The Effect of Personal Selling, Product Quality, and Pricing on Customer Purchase Decisions of PT. Sukses Otomotif Sejahtera Medan

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ABSTRACT

PT. Sukses Otomotif Sejahtera is a company engaged in sales as a distributor of engine products and car spare parts located at Jalan Komp. Karya Prima Medan. This study aims to evaluate the effect of personal selling, product quality, and pricing on the purchasing decisions of PT. Sukses Otomotif Sejahtera Medan customers. The research population that will be used in the study is: all customers who make purchases at the company as many as 149 customers. In connection with the number of customers totaling 149 people will be used as the population, the determination of the research sample using the Slovin technique obtained as many as 109 research samples. Sampling was carried out through accidental sampling, where customers who were met accidentally were used as research samples. The results of the study indicate that Personal Selling has a positive and significant effect on Consumer Purchasing Decisions of PT. Sukses Otomotif Sejahtera. Product Quality has a positive and significant effect on Consumer Purchasing Decisions of PT. Sukses Otomotif Sejahtera. Pricing has a negative and significant effect on Consumer Purchasing Decisions of PT. Sukses Otomotif Sejahtera. Simultaneously Personal Selling, Product Quality, and Pricing have a significant effect on Consumer Purchasing Decisions of PT. Prosperous Automotive Success.

Keywords: *Personal Selling, Product Quality, Pricing, Purchase Decision*

INTRODUCTION

In this modern era, many new companies have emerged in the international market and the domestic market, causing increasingly tight competition because many new companies have emerged and then offer products with various marketing strategies that attract the attention and interest of consumers. This often causes previous companies to experience a decline in sales and existence because new competing companies have emerged selling similar products and the same benefits. Therefore, companies must be able to follow and study competitors in running their business. Companies should realize that in the current era of globalization, good marketing is one of the keys to success.

To achieve marketing success, companies should carry out good marketing techniques so that companies get greater profits from their sales. Marketing contributes to the process of creating value for customers and gaining value from customers because the success of a company can be seen from how much profit is obtained from the sales of products issued by the company. If the company is not good at reading consumer behavior to make purchases, the products issued will fail and will not meet market needs. Purchasing decisions are the process carried out by consumers in choosing and buying a product or service after considering various factors. This process involves a series of steps, starting from recognizing needs, searching for information, evaluating alternative products, and finally deciding to make a purchase. PT.

Sukses Otomotif Sejahtera is a company engaged in sales as a distributor of engine products and car spare parts with the NPR brand, which is located at Jalan Komp. Karya Prima Medan. Currently, the company is experiencing a decline in sales.

It is known that the decline occurred due to purchasing decisions. According to Wangsa, et al. (2022) Purchasing Decision is a process of a consumer managing knowledge or information regarding the purchase of the most preferred product to meet needs. In this case, customer purchasing decisions on products offered by the company have decreased from year to year where which is known to be due to poor personal selling activities carried out and also deficiencies in product quality accompanied by higher pricing. The decline in purchasing decisions is known to be due to personal selling, product quality, and price. According to Sholihin (2020), Personal Selling is the process of introducing and building an understanding of a product to prospective buyers through direct or face-to-face communication.

According to Andriani (2021), Product quality is one of the factors that influences consumer perception. Consumers prefer products with good quality so improving the quality of certain products is very important. According to Kurniawan (2021), Price is an exchange value issued by buyers to obtain goods or services that have utility value along with their services where the price of a product determines the level of profit that will be obtained by the company. The phenomenon of personal selling of companies experiencing problems where many employees have not been able to meet the prospecting targets expected by the company. In addition, the number of additional customers is still far from the target number desired by the company. Several personal selling activities carried out are also considered unable to improve the relationship between sellers and consumers accompanied by information that some salespeople cannot explain or offer products well so that consumers hesitate to make purchases. In addition, there are also causes of the quality of the products offered experiencing problems where many customers still complain about deficiencies in the quality of the products given to consumers so that consumers feel disappointed such as damaged packaging or some products that cannot function properly so that they must be returned to the company and so on.

As for the problem of determining product prices, it is known that each product price set by the company can still be said to be more expensive when compared to other similar companies, making consumers less interested in making purchases. Furthermore, the price offered also does not follow the benefits received by consumers or does not match the quality they want, making consumers feel disappointed because it does not meet their expectations.

