



## The influence of personal selling on purchasing decisions study on G99 leather shop leather crafts products

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### ABSTRACT

This research is motivated by the phenomenon of consumer behavior in purchasing leather craft products, where leather craft products are included as exclusive products that need to get the company's attention, so that the company is right in implementing its marketing strategy. The purpose of this research is to determine the influence of personal selling on purchasing decisions at G99 Leather Shop. The research method used in this research is descriptive and associative methods. The analysis techniques used are validity test, reliability test, simple correlation test, determination test and t test. Based on the results of data processing obtained using SPSS Version 22 for Windows software, the instrument used in this research was declared valid and reliable because it had a value greater than the r table of 0.344. Based on the results of the t test (partial), it shows that the significance value of the influence of incentives (X) on purchasing decisions (Y) is  $0.000 < 0.005$ , so the hypothesis is accepted and the calculated t value is  $23,762 > t$  table value 1,668, so  $H_0$  is rejected and  $H_a$  is accepted. Thus, it is obtained that the hypothesis states that there is a significant influence between personal selling on purchasing decisions at the G99 Leather Shop. From the results of these statistical tests, the author suggests always maintaining personal selling because it influences purchasing decisions for G99 Leather Shop products, so that existing income increases and gets maximum results.

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### 1. INTRODUCTION

Along with the development of increasingly modern times like today, of course it is also accompanied by economic growth in society. As the economy grows in society, this also demands ever-increasing needs. In meeting their needs, people will try to get satisfaction with the products or services they buy from producers (Sunarto, 2015). It is also important to note that the growth of fashion trends is always changing over time, thus causing the fashion industry to experience growth, but also making a significant contribution to the creative economy's gross domestic product (GDP) national income (Purnomo, 2023). According to Lokadata research (2020), creative economy GDP reached

IDR 1,100 trillion. Thus, it can be said that the growth of the fashion industry is in line with existing fashion trends, it can be said that there are quite good opportunities for business people, especially in the fashion sector (Purnomo, 2023).

As trends increase in the fashion industry, this will of course create dynamic competition. Because these situations and conditions will cause new brands to emerge and each brand will continue to innovate, so that consumers are given many choices (Hafiz, 2016). Especially companies operating in the fashion sector must be able to continue to innovate so that they are not threatened by market competition. Apart from that, companies must be able to understand and pay attention to consumer behavior, whether the product is acceptable to consumers or, on the contrary, consumers will reject it (Abror, 2018). Sumarwan (2015:04) says that consumer behavior is all the processes carried out and the psychological processes of consumers when they want to buy, when buying and consuming a product or service after which the consumer will enter the stage of evaluating the product or service.

To attract consumers to make purchases, companies must carry out promotional mix activities, one of which is personal selling (Radjapati et al., 2018). The application of personal selling as the main factor in influencing consumer decisions is very necessary to address considering the critical nature of consumers in digging up information about leather products before the consumer will later purchase a product. Personal selling is "verbal promotion, both to a person and potential buyers with the aim of creating a mutually beneficial purchase transaction for both parties," (Syafarudin, 2018: 148). Regarding the influence of personal selling on purchasing decisions, previously research was conducted by (Tini, 2019) with the title "The Influence of Personal Selling on the Decision to Purchase Glasses at Agung Optik in Palu City" with the results of personal selling having a significant influence on the decision to purchase glasses at Agung Optik in Palu City.

In contrast to previous research, in this case the author conducted research at G99 Leather Shop, which is a small company specializing in leather products that was founded in 2009 by Mr. Ridwan Susanto. At first, the company only sold leather, but as time went by and the company developed. It also produces leather crafts such as bags, wallets and leather jackets which are marketed at the Sukaregang Leather Center, Garut Regency. The reason the researcher chose this company was because the researcher got information from the company and knew enough about the development conditions of the company that was the object of research. Based on the results of initial interviews and research surveys on April 1 2022, with Mr Ridwan as the G99 Leather Shop voter, there was a significant increase in sales volume in 2019 and a decrease in 2020 and 2021.

Hopefully this research can produce practical and useful benefits for companies, especially companies operating in the leather industry, to be used as input and consideration for management, especially the marketing department. So that implementing the marketing strategy is more effective and efficient, especially in relation to personal selling and purchasing decisions for leather craft products.

## 2. RESEARCH METHOD

In this research the author uses a quantitative approach. According to Sugiyono (2019:11) "Quantitative research methods are used to examine populations or samples using measuring tools or research instruments, data analysis is quantitative or statistical in nature with the aim of testing the hypotheses that have been created." Generally, quantitative methods consist of survey methods and experimental methods. The research method used in this research is descriptive and associative methods, where the author only reviews problems that occur in one company and does not compare with other companies. According to Sugiyono (2019:35), the descriptive method is research carried out to determine the value of independent variables, either one or more variables without

making comparisons, or connecting one variable with another variable. Meanwhile, the associative method is research that aims to determine the relationship between two or more variables (Sugiyono, 2019:37).

