INFLUENCE OF PERSONAL SELLING, SALES PROMOTION AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY At PT AMMAY CEMERLANG NUSANTARA, MEDAN

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ARTICLEINFO	ABSTRACT
	The results show that the adjusted r square value is 0.464 which means that 46.4% of customer loyalty demand is jointly influenced by the variables described in the model. While the rest is influenced by factors outside the model. Partially, personal selling variable has a positive and significant effect, sales promotion variable has a positive and significant effect, customer satisfaction variable has a positive and significant effect. Simultaneous, service quality, trust and customer satisfaction have a positive and significant effect.
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1. INTRODUCTION

Customers are the key elements to run the business. According to Business Dictionary Customer is defined as, A party that receives or consumes products and has the ability to choose between different products and suppliers [1]. Customers can be both individual and business that spend their money on those goods and services from companies that meet their needs. Attracting such customers by excellent products should be the primary goal of every business because it is the customers who create demand and spend the money on those goods and services [2]. The customers who feel happy with the companies' goods and services are always expected to buy the products continuously. It means satisfied customers are the companies' loyal customers who come for repurchase again and again from the same company over a long period of time.

Customer loyalty is essential to sustain the business. The business sectors' progress and success depends on their loyal customers. The business sectors must give first priority to their customers then only think about the profit. Company must have the motto of 'Serve first, sell second'. Customer satisfaction is the key element or leading indicator of every business to uplift as well as to create loyal customers [3]. Therefore, the needs of customers should be cared by every business. In this 21st century, many companies are getting established to compete with each other. In this competitive environment if the company gets success to build a solid and loyal customers by providing the excellent services or products with affordable price then it is not far to be a number one company with high volume of customers as well as name and fame [4].

Customer loyalty programs are the rewards programs given by a company to encourage their customers to frequent purchasing [5]. It provides customers free merchandise, rewards, coupons and so on. Likewise, the thesis also points out the benefits of customer loyalty programs to maintain customer loyalty in the businesses in a long-term basis. It helps to generate the profits in a company through maintaining consumers-suppliers relationship. As we know unless the customers are happy or satisfy with the product, they will not come for repurchase. Customer satisfaction and customer loyalty are inter-related with each other [6].

Personal selling is an integral part of promotion mix. It involves face to face interaction with prospective buyers for presenting goods and services and convincing them to make a purchase. Personal selling efforts comprises connecting, engaging and persuading buyers to satisfy their needs/problems in most effective way [7]. It is direct and personal communication to influence prospective buyers to make a purchase decision. Personal selling is basically the method of communication. It involves not only individual but also social behavior each of a person in face-to-face contrast salesman and prospect influence each other [8]. Personal selling is a two-way communication in which the salesperson makes attempt to sell products while handling queries and objections of prospective buyer. It involves educating the prospect or the existing customer about the product or service, its features, attributes, price etc. and convincing to close the sale. The objective of personal selling is to not just to sell the products but also to cultivate and

nurture long term relationships. The interaction in the personal selling can be customized as per the requirements of different prospective buyers. The personal selling enables the marketer through salesman to provide goods, services and ideas to assist customer in meeting needs or wants [9].

Sales promotion is one of the mix communication that has an important role in order to foster consumer interest in a product, this is because sales promotion is more on providing incentives for purchases made by consumers [10]. With the incentives provided, new consumers will be interested in trying these products and an encouragement for old consumers to buy more products. There is a relationship between sales promotion costs with result or number of sales achievement based on the product moment correlation value indicating a positive number which means a positive correlation [11].

If customer's expectations are met, we can talk about the satisfaction of purchase, which is defined as a function of convergence the expectations with the perceived mode of action of the products by the purchaser [12]. There are many definitions of satisfaction in the literature, which stress in the varying degrees the individual aspects of customer satisfaction, for example reaction for offered service or product, an opinion on compliance with the requirements and finally feelings accompanying the acquisition of a good. A state of satisfaction or dissatisfaction is a subjective feeling and is a results of specific experiences of individual perceptions and emotions [13]. This satisfaction or dissatisfaction reflects a feeling connected with the completed or unfulfilled expectations in relation to a particular product or service9 . The satisfaction felt by the client, is associated with the experience of his positive impressions, and conversely will be linked to dissatisfaction with the lack of positive incentives [14].