LITERATURE REVIEW

The Influence of Personal Selling on Purchase Decisions

According to Sholihin (2020), personal selling is a process of introducing and building an understanding of a product to prospective buyers through direct communication or face-to-face interaction. Hapsari et al. (2020) state that personal selling involves direct communication between the seller and the buyer, where the seller explains the features of a product to the buyer. According to Handini et al. (2019:138), personal selling involves sales representatives interacting directly with prospective customers to explain the benefits of a company's products. Compared to other promotional mix elements, personal selling is the most effective communication method because it is directed at prospective consumers. Prasetyo et al. (2018:186) define personal selling as verbal introductions in discussions with one or more consumers to achieve company goals, such as increasing sales volume. Personal selling plays a key role in fostering relationships

between a company and its consumers. According to Firmansyah (2019:265), the indicators of personal selling have specific characteristics as follows:

1. Conversation (One-on-one face-to-face interaction)
2. Cultivation (Nurturing relationships)
3. Response (Feedback response)

The Influence of Product Quality on Purchase Decisions

According to Andriani (2021), product quality is one of the factors influencing consumer perception. Consumers prefer products of good quality, making improvements in product quality crucial. Mursidi et al. (2020) define product quality as anything that has value in the target market, offering benefits and satisfaction, including objects, services, organizations, places, people, and ideas. Firmansyah (2019:8) states that product quality is the understanding that a product offered by the seller has a higher market value compared to competing products. According to Untari (2019:22), product quality is the understanding that the product offered by the seller has added value that competing products do not have. According to Untari (2019:22), the commonly known indicators of product quality include:

1. Durability
2. Conformance to Specifications
3. Features
4. Aesthetics
5. Perceived Quality

The Influence of Pricing on Purchase Decisions

According to Kurniawan (2021), price is a value exchange paid by the buyer to acquire goods or services that provide utility, with the product price determining the profit level of a company. Dharmawati (2019:294) states that price is the amount of money required to obtain a combination of products and services, representing the highest revenue-contributing element of the product mix and a flexible marketing mix component that can be adjusted as needed. According to Darmis (2021:9), price refers to the amount of money that must be paid to obtain goods. Wijayanti (2019:51) describes price as the outcome of pricing policies, including price lists, discounts, payment periods, credit terms, or other policies. Jusnidar et al. (2020:65) identify the following indicators for price:

1. Price alignment with product quality
2. Competitive Pricing
3. Price alignment with benefits

The Influence of Personal Selling, Product Quality, and Pricing on Purchase Decisions

According to Wangsa et al. (2022), a purchase decision is a process in which a consumer manages knowledge or information about purchasing a preferred product to fulfill their needs. Firmansyah (2020) defines a purchase decision as a problem-solving activity where individuals choose between two or more behavioral alternatives deemed most appropriate after going through a decision-making process. Sawlani (2021:19) states that a purchase decision is one phase of the overall mental and physical activities occurring during the purchase process over a specific time and need fulfillment, involving a series of steps a consumer takes. Bancin (2019:22) defines a purchase decision as a consumer's final action in addressing their needs through a series of evaluations of available alternatives. According to Firmansyah (2018:27), purchase decisions involve several dimensions, including:

1. Problem Recognition
2. Information Search
3. Alternative Evaluation
4. Purchase Decision
5. Post-Purchase Behavior

METHODS

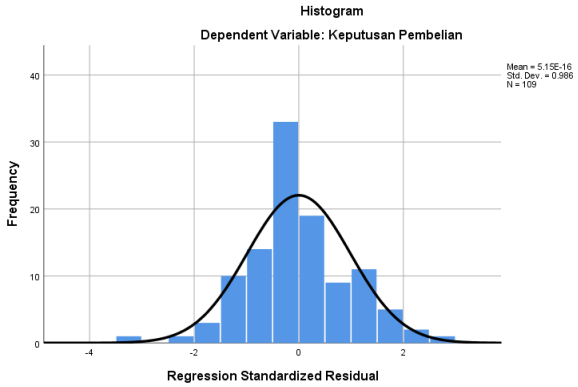
This research approach is based on a quantitative approach because this research has a clear and orderly flow. This type of research is a type of quantitative research. The nature of this research is causal research which is also known as explanatory research where this type of research examines whether there is a causal relationship between two separate events. This will happen when there is a change in one of the independent variables, which causes a change in the dependent variable. The research population that will be used in the study is: all customers who make purchases at the company as many as 149 customers. In connection with the number of customers totaling 149 people will be used as the population, the determination of the research sample uses the Slovin technique so that 109 research samples are obtained.