The selected population has a close relationship with the problem being studied. In this research, the population will be consumers or visitors to the G99 Leather Shop. In this research, the sampling technique used by the author is a non-probability sampling technique using the lemeshow formula. So the sample from this research is 68 visitors to the G99 Leather Shop.

The data analysis techniques used were validity tests, reliability tests, table analysis, rating scales, correlation tests, coefficient of determination tests and hypothesis tests.

### 3. RESULTS AND DISCUSSIONS

#### 3.1 Research result

##### a. Personal Selling Instrument Validity Test

Table 1 Recapitulation of Validity Test of Personal Selling Instrument Items

No. Instrument Item	Correlation Coefficient	Coefficient Amount	Remarks
Item 1	0,905	0,244	Valid
Item 2	0,919	0,244	Valid
Item 3	0,934	0,244	Valid
Item 4	0,912	0,244	Valid
Item 5	0,928	0,244	Valid
Item 6	0,924	0,244	Valid
Item 7	0,922	0,244	Valid

Source: Processed Primary Data, 2022

##### b. Validity Test of the Purchase Decision

Table 2 Recapitulation of the Validity Test of the Purchase Decision Instrument

No. Instrument Item	Correlation Coefficient	Coefficient Amount	Remarks
Item 1	0,936	0,244	Valid
Item 2	0,923	0,244	Valid
Item 3	0,767	0,244	Valid
Item 4	0,879	0,244	Valid
Item 5	0,943	0,244	Valid
Item 6	0,915	0,244	Valid
Item 7	0,938	0,244	Valid
Item 8	0,904	0,244	Valid
Item 9	0,890	0,244	Valid

Source: Processed Primary Data, 2022

##### c. Personal Selling Instrument Reliability Test

Table 3 Personal Selling Reliability Test

Case Processing Summary			
	N	%	
Cases	Valid	68	100.0
	Excluded <sup>a</sup>	0	.0
	Total	68	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
	Cronbach's Alpha	N of Items	
	.969	7	

Source: Primary Data Processing Results with SPSS 20, 2022

## d. Reliability Test of the Purchase Decision Instrument

Table 4 Purchase Decision Reliability Test

Case Processing Summary			
	N	%	
Valid	55	100.0	
Excluded <sup>a</sup>	0	.0	
Total	55	100.0	

a. Listwise deletion based on all variables in the procedure.  
 Source: Primary Data Processing Results with SPSS 20, 2022

## e. Personal Selling G99 Leather Shop

Table 5 Personal Selling Rating Scale

Respondents' Responses	Index Value	Respondent Response Value
Strongly Agree	$7 \times 68 \times 5 = 2380$	$355 \times 5 = 1775$
Agree	$7 \times 68 \times 4 = 1904$	$85 \times 4 = 340$
Disagree	$7 \times 68 \times 3 = 1428$	$17 \times 3 = 51$
Don't agree	$7 \times 68 \times 2 = 952$	$11 \times 2 = 22$
Strongly Disagree	$7 \times 68 \times 1 = 476$	$8 \times 1 = 8$
Amount		2196

Source: Primary Data Processing Results, 2022

The continuum can be described as follows:

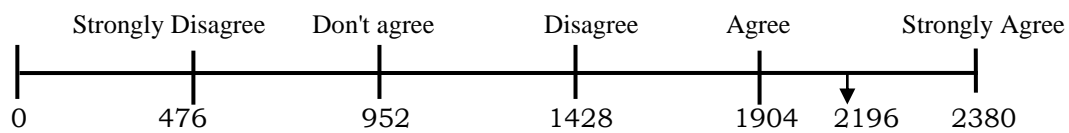


Figure 1 Personal Selling Rating Scale

## f. Purchase Decision

Table 6 Purchase Decision Rating Scale

Respondents' Responses	Index Value	Respondent Response Value
Strongly Agree	$9 \times 68 \times 5 = 3060$	$431 \times 5 = 2155$
Agree	$9 \times 68 \times 4 = 2448$	$122 \times 4 = 488$
Disagree	$9 \times 68 \times 3 = 1836$	$29 \times 3 = 87$
Don't agree	$9 \times 68 \times 2 = 1224$	$17 \times 2 = 34$
Strongly Disagree	$9 \times 68 \times 1 = 612$	$13 \times 1 = 13$
Amount		2777

Source: Primary Data Processing Results, 2022

The continuum can be described as follows:

