

THE EFFECT OF PERSONAL SELLING, SOCIAL MEDIA ADVERTISING AND SALES PROMOTION ON PURCHASING DECISION (CASE AT ORBIT TELKOMSEL SUMBAGTENG REGION)

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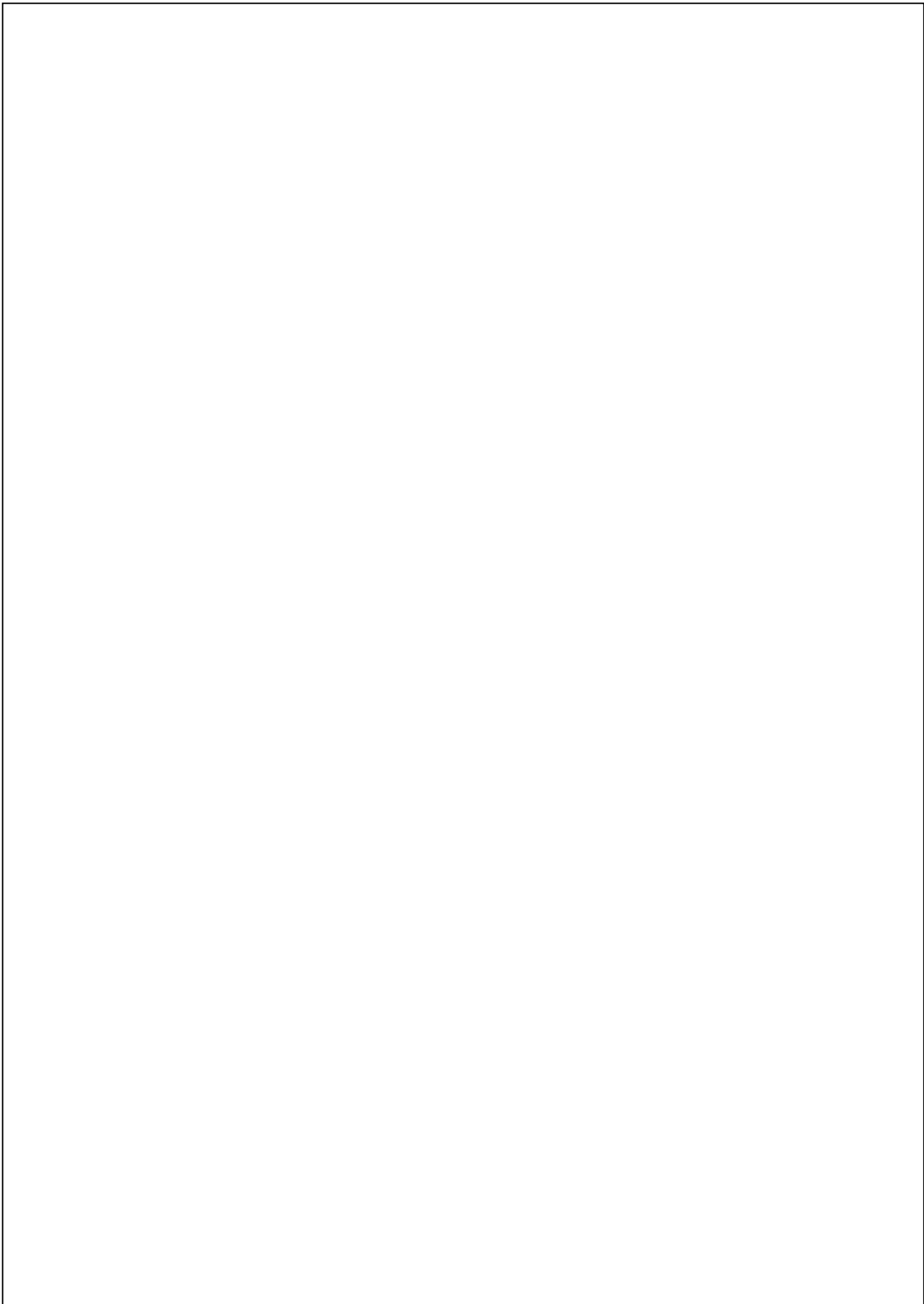
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ABSTRACT: Telkomsel Orbit is a product that provides an internet network that can be used anytime and anywhere, thereby attracting consumer interest. The company continues to market and develop this product so that it can continue to compete with other similar products, including by implementing several marketing methods which will be studied in this research. This study seeks to examine the impact of the independent variables, namely (X1) Personal Selling, (X2) Social Media Marketing and (X3) Sales Promotion on the dependent variable (Y1) Purchasing Decisions. This study uses quantitative data collected based on filling out questionnaires carried out by 330 respondents who are users of Telkomsel Orbit products in the Central Sumatra Region. Sampling was carried out by purposive sampling. Data analysis was conducted using Structural Equation Modeling (SEM) techniques via the SmartPLS application. Statistical results show that the independent variables, such specifically as (X1) Personal Selling, (X2) Social Media Marketing and (X3) Sales Promotion have a positive and substantial effect on the dependent variable (Y1) Purchase Decision resulting in an R-Square featuring the value of 0.267 or 26.7%. The Telkomsel Orbit marketing team is expected to continue to improve and evaluate the application of personal selling, social media marketing and sales promotions to influence consumer decisions in choosing Telkomsel Orbit products. The application of personal selling is considered the most effective in this research, so it is hoped that optimization of human resources and abilities in forming relationships with consumers will continue to be carried out. Likewise, sales promotions must be carried out more massively to be able to continue to compete with other competitors, because the best and most attractive price offers or sales promotion methods will be superior in influencing purchasing decisions. Meanwhile, social media marketing continues to be optimized, especially facing the digital world, where information is disseminated via the internet or social media, so content is needed with information content that can attract consumer interest in products.

