

THE EFFECT OF PERSONAL SELLING, SALES PROMOTION AND PRODUCT QUALITY ON THE PURCHASE DECISION OF YUASA BRAND MOTOR BATTERY AT PT ADIDAYA KARYA INDOTAMA MEDAN

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ABSTRACT

Keywords:
Personal Selling
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Purchase Decision

The research was conducted at PT Adidaya Karya Indotama Medan. The research objective was to examine and analyze the influence of Personal Selling, Sales Promotion and Product Quality on Purchase Decisions of Yuasa Brand Battrey Motors at PT Adidaya Karya Indotama Medan. Population amounted to 167 customers and the number of samples as many as 118 customers. Technique sampling used is *random sampling sampling*. The results of the partial test obtained $t_{count} > t_{table}$ or $2.155 > 1.981$ and it was significant that $0.033 < 0.05$, meaning that H_a was accepted H_o was rejected. namely Personal Selling has a positive and significant partial effect on the Purchase Decision of the Yuasa Brand Battrey Motor at PT Adidaya Karya Indotama Medan. The partial test results obtained $t_{count} > t_{table}$ or $3.557 > 1.981$ and it was significant that $0.001 < 0.05$, meaning that H_a was accepted H_o was rejected. namely Sales Promotion has a positive and significant effect partially on the Purchase Decision of Yuasa Brand Motor Battrey at PT Adidaya Karya Indotama Medan. The partial test results obtained $t_{count} > t_{table}$ or $2.771 > 1.981$ and it was significant that $0.007 < 0.05$, meaning that H_a was accepted H_o was rejected. namely Product Quality has a positive and significant partial effect on the Purchase Decision of the Yuasa Brand Motor Battrey at PT Adidaya Karya Indotama Medan. Simultaneous test results obtained $F_{count} (9.910) > F_{table} (2.68)$ and a significance probability of $0.000 < 0.05$, meaning that H_a is accepted H_o is rejected, so it is concluded that Personal Selling, Sales Promotion and Product Quality have a positive and significant effect simultaneously on the Purchase Decision of the Yuasa Brand Battrey Motor at PT Adidaya Karya Indotama Medan

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1. INTRODUCTION

The company's success in influencing consumers in purchasing decisions is strongly supported through efforts to build communication with consumers by building brands to consumers with marketing strategies, as well as innovating for new variants of a product [1]. Purchasing decisions are a concept in buying behavior where consumers decide to act. or do something and in this case make purchases or utilize certain products or services [2]. Purchasing decisions are an important thing to pay attention to because this will certainly be a consideration of how a marketing strategy will be carried out by the company.

Personal selling has an important role in product marketing, because personal interaction between product providers and consumers is very important, the product is provided by people not by machines and people are part of the product [3]. The company's personal selling staff lack competence in solicitation, encouragement, providing information, handling complaints so that many customers do not make repeat purchases which has an impact on personal selling staff unable to achieve the sales targets set by the company. With personal selling there is a direct influence that arises in face-to-face meetings between sellers and buyers [4].

Sales promotions are in fact most often used for the purpose of attracting buyers, in order to penetrate and enter new markets and in order to gain new customers [4]. Reducing sales promotion activities Yuasa brand motorcycle battreys such as reducing the amount of discounts, giving gifts that are less attractive to customers who reach the target purchase. Communication activities and incentives designed to promote a product or company to the target audience or prospective customers [5]. Various

short-term incentive programs to encourage the desire to try or buy a product or service faster or bigger by customers.

Product quality is an important concern for companies in creating a product. Quality products are the main criteria for consumers in choosing the products offered by the company [15]. The company is always able to maintain and improve product quality to meet consumer desires. With a quality product, the company can compete with competitors in controlling market share [7]. Product quality battery Motor Brand Yuasa has decreased, it looks dead, creating an increase in returns, damaged packaging is also the cause of returns and complaints from customers. In evaluating purchasing decisions for a particular company, the determinants used can be a combination of determinants of purchasing decisions for products and services [8]. Generally, what consumers often use is the aspect of service and the quality of products and services purchased.

