think that you should buy something more expensive. The second factor is unexpected situational factors. Consumers may form purchase intentions based on factors such as expected revenue, price and product benefits, but unexpected events can change the intention of the buyer.

According to Churcill, (2010); stating that personal selling is a process of interpersonal communication identifying and satisfying customer needs for long-term importance of both parties. Tjiptono (2012) states that face-to-face sales (personal selling) is an integral component in integrated marketing communication and is not a substitute for other promotional mix elements.

We all realize that personal selling is an effective way to seduce potential buyers. With the occurrence of two-way communication that allows direct interaction between marketers and prospective consumers, it will at least create a positive assessment by consumers (Sanjaya, 2015).

The purpose of face-to-face sales is very important among people who do not understand about individual products, along with personal selling goals (Chandra, 2012):
1) Prospecting: looking for prospective customers (prospects or leads).
2) Targeting: decide how to allocate time between prospects and customers.
3) Communicating: convey information about the company's products and services.
4) Selling: approaching, achieving, answering customer complaints and complaints, and closing sales.
5) Servicing: providing various services to customers, such as consulting, technical support, financing, shipping, installation.
6) Information gathering: conduct marketing research marketing research.
7) Allocating: decides customers who will receive rare products when there is a product default.

Sales promotion programs can be designed well if the objectives are clearly defined. The purpose of sales promotion must be consistent with the marketing strategy. The purpose of a sales promotion can be formulated based on who the target is: the final buyer, intermediary, and salesperson. Tjiptono, (2012) argues that there are three objectives of sales promotion, namely the target of sales promotion directed at the final buyer, the target of sales promotion directed at intermediaries. The target of sales promotions directed at sales person.

Research results, Tamba, (2015); Maisya, (2013); Budianto (2016); Ahmad et al., (2015) concluded that the implementation of personal selling has a significant influence
on purchasing decisions. This proves in the implementation of personal selling well and in accordance with the provisions of the company so that consumers can accept the implementation of personal selling. The results of the research conducted by Maisya, (2013), Ulus (2013) and Yudhiartika (2012), show that sales promotion has a significant effect on purchasing decisions. Sales promotion as an amplifier because consumers are more interested in the products offered if there are prizes or something that is given for free. Consumers today are more easily affected by new things and interesting things, something interesting is by doing a sales promotion that is different from other companies. Kotler and Keller (2007) describe companies using sales promotion tools to obtain stronger and faster buyer responses. To understand marketers must know the uses, perceptions, preferences and shopping behavior of their target customers. All sales promotion tools are very influential on consumer purchasing decisions. Sales promotion is a stimulus that can attract the attention of consumers to make purchases immediately.

To determine product purchase decisions, consumers will choose because of the consideration of personal selling and sales promotion offered by producers. Personal Selling to improve consumer purchasing decisions. Good sales promotion gives encouragement to companies to consumers to establish strong ties with companies and consumers. The research results of Sitorus (2014), Diansari (2015), Lontoh, (2016), concluded that Personal Selling and sales promotion had a significant effect on positive consumer purchasing decisions. Sales promotion that has a direct effect on purchasing decisions. It is known that personal selling and sales promotion have a simultaneous effect on purchasing decisions. This shows that if there is a change in the independent variable, namely personal selling and sales promotion, it will also cause a change in the purchasing decision. The effect of personal selling and sales promotion has a positive value which means that if consumers trust more about indihome information described by the salesperson. So that the Hypothesis in this study is the effect of Personal Selling on purchasing decisions, Sales Promotion has an effect on purchasing decisions and Personal Selling and Sales Promotion affect the purchasing decisions of PT. Telkom Indonesia Central Otomation Cinta Damai Medan.

![Figure 1. Conceptual Framework](image)

**METHOD**

This study uses quantitative research, to determine the cause and effect of the variables to be studied. The population in this study amounted to 1,293 which consisted of all Indihome customers from October to December 2017. The technique of drawing samples in this study was random sampling using the Slovin formula with a sample of 93 people. The data used in this study are sourced from interviewees and questionnaires and relevant literature. The data analysis technique used in this study is Multiple Linear Regression.

**RESULTS AND DISCUSSION**

**Results**
Before testing the data, the questionnaire that has been prepared in advance is tested for validity and reliability of the questionnaire. The results of the validity and reliability of the questionnaire obtained questionnaires that have been prepared are declared valid because \( r_{count} > r_{table} \), thus also can be stated this questionnaire is reliable using cronbach alpha, where each variable of this study > 0.7. Furthermore, a classic assumption test is carried out to fulfill the requirements for the use of Multiple Regression analysis.

The first classic assumption test result is the data normality test to see whether the regression model has normal distribution data or not. The results of the normality test found that the data spread around the diagonal line and followed the direction of the diagonal line so that the regression model met the assumptions of normality. The second classic assumption is done to see whether the regression model is found to have a strong correlation between variables, by looking at the Variance Inflation Factor (VIF) value, the results of the Multicollinearity test obtained personal selling (X1) variable and sales promotion (X2) has been free from multicollinearity where the value of VIF > 2.321 < 4 dan 5. The classic assumption of the regression model is considered not to experience heterokedacity if the point spreads randomly and does not form a certain pattern that is clearly spread both above and below the number 0 on the Y axis. clear and spread both above and below number 0 on the Y axis, this means there is no heterocedasticity in the regression model, so the regression model is feasible to use for the independent variable and the independent variable.

After the classical assumption test is fulfilled in the regression model, then the hypothesis is tested both partially and simultaneously in this regression model. To answer the partial effect of personal selling and sales promotion on purchasing decisions, a \( t \)-test is conducted, where to test whether the independent variable (X) individually has a significant relationship or not to the dependent variable (Y).