Keywords: *Personal Selling, Social Media Marketing, Sales Promotion, Purchasing Decision*



1. INTRODUCTION

The advancement in technology have driven many changes in all fields and activities carried out by the global population, especially in the economic sector. Economic actors who have previously carried out conventional marketing can now take advantage of technological advances and the availability of internet networks to promote goods and services that will be offered to consumers.

Numerous ways for companies to market their products, thereby fostering the utilization of Integrated Marketing Communication, which consists of various marketing channels and strategies (advertising, direct marketing, internet marketing, sales promotion, public relations, word-of-mouth and personal selling) so that companies can communicate optimally to consumers.

This research focuses on Telkomsel Orbit. This product targets customers who do not have fiber network coverage, because using Telkomsel Orbit is the main solution for comfortable internet without the need for tethering from a cell phone.

Telkomsel is an Indonesian brand that uses GSM and UMTS technology of cellular telephone network operator. Starting in 1993, PT Telkom began to explore GSM wireless technology. In the following year, PT Satelit Palapa Indonesia appeared as the first GSM network operator in Indonesia to issue SIM cards. PT Telkomsel was then founded together with Indosat in 1995 and launched kartu Halo on May 26, 1995 as a postpaid service (Wikipedia, 2023).

Theodora (2021) said that Integrated Marketing Communication is a concept of combining several marketing activities into an integrated business strategy system between traditional marketing systems and modern marketing. The elements of Integrated Marketing Communication that are the focus are Personal Selling, Social Media Advertising and Sales Promotion.

Personal selling is a traditional method that is considered very effective because it deals with consumers and can communicate directly, so it has a big opportunity to increase sales, but as the developing use of internet and social media, various methods have emerged that are more efficient and have wider reach, so its application needs to be evaluated, whether it's constantly optimized or further optimizes other methods.

Previous research has discussed the three variables: Personal selling, Social Media Advertising and Sales Promotion by looking at their influence on purchasing decision variables with differences in product type, time, place and methodology of research. Based on the description of the phenomena/data found regarding the variables and objects studied, as well as referring to several authors who have previously conducted research, the author wants to see the impact of Personal Selling, Social Media Advertising and sales promotion on purchasing decisions for Telkomsel Orbit Products in the Central Sumatera Region.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Literature Review

1) Purchase Decision

A consumer's purchasing decision involves the act of selecting whether or not to purchase a product, taking into account the consumer's interests and needs as well as considering product information and knowledge (Igir, Tampi dan Taroreh, 2018). According to Indrawati and Haryoto, S (2015) decision-making in choosing to use goods or services is influenced by several factors, but there will always be a single most influential factor.

