



## Impact Quality Product, Distribution Channels and Personal Selling Toward Polythene Tail Costumer Loyalty in PT. United Rope

Purnama Yanti Purba<sup>1</sup>, Ravika Elda Siregar<sup>2</sup>, Alvin<sup>3</sup>, Alimin Fendi<sup>4</sup>

Fakultas Ekonomi, Universitas Prima Indonesia, Jl. Sekip Jl. Sikambing No.simpang, Sei Putih Tim. I, Kec. Medan Petisah, Kota Medan, Sumatera Utara 20111

Email : [purnama.js@gmail.com](mailto:purnama.js@gmail.com), [Ravikaeldasiregar@gmail.com](mailto:Ravikaeldasiregar@gmail.com), [Alimin\\_fendi@yahoo.com](mailto:Alimin_fendi@yahoo.com),  
[Alvin11\\_chang@yahoo.com](mailto:Alvin11_chang@yahoo.com),

### ARTICLE INFO

#### Article history:

Received: 12/01/2020

Revised: 22/07/2020

Accepted: 01/08/2020

**Keywords:** Product Quality, Distribution Channels, Personal Selling

### ABSTRACT

This research was conducted at PT. United Rope. The purpose of this study was to test and analyze the influence of Product Quality, Distribution Channels and Personal Selling on polythene Rope Customer Loyalty at PT. United Rope. There is a decrease in customer loyalty caused by customer loyalty. The approach of this research is based on a quantitative approach. The population in this study amounted to 217 customers. The sampling technique used was simple random sampling. The number of samples in this study were 144 customers. The results of calculation of hypothesis testing partially Product Quality has a positive and significant effect on Polythene Rope Customer Loyalty at PT. United Rope. Partially Distribution Channels have a positive and significant effect on Polythene Rope customer loyalty at PT, United Rope. Partially Personal Selling has a positive and significant effect on Polythene Rope Customer Loyalty at PT. United Rope. Simultaneously Product Quality, Distribution Channels and Personal Selling have a positive and significant effect on Polythene Rope Customer Loyalty at PT. United Rope. The coefficient of determination test result obtained an adjusted R Square value of 0.42, in dependent variable, namely customer loyalty, can be explained by the variation of the independent variables, while the remaining 58% is explained by other variables not examined in this study, such as quality, brand awareness, service and others

Copyright © 2020 Jurnal Mantik.  
All rights reserved.

## 1. Introduction

The customer is an individual or group figure who has an important role for the company. This is because the customer has access to the existence of the product in the market so that all company activities will be strived to position the product so that it can be accepted by the customer. If customers accept and like the product, there is a possibility that the customer will be loyal to the product and the company that sells it.

PT United Rope is a company engaged in the production of various types of ropes. This study examined polythene straps. PT United Rope conveniently located on the street Col. Yos Sudarso Km 10 Medan. At the company PT United Rope this is the number of customers who quit. This reflects a decrease in the level of customer loyalty to the company PT United Rope. Many existing customers unsubscribed because they were disappointed with the company's discount reduction policy, while others were disappointed with the company's attitude in responding to them. This causes the company's customers to decrease from time to time. The highest number of customers who stopped occurred in May and July 2019, with 5 customers.

One of the factors in purchasing decisions is thought to be the quality of the product which is thought to also cause a decline in purchasing decisions. Product quality from PT United Rope tends to be more flabby and thin according to the customer, for example: many customers often return (Returns) for certain reasons. Product returns are caused by thin straps, uneven boxes, not according to size, uneven glue, faded colors. The high rate of returns occurred in January with 275 customers.

Distribution channels play an active role in increasing and decreasing purchasing decisions. In this company, the distribution channels that have not been effective cause complaints in the form of frequent steel products ordered not according to the agreed delivery schedule, the types and sizes ordered often experience errors, some steel products are often empty so they cannot fulfill customer desires quickly and precisely. The need for complaints about the ineffective distribution channels owned by the company, causing customer disappointment. The highest complaint occurred in August. Where the complaint statement is that the delivery



is not on time, the mismatch of the number of products and the type that the customer wants does not match the order as wellinsufficient inventory so that it disappoints customers. This is due to far enough market coverage and inadequate communication by the company to customers.

