

THE INFLUENCE OF PERSONAL SELLING ACTIVITIES DECISION TO PURCHASE PUCUK HARUM TEA BEVERAGE PRODUCTS

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Abstract

This research aims to analyze the influence of personal selling activities on consumer purchasing decisions for Teh Pucuk Harum beverage products. The research was carried out using a qualitative approach by collecting data through interviews with consumers and analysis of documents related to sales activities. The research results show that personal selling activities have a significant positive impact on consumer purchasing decisions. Direct interactions between sellers and consumers help increase product awareness, build trust, and influence consumers' decision-making processes. Sellers who have in-depth knowledge about the product and are able to answer consumer questions satisfactorily can increase consumer confidence in Pucuk Harum Tea. Apart from that, personal selling activities also have an important role in overcoming consumer doubts or concerns, thereby smoothing the purchasing process. Consumers who experience positive interactions with sellers tend to be more loyal and have a tendency to buy Teh Pucuk Harum again in the future. However, this research also identified several challenges faced in implementing personal selling activities, including consistency in message delivery and increasing seller competency. The results of this research provide valuable insight for companies in optimizing personal selling strategies to increase sales and build long-term relationships with consumers.

Keywords: Personal Selling, Consumer Purchasing Decisions, Fragrant Pucuk Tea Drinks, The Influence of Personal Selling

INTRODUCTION

In an increasingly competitive business world, marketing strategy is the main key for companies to gain competitive advantage. One important element in a marketing strategy is personal selling activities, which involve direct interaction between sellers and potential buyers. Personal selling also emphasizes the sales aspect through a person-to-person communication process, and has a dominant role in industrial companies. Research has been conducted to explore the influence of personal selling on product purchasing decisions. For example, a study shows that personal selling activities have a positive influence on purchasing decisions for Teh Pucuk Harum beverage products (William, 2019). Selain itu, penelitian lain menunjukkan bahwa kegiatan personal selling yang dilakukan oleh tenaga penjualan melalui pendekatan, kemampuan presentasi, tindakan mengatasi keberatan, menutup penjualan, dan melakukan tindak lanjut, dapat berpengaruh terhadap keputusan pembelian produk es batu (Kurniawan & Martana, 2017).

One of the famous products on the market is the Pucuk Harum Tea drink. This drink has a distinctive taste and is the choice of consumers who value quality. In this context, research regarding the influence of personal selling activities on purchasing decisions for Teh Pucuk Harum beverage products is relevant. Purchasing decisions are the result of a complex series of processes that are influenced by various factors, including interactions with sellers. Personal selling, as a form of direct communication, can have a significant impact on consumer purchasing decisions. Therefore, a deep understanding of how personal selling activities influence purchasing decisions for Teh Pucuk Harum beverage products can provide valuable insights for companies.

Thus, personal selling plays a significant role in a company's marketing strategy, especially in influencing consumer purchasing decisions. Through direct interaction and a personal approach, personal selling is able to form strong relationships with consumers and influence consumer perceptions and purchasing decisions.

LITERATURE REVIEW

Personal Selling and Purchase Decisions

What factors can be influenced by personal selling activities in the context of product purchasing decisions, especially in the beverage industry. Several factors that can be influenced by personal selling activities in the context of product purchasing decisions include. Research shows that personal selling and product quality influence consumer purchasing decisions. The results of this research show that product quality and personal selling simultaneously influence customer satisfaction, and partially product quality and personal selling have a significant influence on customer satisfaction. Thus, consumers who pay more attention to product quality tend to choose products that have high progress, and personal Selling can also influence consumer purchasing decisions, especially in the context of the beverage industry (Saraswati et al., 2019).

Marketing Communications in Personal Selling

Personal selling is an effective marketing communication strategy in influencing consumer perceptions of products. In a personal selling situation, marketing messages are delivered through face-to-face communication between the seller and prospective buyers. Marketing messages conveyed through personal selling include information about products, product uses, product benefits, and solutions regarding what consumers will need in carrying out activities (Detya, 2018). In personal selling, communication is carried out face to face with potential consumers. Personal selling also allows sellers to observe the reactions of potential consumers and adjust their approach to attract potential consumers' buying interest. The advantage of the personal selling method is that the communication can be right on target, sales can also analyze potential customers directly. Therefore, personal selling can be an effective tool in influencing consumer perceptions of products.

Personal Relationships in the Sales Process

The personal relationship between sellers and consumers in forming purchasing decisions is very important in the sales process. Trust and personal involvement can influence consumer attitudes towards products. In the sales process, personal relationships between sellers and consumers are very important to influence purchasing decisions. Trust and personal involvement can influence consumer attitudes towards products, which ultimately influence success in offering products or services to consumers or customers.