<table>
<thead>
<tr>
<th>Table 1. Partial Test Results</th>
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<tbody>
<tr>
<td><strong>Model</strong></td>
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<tr>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
</tr>
<tr>
<td>Personal selling</td>
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<tr>
<td>Sales promotion</td>
</tr>
</tbody>
</table>

Table 1, shows that the effect of Personal selling on purchasing decisions can be seen from the value \( t_{count} > t_{table} \), and significant value \( 0.00 < 0.05 \). It can be concluded that there is a positive and significant influence between the variables of personal selling on the purchasing decisions of Indihome products at PT. Telkom Indonesia. The influence of Sales promotion on the Purchase Decision obtained value \( t_{count} > t_{table} \), and significant value \( 0.024 < 0.05 \), It can be concluded that there is a positive and significant influence between the variables of sales promotion on the decision to purchase Indihome products at PT. Telkom Indonesia Central Otomation Cinta Damai Medan.

To prove the third hypothesis, which is simultaneously between personal selling and sales promotion, testing is done using the F test (Anova).

<table>
<thead>
<tr>
<th>Table 2. Simultaneous Test Results</th>
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<tr>
<td><strong>Model</strong></td>
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Table 2, shows that value $F_{\text{hitung}} = 39,247 > F_{\text{table}} = 3,10$, so it was concluded that personal selling and sales promotion simultaneously influence the purchasing decisions of indihome products at PT. Telkom Indonesia Central Otomation Cinta Damai Medan.

Then the next analyst to find out the extent of the contribution or percentage of influence of personal selling (X1) and sales promotion (X2) on purchasing decisions (Y), it can be seen that the determination test is as follows:

Table 3. Coefficient of Determination (R-Square)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>.683a</td>
<td>.466</td>
<td>.454</td>
<td>2.76795</td>
</tr>
</tbody>
</table>

The results of the determination coefficient test in table 3 show that the Adjusted R Square value is 0.454 ($D = R^2 \times 100\% = 0.454 \times 100\% = 45.5\%$) or equal to 45.5% which means that personal selling and sales promotion are able to explain decisions purchasing indihome products at PT. Telkom Indonesia is 45.5%, and the remaining 54.5% is explained by other variables not included in this research model.

DISCUSSION

The First Hypothesis proves that there is a positive and significant influence between the variables of personal selling on purchasing decisions, this is because personal selling aims to provide information that strengthens awareness and knowledge of products or services marketed to encourage consumers to purchase indihome products, personal selling of employees also needs to be considered by PT. Telkom Indonesia Central Otomation Cinta Damai Medan because personal selling is very decisive whether consumers will continue to return and use the product again after using it, this is important because consumers can use one product such as indihome wifi but other products such as telephone, cable tv are used in other companies that can influence those consumers. To increase the number of consumers, the ability is needed, therefore company management must be able to create reliable personal selling, if personal selling is increased, it will have a positive impact on increasing purchasing decisions made by consumers to buy individual products, on the other hand personal selling is an important role in society because consumers will understand the products they want (Anggraini & Melinda, 2018). The results of this study are supported by Tamba's research (2015) which is a personal selling effect on purchasing decisions. The results of this study are also supported by research conducted by Maisya, (2013); Budianto (2016) concluded that personal selling has a significant influence on purchasing decisions in using indihome products.

The Second Hypothesis is the influence there is a positive and significant influence between the variable sales promotion and the purchasing decision of the Indihome product PT. Telkom Indonesia Central Otomation Cinta Damai Medan. Competition in the wifi industry, the company must think of ways to attract consumer interest (Chaharsoughi & Yasory, 2012). Consumers are now easier to be influenced by new things and something interesting by doing sales promotion to prospective customers, we know that every company must do sales promotion to attract new prospective customers (Nochai & Nochai, 2011). Company management should do
sales promotion that is different from other companies. By increasing sales promotion companies, there will be an increase in consumer purchasing decisions, because with sales promotion using indihome, consumers will know the benefits of indihome products rather than choosing other products, if sales promotion is increased it will have a good impact on the company. The results of this study are supported by the theories of Kotler and Keller (2015); (Weerathunga & Pathmini, 2016), companies use sales promotion tools to obtain stronger and faster buyer responses. The results of this study are also supported by research conducted by Ulus, (2013); Yudhiartika (2012); Brata, et al., 2017 concluded that sales promotion had a significant effect on indihome product purchasing decisions at PT. Telkom Indonesia.

The third hypothesis of personal selling and sales promotion simultaneously affects the purchasing decisions of indihome products PT. Telkom Indonesia Central Otomation Cinta Damai Medan. All respondents in this study chose to buy indihome products at PT. Telkom Indonesia because they obtain information directly from the sales person (personal selling) so that respondents understand more about individual products and are able to ask directly about the advantages of the indihome products. Pearson sales (personal selling) are able to tap into indihome products as well as possible so that consumers or prospective consumers are interested in using indihome products.

CONCLUSION
The higher the use of personal selling will have an impact on the high level of consumer decisions to buy Indihome products, if sales promotion works optically to promote Indihome products, then the decision to purchase indihome products will be higher. Personal selling and sales promotion can be used by companies to optimize the increase in purchasing decisions of individual products so they can add consumers who use indihome products. Company management should always strive to improve personal selling and sales promotion to improve communication and sales promotion to consumers so consumers can make decisions using indihome products. Personal selling and sales promotion, are the most effective activities in offering products, because consumers will know clearly about Indihome products and have great potential for consumers to purchase decisions. the results of this study were taken into consideration and reference to further research.

REFERENCES