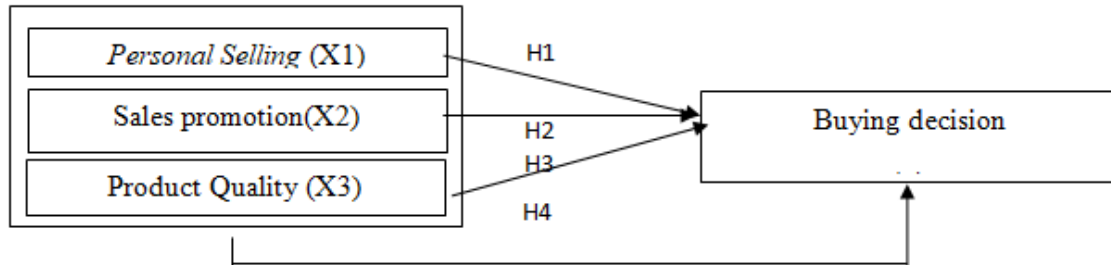


Figure 1. conceptual framework

- H1: Personal Selling influences the Purchase Decision of the Yuasa Brand Battery Motor at PT Adidaya Karya Indotama Medan.
- H2: Sales Promotion has an effect on the Purchase Decision of the Yuasa Brand Battery Motor at PT Adidaya Karya Indotama Medan.
- H3: Product Quality influences the Purchase Decision of the Yuasa Brand Battery Motor at PT Adidaya Karya Indotama Medan.
- H4: Personal Selling, Sales Promotion and Product Quality affect the Purchase Decision of the Yuasa Brand Battery Motor at PT Adidaya Karya Indotama Medan.

2. METHOD

2.1 Types and Data Source

The population in this study amounted to 167 customers and based on the calculation results of the slovin formula, the number of samples in this study were 118 customers. In this study, researchers used a quantitative descriptive research method. In this study, data collection related to the problems studied by researchers was carried out by means of questionnaires, interviews and documentation.

2.2 Analysis Method

Based on the results of normality, it is obtained that the data is normally distributed either with the histogram graph, the normal probability plot and the Kolmogorov-Smirnov obtained a significant value of $0.225 > 0.05$. The tolerance value for the independent variable is >0.1 while the VIF value for the independent variable is <10 . Thus in the multicollinearity test there is no correlation between the independent variables. The heteroscedasticity test obtained a significant value from personal selling independent variable of $0.636 > 0.05$, sales promotion independent variable of $0.649 > 0.05$ and product quality independent variable of $0.057 > 0.05$. Thus, from the Glejser test results, it can be said that there is no heteroscedasticity problem.

3. RESULT AND DISCUSSION

3.1 Results of Multiple Linear Regression Analysis

Transportation is something that cannot be separated from motorized vehicles, although transportation does not only consist of these things. One of the most common means of transportation used by the public at this time is a passenger car. Inadequate public transportation facilities cause people to still tend to use passenger cars. This can be seen from the number that continues to increase from year to year.

Table 1. Results of Multiple Linear Regression Analysis

Model	Coefficients ^a					
	Unstandardized Coefficients			Standardized Coefficients		
	B	std. Error	Betas	t	Sig.	
1 (Constant)	4,582	3,633		1,261	.210	
PersonalSelling	.143	.066	.185	2,155	.033	
Sales promotion	.378	.106	.298	3,557	.001	
Product quality	.237	.086	.236	2,771	.007	

a. Dependent Variable: Purchase Decision

$$Y = 4.582 + 0.143 X_1 + 0.378 X_2 + 0.237 X_3 + e$$

Constant value of 4,582 which shows personal selling, sales promotion and product quality variables are considered zero (0) then the purchase decision is 4.582. The personal selling regression unit value of 0.143 states that for every 1 increase, the purchase decision will increase by 0.143 units. The unit value of the sales promotion regression is 0.378 stating that for every increase of 1, the purchase decision will increase by 0.378 units. The unit value of the product quality regression is 0.237 stating that for every increase of 1, the purchase decision will increase by 0.237 units.