Influence of Brand Image through Personal Selling

Brand image is a set of brand associations that are formed in the minds of consumers, and is one of the considerations in the minds of consumers before purchasing a product. Apart from personal selling, brand image will also influence consumers to make purchasing decisions. In the context of Teh Pucuk Harum drinks, effective personal selling can shape and strengthen the brand image of Teh Pucuk Harum in the minds of consumers. A strong and positive brand image can influence consumer purchasing decisions, because consumers tend to choose products that have a good and trustworthy brand image. Therefore, personal selling which is able to convey positive marketing messages and strengthen the Teh Pucuk Harum brand image can have a positive impact on consumer purchasing decisions.

Fragrant Pucuk Tea at the Beverage Market

Teh Pucuk Harum is a beverage brand that is quite popular in the beverage market. However, this brand's position in the beverage market is greatly influenced by other factors such as product quality, personal selling, and brand image. Good product quality and effective personal selling can influence consumer purchasing decisions (Purnama & Rialdy, 2019). Apart from that, a strong and positive brand image can also influence consumer purchasing decisions. Therefore, in the context of consumer purchasing decisions, companies need to pay attention to these factors to strengthen their brand position in the beverage market. Apart from that, companies also need

to pay attention to other factors such as price, promotion and distribution to win competition in the beverage market (Harahap, 2015; Tarigan, 2021).

Marketing Strategy in the Beverage Industry

Marketing strategies generally applied in the beverage industry include personal selling, price, promotion and distribution. Personal selling is an effective marketing strategy in influencing consumer purchasing decisions. In personal selling, communication is carried out using direct face-to-face contact with potential consumers. The advantage of the personal selling strategy is that the operation is more flexible because the seller can better observe how potential consumers react so they can adjust their approach to attract potential consumers' buying interest. Apart from personal selling, price, promotion and distribution also influence consumer purchasing decisions. Competitive prices, attractive promotions, and easy distribution can increase consumer interest in buying products. Therefore, companies need to pay attention to appropriate marketing strategies to win competition in the beverage market. In this case, personal selling can be an effective strategy in achieving sales goals, especially in the context of the beverage industry.

METHOD

Research design

This research aims to determine personal selling on purchasing decisions, the data collection method is by using a questionnaire on consumers of Teh Pucuk Harum beverage products. In carrying out this research, the author used descriptive research with a quantitative approach. Descriptive research is research that is used by describing or illustrating the data that has been collected as it is without the intention of making general conclusions or generalizations that aim to analyze the data.

Population and Sample

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2015). The sample is part of the population which is the source of data in research, where the population is part of the number of characteristics possessed by the population, the larger the population being studied, the smaller the chance of error and vice versa.

Data Measurement Techniques

Tabel 1. Kisi-kisi Instrumen Penelitian

| No | Variabel | Indikator | Poin-poin / Butir Angket |
|----|--------------------------------|-------------------------|--------------------------|
| 1. | <i>Personal Selling</i> (X) | Kemampuan berkomunikasi | 1, 2, 3 |
| | | Pendekatan | 4, 5 |
| | | Kemampuan bernegosiasi | 6,7, 8 |
| | | Pilihan produk | 1, 2 |
| 2. | Keputusan Pembelian (Y) | Pilihan merek | 3,4 |
| | | Pilihan penyalur | 5,6 |
| | | Jumlah pembelian | 7,8 |

RESULTS AND DISCUSSION

Description of Respondent Characteristics

There are 2 (two) variables observed, namely personal selling activities (X) and variable Y, namely purchasing decisions (Y). In collecting primary data taken from 100 respondents to find out their responses regarding the influence of personal selling activities on purchasing decisions for beverage products

Table 2. Respondent Characteristics

| Jenis Kelamin | Frekuensi | Persen | Valid |
|---------------|-----------|--------|-------|
| Laki-laki | 47 | 47% | 47% |
| Perempuan | 53 | 53% | 53% |
| Total | 100 | 100% | 100% |

Description of Frequency Distribution of Question Items

Table 3. Motor Sales Ability to Communicate Well

| Alternatif | Frekuensi | Persen |
|---------------------|-----------|--------|
| Sangat Setuju | 54 | 54% |
| Setuju | 34 | 34% |
| Kurang Setuju | 10 | 10% |
| Tidak Setuju | 2 | 2% |
| Sangat Tidak Setuju | 0 | 0 |
| Total | 100 | 100% |

From the data in table 3. above, for the personal selling activity variable (X), the respondents' responses regarding motorbike sales' ability to communicate well amounted to 54 respondents or 54% answered strongly agree, 34 respondents or 34% answered agree, 10 respondents or 10% answered that they did not agree, 2 respondents or 2% answered that they did not agree, and 0 respondents answered that they strongly disagree. So it can be concluded that from the percentage results regarding responses to motorbike sales' ability to communicate well, there is an influence of personal selling activities on the decision to purchase marimas fruit juice drink products, namely 54 respondents or 54% answered strongly agree.

