

The Effect of Personal Selling and Consumer Behavior on Purchasing Decisions Yakult in Mojokerto

Ino Angga Putra^{1*}, Henny Zuli Astuti², Khotim Fadhli³

¹ Physics Education, Universitas KH. A. Wahab Hasbullah

^{2,3} Management, Universitas KH. A. Wahab Hasbullah

*Email: inoanggaputra@unwaha.ac.id

ABSTRACT

The purpose of the study is a) to find out the influence of Yakult Lady's personal sales on Yakult's purchase decisions in Mojokerto and b) to find out the influence of consumer behavior on Yakult's purchasing decisions through Yakult Lady in Mojokerto. The type of research used is quantitative research. The research sample is a community of Yakult customers in Mojokerto area with sampling technique is purposive sample. While the subject of the study was the customers of Yakult beverages a total of 16 respondents. Data collection is done in 2 ways, namely interviews and the dissemination of questionnaire questionnaires. The results of the questionnaire were conducted data analysis using validity test, reliability test, and linear regression analysis test through calculation with SPSS application. The Influence of Yakult Lady's Personal Sales and Consumer Behavior on Purchasing Decisions where variable Personal Selling sig value $0.516 > 0.05$ and t value count $0.668 < 2.160$ (t table). This indicates that the Personal Selling variable has no influence on Purchase Decision and variable Consumer Behavior sig value of $0.000 < 0.05$ and t value count $4,871 > 2,160$ (t table) so as to show that variable Consumer Behavior there is an influence on Purchase Decision.

Keywords: *Personal Selling; Consumer Behavior; Purchase Decision.*

INTRODUCTION

In the increasingly advanced business competition, there have been many companies competing with each other in implementing personal sales strategies. Companies implement personalized sales in the hopes of reaching their customers directly, introducing their products, increasing consumer knowledge of the products offered and influencing consumers to buy the company's products. Personal sales can be made face-to-face, by phone, video/web conferencing and other means (Adewale et al., 2019). Salespeople in personal sales will usually get the training they need to carry out their work while serving and educating their customers, especially related to company products (Situmeang et al., 2020; Yousif, 2016). Personal selling remains an essential promotional mix element that listens to customers, assess customer needs, and organize efforts to solve customers' problems (Adewale et al., 2019).

In deciding to buy a product, consumers are likely to look for product information or recall information from the product they want. This is because consumers are now starting to think carefully in making purchases. Personal sales can be one of the factors or means that can increase and improve consumer knowledge related to the company's products. Product knowledge does not necessarily come from the information that consumers are looking for themselves, but there must also be parties that affect consumers. Successful promotions at least provide separate information or messages that can change the mindset of consumers, which in turn will influence consumer behavior in order to consume the promoted product (Situmeang et al., 2020). Most used by company in several countries because they considered as the most effective tools to impulse buying that are advertising, personal selling and sales promotion.

Adequate product knowledge can affect how consumers decide to make a purchase. By understanding this consumer decision-making process, companies can better understand their consumers so that they can implement the right sales strategy, especially for companies that use personal salespeople

who interact directly with their consumers and influence the product knowledge of their consumers. For the sake of the company's continuity and progress, the company needs to understand how consumers like the products produced. This becomes a form of consumer behavior where consumer behavior is closely related to the problem of decisions taken by someone in determining to get the goods and services they want or need (Fahimah et al., 2020; Yousif, 2016). Personal selling is defined as a face-to-face contact process between buyer and seller in order to achieve planned goals, which are sales, and build long-standing relations with consumers (Kotler & Armstrong, 2013).

By combining all sources of product knowledge that they have, consumers will be able to make a better purchase decision, for that the company must be able to use all means to influence the knowledge of its consumers so that it can influence the purchasing decisions of those consumers. In the increasingly tight competition consumer purchasing decisions certainly greatly affect the progress of the business and the survival of the company. For this reason, companies compete with each other and try their best in influencing consumer purchasing decisions with various strategies. Purchasing decisions are affected by the marketing mix and the environment through characteristic buyers and decision processes purchase (Kurnia & Martana, 2017).

Based on the description, the purpose of the study is a) to find out the influence of Yakult Lady's personal sales on Yakult's purchase decisions in Mojokerto and b) to find out the influence of consumer behavior on Yakult's purchasing decisions through Yakult Lady in Mojokerto.

METHOD

The type of research used is quantitative research with the model in Figure 1. The population of this study is people in Mojokerto region. The research sample is a community of Yakult customers in Mojokerto area with sampling technique is purposive sample. This sampling technique is used because the determination of samples is determined by researchers because it has a purpose where only specifically to customers or consumers of Yakult beverages only. While the subject of the study was the customers of Yakult beverages a total of 16 respondents.