RESULTS

Normality Test

A normality test is a statistical process used to determine whether a data set is well-modeled by a normal distribution (also known as a Gaussian distribution) or whether it significantly deviates from it. The normal distribution is a fundamental concept in statistics, characterized by its bell-shaped curve, symmetric about the mean, and defined by specific parameters: mean and standard deviation.

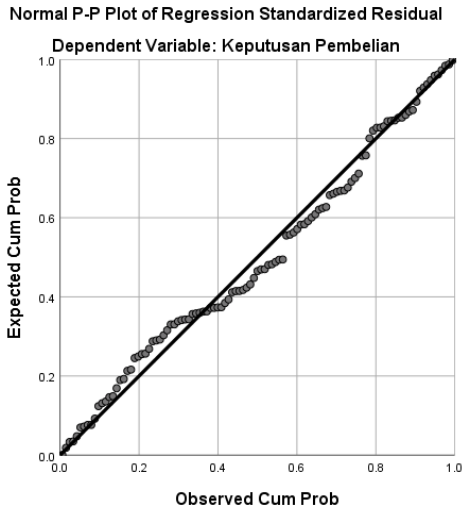
Figure 1. Histogram



Source: Research Data, 2024 (Processed)

The histogram illustrates a bell-shaped, symmetrical curve, indicating that the data is normally distributed and meets the assumption of normality.

Figure 2. Normal Probability Plot of Regression



Source: Research Data, 2024 (Processed)

The plot shows data points scattered around the diagonal line, closely following its pattern. This suggests that the residuals of the regression model are normally distributed.

Table 1. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		109
Normal Parameters[b]	Mean	.0000000
	Std. Deviation	2.86348820
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.059
Test Statistic		.075
Asymp. Sig. (2-tailed)		.172[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Research Data, 2024 (Processed)

The table indicates a significance value of 0.200, which is greater than 0.05. Therefore, it can be concluded that the data are normally distributed.

Multicollinearity Test

The results of the multicollinearity test are shown in the table below:

Table 2. Multicollinearity Test (VIF Results)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.907	2.738		5.444	.000		
	Penjualan Personal	.529	.083	.422	6.331	.000	.683	1.464
	Kualitas Produk	.443	.060	.477	7.434	.000	.736	1.358
	Penetapan Harga	-.192	.073	-.151	-2.616	.010	.916	1.092

a. Dependent Variable: Keputusan Pembelian

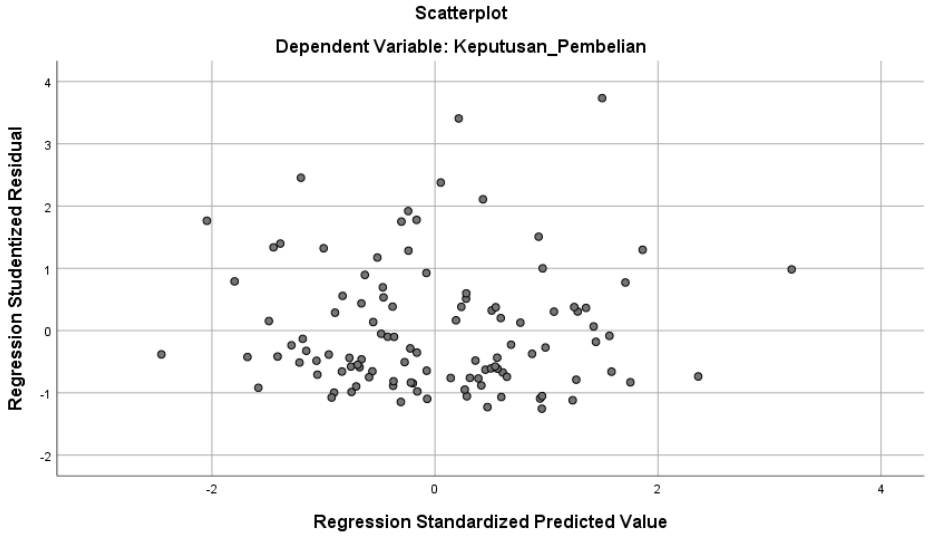
Source: Research Data, 2024 (Processed)

All variables have tolerance values > 0.1 and VIF values < 10, indicating that there is no multicollinearity problem in this study.