Salesman staff of the companyPT United RopeThis lack of competence in soliciting, encouraging, providing information, handling complaints, causing many customers not to make repeat purchases which resulted in the salesman staff being unable to achieve the sales target set by the company. Total sales of 8 people. The highest complaints occurred in November with 18 complaints and the lowest occurred in August with 6 complaints. The number of customer complaints is about the marketing staff's unresponsive response to customer complaints. This proves that the low personal selling competence in encouraging purchases.

## 2. Literature review

### 2.1. The Theory of Product Quality Influence on Customer Loyalty

According to Tjiptono (2015: 26), in evaluating satisfaction with a certain company, the determining factors used can be a combination of the determinants of satisfaction with products and services. Generally what consumers often use is the service aspect and the quality of the products and services purchased.

According to Sunyoto (2014: 226), quality products and services play an important role in shaping consumer satisfaction, in addition to creating profits for the company.

### 2.2. Theory of the Influence of Distribution Channels on Customer Loyalty

According to Nitisusastro (2016: 170), the more companies use distribution channel companies, basically the easier it is for consumers to make purchases.

According to Kotler and Keller (2009: 106), one of the main roles of the marketing channel is to turn potential buyers into profitable customers. Marketing channels not only serve the market, but they must also shape the market.

### 2.3. The Theory of the Influence of Personal Selling on Customer Loyalty

According to Hasan (2013: 452-453), Efforts to create repeat purchases, build consumer and distributor loyalty, price becomes a competitive tool to overcome market saturation, distributors are increasingly important to maintain product availability at the retail level, will be able to provide regular income and marketing intelligence began to focus on improving products, looking for opportunities in new market segments and improving and refreshing promotional themes.

According to Malau (2017: 107), one of the promotional programs is a loyalty program. Loyalty programs are promotional tools used to encourage and reward repeat purchases by acknowledging every purchase made by consumers and offering a premium as an accumulated purchase.

### 2.4. Hypothesis

According to Torang (2016: 317), A hypothesis is a temporary answer to a research problem, the truth of which must be tested empirically. The hypotheses in this study are:

H1: Product Quality affects Polythene Strap Customer Loyalty on PT United Rope.

H2: Distribution Channels affect the Polythene Strap Customer Loyalty on PT United Rope.

H3: *Personal Selling* effect on Polythene Strap Customer Loyalty on PT United Rope.

H4: Product Quality, Distribution Channels and Personal Selling have an effect on Customer Loyalty on Polythene Strap PT United Rope.

## 3. Research methods

This research was conducted on PT United Rope which is located at JalanCol. Yos Sudarso Km 10 Medan. When the research began in March 2019 and is planned to be completed in August 2020, this research approach is based on a quantitative approach. In this study, the researcher used quantitative descriptive research method. The research used was descriptive explanatory which aims to explain the position of the variables studied and the relationship between the variables and other variables. The population in this study amounted to 217 customers. The sampling technique used was simple random sampling.

Based on the results of these calculations, the number of samples in this study were 141 customers and the validity and reliability testing of 30 customers were taken from the rest of the study population.