2. METHOD

Population is the whole subject of research. The population in this study amounted to 197 customers [15] The number of population is taken from the number of customers who make delivery transactions. It is considered to represent the entire population [12]. The sampling technique used is random sampling, Based on the calculation of slovin formula, then the number of samples. In this study is as many as 132 customers. In this study, there are three data collection techniques used are questionnaires were distributed to customers research, interviews were conducted to several customers and documentation studies used journal books. The source of data in this study is the primary data obtained by interviews and research questionnaires distributed to customers. Secondary Data for example books and journals related to this study.

In this study, multiple linear regression data analysis was performed. By using various validity and reliability tests conducted to ensure the questionnaire is valid and reliable and free from normality, multicollinearity and heteroscedasticity tests.

3. RESULT AND DISCUSSION
3.1 Multiple Linear Regression Analysis

The regression Model used is as follows :

Table 1. Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.023	2.164		.010	.992
	Personal Selling	.195	.059	.251	3.325	.001
	Sales Promotion	.404	.114	.281	3.537	.001
	Customer Satisfaction	.353	.064	.377	5.468	.000

Customer loyalty = 0.023 + 0.195 Personal Selling + 0.404 Sales Promotion + 0.353 Customer Satisfaction + e

Constant of 0.023 states that if the variable Personal Selling, Sales Promotion and customer satisfaction does not exist or constant then the variable customer loyalty at 0.023 units. The regression coefficient of Personal Selling variable is 0.195 and is positive, it states that if every increase in Personal Selling variable 1 unit will increase customer loyalty variable by 0.195 units with the assumption that other variables remain. The regression coefficient of the sales promotion variable is 0.404 and is positive, it states that if each increase in the sales promotion variable 1 unit will increase the customer loyalty variable by 0.404 units with the assumption that other variables remain. Regression coefficient of Customer

Satisfaction variable is 0.353 and is positive, it states that if every increase in customer satisfaction variable 1 unit will increase customer loyalty variable by 0.353 units with the assumption that other variables remain..

3.2 Coefficient of Determination

The coefficient of determination is a measurement used to explain how much the variability of one factor is caused by its relationship to another factor. This correlation is represented as a value between 0.0 and 1.0 (0% to 100%). The coefficient of determination coefficient is :

Table 2. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.690[a]	.476	.464	7.541

Coefficient of determination test results that can be seen from the value of Adjusted R Square of 0.464 or 46.4% showed variations in work quality variables that can be explained by variations in work environment variables, job training and work communication while the remaining 53.6% (100% - 46.4%) explained by other variables not studied in this study, such as publicity, service quality, price and so on..

3.3 Simultaneous Hypothesis Testing (F-Test)

The F-test is:

Table 3. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6620.635	3	2206.878	38.804	.000[b]
	Residual	7279.630	128	56.872		
	Total	13900.265	131			

The test results obtained the value of F count (38.804) > F table (2.68) and the probability of significance of 0.000 < 0.05, means that H4 is received simultaneously Personal Selling, Sales Promotion and Customer Satisfaction have a positive and significant effect on customer loyalty.

3.4 Partial Hypothesis Testing (t-Test)

The t-test is used to determine whether there is a relationship or significant influence between the partially independent variable and the dependent variable. The t test is:

Table 4. t Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.888	3.039		1.279	.203
	Personal Selling	.264	.072	.304	3.653	.000
	Sales Promotion	.281	.093	.253	3.032	.003
	Customer Satisfaction	.194	.075	.214	2.582	.011

The results of hypothesis testing partially obtained tcount value > ttable or 3.325 > 1.979 and significant obtained 0.001 < 0.05, means that H1 is partially accepted that Personal Selling has a positive and significant effect on customer loyalty.

The results of hypothesis testing partially obtained tcount value > ttable or 3.537 > 1.979 and significantly obtained 0.001 < 0.05, means that H2 is partially accepted sales promotion has a positive and significant effect on customer loyalty.

The results of hypothesis testing partially obtained tcount value > ttable or 5.468 > 1.979 and significantly obtained 0.000 < 0.05, means that H3 is partially accepted that customer satisfaction has a positive and significant effect on customer loyalty.

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4. CONCLUSION

Based on the results of the research and discussion that have been described previously, it is concluded that partially the personal selling has a positive and significant effect on customer loyalty, partially sales promotion has a positive and significant effect on customer loyalty, partially customer satisfaction has a positive and significant effect on customer loyalty. Simultaneously personal selling, sales promotion and customer satisfaction have a positive and significant effect on customer loyalty.

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