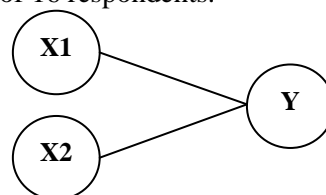


Figure 1. Quantitative Research Model

Information:

- X1 : Personal Selling
- X2 : Consumer Behavior
- Y : Purchase Decision

Data collection is done in 2 ways, namely interviews and the dissemination of questionnaire questionnaires. The results of the questionnaire were conducted data analysis using validity test, reliability test, and linear regression analysis test through calculation with SPSS application.

RESULT AND DISCUSSION

Result

Based on observations in the field to 16 respondents who assessed consumer behavior and personal selling to the decision of purchasing Yakult products. Before conducting data analysis, it is done first to test the instrument used using spss calculation application as follows.

In the results of validity test and reliability test with the number of respondents used there are 16 people then based on r table the significance value for 5% is 0.4000 and 1% is 0.5425. If r calculates > r table then it is declared "Valid" whereas otherwise "Invalid" or through SPSS application is indicated by a sign "***" for sig. 1% and a "*" sign for sig. 5%. The following results of validity tests for consumer behavior instruments, personal selling, and product purchase decisions are presented in Table 2, Table 3, and Table 4.

Table 2. Consumer Behavior Validity Test Results

Statement	R Table	R Count	Information
Statement 1	0.400	0.754	Valid
Statement 2	0.400	0.667	Valid
Statement 3	0.400	0.563	Valid
Statement 4	0.400	0.667	Valid
Statement 5	0.400	0.846	Valid
Statement 6	0.400	0.584	Valid
Statement 7	0.400	0.771	Valid

Table 3. Personal Selling Validity Test Results

Statement	R Table	R Count	Information
Statement 1	0.400	0.814	Valid
Statement 2	0.400	0.702	Valid
Statement 3	0.400	0.613	Valid
Statement 4	0.400	0.745	Valid
Statement 5	0.400	0.738	Valid
Statement 6	0.400	0.898	Valid
Statement 7	0.400	0.630	Valid
Statement 8	0.400	0.698	Valid
Statement 9	0.400	0.797	Valid
Statement 10	0.400	0.851	Valid
Statement 11	0.400	0.684	Valid

Tabel 4. Purchase Decision Validity Test Results

Statement	R Table	R Count	Information
Statement 1	0.400	0.844	Valid
Statement 2	0.400	0.890	Valid
Statement 3	0.400	0.865	Valid
Statement 4	0.400	0.494	Valid
Statement 5	0.400	0.890	Valid
Statement 6	0.400	0.844	Valid
Statement 7	0.400	0.895	Valid

Through SPSS calculation related reliability test of the instrument used obtained that the value of Cronbach's Alpha is greater > than 0.6000. If the value is more than 0.6000 then the instrument is already "Relibel". So that the instrument can be used. This is presented in Table 5, Table 6, and Table 7.

Tabel 5. Consumer Behavior Reliability Test Results

Statement	Reference Value	Cronbach's Alpha	Information
Statement 1	0.600	0.755	Relibel
Statement 2	0.600	0.769	Relibel
Statement 3	0.600	0.796	Relibel
Statement 4	0.600	0.760	Relibel
Statement 5	0.600	0.721	Relibel
Statement 6	0.600	0.798	Relibel
Statement 7	0.600	0.737	Relibel

Tabel 6. Personal Selling Reliability Test Results

Statement	Reference Value	Cronbach's Alpha	Information
Statement 1	0.600	0.900	Relibel
Statement 2	0.600	0.907	Relibel
Statement 3	0.600	0.912	Relibel
Statement 4	0.600	0.904	Relibel
Statement 5	0.600	0.904	Relibel
Statement 6	0.600	0.893	Relibel
Statement 7	0.600	0.910	Relibel

Statement 8	0.600	0.907	Relibel
Statement 9	0.600	0.900	Relibel
Statement 10	0.600	0.901	Relibel
Statement 11	0.600	0.909	Relibel

Tabel 7. Purchase Decision Reliability Test Results

Statement	Reference Value	Cronbach's Alpha	Information
Statement 1	0.600	0.905	Relibel
Statement 2	0.600	0.898	Relibel
Statement 3	0.600	0.903	Relibel
Statement 4	0.600	0.938	Relibel
Statement 5	0.600	0.898	Relibel
Statement 6	0.600	0.905	Relibel
Statement 7	0.600	0.897	Relibel

Multiple linear regression analysis to determine the effect between free variables and bound variables where the free variable is more than 1 (one). Free variables in this study are X1 (Consumer Behavior) and X2 (Personal Selling) while the bound variable is Y (Purchase decision). This multiple linear regression calculation uses SPSS applications with analyze – regression – linear items. Through this analysis, 2 hypothesis tests will be obtained at once, namely t Test and F Test. The calculation results are presented in Table 8.