### 3.1. Identification and Operational Definition of Research Variables

The definition of each variable is as follows:

**Table 1.**  
Operational Definition and Variable Measurement

| Variable             | Definition  | Indicator                                  | Measurement Sca |
|----------------------|---|--|-----------------|
| Product Quality (X1) | The product's ability to perform its function. This includes durability, reliability, accuracy. | 1. Design quality<br>2. Appearance quality | Likert scale    |

| Variable                  | Definition   | Indicator  | Measurement Scale |
|---------------------------|--|--|-------------------|
|                           | ease of use and repair and other valuable attributes.<br>Source: Rachman (2010: 147)   | 3. Quality that fulfills<br>Source: Sunyoto (2013: 123)  |                   |
| Distribution channel (X2) | Distribution channel is the channel or route chosen by the company to deliver products from the company to the final consumer or industrial user<br>Source: Herlambang and Marwoto (2014: 116) | 1. <i>Physical distribution</i><br>2. <i>Direct marketing</i><br>3. <i>Channel management</i><br>4. <i>Channel relation</i><br>Source: Hasan (2013: 578)   | Likert scale      |
| Personal Selling (X3)     | Oral presentation in a conversation with one or more potential buyers aimed at creating a sale.<br>Source: Sangadji and Sopiah (2013: 18)  | 1. <i>Prospecting for consumers</i><br>2. <i>Opening the relationship</i><br>3. <i>Qualifying the prospect</i><br>4. <i>Presenting the sales manager</i><br>Source: Setiadi (2013: 608)  | Likert scale      |
| Customer loyalty (Y)      | Behavior associated with the branding of a product, including the possibility of renewing the branding contract in the future.<br>Source: Hasan (2013: 121)                                    | 1. Say positive things about the company to others.<br>2. Recommend companies to others who ask for advice.<br>3. Considering that the company is the first choice in purchasing services.<br>4. Doing more business or buying with companies in the coming years.<br>Source: Yuniarti (2015: 240) | Likert scale      |

### 3.2. Test the Validity and Reliability of Variable Instruments

#### A. Validity Test

According to Torang (2016: 289-290), the validity test is intended to measure whether a questionnaire is valid or not. Tests to determine the significance or insignificance by comparing the calculated r value with the r table value for degree of freedom = nk = 30-2 = 28 in a two tailed significance of 0.05 obtained r table of 0.361.

- a. If r count ≥ r table and each question item is positive then the question item is said to be valid.
- b. If r count < r table and each question item is positive then the question item is said to be invalid.

#### B. Reliability Test

According to Torang (2016: 291), the reliability test is intended to measure the questionnaire which is an indicator of the variable. A construct or variable is said to be reliable if it gives a Cronbach alpha value > 0.60.

## 4. Results of Research Data Analysis

### 4.1. Research Model

Hypothesis testing used in this study is to use multiple linear regression analysis. The regression model used is as follows:

**Table 1.**  
Results of Multiple Linear Regression Analysis  
Coefficientsa

| Model                | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|----------------------|-----------------------------|------------|---------------------------|-------|------|
|                      | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)         | .578                        | 2,122      |                           | .272  | .786 |
| Product quality      | .332                        | .122       | .220                      | 2,711 | .008 |
| Distribution channel | .316                        | .069       | .327                      | 4,594 | .000 |
| Personalselling      | .288                        | .078       | .290                      | 3,700 | .000 |

a. Dependent Variable: Customer Loyalty

Source: Research Results, 2020 (Data processed)

$$Y = 0.578 + 0.332 X1 + 0.316 X2 + 0.288 X3 + e$$

The explanation of the multiple linear regression above is:

- a) A constant of 0.578 states that if the independent variable does not exist or is constant, the dependent variable is customer loyalty at 0.578 units.
- b) The regression coefficient of the independent variable in the form of product quality is 0.332 and has a positive value, this means that if each increase in the independent variable of product quality 1 unit will increase the dependent variable customer loyalty by 0.332 units assuming the other variables are constant.
- c) The regression coefficient of the independent variable in the form of a distribution channel is 0.316 and is positive, this means that if each increase in the independent variable of the 1 unit distribution channel will increase the dependent variable of customer loyalty by 0.316 units, assuming the other variables are constant.



- d) The regression coefficient of the independent variable in the form of personal selling is 0.288 and has a positive value, this means that if each increase in the independent variable, personal selling 1 unit will increase the dependent variable of customer loyalty by 0.288 units with the assumption that the other variables are constant.

