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Analysis Of The Effect Of Personal Sales And Product Quality On Consumer Purchase Decisions

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ABSTRACT

This study aims to determine the effect of Personal Sales on Purchase Decisions at PT. Kao Indonesia, knowing the effect of Product Quality on Purchase Decisions at PT. Kao Indonesia, knowing the effect of Personal Sales and Product Quality on Purchase Decisions at PT. Indonesian Kao. The research population that will be used in the study are all consumers who made purchases of the company's products at Brastagi Supermarket Gatot Subroto during the 2020 period as many as 47,529 consumers. By using the Slovin formula with an error rate of 10%, the number of samples obtained is 100 respondents. The analysis of this study used the Multiple Linear Regression test. The results showed that Personal Selling partially has a positive and significant influence on Purchase Decisions at PT. Kao Indonesia, Product Quality partially has a positive and significant influence on Purchase Decisions at PT. Indonesian Kao.

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1. Introduction

The success of a company in achieving that goal is strongly influenced by the company's ability to market its products. The company can sell its products at favorable prices at the expected quality level, will be able to overcome the challenges of competitors, especially in the field of marketing. Efforts to create and retain customers should be a top priority for the company.

The right strategy to attract customers should be carefully prepared, so that customers want to buy the company's products (Umar Bakti et al., 2021). Consumers will carry out various evaluations to determine the selection of the product they want and the selection that will be used by consumers in producing a decision to buy the product. Because of the importance of a consumer's purchase decision on the products offered by the company, every company will pay attention to various things that affect it. purchase decision is a consumer decision that is influenced by economics, finance, technology, politics, culture, price, location, promotion, psycal evidence, people, process. So that it forms a consumer attitude to process all information and draw conclusions in the form of responses that appear on what products to buy (Wiwi Kurnianingsih, 2019).

PT. Kao Indonesia is a company engaged in the business of consumer goods which are broadly grouped into 3 categories, namely skin care, health care, and household products such as laundry soap and floor cleaners. In this line of business, of course, many competing products from competitors apply various strategies in attracting consumers to use their products so that this can worry the company because with a high level of competition, the company can experience a decline in sales.

Table 1

Company Sales Data Period 2016 to 2020	
Year	Total Sales
2016	Rp. 7.914.281.000
2017	Rp. 7.820.907.000
2018	Rp. 7.741.228.000
2019	Rp. 7.527.393.000
2020	Rp. 6.142.742.000

Based on the table above, it can be seen that the company's product sales at Brastagi Supermarket have decreased from year to year where in 2016 total sales reached Rp. 7,914,281,000, while in 2019, sales only reached Rp. 7,527,393,000. For 2020 alone, sales only reached Rp. 6,142,742 000 due to the corona pandemic. The decline that occurred from 2016 to 2019 was assessed because consumer purchasing decisions on products offered by the company decreased from time to time because consumers had various alternative product choices so that the company's products could not remain the main choice of consumers.

2 The suspected factor in reducing consumer purchasing decisions is personal selling where personal selling is the most effective tool in the advanced stages of the buying process, especially for building preferences, beliefs, and encouraging action (A Firmansyah, 2020). Personal selling includes personal presentations by company salespeople in order to make sales successful and build relationships with customers (Wiwi Kurnianingsih, 2019). Personal selling or salespeople play an important role in making sales because they communicate directly with buyers. That's when negotiations occur between the seller and the buyer. The quality of the products sold by the company affects the desire of buyers to make decisions in purchasing. Personal selling activities carried out by company employees are considered less effective in inviting and attracting buyers to buy some of the products offered. This is because employees who make personal sales are considered less able to provide a good understanding to consumers regarding the use of the products they offer. In addition to how to use it, employees also cannot explain well about the benefits of the product and also cannot explain in full about the advantages that can be provided if using the company's products. This of course makes consumers less interested and in the end they decide to try to make purchases on other products. Another factor is product quality where product quality is an understanding that the products offered by the seller have more selling value that competing products do not have (A Firmansyah, 2018).

Purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more alternative behaviors and are considered the most appropriate action in buying by first going through the stages of the decision-making process (Anang Firmansyah, 2019). Purchasing decisions are a continuum consisting of 2 dimensions, namely a dimension that shows the involvement of consumers in buying decisions and a dimension that shows the amount of information consumers need to be able to make decisions by seeking information and considering various alternatives (Rossanty, 2018). Furthermore, the purchase decision is the next stage after the intention or desire to buy, but the purchase decision is not the same as the actual purchase (Morissan, 2015). Purchasing decisions are responses that are obtained through learning about the influence of the environment (Tjiptono & Diana, 2019). Decision making is a cognitive process that unites memory, thinking, information processing and evaluative assessment (Sunnyoto, 2015). Thus a consumer in making a buying decision there are several measurements, namely (A Firmansyah, 2020) Problem Recognition (Problem Recognition). The consumer buying process begins

21 when the buyer recognizes a need or problem. The needs can be generated by internal or external stimuli, Information Finder (Information Search). After consumers are aroused their needs, consumers will be encouraged to seek more information. People are more sensitive to product information. Information search can be active or passive, internal or external, active information search can be in the form of visits to several stores to make comparisons, while passive search is only reading advertisements in magazines or newspapers without having a specific purpose about the desired product description. Alternative Evaluation (Alternative Evaluation). After searching for as much information as possible about many things, then consumers must make an assessment of several alternatives and determine the next step. Evaluations reflect beliefs and attitudes that influence their buying behavior. Purchase Decision (Purchase Decision). After the stages are done, it is time for the buyer to make a decision whether to buy or not. Consumers can make several sub-decisions which include brand, supplier, quantity, execution time and payment method. Post-Purchase Behavior. Marketers must pay attention to consumers after making a product purchase. After purchasing a product, consumers will experience some level of satisfaction or no satisfaction. It is possible that buyers have dissatisfaction after buying.

Personal selling is the most effective tool in the later stages of the buying process, especially for building preferences, beliefs, and encouraging action (Umar Bakti et al., 2021). Personal selling is the process of introducing and building an understanding of a product to prospective buyers through direct or face-to-face communication (Tjiptono & Diana, 2019). Furthermore, personal selling is an oral introduction in a conversation in one or more consumers to achieve the company's goal of increasing sales volume (Sunyoto, 2015). Personal selling plays a key role in building the relationship between a company and its customers. Personal selling is the presentation of goods orally and face to face to one or more prospective buyers with the aim that the goods offered are sold (Sholihin, 2019). Personal selling is direct communication between the seller and the buyer where the seller explains the features of a product to the buyer (Prasetyo et al., 2018). Personal Sales Indicators have certain characteristics (A Firmansyah, 2020). Conversation (face to face individually) That is direct and reciprocal sales between two or more people. Cultivation (fertilization) That is the sale of individuals allows the emergence of various kinds of close relationships. An effective salesperson usually keeps the interests of his customers in mind, if they want a lasting relationship. Response (Response) That is personal selling which makes the buyer feel obligated to listen to what a salesperson has to say. With this, it is hoped that consumers will respond.

Product quality is the overall consumer evaluation of the superior performance of an item or service (Triastuti, 2020). Product quality is an understanding that the products offered by the seller have more selling value than competing products do not have (A Firmansyah, 2020). Furthermore, product quality is a factor of the product whose values can be measured whether the product is in accordance with the standard (Hapsari et al., 2020). Based on the opinions of the experts above, it can be concluded that Product Quality is an understanding that the products offered by the seller have more selling points than competing products do not have. There are 7 dimensions used to assess Product Quality, which are as follows (Triastuti, 2020), Performance (Performance). The absolute level of performance of goods or services on function attributes identified by consumers. Employee Interaction (Employee Interaction). Courtesy, friendly attitude and empathy shown by staff who deliver goods or services. This includes the overall credibility of employees, namely consumer confidence in employees and their perception of their expertise. Reliability (Reliability). That is the consistency of the performance of goods, services or shops. Endurance (Durability). Namely the period of use of the product and its strength or sturdiness. Timelines and Convenience. How quickly the

product is delivered or repaired, how quickly the information or service is provided. The following is testing the research hypothesis:

H1. The existence of the influence of Personal Sales on consumer purchasing decisions on products PT. Indonesian Kao.

H2. The influence of product quality on consumer purchasing decisions on PT. Indonesian Kao.

H3. The influence of Personal Sales and Product Quality on Consumer Purchase Decisions on PT. Indonesian Kao.

