



The Effect of Price, Sales Promotion and Personal Selling on the Daihatsu Sirion Purchase Decision at PT Capella Medan

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ABSTRACT

The purpose of this study was to analyze the effect of price, sales promotion and personal selling on the Daihatsu Sirion purchasing decision at PT Capella Medan. There was a decrease in purchasing decisions, reflecting the failure to achieve company targets due to prices, sales promotions and personal sales. The population in this study may be 230 consumers and the sample is considered to be 146 consumers. The sampling technique used was random sampling. The data analysis used was validity and reliability test, classical assumption test, linear multiple regression analysis, and hypothesis testing. The conclusion of the study shows that simultaneously and partially price, sales promotion and personal selling have a positive and significant effect on the purchasing decision of the Daihatsu Sirion at PT Capella Medan.

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1. Introduction

In this era of globalization, companies are required to be able to create a product that is able to compete with other products if they want to survive in the current business competition. The number of new competitors that have sprung up with new marketing strategies will also make the competition tighter and heated.

This research was conducted at PT Capella Medan which is engaged in the sale of Daihatsu cars. This research is only devoted to researching the Daihatsu Sirion brand. The decline in purchasing decisions for the Daihatsu Sirion was evident from the decline in sales of the Daihatsu Sirion car brand.

Ineffective in pricing, resulting in pricingThe Daihatsu Sirion is taller than its other competitors. The pricing for the Daihatsu Sirion has not been effective, which can be seen from the price of the Daihatsu Sirion, which is more expensive compared to other brands, with almost balanced specifications and quality such as a balanced cylinder content (cc), an SUV with a similar passenger capacity and interior design.

Company sales promotion the company is suspected of not giving enough discounts to consumers and decreased activities sales promotions made for Daihatsu Sirion. Kin ineffective sales promotion activities due to the lack of attractive gifts given to consumers and in the form of discounts given to the Daihatsu Sirion. This has yet to spark consumer interest.

The salesman staff of this company lacks competence in inviting, encouraging, providing information, handling complaints, which causes many customers not to make repeat purchases which results in salesman staff unable to achieve the sales target set by the company. The number of customer complaints is about the marketing staff's unresponsiveness to customer complaints.

2. Literature review

2.1. The Theory of the Effect of Price on Purchasing Decisions

According to Sopiah and Sangadji (2016: 81), the price element has a relative influence. Therefore, there are some consumers who are price sensitive.

According to Kotler and Keller (2015: 68), many companies fight the trend of low prices and succeed in encouraging consumers to buy products and services that are more expensive by combining unique product formulations that involve marketing campaigns.

According to Nisusatsro (2016: 199), the price for consumers is a sacrifice that has been spent in order to obtain goods or service products. For consumers, sacrifice is not merely price, but still contains a number of



other elements such as the sacrifice of time, the sacrifice of energy and the sacrifice of feelings which are used to obtain information about products, goods and services that are needed until the purchase decision.

2.2. The Theory of the Effect of Sales Promotion on Purchasing Decisions

According to Tjiptono (2015: 229) through sales promotions, companies can attract new customers, influence their customers to try competing products, increase impulse buying (purchases without prior plans) or seek closer cooperation with retailers.

According to Hasan (2013: 608) communication activities and incentives are designed to promote a product or company to its target audience (potential customers). Various short-term incentive programs to encourage the desire to try or buy a product or service more quickly or more by customers.

According to Sangadji and Sopiah (2013: 19) sales promotion consists of a collection of various incentive tips, most of them are short, and are designed to encourage the purchase of a certain product or service more quickly and / or more by consumers or traders.

2.3. The Theory of the Influence of Personal Selling on Purchasing Decisions

According to Assauri (2014: 278), with personal selling there is a direct influence to influence purchasing decisions or using psychological factors in order to persuade and give courage in decision making.

According to Hermawan (2012: 38), personal sales activities carried out in a professional manner will greatly help achieve fantastic sales. Personal selling on a large scale is an alternative solution that can be carried out by companies with large enough capital.

According to Setiadi (2016: 83), face-to-face sales policies must pay attention to strategies to encourage resellers to buy products

2.4. Research Hypothesis

According to Sugiyono (2016: 96), "The hypothesis is a temporary answer to the formulation of research problems, in which the formulation of research problems has been stated in the form of a question sentence."The hypothesis in this study is as follows:

- H1: Harga influences the purchase decision of the Daihatsu Sirion at PT Capella Medan
- H2: Psales romance affects the purchase decision of the Daihatsu Sirion at PT Capella Medan
- H3: *Personal selling* influenced the purchase decision of the Daihatsu Sirion at PT Capella Medan
- H4: Hprice, sales promotion and personal selling influence the purchasing decision of the Daihatsu Sirion at PT Capella Medan

3. Research methods

This research was conducted on PT Capella Medan which is located at Jalan Jalan Gatot Subroto No 71 BCDEF Medan. The research period began in January 2019 and is planned to be completed in December 2019. The approach in this research is a quantitative approach. The population in this study was 230 consumers in 2019. The sampling technique used was simple random sampling. Based on the calculation of the Slovin formula, the number of samples in this study was 146 consumers and the rest of the population of 30 consumers is for testing the validity and reliability taken outside the research sample.

