



## The Influence of Personal Selling on Purchase Decisions of Ceuria Batik Garutan

Elgy Nurhalim<sup>1</sup>; Donni Juni Priansa<sup>2</sup>

<sup>1</sup> Universitas Telkom  
[nurhalimelgi682@gmail.com](mailto:nurhalimelgi682@gmail.com)

<sup>2</sup> Universitas Telkom  
[donnijunipriansa@telkomuniversity.ac.id](mailto:donnijunipriansa@telkomuniversity.ac.id)

### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Personal Selling terhadap Keputusan Pembelian, dan menjelaskan variabel-variabel yang berhubungan dengan Personal Selling dan Keputusan Pembelian dengan menggunakan metode penelitian kuantitatif. Personal Selling merupakan kegiatan komunikasi langsung antara tenaga penjual dengan calon konsumen untuk memperkenalkan suatu produk kepada calon konsumen dan membuat konsumen memahami produk tersebut sehingga mereka akan mencoba untuk melakukan validasi. Berdasarkan hasil penelitian yang dilakukan oleh Batik Garutan, saling mempengaruhi secara pribadi ini diperlukan dengan melakukan survei dan observasi dalam mengamati dan mengumpulkan data secara langsung pada waktu yang telah ditentukan dimana sampel telah ditentukan. Metode analisis data yang digunakan yaitu analisis regresi linier sederhana. Penelitian ini dilakukan untuk menguji sejauh mana pengaruh Personal Selling terhadap keputusan pembelian Batik Ceuria. Penelitian ini dilakukan pada konsumen Batik Ceuria dengan jumlah sampel sebanyak 100 responden. Penelitian ini memperoleh hasil dimana pengaruh personal sales sangat mempengaruhi keputusan pembelian CeuRia Tulis Batik dengan meningkatkan penjualan. Berdasarkan hasil dan pembahasan dijelaskan bahwa personal sales mempunyai pengaruh yang signifikan terhadap keputusan pembelian dengan kontribusi sebesar 61%, sehingga variabel personal sales lebih berpengaruh dibandingkan keputusan pembelian modal, hanya mempunyai pengaruh sekitar 42% saja pada hasil perhitungan uji koefisien determinasi.

**Kata Kunci:** Batik Garutan, Keputusan Pembelian, Penjualan Pribadi.

### Abstract

This research aims to determine the influence of Personal Selling on Purchasing Decisions, and explain the variables related to Personal Selling and Purchasing Decisions using quantitative research methods. Personal Selling is a direct communication activity between salespeople and potential consumers to introduce a product to potential consumers and make consumers understand the product so that they will try to validate it. Based on the results of research conducted by Batik Garutan, this personal mutual influence is needed by conducting surveys and observations in observing and collecting data directly at predetermined times where the sample has been determined. The data analysis method used is simple linear

regression analysis. This research was conducted to test the extent of the influence of Personal Selling on purchasing decisions for Batik Ceuria. This research was conducted on Batik Ceuria consumers with a sample size of 100 respondents. This research obtained results where the influence of personal sales greatly influenced purchasing decisions for CeuRia Tulis Batik by increasing sales. Based on the results and discussion, it is explained that personal sales have a significant influence on purchasing decisions with a contribution of 61%, so that the personal sales variable is more influential than capital purchasing decisions, only having an influence of around 42%. on the calculation results of the coefficient of determination test.