Heteroscedasticity Test

The results of the heteroscedasticity test are shown in the table below:

Figure 3. Scatterplot



Source: Research Data, 2024 (Processed)

The scatterplot shows points randomly distributed above and below the Y-axis without forming a specific pattern. This indicates the absence of heteroscedasticity in the regression model, confirming its suitability for predicting Purchase Decisions based on the independent variables.

Table 3. Glejser Test Results

Coefficients[a]

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	4.298	1.715		2.507	.014
	Penjualan Personal	-.044	.052	-.097	-.833	.407
	Kualitas Produk	.014	.037	.043	.382	.703
	Penetapan Harga	-.077	.046	-.168	-1.672	.097

a. Dependent Variable: Keputusan_Pembelian
Source: Research Data, 2024 (Processed)

The significance level of each variable exceeds 0.05, confirming that heteroscedasticity is not present in the data.

Multiple Linear Regression
The results of multiple linear regression analysis are presented in the table below:

Table 4. Multiple Regression Coefficient Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	14.907	2.738		5.444	.000		
	Penjualan Personal	.529	.083	.422	6.331	.000	.683	1.464
	Kualitas Produk	.443	.060	.477	7.434	.000	.736	1.358
	Penetapan Harga	-.192	.073	-.151	-2.616	.010	.916	1.092

a. Dependent Variable: Keputusan Pembelian
Source: Research Data, 2024 (Processed)

1. Constant (a) = 14.907. This means that if the independent variables, namely Personal Selling (X1), Product Quality (X2), and Pricing (X3) are 0, then the Purchasing Decision (Y) is 14.907.
2. If there is an increase in Personal Selling, then Work Spirit will increase by 52.9%.
3. If there is an increase in Product Quality, then the Purchasing Decision will increase by 44.3%.
4. If there is an increase in Pricing, then the Purchasing Decision will decrease by 19.2%.

Coefficient of Determination (R^2)
The results of the coefficient of determination analysis are presented in the table below:

Table 5. Coefficient of Determination Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826[a]	.682	.672	2.904

a. Predictors: (Constant), Penetapan Harga, Kualitas Produk, Penjualan Personal
b. Dependent Variable: Keputusan Pembelian
Source: Research Data, 2024 (Processed)

The Adjusted R Square determination coefficient value is 0.672. This shows that the ability of Personal Selling variables (X1), Product Quality (X2), and Pricing (X3) explains its influence on Purchasing Decisions (Y) by 67.2%. While the remaining 42.8% is the influence of other independent variables that were not examined in this study.

Simultaneous Hypothesis Testing (F-Test)

The results of the simultaneous hypothesis testing analysis are presented in the table below:

Table 6. F-Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1894.869	3	631.623	74.892	.000[b]
	Residual	885.553	105	8.434		
	Total	2780.422	108			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Penetapan Harga, Kualitas Produk, Penjualan Personal

Source: Research Data, 2024 (Processed)

The Ftable value (2.69) and significant α = 5% (0.05) namely Fcount (74.892) and sig.a (0.000a). This indicates that the research results accept Ha and reject H0. The comparison between Fcount and Ftable can prove that simultaneously Personal Selling, Product Quality, and Pricing have a positive and significant effect on Purchasing Decisions. The results of this study are in line with research conducted by Pranama and Made (2022), where the results of their research show that product quality and personal selling have a significant effect on purchasing decisions.