2. Method

Numbers whose characteristics are always in numerical form such as income data, population, consumption levels, bank interest and so on. The research population that will be used in the study are all consumers who made purchases of the company's products at Brastagi Supermarket Gatot Subroto during the 2020 period as many as 47,529 consumers. Because the population used is 47,529 consumers, the population will be reduced by using the Slovin sampling technique with a 90% confidence level and an error rate of 10%, where from the calculations obtained a total sample of 100 samples. To obtain relevant data in the study, it was conducted by means of interviews assisted with research instruments, namely questionnaires given to respondents, direct observation, and literature study. The technique of collecting data through questionnaires is done by asking questions to parties related to the problem under study. To assess respondents' responses, the authors use a Likert scale.

The data analysis model used in this study is a multiple regression analysis model. Researchers use multiple linear regression because this model is useful for finding the effect of two or more independent variables on the existing dependent variable. The multiple regression equation model is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description: Y; Purchase Decision, a; constant, b1-2; independent variable regression coefficient

3. Result and Discussion

The results for testing multiple linear regression analysis obtained multiple linear regression equations where if the value of the independent variable (X1) is Personal Sales and the variable (X2) is Product Quality is 0 then the Purchase Decision is fixed at 14.721. Each increase in the aspect of Personal Sales (X1) by 1 unit, the Purchase Decision will increase by 40.5%. Each increase in the aspect of Product Quality (X2) by 1 unit, the Purchase Decision will increase by 52.2%. These results can be seen in table 2.

Table 2
Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	14.721	3.244
	Personal Sales	.405	.087
	Product quality	.522	.079

a. Hypothesis testing

The results of partial hypothesis testing (t-test) and simultaneous (f-test) can be seen in the table below as follows:

Table 3
Results of t-test and f-test

Model	t	Sig.	F-sig	
1	(Constant)	4.538	.000	0,000
	Personal Sales	4.628	.000	
	Product quality	6.620	.000	

From table 3, it is obtained that the Personal Sales Variable (X1) has a value of tcount (4.628) > ttable (1.660) with a significant level of 0.001 < 0.05 so it can be concluded that the S is a partially significant positive effect between Personal Sales on Purchase Decisions at PT. Indonesian Kao. The results of this study are in line with

previous research conducted by Yusni, et al. (2019), where the results showed that the Personal Selling, product floating and price variables partially and simultaneously had a positive and significant effect on purchasing decisions. Product Quality variable (8.2) has a value of $t_{count} (6.620) > t_{table} (1.660)$ with a significant level of $0.000 < 0.05$ so it can be concluded that there is a partially significant positive effect between Product Quality on Purchase Decisions at PT. Indonesian Kao. The results of this study are in line with the research of Erdalina and Evanita (2015) where the results of the study show that product quality, price and advertising partially or simultaneously have a positive and significant effect on purchasing decisions. In the f test obtained a significant value of $0.000 < 0.05$ so that it can be concluded that there is a significant and positive influence between Personal Sales and Product Quality simultaneously on Purchase Decisions at PT. Kao Indonesia Medan. The results of this study are in line with previous research by Edbert, et al (2014), where the results of the study show that both partially and simultaneously image, price, advertising, and product quality have a positive and significant effect on purchasing decisions. Coefficient of Determination

The results of the test of the coefficient of determination can be seen that the value of R Square (R²) or the coefficient of determination obtained is 0.419, meaning that the purchasing Decision variable can be explained by the Personal Sales and Product Quality variables of 38.3% while the remaining 61.7% is influenced by other factors. come from outside this research model such as price discounts, service quality, consumer perceptions, motivation, satisfaction and so on. These results can be seen in table 4.

Table 4
Coefficient of Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619 ^a	.383	.370	2.631

a. Predictors: (Constant), Product Quality, Personal Sales
b. Dependent Variable: Purchase Decision

4. Conclusion

Based on the results and discussion of the research, the authors make several conclusions, namely the t-test results indicate that Personal Selling partially has a positive and significant influence on Purchase Decisions at PT. Indonesian Kao. The results of the t-test indicate that product quality partially has a positive and significant effect on purchasing decisions at PT. Indonesian Kao. The F-Test results show that Personal Sales and Product Quality simultaneously have a positive and significant effect on Purchase Decisions at PT. Indonesian Kao. For the coefficient of determination, it is found that Personal Sales and Product Quality can explain the relationship with Purchase Decisions at PT. Indonesian Kao.

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