**Keyword:** Batik Garutan, Buying Decision, Personal Selling.

## 1 Introduction

The economy in this era greatly influences people's lives in Indonesia, not only developing good products, but also attracting customers so that they are easy to reach. Companies as producers do not only develop products but must provide a good service. Companies in developing themselves must pay attention to social and environmental aspects in addition to economic aspects. The different characteristics of each company cause the social aspect of responsibility within the company to affect customers because in the social aspect there are procedures for making customers trust the company and making that trust depend on personal selling. With competitor offering similar service products besides having to have their own characteristics, companies that have marketers who are experts in their fields are especially qualified in the Personal Selling program, which requires marketers to have good performance to achieve predetermined targets. Because with the Personal Selling method the company can collect the preferences of prospective customers so that they can anticipate guest expectations of the company. Compared to other promotional methods such as advertising or e-commerce, there is no two-way communication in its application. Indonesia is a country that is known to be very rich in cultural heritage from their ancestors. This heritage is one of the unifying forms of this country is the culture of batik itself. The development of batik has greatly increased in terms of public interest. Currently, batik is no longer used only for the royal family, but the general public often uses it for certain occasions. Batik motifs are even more beautiful because there is the right combination, namely traditional motifs collaborated with modern motifs. The pattern or pattern is the basic framework for the description of batik, namely in the form of shapes, lines and isen into a single unit that will embody the overall batik motif. Animal, geometric, human and other motifs are various batik motifs. This batik heritage has become a hereditary tradition to the current generation. Batik Garutan itself is the name of the famous batik cloth in West Java province, especially in Garut district. What's interesting about this type of colorful motif is the meaning of nature implied in every stroke. Since long time ago, Sundanese people with nature have had their own attachment. Even in every cultural ritual.

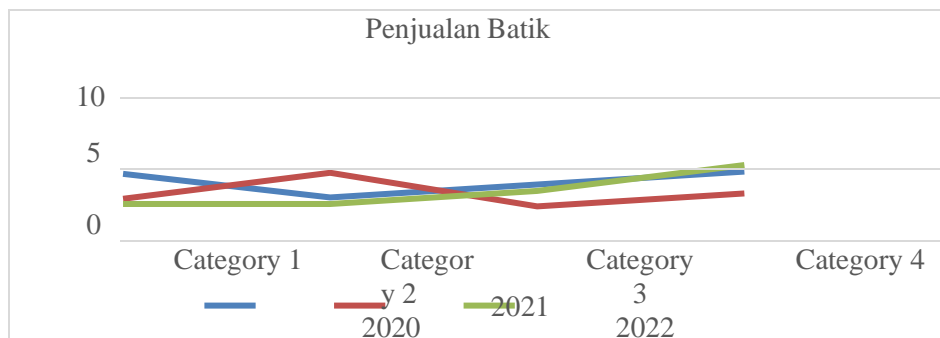


Figure 1: Curve of sales of CeuRia Garutan Batik  
 Source: Data for UMKM Batik Garutan CeuRia

In 2020, batik sales decreased slightly at the beginning of the month due to the covid 19 pandemic, but batik craftsmen were able to rise from this situation by being able to sell 10 products outside the city and within the city with prices ranging from IDR 1,200,000 to IDR 1,500 .000. It can be seen from the curve above that the increase in sales in 2020 was very significant and was able to have a positive impact on other batik craftsmen.

In 2021, the sales made by Batik Garut CeuRia greatly influenced the market share of batik in Garut Regency, no wonder that in 2021 Batik CeuRia was able to sell almost 25 Batik Garutan products with 30% within the city and 30% outside the city. This makes the average sales in 2021 very balanced.

Table 1: CeuRia Garutan writing batik motifs

Name	Motive
Batik Garutan	Rereng Sintang
Batik Garutan	Barong Kipas
Batik Garutan	Tanjung Anom
Batik Garutan	Pereng Jaksa
Batik Garutan	Adu Manis
Batik Garutan	Kurung Hayam
Batik Garutan	Mojang Priangan
Batik Garutan	Bulu Hayam
Batik Garutan	Merak Ngibing

In 2022, sales will increase again with 35 Batik Tulis Garutan products sold outside the city and within the city with a price range of Rp. 1,200,000 to 1,500,000. for batik business actors to be able to develop more in the national market.