Partial hypothesis testing is the partial test results obtained by the value of $t_{count} > t_{table}$ or $2.155 > 1.981$ and the significance obtained is $0.033 < 0.05$, meaning that H_a is accepted by H_0 being rejected. namely Personal Selling has a positive and significant partial effect on the Purchase Decision of the Yuasa Brand Battrey Motor at PT Adidaya Karya Indotama Medan. Partial test results obtained by the value of $t_{count} > t_{table}$ or $3.557 > 1.981$ and the significance obtained is $0.001 < 0.05$, meaning that H_a is accepted by H_0 being rejected. i.e. Sales Promotion has a positive and significant partial effect on Purchase Decision of Yuasa Brand Motor Battrey at PT Adidaya Karya Indotama Medan. Partial test results obtained $t_{value} > t_{table}$ or $2.771 > 1.981$ and the significance obtained is $0.007 < 0.05$, meaning that H_a is accepted by H_0 being rejected. namely Product Quality has a positive and significant partial effect on the Purchase Decision of the Yuasa Brand Motor Battrey at PT Adidaya Karya Indotama

3.2 Simultaneous Test (Test F)

Table 2, Simultaneous Test F
ANOVA^b

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1349,283	3	449,761	9,910	.000a
	residual	5173,870	114	45,385		
	Total	6523.153	117			

a. Predictors: (Constant), Product Quality, Sales Promotion, Personal Selling

b. Dependent Variable: Purchase Decision

Value $F_{count}(9,910) > F_{table}(2.68)$ and a significance probability of $0.000 < 0.05$, means that H_a is accepted H_0 is rejected, so it is concluded that Personal Selling, Sales Promotion and Product Quality have a positive and significant simultaneous effect on the Purchase Decision of the Yuasa Brand Battrey Motor at PT Adidaya Karya Indotama Medan.

3.3 Determination Coefficient Test

Table 3. Determination Coefficient Test
Summary model^b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.455a	.207	.186	6.73683

a. Predictors: (Constant), Product Quality, Sales Promotion, Personal Selling

b. Dependent Variable: Purchase Decision

Buying decision which can be explained by variations in personal selling, sales promotion and product quality variables of 18.6% while the remaining 81.4% (100% - 18.6%) is explained by other variables not examined in this study, such as service quality, creativity, product innovation, and so on.

Personal Selling has a partial positive and significant effect on the Purchase Decision of the Yuasa Brand Battrey Motor at PT Adidaya Karya Indotama Medan. Personal selling has an important role in

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product marketing, because personal interaction between product providers and consumers is very important, the product is provided by people not by machines and people are part of the product [12]. The company's personal selling staff lack competence in solicitation, encouragement, providing information, handling complaints so that many customers do not make repeat purchases which has an impact on personal selling staff unable to achieve the sales targets set by the company [9].

Sales Promotion has a positive and significant effect partially on the Purchase Decision of the Yuasa Brand Motor Battrey at PT Adidaya Karya Indotama Medan. Sales promotions are in fact most often used for the purpose of attracting buyers, in order to penetrate and enter new markets and in order to gain new customers [14]. Reducing sales promotion activities Yuasa brand motorcycle battreys such as reducing the amount of discounts, giving gifts that are less attractive to customers who reach the target purchase [10].

Product quality has a positive and significant effect partially on the Purchase Decision of Yuasa Brand Motor Battrey at PT Adidaya Karya Indotama Medan. Product quality is an important concern for companies in creating a product. Quality products are the main criteria for consumers in choosing the products offered by the company [13]. The company is always able to maintain and improve product quality to meet consumer desires. With a quality product, the company can compete with competitors in controlling market share. Product quality battrey Motor Brand Yuasa has decreased, it looks dead, creating an increase in returns, damaged packaging is also the cause of returns and complaints from customers [11].

4. CONCLUSION

The conclusion from the results of this study is The results of partial testing obtained that Personal Selling has a partial positive and significant effect on Purchase Decision of Yuasa Brand Battrey Motor at PT Adidaya Karya Indotama Medan, Sales Promotion has a partial positive and significant effect on Purchasing Decisions of Yuasa Brand Battrey Motor at PT Adidaya Karya Indotama Medan, Quality Product has a partial positive and significant effect on Purchase Decision of Yuasa Brand Battrey Motor at PT Adidaya Karya Indotama Medan and Personal Selling, Sales Promotion and Product Quality have a positive and simultaneously significant effect on Purchase Decision of Yuasa Brand Battrey Motor at PT Adidaya Karya Indotama Medan.

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