Tabel 8. Results of Multiple Linear Regression Analysis through t Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7.098	10.710		-.663	.519
	X1	.084	.125	.121	.668	.516
	X2	1.150	.236	.885	4.871	.000

a. Dependent Variable: Y

Decision making Test t where the value of sig < 0.05 or t calculate > t table then there is an influence variable X on Y. Conversely if the value of sig > 0.05 or t calculate < t table then there is no influence variable X on Y. For t table shows a value of 2.160. Based on Table 8 shows that in variable PS (Personal Selling) its sig value is 0.516 > 0.05 and the calculated t value is 0.668 < 2.160 (t table) there is no influence on KP (Purchase Decision). While on variable PK (Consumer Behavior) signification value of 0.000 < 0.05 and t value count 4.871 > 2.160 (t table) so as to show that variable PK (Consumer Behavior) there is an influence on KP (Purchase Decision).

Based on this, in the first hypothesis obtained that H0 is accepted and H1 is rejected so that there is no influence of Personal Selling on the decision making of purchases from Yakult products. In the second hypothesis it is obtained that H0 is rejected and H1 is accepted so that there is an influence of Consumer Behavior on the decision making of purchases from Yakult products.

Discussion

- The Influence of Personal Selling on Purchasing Decision Making

Based on the test results, it is seen that personal selling has not had an influence on the decision to purchase Yakult products in Mojokerto. This is based on respondents' responses where salespeople rarely introduce their identity before offering a product. In addition, salespeople respond less to objections from buyers so that buyers do not give a good response to the salesperson. It is also influenced by salespeople who do not inquire about objections from buyers. Many factors can influence a person's purchasing decisions, one of which is personal selling. This can be proven by previous research that examined the relationship between personal selling and purchasing decisions.

Many factors can influence a person's purchasing decisions, one of which is personal selling. Direct interaction by personal selling to buyers provides the buyer's ease in deciding on purchases. But not exactly personal selling in offering solutions to consumer / buyer problems also has an impact in purchasing decision making. Communication established through personal selling and buyer interaction is

individual and two-way so that personal selling can respond to the needs and wants of buyers (Kusmayani et al., 2014). This can be proven by previous research that examined the relationship between personal selling and purchasing decisions. The results of this study are in accordance with the study (Adewale et al., 2019; Alisan & Sari, 2018; Fahimah et al., 2020; Kurnia & Martana, 2017; Kusmayani et al., 2014; Murithi, 2015; Nangoy & Tumbuan, 2018; Situmeang et al., 2020) prove that partially personal selling has a significant effect on purchasing decisions.

- **The Effect of Consumer Behavior on Purchasing Decision Making**

Based on the results of the test it was seen that consumer behavior can improve the purchase decision of Yakult products in Mojokerto. This is based on good respondent responses regarding consumer behavior, especially buyers have known that Yakult is a fermented and probiotic drink with good quality and design. In addition, Yakult products have been widely sold in the Mojokerto area and this allows buyers and the surrounding environment to buy many Yakult products. The number of people who know Yakult products thus affects purchasing decision making.

The results of this study are in accordance with research research (Adnan, 2018; Bawono et al., 2018; Subianto, 2007; Sundari et al., 2020) prove that consumer behavior has a significant effect on purchasing decisions. Consumer behavior is the action of buyers / consumers in getting consumed and consuming products and services (Adnan, 2018). Consumer behavior in making purchasing decisions is influenced by several factors, namely a) cultural factors (need to understand roles through culture, sub-cultures and social classes), b) social factors (small groups, families, as well as the role and social status of consumers), c) personal factors (according to age and life cycle of buyers, work, lifestyle, economic situations, and personality), and d) psychological factors (motivation, perception, learning and beliefs and attitudes) (Adnan, 2018; Subianto, 2007).

CONCLUSION

Conclusions in the study of The Influence of Yakult Lady's Personal Sales and Consumer Behavior on Purchasing Decisions where variable PS (Personal Selling) sig value $0.516 > 0.05$ and t value count $0.668 < 2.160$ (t table). This indicates that the PS (Personal Selling) variable has no influence on kp (Purchase Decision) and variable PK (Consumer Behavior) sig value of $0.000 < 0.05$ and t value count $4.871 > 2,160$ (t table) so as to show that variable PK (Consumer Behavior) there is an influence on KP (Purchase Decision).