Figure 2: Batik Garutan motif Mojang Priangan

Mojang Priangan in Indonesian has a Priangan girl, in this Garutan batik motif, the image shown is not a girl, but several depictions of flora and fauna such as peacocks, butterflies and flowers. The Mojang Priangan motif and other Garutan batik motifs have distinctive colors, namely gumading or cream, dark blue, dark red, dark green, yellowish brown, dark purple and sogan or slightly yellowish light brown. In addition, Garutan batik is usually shaped into a longcloth or sinjang.



Figure 3: Batik Garutan motif Bulu Hayam

Bulu Hayam motif, most of the Garutan batik motifs are inspired by natural conditions and the environment of the Garut people themselves, as is the case with this hayam motif. Bulu hayam or in Indonesian means chicken feathers, this is often also called the broom motif. The chicken itself is one of the animals that are familiar to the people of Garut, along with its development, the hayam feather motif has been added with diagonal geometric motifs as a sweetener for this motif.



Figure 4: Batik Garutan motif Merak Ngibing

Motif Merak Ngibing, this motif is one of the Garutan batik motifs which is popular among devotees. The ngibing peacock which means dancing peacock describes a pair of peacocks ngibing or dancing together. This motif has a quite deep philosophy, namely to describe the beauty and harmony of the dance of a pair of peacocks, with a broader meaning, this very beautiful peacock symbol depicts the natural beauty of Garut Regency which is filled with beautiful panoramas.

## 2 Literature Review

### 2.1 Purchase Decision

According to Kotler & Armstrong (2018) deciding to buy less allows the customer to find some interest in buying the brand the customer likes. However, there are 2 factors that arise between buyer intentions and purchase decisions. Thus it can be concluded that Purchasing decisions are one of the stages of consumer behavior that underlies consumer pre-purchase decisions, post-

purchase behavior, and how individuals or groups choose, buy, and use and how these goods or services meet consumer needs and wants.

## **2.2 Brand Image**

According to Tanady & Fuad, (2020) Brand image is related to attitudes, beliefs, and preferences towards certain brands. Brands that have succeeded in creating a positive image in the eyes of consumers will continue to encourage consumers to buy. Brand building in this study was measured using the following metrics: brand power, brand valuation, and brand personality.

## **2.3 Promotion**

According to Anang (2020) Promotion is an effort to introduce products and services so that they can be known and accepted by the public. There are several types of promotion, namely advertising, personal selling, promotion and direct marketing. Several types of promotions are an inseparable part of the marketing itself, so that without their existence, marketing cannot work at all. Some of these types are called promotional mix.

## **2.4 Product Quality**

According to Maramis (2018) Product quality is the ability of a product to perform its functions, this includes overall product durability, closure, stability, ease of use and repair and other product attributes.

## **2.5 Personal Selling**

According to Rahmawati (2022) Personal Selling is the process of providing information. A customer or seller, you can provide some education about the products you sell or how your company can help you in helping customers get paid, either from products that are sold alone or from the profits they generate (making customers as partners, as a mutually beneficial symbiosis).

Personal selling or personal sales is 2-way communication face to face between the seller and potential buyers to introduce the product offered, so that it can be profitable for both parties (Tasnim, 2021) Personal Selling is a very important aspect of its promotional strategy, where sales are directly related personally to prospective buyers. With the intention of offering and giving goods. Service and ideas that cause a combination between the seller and the seller buyers (Firmansyah, 2020).

## **2.6 Distribution**

According to Arif (2018) distribution can be interpreted as marketing activities intended to accelerate and facilitate the distribution of goods and services from producers to consumers, so that their use is in accordance with demand.

## **2.7 Personal Branding**

Tjiptono (2017) argues that Personal selling is a form of communication that takes place face-to-face or face-to-face between sellers and potential customers with the aim of introducing sales and making consumers understand about these sales so they buy them.

