
Analysis Of Personal Selling Influence On The Decision To Purchase Car Products At Honda Wiltop Jambi

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Abstract

This study aims to determine the description of respondents and the influence of personal selling on purchasing decisions for Honda Wiltop Jambi products. The data analysis method used in this study is a simple linear regression analysis method. Where, in analyzing measurements that test the influence of personal selling on purchasing decisions. Based on data analysis in the results of the study, there is a significant influence between personal selling on purchasing decisions for Honda Wiltop Jambi products. The results of the study showed that personal selling of Honda brand cars with an approach indicator of 90.06%, a percentage of 81.07%, handling objections of 91.55%, closing sales of 92.04%, then the quality of service is classified as good. The decision to purchase a Honda Jaya brand car with a product offering indicator of 86.10%, product quality of 82.41%, product excellence of 88.11%, interest of 80.09%, then the decision to purchase a Honda brand car is classified as good. Based on the results of this t-test, it shows that personal selling (X) has a positive and significant influence on purchasing decisions for Honda brand cars.

Keywords: Personal Selling, Purchasing Decisions

INTRODUCTION

The demand for car needs will continue to increase along with the increasing welfare of the community in the marketing area of the vehicle. Indonesia has a vast land area, of course it will require vehicles as a means of transportation, especially with the increasing number of new transportation routes being opened to connect one region to another (Dacholfany et al., 2024). Along with the increase in population and population movement, it will also encourage an increase in the use of vehicles to support the economic activities of the community (Z. S. H. Rosmiati, 2016).

The development of the world automotive industry certainly has a major impact on the Indonesian nation, where so many types and types of vehicles from various brands continue to enliven the automotive vehicle market in Indonesia (Adriani et al., 2023). Seeing that Indonesia is a fairly potential market. This is an opportunity for automotive industry players in Indonesia to be able to take advantage of this opportunity. However, the decline in people's purchasing power due to the economic crisis will certainly affect the sales level of these vehicles.

The uncertain economic conditions have forced automotive manufacturers to produce vehicles that are suitable for the conditions of the community, so that they remain affordable for the community (Dacholfany et al., 2024). The development stage of the vehicle industry in Indonesia, which used to be a distributor of cars made abroad, is now moving to the assembly stage and continuing to increase to the full industrial stage (Full

Manufacturing), which is one of the efforts of car manufacturers to reduce production costs so that the selling value of the vehicle can be reached by consumers. In addition, it can also absorb labor and technology transfer which is very much needed as a developing country (Pratiwi & Hutabarat, 2024).

The increasing number of types and vehicles on the market will certainly cause problems for the manufacturers themselves, where there is competition to attract as many consumers as possible (Manik et al., 2023). To attract buyers, one effort that can be made is to improve the marketing system more effectively. Effective marketing in its application is not only about increasing sales volume but also observing consumer behavior and fulfilling consumer desires through efforts to improve product quality that is in accordance with consumer expectations (Mursyid et al., 2024).

In an effort to maintain the company's survival, companies are often faced with various problems, such as difficulties in increasing sales volume, tight competition from similar companies, increasingly complex consumer behavior towards a product, changing consumer tastes, and uncertain economic conditions. Likewise at Honda Wiltop Jambi. Angsana as the largest distributor of Suzuki brand vehicles in Jambi, of course, pays close attention to the marketing system and sales promotion effectively in carrying out promotional activities with various media, with the aim of capturing market share from various types of vehicles that have been launched into the market (Hutabarat et al., 2022).

Honda Wiltop Jambi is not the only largest dealer in the field of motor vehicles in Jambi City. There are two competing companies that also operate in the same field but sell products with different brands, namely PT. Samudra Bersaudara and PT. Sabang Raya. Both of these companies are official dealers for Honda and Yamaha vehicles. One way that Honda Wiltop Jambi can do is by implementing promotional activities including advertising, sales promotion, personal selling, public relations, direct marketing so that prospective consumers are more familiar with, understand, and sympathize with the products offered (Mursyid et al., 2024).