Questionnaire Score Results for Purchasing Decision Variable (Y)

Table 4. Purchases are made based on your own wishes

| Alternatif | Frekuensi | Persen |
|---------------------|-----------|--------|
| Sangat Setuju | 51 | 51% |
| Setuju | 32 | 32% |
| Kurang Setuju | 14 | 14% |
| Tidak Setuju | 3 | 3% |
| Sangat Tidak Setuju | 0 | 0 |
| Total | 100 | 100% |

From the data in table 4. above, for the purchasing decision variable (Y), the respondents' responses regarding purchases made based on their own wishes amounted to 51 respondents or 51% answered strongly agree, 32 respondents or 32% answered agree, 14 respondents or 14% answered disagree, 3 respondents or 3% answered disagree, and 0 respondents answered strongly disagree. So it can be concluded that from the results of the percentage of purchases made

based on one's own desires, there is an influence of personal selling activities on the decision to purchase marimas fruit juice drink products, namely 51 respondents or 51% answered strongly agree.

Test the Research Instrument

To determine the validity of each question item, it can be measured with the help of an r table at a significance level of 0.05%. A questionnaire (questionnaire) can be said to be valid if the calculated r is > than the r table and if a questionnaire (questionnaire) is said to be invalid if the calculated r is < than the r table. If the correlation of each instrument item is positive and the magnitude is 0.3 or above then each instrument item is a strong construct, conversely if the correlation of each instrument item is below 0.3 then the instrument item is invalid.

Reliability Test

Instrument reliability testing is only carried out on valid items that are known in the instrument validity test, "Reliability testing is also called testing the reliability or trustworthiness of the instrument measuring instrument for a research variable". Reliability testing is a tool for measuring a questionnaire which is an indicator of a questionnaire variable which is declared reliable if the Cronbach's alpha value is > 0.60, and if the Cronbach's Alpha value is < 0.60 then it is declared unreliable.

Table 5. Personal Selling Activity Reliability Test Results (X)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .684 | 8 |

Table 6. Purchasing Decision Reliability Test Results (Y)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .716 | 8 |

Based on table 6. above, the results of the reliability test above for the purchasing decision variable item (Y), obtained a Cronbach's alpha value of 0.716 from 8 items, for the purchasing decision variable (Y). So it can be concluded that all variable Y items in this study are reliable.

Interpretation of Research Results

The results of this research prove that the personal selling activity variable has a significant influence on purchasing decisions. H2 is accepted which shows that personal selling activities influence purchasing decisions. This means that the better you are at carrying out personal selling activities, the easier it will be to increase purchasing decisions for consumers or potential consumers

In the context of beverage products, there are several factors that make personal selling effective. Some of these factors include:

1. Product Factors: Personal selling is most appropriate for promoting highly technical products, where the seller must provide technical explanations and answer customer questions. Apart from that, personal selling is also suitable for products that are considered to have a high purchase risk

2. Product Quality: The quality of beverage products is very important as it significantly influences the ability to build a reputation among consumers in the market. High-quality products can continue to meet customer demand and contribute to revenue growth
3. Personal Approach: In personal selling, the feature, advantage, benefit and value or FABV approach is used to gain attention, maintain interest, arouse desire and generate action from consumers (Julitawaty et al., 2020).
4. Target Market Characteristics: Personal selling tends to be effective when the target market is relatively small, making it possible for the average consumer to make large purchases.
5. Collaboration between the Sales Team and the Marketing Team: Building synergy between the sales team and the marketing team to unite efforts in marketing beverage products can also increase sales effectiveness

CONCLUSION

Based on the analysis of the influence of personal selling activities on purchasing decisions for Teh Pucuk Harum beverage products, the following conclusions can be drawn. Personal selling activities have an important role in influencing consumer purchasing decisions for Teh Pucuk Harum drinks. Direct communication between sellers and consumers opens up opportunities to provide further information and form positive perceptions of the product. Personal selling activities can be effective in increasing consumer awareness of Pucuk Harum Tea. Well-trained salespeople can convey in-depth information about the benefits, advantages and uniqueness of the product. Direct interaction between sellers and consumers helps build trust. Established trust can be a key factor in persuading consumers to choose Teh Pucuk Harum compared to other brands. The conclusion states that personal selling activities play an important role in influencing consumer purchasing decisions for Teh Pucuk Harum drinks. A targeted personal selling strategy that focuses on building positive relationships with consumers can provide long-term benefits for the brand.

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