## 2.8 Relationship between Research Variables

Influence of cultural factors on purchasing decisions, culture is a fundamental element of human desires and behavior. Marketers must pay attention to each country's cultural values to understand how best to market existing products and seek new product opportunities. Subculture and society greatly influence consumer purchasing behavior (Kotler & Keller, 2012). The research results of Susanti et al. (2017) shows that cultural factors have a significant influence on purchasing decisions. Community behavior that can shift culture and values in the family. People's habit of always visiting with their colleagues is an opportunity to maintain the quality within the company.

The influence of social factors on purchasing decisions, Every human being in their daily life always socializes or interacts with other people. Both directly and indirectly. Interactions that occur continuously can influence purchasing behavior. Consumer behavior is also influenced by social factors such as reference groups, family, and role and status (Kotler & Keller, 2012). The higher the relationship with these social factors, the higher the consumer's decision to make a purchase. The research results of Syafirah et al. (2017) shows that social factors have a significant influence on purchasing decisions in a positive direction. There is a close relationship between social factors and purchasing decisions, so social factors greatly influence purchasing decisions.

Influence of personal factors on purchasing decisions, purchasing decisions are also influenced by personal characteristics. Every person definitely has personal characteristics that influence their purchasing behavior. Personality can be a useful variable in analyzing consumer brand choices. The idea is that brands also have personalities and consumers may choose brands whose personalities match their own (Kotler & Keller, 2012). The research results of Nafali & Soepeno (2016) show that personal factors have a significant influence on food purchasing decisions. There is a close relationship between personal factors and purchasing decisions. This means that if there are personal factor variables, they will also contribute to improving purchasing decisions.

Influence of psychological factors on purchasing decisions, four key psychological processes, namely motivation, perception, learning and memory, fundamentally influence consumer responses. We have many needs at any given time. Some needs are biogenic, that is, they arise from psychological tension such as hunger, thirst or discomfort. Needs are psychogenic, meaning they arise from a state of psychological stress such as the need for recognition, appreciation or a sense of belonging (Kotler & Keller, 2012). Rudianto's (2018) research results show that the variable that has the most dominant influence on purchasing decisions is psychological factors. Companies are advised to pay more attention to the psychological variables which are more dominant in this research, by providing or providing quality products on offer and increasing interesting ideas for the new product menu that will be offered.

## 2.9 Hypothesis Development

According to Sugiyono (2018) Hypothesis is a temporary answer to the problem formulation in research based on the existing problem formulation, so in this research the following hypothesis is given:

1. It is suspected that cultural factors influence purchasing decisions
2. It is suspected that social factors influence purchasing decisions
3. It is suspected that personal factors influence purchasing decisions
4. It is suspected that psychological factors influence purchasing decisions

### 3 Research Methods

This research is a quantitative research in the process of conducting research and to see the research results from the calculation of the tools used data analysis methods. The data analysis method used in this study is simple linear regression analysis. Or by analyzing metrics that examine the impact of personal selling on purchasing decisions. Sampling from the population used the Bernoulli formula (Sujarweni and Endrayanto, 2020) and the sampling technique used was judgment sampling to obtain a sample size of 96 which was then increased to 100 samples. The results of distributing the questionnaire were tested for validity and reliability first and then processed using the classic assumption test.

According to Djaali (2021:49) data collection techniques are a way to Obtain valid data from the variables to be studied in a study. Data collection functions to convert facts into data so that it can be processed and analyzed to answer research questions Next, we will answer the research objectives. In this case, interviews are the sampling technique used by the author with a total of 100 respondents and interviews are also used as a data collection technique if the researcher want to do a preliminary study to find the problems that must be researched, and also if the researcher wants to know more things from the respondents deep.

In research, the size of the measurement and influence between variables can be measured using tests between one instrument variable and another instrument variable. Where, this is done to see whether or not there is an influence on the variables used. By using mutual personal variables and purchasing decisions, in analyzing research data we will use validity tests and. In research, the size of the measurement and influence between variables can be measured using tests between one instrument variable and another instrument variable. Where, this is done to see whether or not there is an influence on the variables used. By using personal sales variables and purchasing decisions, in analyzing research data we will use a validity test in testing the data requirements carried out. Meanwhile, for data analysis, it is sufficient to use a simple linear regression analysis test because the variables used only consist of personal selling and purchasing decisions in the data requirements test carried out.