2) Personal Selling

Personal selling is a promotional or marketing tool that is carried out directly to consumers without going through intermediaries, giving rise to direct interaction through responses given by consumers and encouraging long-term relationships (Hernawati and Widyawati, 2019). Tjiptono (in Sari, E.A dan Wijaya, L.S, 2019) states that Personal Selling is a marketing system that is carried out interactively to obtain maximum response from consumers with transaction activities in various locations.

3) Social Media Marketing

Digital marketing is the communicative exchange between two or more parties, where each party can assume both the roles of communicator and communicatee, with the aim of transmitting and receiving information about a product or company. (Marsudi, 2018). Rahmayani (2016) Social Media Marketing is communication between sellers and consumers using online or interactive media, so that both parties can get a direct response.

4) Sales Promotion

Sales Promotion is a persuasive approach taken by sellers (companies) towards consumers to obtain benefits in the form of increased sales in a faster time (Yanuarianto, 2019). Afifi, G.R (2020) stats that sales promotion consist of mostly short incentive tools to increase sales of goods or service to consumers.

2.2 Hypothesis Development

Based on the theories and conceptual frameworks presented, the hypotheses for this research are as follows:

1) Personal Selling (X1) on Purchasing Decision (Y)

According to research by Soehardi (2022), personal selling has a significant positive effect on Purchasing Decisions, while a study by Soeswoyo, D.M and Amalia (2023) did not find a significant influence of personal sales on Purchasing Decisions.

H₀₁: Personal Selling (X1) does not have a significant positive effect on Purchasing Decision (Y);

H_{a1}: Personal Selling (X1) significant positive effect on Purchasing Decision (Y);

2) Social Media Marketing (X2) on Purchasing Decision (Y);

Ardiansyah and Sarwoko's (2020) study shows that marketing via social media has a significant positive influence on consumer decisions. Hanaysha, J. R (2022) also found a positive influence from social media advertising on Purchasing Decisions, so in this research the hypothesis is:

H₀₂: Digital Marketing (X2) tidak berInfluence positif signifikan on Purchasing Decision (Y);

H₀₂: Digital Marketing (X2) significant positive effect on Purchasing Decision (Y);

3) Sales Promotion (X3) on Purchasing Decision (Y);

Research by Hanaysha, S. R (2018) found a negative influence of sales promotions on Purchasing Decisions, while according to Astuti, Silalahi, L.R.S and Wijaya, G.D.P (2015) sales promotions through price cuts had a positive influence on. Consumer Purchasing Decision.

H₀₃: Sales Promotion (X3) berInfluence positif signifikan on Purchasing Decision (Y);

H_{a3}: Sales Promotion (X3) significant positive effect on Purchasing Decision (Y);

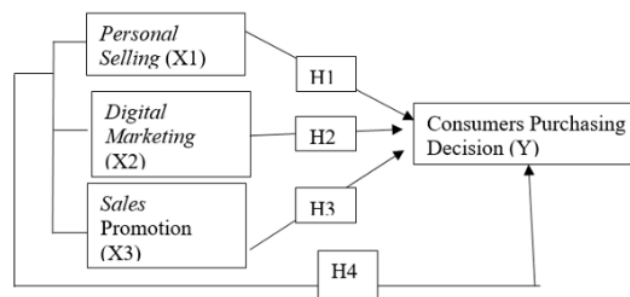
4) Personal Selling (X1), Digital Marketing (X2) and Sales Promotion (X3) simultan on Purchasing Decision (Y);

Based on the three hypothesis developments above, the author will also look at the simultaneous influence of all independent variables (Variable X) on the dependent variable (Variable Y). H_{04} : Personal Selling (X1), Digital Marketing (X2) dan Sales Promotion (X3) secara simultan tidak berInfluence positif signifikan on Purchasing Decision (Y);

H_{a4} : Personal Selling (X1), Digital Marketing (X2) dan Sales Promotion (X3) simultaneously has a significant positive effect on Purchasing Decision (Y);

2.3 Theoretical Framework

The study line of thinking can be summed up as follows based on the backdrop of the problems that are categorized into problem formulations considering the variables in the research, as well as based on the literature review & research:



Picture 2.1 Research Model

Source: Referring to the study Karisma and Hanifah (2023)

This research will examine personal selling, digital marketing and sales promotion and their influence on purchasing decisions on Telkomesel Orbit products. Based on internal data from the Telkomsel Orbit Marketing Team for the Sumbagteng Region, the number of sales and recipients tends to increase during 2022, but overall it has not been able to meet the targets to be achieved. So it is necessary to analyze the application of personal selling, digital marketing and sales promotion in influencing consumer purchasing decisions.