**A. Hypothesis Determination Coefficient**

Following are the results of the coefficient of determination, namely:

**Table 2.**  
Determination Coefficient Test  
**Model Summary b**

| Model | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1     | .657a | .432     | .420              | 8.13024                    |

a. Predictors: (Constant), Personalselling, Channel distribution, Product quality

b. Dependent Variable: Customer Loyalty

Source: Research Results, 2020 (Data processed)

The coefficient of determination test results obtained Adjusted R Square value of 0.42, this means that 42% of the variation in the dependent variable, namely customer loyalty, can be explained by the variation of the independent variable, while the remaining 58% is explained by other variables not examined in this study, such as brand service quality. awareness and so on.

**B. Simultaneous Hypothesis Testing (Test F)**

The F statistical test basically shows whether all the independent variables included in the model have a simultaneous influence on the dependent variable.

**Table 3.**  
Simultaneous Test (Test F)  
**ANOVA b**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.  |
|-------|------------|----------------|-----|-------------|--------|-------|
| 1     | Regression | 6886,511       | 3   | 2295,504    | 34,727 | .000a |
|       | Residual   | 9055,802       | 137 | 66,101      |        |       |
|       | Total      | 15942,312      | 140 |             |        |       |

a. Predictors: (Constant), Personalselling, Channel distribution, Product quality

b. Dependent Variable: Customer Loyalty

Source: Research Results, 2019 (Data processed)

Der degrees of freedom 1 (df1) = k - 1 = 4-1 = 3, and degrees of freedom 2 (df2) = nk = 141-4 = 137, where n = number of samples, k = number of variables, then the value of F table at the level confidence significance 0.05 is 2.67. The test results obtained the calculated F value (34.727) > F table (2.67) and a significance probability of 0.000 < 0.05, which means that Ha is accepted and Ho is rejected, namely simultaneously Product Quality, Distribution Channels and Personal Selling have a positive and significant effect on Customer Loyalty Polythene strap on PT United Rope.

**C. Partial Hypothesis Testing (t test)**

The t test is used to determine whether there is a significant (significant) relationship or influence between the independent variables partially on the dependent variable.

**Table 4.**  
Partial Test (t test)  
**Coefficients a**

| Model |                      | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|----------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                      | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)           | .578                        | 2,122      |                           | .272  | .786 |
|       | Product quality      | .332                        | .122       | .220                      | 2,711 | .008 |
|       | Distribution channel | .316                        | .069       | .327                      | 4,594 | .000 |
|       | Personalselling      | .288                        | .078       | .290                      | 3,700 | .000 |

a. Dependent Variable: Customer Loyalty

Source: Research Results, 2020 (Data processed)

The t-table value for the 0.05 probability in degrees of freedom (df) = 141-4 = 137 is 1.977. Thus the results of partial hypothesis testing can be explained as follows:

- a) The results of the calculation of the partial hypothesis testing obtained tcount > ttable or 2.711 > 1.977 and the significant obtained was 0.008 < 0.05, means that Ha is accepted and Ho is rejected, that is partially



Product Quality has a positive and significant effect on Polythene Rope Customer Loyalty on PT United Rope.

- b) The results of the calculation of the partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $4.594 > 1.977$  and the significant obtained was  $0.000 < 0.05$ , means that  $H_a$  is accepted and  $H_o$  is rejected, namely partially Distribution Channels have a positive and significant effect on Customer Loyalty on Polythene Rope PT United Rope.
- c) The results of the calculation of the partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $3,700 > 1,977$  and significant obtained  $0,000 < 0.05$ , means that  $H_a$  is accepted and  $H_o$  is rejected, namely partially Personal Selling has a positive and significant effect on Customer Loyalty on Polythene Strap PT United Rope.