3.1. Identification and Operational Definition of Research Variables

The operational definitions for each of the independent and dependent variables are as follows:

Table 1.

Operational Definition and Variable Measurement

Variable	Variable Definitions	Variable Indicators	Measurement Scale
Price (X1)	Price is the only element of the marketing mix that generates sales revenue, while other elements are just ordinary elements. Source: Assauri (2014: 223)	Base price and discount Terms of payment Credit terms Source: Hasan (2014: 72)	Likert scale
Sales promotion (X2)	The core ingredient of a marketing campaign, consists of a collection of incentive tools, mostly short-term, designed to stimulate faster or larger purchases of a particular product or service by consumers or commerce. Source: Kotler and Keller (2015: 219)	Trade promotion Trade show Lottery Source: Abdurrahman (2016: 179)	Likert scale
Personal Selling (X3)	Oral presentation in a conversation with one or more potential buyers aimed at creating a sale. Source: Sangadji and Sopiah (2013: 18)	<i>Establishing rapport</i> <i>Presentation</i> <i>The service stage</i> <i>Follow up and cross sell stage</i> Source: Hasan (2013: 608)	
Buying decision (Y)	Consumer decision-making includes all the processes that consumers go through to identify problems, find solutions, evaluate alternatives and choose between options. Source: Sangadji and Sopiah (2013: 332)	Decisions about form Decisions about brands Decisions about sales Decision about when to buy Decisions about how to pay Source: Sunyoto (2014: 283)	Likert scale

Source: Secondary Data, 2019

3.2. Test the Validity and Reliability of Variable Instruments

According to Torang (2016: 289), the validity test is intended to measure whether a questionnaire is valid or not. If $r_{count} \geq r_{table}$ and positive, it means that the question item is said to be valid. If $r_{count} < r_{table}$ and is negative, it means that the question item is said to be invalid.

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 and Discussion

PT. Capella Dinamik Nusantara Medan is engaged in Honda motorcycles and spare parts in Medan. Since November 13, 1986. Customers of PT. Capella Dinamik Nusantara Medan provides quality services in meeting customer expectations and in accordance with applicable regulations. The products that the company sells are of various types, quality and price

4.2. Results of Research Data Analysis

A. Research Model

Multiple linear regression analysis is as follows:

Table 1.
Multiple Linear Regression Analysis

Model	Coefficients ^a				t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	Beta			Tolerance	VIF
	B	Std. Error						
(Constant)	14,080	2,302			6,117	.000		
1 Price	.234	.096	.190		2,434	.016	.920	1,087
Sales promotion	.260	.078	.253		3,312	.001	.964	1,037
Personalselling	.281	.083	.261		3,400	.001	.950	1,053

a. Dependent Variable: Purchasing decision

Source: Data processed, 2020

$$Y = 14,080 + 0,234 X_1 + 0,260 X_2 + 0,281 X_3$$

The explanation of multiple linear regression above are:

- a) A constant of 14.080 states that if the independent variables of price, sales promotion and personal selling do not exist or are constant, the dependent variable is the purchase decision amounting to 14,080 units.
- b) The price independent variable regression coefficient is 0.234 and is positive that if each increase in the price of 1 unit of the independent variable will increase the dependent variable of the purchase decision by 0.234 units, assuming the other variables are constant.
- c) The regression coefficient of the sales promotion independent variable is 0.260 and is positive that if every 1 unit increase in the sales promotion independent variable will increase the dependent variable of the purchase decision by 0.260 units, assuming the other variables are constant.
- d) The regression coefficient for the personal selling independent variable is 0.281 and is positive that if each increase in the independent variable of personal selling by 1 unit will increase the dependent variable of the purchase decision by 0.281 units, assuming the other variables are constant.

B. Hypothesis Determination Test

Adjusted R Square R² denoted by R² is the value of the corrected coefficient of determination adjusting R² by dividing each sum of square by its respective degrees of freedom.

Table 2.
Coefficient of Determination
Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.451a	.203	.187	6.97256

a. Predictors: (Constant), Price, Sales Promotion, Personalselling

b. Dependent Variable: Purchasing decision

Source: Data processed, 2020

The value of Adjusted R Square is 0.187, this means 18.7% of the variation in the dependent variable, namely price, sales promotion and personal selling, which can be explained by variations in the independent variables, namely price free, sales promotion and personal selling, while the remaining 81.3% (100% - 18.7%) explained by other variables not examined in this study, such as product quality, service, customer satisfaction and so on.