3. RESEARCH METHODS

3.1 Measurement

In this research, the method used is quantitative research. This method analyzes numbers that are processed first through statistical methods and tools. Quantitative research is research that is processed with numbers in the form of scores/values, rankings and frequencies to answer specific research questions and hypotheses and see the influence of independent variables on the dependent variable.

3.2 Sampling and Data Collection

This study uses a questionnaire as a tool to conduct a survey of samples taken from the population of Telkomsel Orbit users in Central Sumatra. It is hoped that the primary data taken can describe actual conditions in the research variables of personal sales, social media marketing, sales promotions and Purchasing Decisions. The number of samples taken was 330 respondents

3.3 Data Analysis

a. Uji Validitas

The validity test is used to measure the legitimacy or validity of a questionnaire that has been submitted and answered by the respondent. Calculations can be carried out by classifying the results as follows:

- If the rcount value is greater (>) than the rtable value then the questionnaire is affirmed as valid and can be used.
- If the rcount value is smaller (<) than the rtable value then the questionnaire is affirmed as invalid and cannot be used.
- Rtable value seen as $\alpha = 5\%$ and $df = n - 2$

Based on the validity test carried out using the SPSS application with an R table value of 0.361, the following results were obtained:

1) Variable Personal Selling

Table 3.1
Test Result Validitas Variable Personal Selling

Variable/Indicator	R-count	Conclusion
X1.1	0,905	Valid
X1.2	0,723	Valid
X1.3	0,625	Valid
X1.4	0,707	Valid
X1.5	0,942	Valid
Total_X1	1	Valid

Source: Processed data, 2024

2) Variable Social Media Marketing

Table 3.2
Test Result Validitas Variable
Social Media Marketing

Variable/Indicator	R-count	Conclusion
⁷ X2.1	0,974	Valid
X2.2	0,935	Valid
X2.3	0,888	Valid
X2.4	0,602	Valid
X2.5	0,974	Valid
Total_X2	1	Valid

Source: Processed data, 2024

3) Variable Sales Promotion

Table 3.3
Test Result Validitas Variable Sales Promotion

Variable/Indicator	R-count	Conclusion
¹ X3.1	0,978	Valid
X3.2	0,978	Valid
X3.3	0,906	Valid
X3.4	0,757	Valid
X3.5	0,914	Valid
Total_X3	1	Valid

Source: Processed data, 2024

4) Variable Purchasing Decision

Table 3.4
Test Result Validitas Variable Purchasing Decision

Variable/Indicator	R-count	Conclusion
¹ Y1.1	0,699	Valid
Y1.2	0,765	Valid

Y1.3	0,833	Valid
Y1.4	0,675	Valid
Y1.5	0,897	Valid
Total_Y1	1	Valid

Source: Processed data, 2024

Based on the R-count results above, it can be concluded that the validity test has been fulfilled with valid results.

b. Reliability Test

Reliability is a measuring tool for measuring a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if a person's answers to questions are consistent or stable over time. Calculations can be done by classifying the Cronbach's Alpha results which must be above 0.60 so that the questionnaire can be affirmed as reliable or consistent. The reliability test results carried out have obtained the following results:

Table 3.5
Test Result Reliabilitas

Variable	Alpha Cronbach's	Conclusion
X1	0,833	Reliable
X2	0,917	Reliable
X3	0,943	Reliable
Y1	0,815	Reliable

Source: Processed data, 2024

Based on the table above, it can be concluded that the questionnaire submitted is reliable and consistent

c. Analisis Partial Least Square – Structural Equation Modeling (PLS) (Verificative Analysis)

The testing of hypotheses and the analysis of quantitative data were conducted using confirmatory analysis. This research employed the Partial Least Squares (PLS) model as a multivariate approach to examine the interdependence among latent variables. The PLS method, based on variables, constructs structural equation models that can test latent variables with the application of indicators, even if they cannot be directly tested.