Promotion is faced with various activities that companies can do to communicate the advantages of the products they have in order to persuade prospective buyers. Therefore, marketing managers must choose the right and integrated form of promotion in order to produce a domino effect so that it can increase sales volume (Ilham & Saputra Hutabarat, 2018). By using personal selling, consumers will feel more cared for and it will be easier to understand the products offered. The proper implementation of personal selling in a company will provide a great contribution or benefit in marketing a product (Pratiwi et al., 2024).

In personal selling, salespeople can directly find out the needs, desires, motives, complaints, and behavior of consumers. This is because a consumer in making a purchase will go through several stages of the purchasing decision process consisting of problem recognition, information search, alternative evaluation, purchasing decisions and post-purchase behavior (Mayasari et al., 2024).

Personal selling is one of the components of the promotion mix in addition to advertising, sales promotion and publicity which emphasizes persuasive communication to be able to arouse the possibility of consumers to make a purchase. Kotler, et al (2001) and (Suratno & Hutabarat, 2018) say that personal selling is a personal presentation by the company's salespeople (salespeople) in order to make sales successful and build relationships with customers. Meanwhile, Mc Daniel (2001) and (Saputra Hutabarat, 2017) explain that personal selling is direct communication between a sales representative and one or more prospective buyers in an effort to influence each other in a purchasing situation (Masni & Hutabarat, 2019).

Meanwhile, another opinion was also put forward by Tjiptono (2000:224) who explained that personal selling is direct communication (face to face) between the seller and prospective customers to introduce a product to prospective customers and form customer understanding of a product so that they will then try to buy it (Surono et al., 2023). Therefore, the work system is more flexible when compared to other media. The objectives of personal selling are very diverse, ranging from simply raising awareness of the availability of a product, arousing buyer interest, to comparing prices and terms of sale and purchase and completion of transactions. Shimp (2000:281) states that the main objectives of personal selling are to educate customers, provide useful products and marketing assistance, and provide after-sales service and support to buyers. Meanwhile, Boyd Walker (2000:103) the objectives of personal selling include the following: 1) Winning new products from existing customers, 2) Winning new customers for existing products, 3) Maintaining current customer loyalty by providing good service, 4) Completing future sales facilities by providing technical services to prospective customers, 6) Completing future sales by communicating product information, 7) Obtaining market information.

LITERATURE REVIEW

There are various different opinions regarding the factors that influence the implementation of personal selling according to Stanton (2003) and (R. Rosmiati & Hutabarat, 2019) which can be distinguished, among others, as follows: 1) If the company has too little funds to carry out advertising, 2) If the company is concentrated, 3) If salesmen are needed to create relationships and build trust. 4) If the product has high value, 5) If the purchasing process is not carried out too often, 6) If the company does this trade, 6) If the product requires a demonstration. It is known that face to face is one aspect of personal selling.

Most salesperson training programs view the personal selling process as consisting of several steps that salespeople must master in selling. Mc Daniel (2001) and (Rahim et al., 2023) state that in completing a sale, it actually requires several stages. The personal selling process is a series of steps that salespeople go through in a particular organization to sell a particular product or service. Where, these steps focus on getting new customers to get orders from them, so that if the salesperson can carry out the personal selling process effectively, the company's sales volume will increase.

The techniques contained in the personal selling process according to Kotler, et al (2001) and (Z. S. H. Rosmiati, 2016) include the following: 1) Approach. It is a personal selling process where the salesperson meets and greets the buyer to get a relationship or to start a good start. This step involves the appearance of the salesperson, opening words, and further explanation. The indicators included in the approach according to Mc Daniel (2001) and (Hutabarat, 2022) are first impressions, meeting, greeting and empathy. Based on these indicators, the approach sub-variables can be measured, 2) Presentation. It is a personal selling process where the salesperson tells the product history to the buyer, shows how the product will generate or save money for the buyer, 3) Handling Objection. It is a personal selling process where the salesperson investigates, clarifies and overcomes the customer's objections to buying. During the presentation, customers almost always have objections. Likewise when they are asked to write down an order. The problem can be logical, it can also be psychological, and objections are not expressed outwardly, 4) Closing (Closing the Sale). It is a personal selling process where the salesperson asks what the customer wants