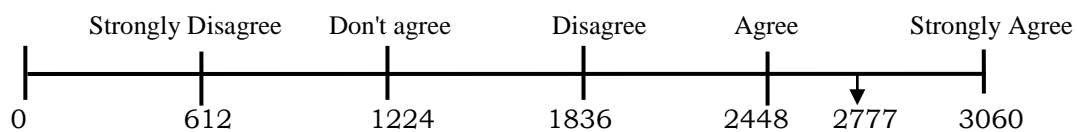


Figure 2 Purchase Decision Rating Scale

## g. Correlation Coefficient Test

Table 7 Correlation Coefficient of Personal Selling on Purchasing Decisions

Correlations			Personal Selling	Purchase Decision
Spearman's rho	Personal Selling	Correlation Coefficient	1.000	.828**
		Sig. (2-tailed)	.	.000
		N	68	68
	Purchase Decision	Correlation Coefficient	.828**	1.000
		Sig. (2-tailed)	.000	.
		N	68	68

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processing Results, 2022

## Coefficient of Determination Test

$$\begin{aligned}
 Kd &= r^2 \times 100\% \\
 &= 0,828^2 \times 100\% \\
 &= 0,685584 \times 100\% \\
 &= 685584 \% = 68,55\%
 \end{aligned}$$

## h. Hypothesis testing

Table 9 T Test Calculation Results

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-.908	1.779		-.510	.612
	Personal selling	1.293	.054	.946	23.762	.000

a. Dependent Variable: Purchase Decision

Source: Primary Data Processing Results, 2022

## 3.2 Discussion result

## a. Personal Selling G99 Leather Shop

Based on the research results which are respondents' answers, the number of samples is 68 with a total score of Personal Selling which can be seen from the dimension measurements, namely (Professionalism, Negotiation, Relationship Marketing, Selling Person Role and Personal Selling Managerial). This is based on the results of the rating scale calculation, resulting in a score of 2,196 or an effectiveness value of 80%, so it is in the "good" category. In the sense that the independent variable influences the related variable being studied because it is close to very good and is located between points 1.904 and 2.380 which have good criteria. As stated by Syafarudin (2018: 148), personal selling is a verbal promotion, both to a person and a prospective buyer with the aim of creating a mutually beneficial purchase transaction for both parties. Furthermore, stated by Pride and Ferrell, (2018), Personal selling is a form of communication that is carried out personally to provide information to customers and persuade them to buy the products offered. Basically, personal selling is the process of presenting products to potential consumers personally. So it only involves sales or marketing personnel with potential consumers. And what was further stated by Hasnidar in his book Integrated Marketing, (2021). Personal selling techniques are very effective in influencing consumers emotionally. So that consumers can assess the product as the best choice.

Apart from that, there are several relevant research results that strengthen the results of this research. Research conducted by Eri Sumatra (2020) The influence of personal selling on the decision to purchase a meeting package at the Aston Pasteur Hotel Bandung in 2020, said that there was a positive and significant influence from personal selling on the decision to purchase a meeting package at the Aston Pasteur Hotel Bandung, proven by test results. with a significant value of  $0.000 < 0.05$ .

Furthermore, research by Annisa Yorinanda (2019) The influence of personal selling on the purchasing decision process of ACE Hardware consumers in the Bandung modern shopping center, there is a positive and significant influence of personal selling on the purchasing decision of ACE Hardware consumers in the Bandung modern shopping center as proven by the results test with a significant value of  $0.000 < 0.05$ .

From the opinions above, the researcher concludes that personal selling is said to be very good, of course it is influenced by several indicators which make it easier for consumers to make decisions to buy products. Consumers feel that with the personal selling carried out by G99 Leather Shop, consumers can find out the information they need. in more detail according to what consumers want regarding a product from the company.

#### b. G99 Leather Shop Purchase Decision

Based on the research results which are respondents' answers, where the total sample is 68 with a total score from Sales that can be seen from the measurement dimensions, namely (Fulfillment of Needs, Information Search, Alternative Evaluation, Purchase Decisions and Post-purchase Behavior). This is based on the results of the rating scale calculation, resulting in a score of 2,777 or an effectiveness value of 80%, so it is included in the "good" category. In the sense that the independent variable influences the related variable being studied because it is close to very good and is located between points 2,448 and 3,060 which have good criteria. As stated by (Sumarwan, 2012), the consumer decision making process is an important aspect in marketing, because consumers will make a purchase or not make a purchase based on the decisions they have considered and determined. Furthermore, stated by Kotler & Keller, (2012), the purchasing decision process is the action of a consumer whether to want to buy or not regarding a product, usually consumers always consider various things before consumers decide to buy.

Apart from that, there are several relevant research results that strengthen the results of this research. Research conducted by Tini entitled The Influence of Personal Selling on the decision to purchase glasses at Agung Optik in Palu City (2019) said that there was a positive and significant influence on the influence of personal selling, a positive and significant influence on increasing sales at Agung Optik in Palu City was proven. with test results with a significant value of  $0.000 < 0.05$ . And M. Ridwan entitled The Influence of Personal Selling on the decision to purchase Indihome products, a case study at PT. Telkom Turangga Bandung in 2018 said that there was a positive and significant influence on the influence of personal selling, a positive and significant influence on purchasing decisions for Indihome Bandung products as proven by test results with a significant value of  $0.000 < 0.05$ .