### 4 Results and Discussion

The normality test aims to check whether the regression model, confounding variables or residuals are normally distributed.

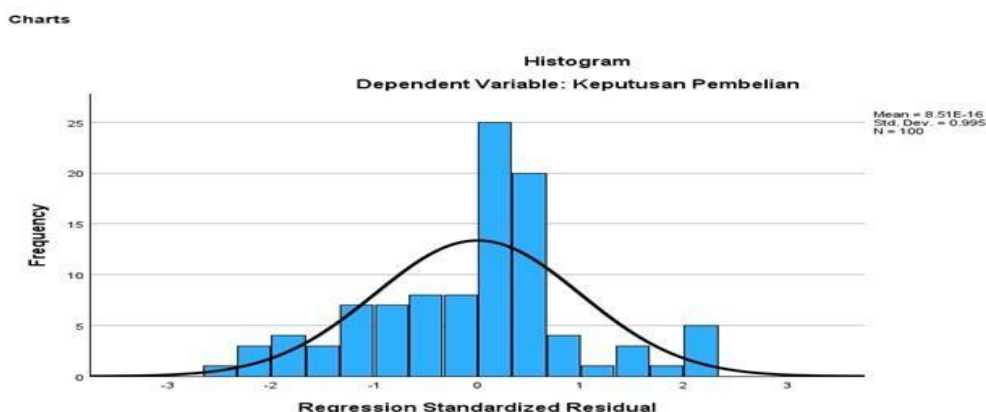


Figure 5: Histogram purchase decision  
Source: Results of Data Processing, 2023

The results of the histogram normality test produce different curves, so that the sample can be

said to be normally distributed.

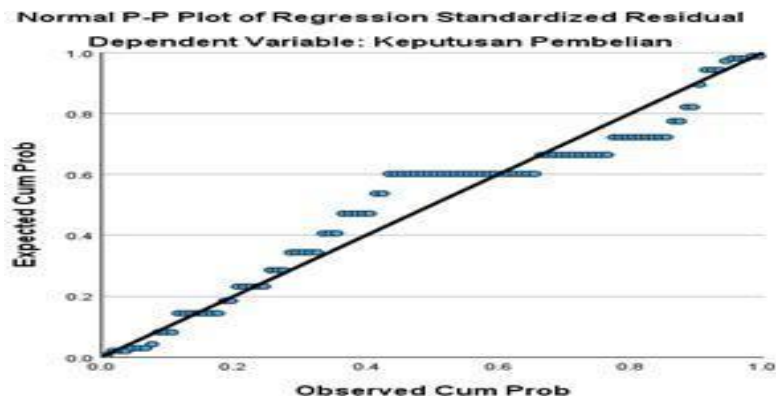


Figure 6: P-PLOT Purchase Decision  
 Source: Results of Data Processing

The results of the P-PLOT normality test produce a diagonal, so that the sample can be said to be normally distributed.

Table 2: Kolmogorov test

One Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		3.01119106
Most Extreme Differences	Absolute		.172
	Positive		.137
	Negative		-.172
Test Statistic			.172
Asymp. Sig. (2-tailed) <sup>c</sup>			<,.001
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.		<,.001
	99% Confidence Interval	Lower Bound	.000
		Upper Bound	.000

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525

The results are spread from point 0 both from top to bottom and from left to right, so it can be said that there is no heteroscedasticity. So that it can be said that these variables are normal.

The multicollinearity test is used to test whether the regression model finds a correlation between the independent variables.