to order. After overcoming the prospect's objections, the salesperson can now try to close the sale. The salesperson must be aware of the buyer's closing signs including physical movements, comments and questions. Decision making can be interpreted as a process of assessing and selecting from various alternatives according to certain interests by determining a choice that is considered the most profitable. If there are two or more alternative choices, and from the two choices the consumer must choose one of the alternatives, it is none other than the decision making process.

RESEARCH METHOD

The data analysis method used in this study is a simple linear regression analysis method. In research, the level of measurement and influence between variables can be measured using a test between one instrument variable and another instrument variable. Where, this is done to see whether or not there is an influence of the variables used. To find out the descriptions in the distribution of the questionnaires carried out, descriptive analysis is used. Descriptive which by Syekh (2011) is explained as a method in researching a group of people, an object, a condition of a system of thought with the aim of making a description, a systematic picture according to the facts being investigated. Furthermore, it is said that if we want to research one or two aspects that have been mapped then we must enter into more in-depth research.

RESULTS AND DISCUSSION

Testing the normality of data in a scientific study can be done using the Kolmogorov Smirnov-Test (K-S Test) technique as a measure of the research instrument used as a benchmark in a study.

Table 3 Results of Data Normality Test
One-Sample Kolmogorov-Smirnov Test

	X1	X2	X3	X4	Y
N	94	94	94	94	94
Normal Parameters ^a Mean	71.9362	116.4255	70.8723	67.5319	118.1170
Std. Deviation	5.72076	13.63147	5.63635	5.41543	16.92288
Most Extreme Differences					
Absolute	.127	.127	.196	.197	.105
Positive	.081	.127	.115	.106	.050
Negative	-.127	-.065	-.196	-.197	-.105
Kolmogorov-Smirnov Z	1.231	1.229	1.903	1.910	1.015
Asymp. Sig. (2-tailed)	.097	.098	.054	.051	.054

Test distribution is Normal

Source: Researcher data processing in 2025

Relationship (correlation) between Personal Selling variables (X) and Purchase Decisions (Y) of products at Honda Wiltop Jambi. To test the Hypothesis, it will be tested using the Correlation Coefficient Statistics tool. From the linear analysis structure, an analysis will be carried out to determine the level of significance and coefficient value of each independent variable against the dependent variable for the substructure of the simple linear regression analysis

Table 4 Results of the Regression Estimation Analysis of Personal Selling Variables (X)
Against Purchase Decisions (Y) of Products at Honda Wiltop Jambi

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10.392	37.859		2.705	.008		
Percentage Approach	.212	.237	.173	2.157	.034	.952	1.050
	.286	.103	.272	2.302	.000	.894	1.118
	.215	.247	.205	2.487	.015	.904	1.107
	.252	.260	.209	2.507	.014	.885	1.130

a. Dependent Variable: Buying decision

Source: Researcher data processing in 2025

Based on the table above, a multiple linear regression estimation model analysis is obtained, namely $Y = 10.392 + 0.212X_1 + 0.286X_2 + 0.215X_3 + 0.252X_4$. The results of the simple linear regression estimation model analysis obtained a constant value of 10.392. This shows that without personal selling on product purchasing decisions at Honda Wiltop Jambi has reached 10.392%. This means that for consumers who come to Honda Wiltop Jambi, these factors are important or not important in determining their purchasing decisions.

1. Description of Personal Selling (X) on Product Purchasing Decisions (Y) at Honda Wiltop Jambi

Based on the calculation, it is known that personal selling at Honda Wiltop Jambi, which consists of the approach, percentage, handling objections, and closing sales, is included in the very good category, as stated by 105 consumers or 88.57%. This proves that personal selling at Honda Wiltop Jambi can be stated as very good. Meanwhile, it can also be interpreted that the personal selling variable provides an overview of consumer purchasing decisions at Honda Wiltop Jambi.