C. F test

Table 3.
Simultaneous Test (Test F)
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1762,536	3	587,512	12,085	.000b
	Residual	6903,546	142	48,617		
	Total	8666,082	145			

a. Predictors: (Constant), Price, Sales Promotion, Personalselling

b. Dependent Variable: Purchasing decision

Source: Data processed, 2020

The results obtained are the value of F count (12.085) > F table (2.67) and a significance probability of 0.000 < 0.05, meaning that simultaneously price, sales promotion and personal selling have a positive and significant effect on the purchasing decision of Daihatsu Sirion at PT Capella Medan.

D. T test

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	14,080	2,302		6,117	.000		
	Price	.234	.096	.190	2,434	.016	.920	1,087
	Sales promotion	.260	.078	.253	3,312	.001	.964	1,037
	Personalselling	.281	.083	.261	3,400	.001	.950	1,053

a. Dependent Variable: Purchasing Decision

Source: Data processed, 2020

The results of the calculation of the partial hypothesis testing obtained tcount > ttable or 2.434 > 1.977 and the significance obtained was 0.016 < 0.05, means that partially the price has a positive and significant effect on the purchase decision of the Daihatsu Sirion at PT Capella Medan. The results of the calculation of the partial hypothesis testing obtained tcount > ttable or 3,312 > 1,977 and the significant obtained was 0.001 < 0.05, means that partially the sales promotion has a positive and significant effect on the purchase decision of the Daihatsu Sirion at PT Capella Medan. The results of the calculation of the partial hypothesis testing obtained tcount > ttable or 3,400 > 1,977 and a significant value obtained was 0.001 < 0.05, means that partially personal selling has a positive and significant effect on the purchase decision of the Daihatsu Sirion at PT Capella Medan.

4.2. Discussion

A. The effect of price on the purchase decision of the Daihatsu Sirion at PT Capella Medan

The results of the calculation of the partial hypothesis testing obtained tcount > ttable or 2.434 > 1.977 and the significance obtained was 0.016 < 0.05, means that partially the price has a positive and significant effect on the purchase decision of the Daihatsu Sirion at PT Capella Medan. Ineffective in pricing, resulting in pricing The Daihatsu Sirion is taller than its other competitors. The pricing for the Daihatsu Sirion has not been effective, which can be seen from the price of the Daihatsu Sirion, which is more expensive compared to other brands, with almost balanced specifications and quality such as a balanced cylinder content (cc), an SUV with a similar passenger capacity and interior design.

B. The effect of sales promotion on the purchase decision of the Daihatsu Sirion at PT Capella Medan

The results of the calculation of hypothesis testing partially obtained the t value_{count} > t table or 3,312 > 1,977 and the significance obtained was 0.001 < 0.05, means that partially the sales promotion has a positive and significant effect on the purchase decision of the Daihatsu Sirion at PT Capella Medan. Company sales promotion the company is suspected of not giving enough discounts to consumers and decreased activities sales promotions made for Daihatsu Sirion. Kineffective sales promotion activities due to the lack of attractive gifts given to consumers and in the form of discounts given to the Daihatsu Sirion. This has yet to spark consumer interest.

C. The influence of personal selling on the purchase decision of the Daihatsu Sirion at PT Capella Medan

The results of the calculation of the partial hypothesis testing obtained tcount > ttable or 3,400 > 1,977 and a significant value obtained was 0.001 < 0.05, means that partially personal selling has a positive and significant effect on the purchase decision of the Daihatsu Sirion at PT Capella Medan. The salesman staff of this company lacks competence in inviting, encouraging, providing information, handling complaints, which causes many customers not to make repeat purchases which results in salesman staff unable to achieve the sales target set



by the company. The number of customer complaints is about the marketing staff's unresponsive response to customer complaints.

5. Conclusion

The conclusions from the results of this study are as follows:

- a. The results of the calculation of partial hypothesis testing price has a positive and significant effect on the purchase decision of the Daihatsu Sirion at PT Capella Medan.
- b. The results of the calculation of partial hypothesis testing sales promotion has a positive and significant effect on the purchase decision of the Daihatsu Sirion at PT Capella Medan.
- c. The results of the calculation of partial hypothesis testing *personal selling* has a positive and significant effect on the purchase decision of the Daihatsu Sirion at PT Capella Medan.
- d. The results were obtained simultaneously that price, sales promotion and personal selling had a positive and significant effect on the purchasing decision of the Daihatsu Sirion at PT Capella Medan.
- e. The value of Adjusted R Square is 0.187, this means 18.7% of the variation in the dependent variable, namely price, sales promotion and personal selling, which can be explained by variations in the independent variables, namely price free, sales promotion and personal selling, while the remaining 81.3% (100% - 18.7%) explained by other variables not examined in this study, such as product quality, service, customer satisfaction and so on.

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