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The Influence Of Personal Selling On Purchase Decisions Of Ceuria Batik Garutan

Abstract

The need for batik is increasing with the emergence of intense competition in the fashion business of traditional batik clothing. There is a lot of batik competition in every city which is increasing with the existence of a national batik day which is an attraction for everyone to use batik. This is the reason why batik competition is increasing and must always be created in creating new products to improve product quality. In this study the authors aim to determine the effect of personal selling on purchasing decisions, and explain variables related to personal selling and purchasing decisions using qualitative research methods. Personal selling is a direct communication activity between salespeople and potential customers to introduce a product to potential customers and make consumers understand the product so they will try to buy it. Based on the results of research that has been done Batik Garutan. The influence of personal selling is required by conducting surveys through questionnaires or questionnaires, observing and collecting data directly at a predetermined time where a predetermined sample will later be given a questionnaire sheet or questionnaire that must be filled out. The research data analysis method used in this study is simple linear regression analysis. Where by analyzing the metrics reviewing the impact of personal selling on purchasing decisions. This research was conducted to examine the extent to which Personal Selling influences purchasing decisions for Batik Ceuria. This research was conducted on consumers of Ceuria Batik with a total sample of 100 respondents. This study obtained results where the influence of personal selling greatly influenced the purchasing decision of Batik Ceuria Tulis by increasing sales. 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 the personal selling variable is more influential than the capital purchase decision only has an influence of around 42% based on the results of the calculation of the coefficient of determination test.

Keyword: Personal Selling, Buying Decision, Batik Garutan

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 competitors 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 motif 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.

Table 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.

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.

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
Batik Garutan	Pereng Calung

Table 2 CeuRia Garutan Writing Batik Motifs



Image 1 Batik Garutan Motif Mojang Priangan
Source : Data Writer

Mojang Priangan motif, 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 long cloth or sinjang.



Image 2 Batik Garutan Motif Bulu Hayam
Source : Data Writer

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.



Image 3 Batik Garutan Motif Merak Ngibing
Source: Data Writer

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: 267) 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.

2.1 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)

2.2 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.

2.3 Personal Branding

Tjip (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.

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.

By using estimation: $Y = a + b1X1 + e$. In research, the level of measurement and influence between variables can be measured by using a test between one instrument variable and another instrument variable. Where, this is done to see whether there is influence or not the variables used.

To find out the descriptions in the distribution of the questionnaires carried out, descriptive analysis was used. Descriptive which is explained by Sheikh (2011: 15) is a method of studying a group of people, objects, and conditions of an ideological system to provide a systematic picture and description according to the events being studied. He added, if we want to study one or two of the aspects outlined, we need to do further research.

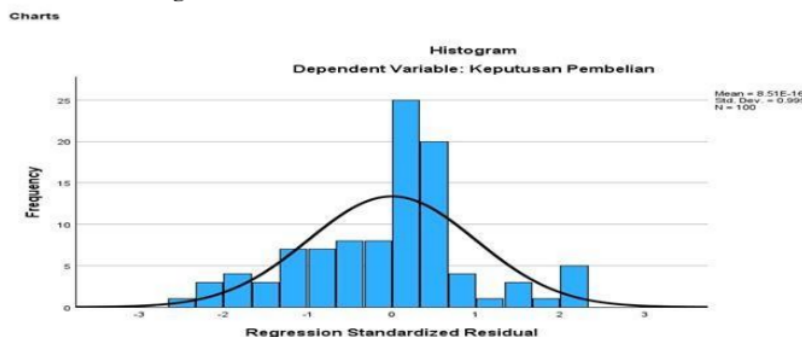
By using personal selling variables (X) and purchasing decisions (Y), in analyzing research data, validity and reliability tests will be used in the data requirements test carried out. Meanwhile, for the analysis itself, it is sufficient to use a simple linear regression analysis test because the variables used only consist of personal selling (X) and purchasing decisions (Y).

4. Discussion Result

7 a. Uji Normalitas

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

➤ Histogram



3 image 1 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.

➤ **P-PLOT**

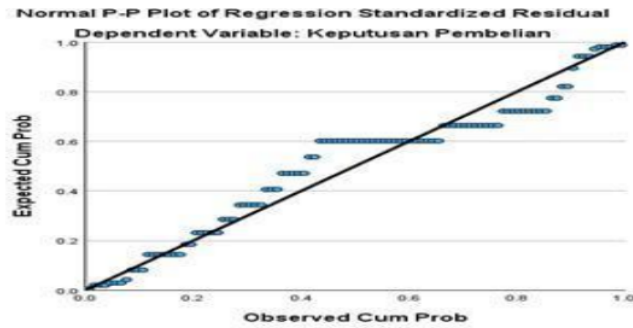


Image 2 P-PLOT Purchase Decision
Source : Results of Data Processing

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

➤ **Kolmogrov Test**

Regression Standardized Predicted Value

▶ **NPar Tests**

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}		
	Mean	.0000000
	Std. Deviation	3.01119106
Most Extreme Differences		
	Absolute	.172
	Positive	.137
	Negative	-.172
Test Statistic		.172
Asymp. Sig. (2-tailed) ^c		<.001
Monte Carlo Sig. (2-tailed) ^d		<.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 299893525.

Table 1 Kolmogrov Test
Source : Results of Data Processing

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.

b. Uji Multikolinieritas

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

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

a. Dependent Variable: Keputusan Pembelian

16 Table 2 Uji Multikolinieritas
Source : Results of Data Processing

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

c. Uji Heteroskedastisitas

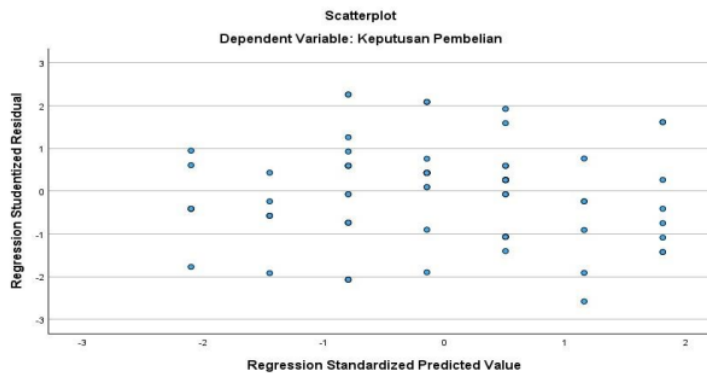


Image 3 Scatterplot
Source : Results of Data Processing

d. Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.247 ^a	.061	.052	3.02652

a. Predictors: (Constant), Personal Selling

b. Dependent Variable: Keputusan Pembelian

Table 3 Model Summary
Source : Results of Data Processing

The R square result is 0.061 So that personal selling influences the purchasing decision of Batik Garutan CeuRia 0.061 or 61% and the remaining approximately 40% of consumers rate less with personal selling carried out by Batik Garutan CeuRia. when offering products and socializing with consumers regarding the products offered.

5. Conclusions & Suggestions

A. Conclusion

- 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 (X) 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.

B. Suggestion

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 their subordinates 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.

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