Table 3: Multicollinearity test

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1	(Constant)	24.210	3.032		7.985	<.001	
	Personal Selling	.501	.198	.247	2.526	.013	1.000 1.000

a. Dependent Variable: Purchase Decision

The variance of the VIF inflation factor can be concluded that if VIF is smaller or equal to 10 then multicollinearity does not occur. Thus it can be concluded based on the table above that the VIF value of the personal sales variable is  $1000 < 10 > 0.1$ , which means that the data above does not show multicollinearity.

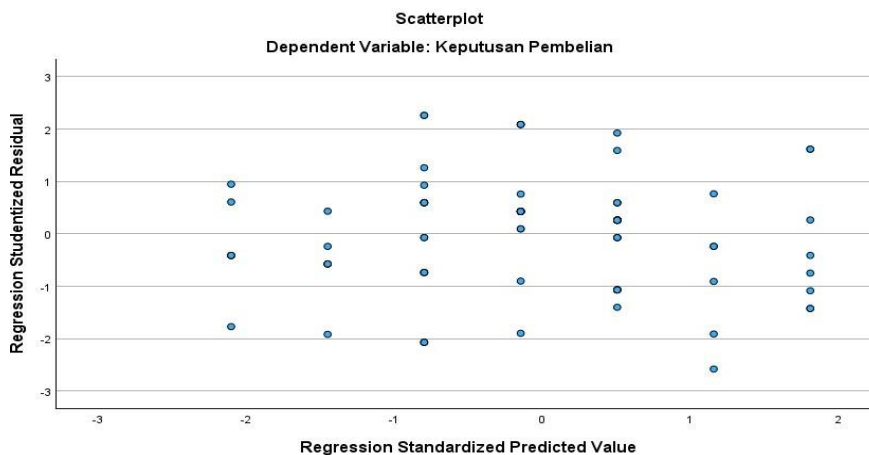


Figure 7: Scatterplot  
 Source: Results of Data Processing

Table 4: Model summary

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.247 <sup>a</sup>	.061	.052	3.02652

a. Predictors: (Constant), Personal Selling  
 b. Dependent Variable: Purchase Decisions

The R-squared result of 0.061 shows that around 6.1% of the variation in purchasing decisions for Garutan CeuRia Batik can be explained by the factors included in the model, which in this case involves the personal seller variable. The remainder, namely around 93.9%, is influenced by other factors not included in the analysis.

**Discussion**

This research aims to improve and analyze how the personal selling strategy carried out by Batik

Ceuria is able to work with or vice versa. The results of hypothesis testing prove that the personal selling strategy has an influence on sales of Garutan Ceuria Written Batik. These results can be proven by the opinions of experts (Kotler & Armstrong 2016) stating that personal selling is a form of direct communication between sellers and buyers. In these interactions, sellers have the opportunity to provide in-depth information, respond to buyers' specific needs, and build personal relationships. Thus, personal sales can have a positive influence on purchasing decisions due to involvement and personalization.

Rosenbloom (2016) highlights that in complex purchasing decisions or products that involve high risks, personal selling has a significant role. Sellers can provide detailed information, answer questions, and overcome obstacles that may arise, thereby increasing trust and the likelihood of a purchase. William L. Cron and Thomas E. DeCarlo (In "Sales Management: Concepts and Cases") describe personal sales as "a sales process carried out by one or more people to influence the purchasing decisions of a person or group of people.

Previous research that has been carried out regarding personal selling strategies on purchasing decisions highlights the psychological elements in personal selling. He teaches the principles of persuasion, motivation, and how to understand the customer's mind to achieve sales success. Brian Tracy (In The Psychology of Selling) These views highlight the key elements of personal selling, including direct interaction, creating personal relationships, influence on purchasing decisions, and two-way communication. Experts tend to the urgency of personal involvement and adaptation of messages according to the needs and characteristics of prospective buyers in the context of personal selling.