From the opinions above, the researcher concludes that purchasing decisions that are said to be very good are certainly influenced by several indicators that are already going well, one of which is by building relationships and long-term collaboration with consumers, making it easier for consumers to communicate intensely and comprehensively regarding leather craft products. the.

#### c. The Influence of Personal Selling on Purchasing Decisions

To determine the level of strength between variables, the first thing that must be done is the correlation coefficient test which is carried out to measure the level of strength of influence of personal selling on purchasing decisions. After carrying out calculations according to the questionnaire answers regarding various indicators of 68 respondents, it shows that the correlation coefficient between variable X (Personal Selling) and variable Y (Purchasing Decision) is 0.828. And based on the correlation coefficient interpretation guidelines according to Sugiyono (2019: 184), the correlation of

0.828 is in a very strong interval, so it can be said that the close influence between variable very strong, with a percentage level of 8.28%

Then secondly, to find out how much influence personal selling contributes to purchasing decisions at G99 Leather Shop, a determination test ( $r^2$ ) was carried out. After carrying out calculations according to the answers to the questionnaire regarding various indicators of 68 respondents, it was found that the coefficient of determination was 68.55%. From these results, it can be interpreted that the contribution of variable product (product), price (price), and places (distribution).

Based on the T test calculations carried out, a constant figure of 0.23762 was obtained, which means that if there was no personal selling, then the purchasing decision would be 0.23762. The coefficient value is 1.293, which means that for every 1% increase in the level of influence of personal selling, sales will increase by 1.056. And the calculated t number of 23,762 is also greater than the t table value of 1,668 followed by a sig value of 0.000, so it can be concluded that personal selling has a positive and significant effect on purchasing decisions, meaning that the better the personal selling carried out by the company, the more impact it will have. on purchasing decisions at G99 Leather Shop.

So based on the results of the calculations above, the influence of personal selling on purchasing decisions made by G99 Leather Shop can be said to be good. This is proven by the results of the questionnaire distributed to respondents, namely G99 Leather Shop consumers, who predominantly answered strongly agree. Good personal selling will influence purchasing decisions.

#### 4. CONCLUSIONS

Based on the research objectives and analysis results, the conclusions of this research are as follows; (1). Personal selling at G99 Leather Shop Garut is in the good category. This is based on the results of the rating scale calculation, resulting in a score of 2,196 or an effectiveness value of 80%, so it is in the "good" category. With the results of these calculations, it can be concluded that the personal selling carried out by employees at G99 Leather Shop Garut is in the good category. This shows that the employee's ability to carry out personal selling is quite effective in influencing consumer purchasing decisions for the leather craft products offered. In addition, because the effectiveness score is between 1,904 and 2,380, it can be concluded that the independent variable (personal selling) has a significant influence on the related variable (product purchasing decisions). (2). Purchasing decisions are consumer responses to the results of promotional activities through personal selling which are categorized as good. This is based on the results of the rating scale calculation, resulting in a score of 2,777 or an effectiveness value of 80%, so it is included in the "good" category. In the sense that the independent variable influences the related variable being studied because it is close to very good and is located between points 2,448 and 3,060 which have good criteria. This shows that product purchasing decisions are positively influenced by promotions through well-done personal selling. Thus, it can be concluded that personal selling has an important role in increasing consumer purchasing decisions at G99 Leather Shop. (3). Based on the results of the simple correlation test ( $r$ ), the close influence between the variables is very strong, with a percentage level of 8.28%. Meanwhile, the coefficient of determination test results were 68.55% and the remaining 31.45% was influenced by other factors not examined in this research, including product, price and place. And finally, based on the T test calculations carried out, a constant figure of 0.23762 was obtained, which means that if there was no personal selling, then the purchasing decision would be 0.23762. The coefficient value is 1.293, which means that for every 1% increase in the level of influence of personal selling, sales will increase by 1.056. And the calculated t number of 23,762 is also greater than the t table value of 1,668 followed by a sig value of 0.000, so it can be concluded that personal selling has a positive and significant effect on purchasing

decisions, meaning that the better the personal selling carried out by the company, the more impact it will have. on purchasing decisions at G99 Leather Shop.

The contribution and implication of the results of this research is to overcome the phenomenon of consumer decision problems in purchasing leather craft products, of course in this case the company must pay attention to marketing strategies related to the promotional mix, one of which is personal selling in order to achieve the company's goals of continuing to grow. and develop. In this way, consumers will be more interested in purchasing leather craft products at G99 Leather Shop.

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