In the first hypothesis it was obtained that H0 was accepted and H1 was rejected so that there was no influence of Personal Selling on the Purchase Decision making of Yakult products and the second hypothesis was obtained that H0 was rejected and H1 was accepted so that there was an influence of Consumer Behavior on the Purchase Decision making of Yakult products.

A consumer is very important for yakult lady, because the consumer is a partner / friend in the purchase of yakult products, therefore not only consumer behavior is very important but the behavior of yakult lady is also highly taken into account by consumers yakult. If the performance of a yakult lady becomes good then consumers will feel happy and satisfied with the personal selling of yakult lady, and then the consumer will become a regular customer for the purchase of yakult products.

REFERENCES

- Adewale, A. G., Oluyinka, S. A., & Adeniran, A. J. (2019). The Effect Of Personal Selling And Marketing On Firm Sales Growth (A Study Of Pz And Dangote Nigeria Plc). *Journal of Business Management (IJRDO)*, 5(1), 19–35.
- Adnan. (2018). Pengaruh Perilaku Konsumen terhadap Keputusan Pembelian Susu Morinaga di Kota Lhokseumawe. *Jurnal Visioner & Startegis*, 7(2), 1–9.
- Alisan, A., & Sari, W. (2018). Pengaruh Personal Selling dan Kualitas Produk terhadap Keputusan Pembelian Fitting Pipa (Elbow) pada PT. Sekawan Abadi Teknik Medan. *Jurnal Manajemen dan Keuangan*, 7(2), 128–138. <https://doi.org/10.33059/jmk.v7i2.808>
- Bawono, A., Isanawikrama, I., Arif, K., & Kurniawan, Y. J. (2018). Pengaruh Perilaku Konsumen, Brand Image Dan Promosi Terhadap Keputusan Pembelian Online Pada Situs Belanja Online (Studi Kasus pada Situs Belanja Online XYZ). *Jurnal Pengabdian dan Kewirausahaan*, 2(2), 131–144. <https://doi.org/10.30813/jpk.v2i2.1366>
- Fahimah, M., Sholikhah, M., & Anam, C. (2020). Pengaruh Harga, Desain Dan Gaya Hidup Terhadap Keputusan Pembelian Perumahan (Studi kasus pada Firdaus Mansion Jombang). *Margin Eco: Jurnal Ekonomi dan Perkembangan Bisnis*, 4(1), 58-72.

- Kotler, P. T., & Armstrong, G. (2013). *Principles of Marketing*. Pearson Prentice Hall. New Jersey.
- Kurnia, I., & Martana, I. K. (2017). Pengaruh Personal Selling terhadap Keputusan Pembelian Produk Es Batu pada PT. Agronesia Divisi Industri Es Saripetojo Bandung. *Jurnal Komunikasi*, 8(2), 126-131.
- Kusmayani, D. K. Y., Zuhri, A., & Indrayani, L. (2014). Pengaruh Personal Selling Terhadap Keputusan Pembelian Produk Oriflame Di Queneno Group Singaraja Tahun 2014. *Jurnal Pendidikan Ekonomi*, 4(1), 1-11.
- Murithi, M. M. (2015). Effects of Personal Selling on Sales: A Case of Women Groups in Imenti North District, Meru County, Kenya. *International Journal of Academic Research in Business and Social Sciences*, 5(1), Pages 38-52. <https://doi.org/10.6007/IJARBSS/v5-i1/1398>
- Nangoy, C. L., & Tumbuan, W. J. F. A. (2018). The Effect Of Advertising And Sales Promotion On Consumer Buying Decision Of Indovision Tv Cable Provider. *Jurnal EMBA*, 6(3), 1228-1237.
- Situmeang, R. R., Yosserlyn, Adelia, V., & Shella. (2020). The Effect of Price, Sales Promotion and Personal Selling on Purchasing Decisions at the Spare Parts Distributor Company, PT Wstandard Indonesia. *International Journal of Research and Review*, 7(9), 182-186.
- Subianto, T. (2007). Studi Tentang Perilaku Konsumen Beserta Implikasinya Terhadap Keputusan Pembelian. *Jurnal Ekonomi Modernisasi*, 3(3), 165–182.
- Sundari, R. S., Umbara, D. S., & Arshad, A. (2020). Perilaku Konsumen Terhadap Keputusan Mengonsumsi Produk Agroindustri Abon Ikan Lele Original. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 6(2), 833–842. <https://doi.org/10.25157/ma.v6i2.3571>
- Yousif, R. O. (2016). The Impact of Personal Selling on the Purchasing Behavior towards Clothes: A Case Study on the Youth Category. *International Journal of Marketing Studies*, 8(5), 128-135. <https://doi.org/10.5539/ijms.v8n5p128>