## 5 Conclusion and Suggestion

Based on the results and discussion it is explained that personal selling has a significant influence on purchasing decisions with a contribution of 61%, so that personal selling variables may be more influential than purchasing decisions which only have an influence of around 42%. % based on the results. Calculate the coefficient of determination. Based on the results and discussion it is explained that personal selling has a significant influence on purchasing decisions with a contribution of 61%, so that personal selling variables may be more influential than purchasing decisions which only have an influence of around 42%. % based on the results. Calculate the coefficient of determination. Based on the table above, it is known that the VIF value of the individual sales variable is  $1000 < 10 > 0.1$ , which means that the data above does not indicate a multicollinearity phenomenon. In personal selling, a salesperson meets face to face in offering their product. Indicates that a salesperson is more sensitive to consumers and also always communicates and Provide easy information for consumers.

Personal selling is proven to have a significant influence on purchasing decisions of CeuRia Garutan Written Batik and the owner must always establish a good partnership between employees and theirsubordinates to improve sales performance in the future.either by discussing with each other, listening to customer complaints, and so on. And also must have chemistry between fellow employees.

## References

Briyan Tracy, (2021). In the book Psychology of Selling: Bhuana Popular Science  
Dougllas J. (2017). In the Sales Management Book: Concepts and Cases

- Hardani, dkk. (2020). *Qualitative & Quantitative Research Methods*. Yogyakarta: CV. Pustaka Ilmu Group.
- Heru, (2019) *Marketing Management*, Central Jakarta: Gramedia Widiasarna Indonesia.
- Intan K, (2017), *The Effect of Personal Selling on the Decision to Purchase Ice Cube Products at PT. Agronesia Ice Industry Division Saripetojo Bandung 2017*, ASM BSI Bandung
- Jenni T. (2021). *The Influence of Personal Selling on Product Purchasing Decisions in the 2021 Sibolang Durian Business*, S1 Management Faculty of Economics
- Mawat D.A (2019) *Analysis A Factors Affect Consumer Behavior In Decision To Buy Cell Phone Samsung Android Based In Indonesia*, Telkom University Bandung
- Muhamad Ridwan Nuruz Zuhul, *The Influence of Personal Selling on Purchase Decisions for Indihome Products Case Study at PT.Telkom Turangga Bandung 2018*, Bandung. Scientific Work of D3 Marketing Management Study Program, Faculty of Applied Sciences, Telkom University
- Ni Luh Alya Sekar Ayu Dewanggi *Analisis of Personal Selling Strategy in Bali Promotion Revive Indihome Product PT.Telkom Witel Denpasar in 2022*, Faculty Of Applied Sciences, Telkom Bandung University.
- Pasaribu, S.S (2021). *Analysis of personal selling of Indihome products at PT. Telkom Banda Aceh Branch in 2021*.
- Rizal Achmad (2020), *Marketing Management Textbook in the Era of Society 4.0*. Yogyakarta.
- Retno Dewi Wijastuti, *The Influence of Digital Marketing and Personal Selling on Purchase Decisions for General Insurance Policies at PT. Askrindo Sorong Branch 2023*, Management Study Program, Faculty of Economics, Muhammadiyah University of Sorong.
- Sugiyono. (2017). *Quantitative & Qualitative research methods*. Bandung: Alfabeta.
- Sugiyono. (2018). *Quantitative & Qualitative research methods*. Bandung: Alfabeta.
- Sugiyono. (2021). *Quantitative & Qualitative research methods*. Bandung: Alfabeta.
- Tito Herdianto, (2021). *Featured Product Book*. Garut: CV. Sanding Consult
- Yasa Cendriyansyah, *The influence of personal selling on purchasing decisions (Case study at the Bumi Parahiyangan Kencana Soreang Housing Housing Housing, Bandung)*, Bandung. Scientific Work of D3 Marketing Management Study Program, Faculty of Applied Sciences, Telkom University
- Wibowo, (2023). *Statistical Data Processing and Analysis with SPSS*. Yogyakarta: Andi Publiser.