In the descriptive analysis of the personal selling variable, the approach indicator, respondents rated 84.86%, so this indicator is categorized as good. In the percentage indicator, respondents rated 88.81%, so this indicator is categorized as very good. In the complaint handling indicator, respondents rated 85.24%, so this indicator is categorized as good. And, in the closing sales indicator, respondents rated 88.57%, so this indicator is categorized as very good.

In the descriptive analysis of the purchasing decision variable, namely in the

product offering indicator, respondents rated 86.10%, so this indicator is categorized as very good. In the product quality indicator, respondents rated 81.43%, so this indicator is categorized as good. In the product excellence indicator, respondents rated 86.19%, so this indicator is categorized as very good. And, in the interest indicator, respondents rated 78.00%, so this indicator is categorized as quite good.

2. The Influence of Personal Selling (X) on Product Purchase Decisions (Y) at Honda Wiltop Jambi

Based on the calculation results, it can be interpreted that the data on the level of personal selling on product purchase decisions at PT. Angasana Jaya is stated as a homogeneous variant because $F_{count} < F_{table}$. Furthermore, the data that has been calculated using SPSS for Windows version 16 has obtained results on the variable entered using the enter method. This shows that the independent variables are entered into the regression method by ignoring the magnitude of the influence of the independent variables on the dependent variable. With the results of the summary model $R = 0.496$ and $R\text{ Square} = 0.388$.

In ANOVA, the F value = 4.329 with α (sig) = 0.002. Therefore, α (Sig) < 0.05, then the regression can be used to predict consumer purchasing decisions, or solely the independent variable personal selling influences consumer product purchase decisions at Honda Wiltop Jambi at a confidence level of 95%. In the approach variable, the coefficient value of B constant = 0.294, states that if the approach variable is ignored, then the purchasing decision = 2.923. Meanwhile, in the percentage variable, the coefficient value of B constant = 0.554, in the variable handling objections, the coefficient value of B constant = 0.279 and in the variable closing sales, the coefficient value of B constant = 0.278. Based on the B constant and X values, a regression equation can be made, namely $Y = a + X_1 + X_2 + X_3 + X_4 = 10.392 + 0.212 + 0.286 + 0.215 + 0.252$. And, for $t_{count} X_1 = 2.171$, at $X_2 = 5.754$, $X_3 = 2.465$ and $X_4 = 2.500$, then $t_{count} > t_{table}$. This means that $t_{count} > t_{table}$. This means that the results of this t-test show that the personal selling variable has a positive and significant influence on consumer purchasing decisions at Honda Wiltop Jambi.

Assauri (2004:278) argues that with personal selling there is a direct influence that arises in a face-to-face meeting between the seller and the buyer, where there is communication of facts needed to influence purchasing decisions or use psychological factors in order to persuade and provide courage at the time of making purchasing decisions with the aim of making sales transactions. Basically, new consumers will make purchases if they already know the characteristics of the product. Thus, with personal selling carried out directly to consumers, consumers can directly understand what is needed before making a decision. This proves that the closeness between employees and consumers will facilitate operational activities better.

Personal selling has been proven to have a significant influence on purchasing decisions at the Honda Wiltop Jambi office. For the head of the Honda Wiltop Jambi office, he should always be able to carry out good cooperation between employees and subordinates in improving operational performance in sales itself for the future, either by discussing with each other, listening to customer complaints, and so on.

CONCLUSION

Based on the results of the study, it was concluded: 1) Personal selling at Honda Wiltop Jambi is included in the very good category. For that, it needs to be maintained. 2) Purchasing decisions at Honda Wiltop Jambi are categorized as good, therefore it must be further improved so that buyers can make quick purchasing decisions. 3) Based on data

analysis on the results of the study, there is a significant influence between personal selling and purchasing decisions. This can be a benchmark that personal selling also influences consumer purchasing decisions. For this reason, Honda Wiltop Jambi must further improve the personal selling skills of its existing sales.

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