Partial Hypothesis Testing (t-Test)

The results of the partial hypothesis testing analysis are presented in the table below:

Table 7. t-Test Results

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	14.907	2.738		5.444	.000		
	Penjualan Personal	.529	.083	.422	6.331	.000	.683	1.464
	Kualitas Produk	.443	.060	.477	7.434	.000	.736	1.358
	Penetapan Harga	-.192	.073	-.151	-2.616	.010	.916	1.092

a. Dependent Variable: Keputusan Pembelian

Source: Research Data, 2024 (Processed)

1. The calculated t value for the Personal Selling variable (X1) shows that the calculated t value (6.331)> t table (1.982) with a significance level of 0.000 <0.05 so it can be concluded that there is a significant positive influence partially between Personal Selling and Purchasing Decisions. The results of this study are in line with research conducted by Handayani (2024), where the results of her research show that personal selling has a significant influence on purchasing decisions.

2. The calculated t value for the Product Quality variable (X2) shows that the calculated t value (7.434)> t table (1.982) with a significance level of 0.000 <0.05 so it can be concluded that there is a significant positive influence partially between Product Quality and Purchasing Decisions. The results of this study are in line with research conducted by Kusuma, et al. (2024), where the results of her research show that product quality has a significant influence on purchasing decisions.
3. The t-value for the Pricing variable (X3) shows that the t-value (2.616) > t-table (1.982) with a significance level of 0.010 <0.05 so it can be concluded that there is a significant negative influence partially between Pricing and Purchasing Decisions. The results of this study are in line with the research conducted by Wicaksono, et al. (2024), where the results of the study showed that pricing has a significant influence on purchasing decisions.

DISCUSSION

The Effect of Personal Selling on Purchase Decisions

The calculated t value for the Personal Selling variable (X1) shows that the calculated t value (6.331)> t table (1.982) with a significance level of 0.000 <0.05 so it can be concluded that there is a significant positive influence partially between Personal Selling and Purchasing Decisions. The results of this study are in line with research conducted by Handayani (2024), where the results of her research show that personal selling has a significant influence on purchasing decisions.

The Effect of Product Quality on Purchase Decisions

The calculated t value for the Product Quality variable (X2) shows that the calculated t value (7.434)> t table (1.982) with a significance level of 0.000 <0.05 so it can be concluded that there is a significant positive influence partially between Product Quality and Purchasing Decisions. The results of this study are in line with research conducted by Kusuma, et al. (2024), where the results of her research show that product quality has a significant influence on purchasing decisions.

The Effect of Pricing on Purchase Decisions

The t-value for the Pricing variable (X3) shows that the t-value (2.616) > t-table (1.982) with a significance level of 0.010 <0.05 so it can be concluded that there is a significant negative influence partially between Pricing and Purchasing Decisions. The results of this study are in line with the research conducted by Wicaksono, et al. (2024), where the results of the study showed that pricing has a significant influence on purchasing decisions.

The Effect of Personal Selling, Product Quality, and Pricing on Purchase Decisions

The Ftable value (2.69) and significant α = 5% (0.05) namely Fcount (74.892) and sig.a (0.000a). This indicates that the research results accept Ha and reject H0. The comparison between Fcount and Ftable can prove that simultaneously Personal Selling, Product Quality, and Pricing have a positive and significant effect on Purchasing Decisions. The results of this study are in line with research conducted by Pranama and Made (2022), where the results of their research show that product quality and personal selling have a significant effect on purchasing decisions.

CONCLUSION

The conclusions that researchers can draw from the results of this study show that Personal Selling has a positive and significant effect on the Purchasing Decision of PT. Sukses Otomotif Sejahtera consumers. Product Quality has a positive and significant effect on the Purchasing Decision of PT. Sukses Otomotif Sejahtera consumers. Pricing has a negative and significant effect on the Purchasing Decision of PT. Sukses Otomotif Sejahtera consumers. Simultaneously, Personal Selling, Product Quality, and Pricing have a significant effect on the Purchasing Decision of PT. Sukses Otomotif Sejahtera consumers.

LIMITATION

One of the limitations of this study is the respondents are less diverse because the distribution of questionnaires was only taken from a few respondents. Furthermore, it is expected that the following research will be able to expand the scope of its area, for example, all companies in Medan. In addition, due to time, energy, and cost limitations, this study only took 96 respondents as samples. Thus, further research is expected to increase the number of respondents so that it can better represent the actual situation.

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