#### 4.2. Discussion

##### A. Effect of Product Quality on Customer Loyalty

The results of the calculation of the partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $2.711 > 1.977$  and significant obtained  $0.008 < 0.05$ , meaning that  $H_a$  is accepted and  $H_o$  is rejected, namely partially Product Quality has a positive and significant effect on Polythene Rope Customer Loyalty at PT United Rope Tjiptono (2015: 26), in evaluating satisfaction with a particular company, the determining factors used can be a combination of the determinants of satisfaction with products and services. Generally, what consumers often use is the service aspect and the quality of the products and services purchased

##### B. Effect of Distribution Channels on Customer Loyalty

The results of the calculation of the partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $4.594 > 1.977$  and the significant obtained was  $0.000 < 0.05$ , means that  $H_a$  is accepted and  $H_o$  is rejected, namely partially Distribution Channels have a positive and significant effect on Customer Loyalty on Polythene Rope PT United Rope Nitisusastro (2016: 170), the more companies use distribution channel companies, basically the easier it is for consumers to make purchases.

##### C. Effect of Personal Selling on Customer Loyalty

The results of the calculation of the partial hypothesis testing obtained  $t_{count} > t_{table}$  or  $3,700 > 1,977$  and significant obtained  $0,000 < 0.05$ , means that  $H_a$  is accepted and  $H_o$  is rejected, namely partially Personal Selling has a positive and significant effect on Customer Loyalty on Polythene Strap PT United Rope. Hasan (2013: 452-453), Efforts to create repeat purchases, build consumer and supplier loyalty, price becomes a competitive tool to overcome market saturation, distributors are increasingly important to maintain product availability at the retail level, will be able to provide regular and intelligence income marketing began to focus on improving products, looking for opportunities in new market segments as well as improving and refreshing promotional themes

#### 5. Conclusion

Partially Product quality matters positive and significant towards Polythene Strap Customer Loyalty on PT United Rope. Partially, Distribution Channels have a positive and significant effect on Polythene Strap Customer Loyalty on PT United Rope. Partially Personal Selling has a positive and significant effect on Customer Loyalty on Polythene Strap PT United Rope. Simultaneously Product Quality, Distribution Channels and Personal Selling have a positive and significant effect on Customer Loyalty on Polythene Strap PT United Rope. The coefficient of determination test results obtained Adjusted R Square value of 0.42, this means that 42% of the variation in the dependent variable, namely customer loyalty, can be explained by the variation of the independent variable, while the remaining 58% is explained by other variables not examined in this study, such as brand service quality, awareness and so on.

#### 6. Reference

- [1] Hasan, Ali. 2013. *Marketing dan Kasus-kasus Pilihan*. Cetakan Kesatu. Yogyakarta : CAPS (Center for Academic Publishing Service).
- [2] Hutabarat, Manullang. 2013. *Manajemen Pemasaran teori dan Aplikasi dalam Bisnis*. Jakarta : Mitra Wacana Media.
- [3] Nitisusastro, Mulyadi. 2016. *Perilaku Konsumen dalam Perspektif Kewirausahaan*. Bandung: Alfabeta.
- [4] Sangadji, Mamang, Etta, Sopiah. 2013. *Perilaku Konsumen Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. Ed.1, Yogyakarta : Andi Offset.
- [5] Setiadi, Nugroho. 2013. *Perilaku Konsumen*. Jakarta: Perenada Media Grup.
- [6] Sunyoto, Danang. 2013. *Perilaku Konsumen*. Cetakan Kesatu. Yogyakarta : Center for Academic Publishing Service.
- [7] -----, 2013. *Konsep Dasar Riset Pemasaran dan Perilaku Konsumen*. Yogyakarta : Center for Academic Publishing Service.
- [8] Tjiptono, Fandy. 2015. *Strategi Pemasaran..* Yogyakarta : ANDI Offset.
- [9] Yuniarti, Sri, Vinna. 2015. *Perilaku Konsumen Teori dan Praktek*. Cetakan Kesatu. Bandung : Pustaka Setia