In this study, there are 3 (three) latent variables that will be analyzed using the PLS-SEM method consisting of covariance and variance, so that latent variables can be measured with appropriate dimensions and indicators to overcome the inability of direct measurement.

d. Model Estimation

The PLS-SEM method can analyze the correlation of each latent variable by calculating the distributed data for each variable. This analysis was carried out using the bootstrap technique, where the normal distribution assumption can be eliminated. Models in PLS-SEM are divided into 2 (two) types, namely structural models (inner models) and measurement models (outer models).

e. Test Model Fit

The PLS method allows researchers to employ two model fit tests: the measurement model fit test and the structural model fit test. The outer model utilizes convergent and discriminant validity in its assessment, while the correlation of each item score or indicator measured with PLS can be used to evaluate convergent validity (Indrawati, 2016). The structural model assesses model fit by examining the R-square value and the t-statistic value. The R-square value indicates the extent to which independent variables influence dependent variables, while the t-statistic value is determined by comparing it to 1.96. If the t-statistic value is greater than 1.96, it indicates a better-fitting model.

f. Coefficient of Determination

The coefficient of determination is used to see how much influence the independent variable has on the dependent variable. The greater the value of the coefficient of determination or R² produced, the greater the influence of the independent variable. The value interval is 0.1-1.0, for example if the R² value is 0.80, then the influence of the independent variable on the dependent variable is 80%, while the remaining 20% is influenced by other variables outside the research. The following research hypotheses will be tested in this study:

1. Personal selling (X1) on Purchasing Decision (Y)

H0: Personal selling (X1) has no influence on Purchasing Decision(Y)

H1: Personal selling (X1) has influence on Purchasing Decision (Y)

2. Social Media Marketing (X2) on Purchasing Decision (Y)

H0: Social Media Marketing (X2) has no influence on Purchasing Decision(Y)

H1: Social Media Marketing (X2) has influence on Purchasing Decision(Y)

3. Sales Promotion (X3) on Purchasing Decision (Y)

H0: Sales Promotion (X3) has no influence on Purchasing Decision (Y)

H1: Sales Promotion (X3) has influence on Purchasing Decision (Y)

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4. RESULTS AND DISCUSSION

4.1 Validity Test

The validity test is used to measure the legitimacy or validity of a questionnaire that has been submitted and answered by the respondent. Calculations can be carried out by classifying the results as follows:

- If the rcount value is greater (>) than the rtable value then the questionnaire is affirmed as valid and can be used.
- If the rcount value is smaller (<) than the rtable value then the questionnaire is affirmed as invalid and cannot be used.

- Rtable values as seen as $\alpha = 5\%$ and $df = n - 2$

8 Based on the validity test carried out using the SPSS application with an R table value of 0.361, the following results were obtained:

a. Variable Personal Selling

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X1.5	0,942	Valid
Total_X1	1	Valid

Source: Processed data, 2024

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Variable/Indicator	R-count	Conclusion
X2.1	0,974	Valid
X2.2	0,935	Valid
X2.3	0,888	Valid
X2.4	0,602	Valid
X2.5	0,974	Valid
Total_X2	1	Valid

Source: Processed data, 2024

c. Variable Sales Promotion

Variable/Indicator	R-count	Conclusion
X3.1	0,978	Valid
X3.2	0,978	Valid
X3.3	0,906	Valid
X3.4	0,757	Valid
X3.5	0,914	Valid
Total_X3	1	Valid

Source: Processed data, 2024

d. Variable Purchasing Decision

Variable/Indicator	R-count	Conclusion
Y1.1	0,699	Valid
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Y1.4	0,675	Valid
Y1.5	0,897	Valid
Total_Y1	1	Valid

13 Source: Processed data, 2024

Based on the R-count results above, it can be concluded that the validity test has been fulfilled with valid results.

4.2 Reliability Test

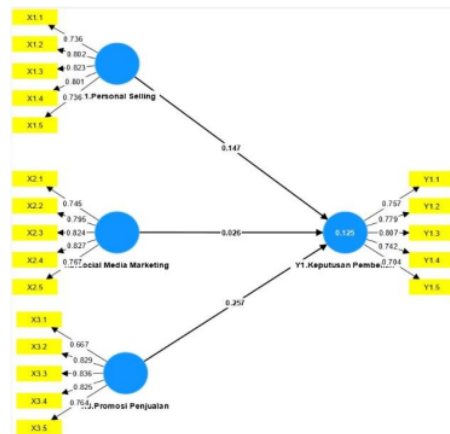
Reliability serves as a metric for assessing the consistency and dependability of a questionnaire, which functions as a proxy for a particular variable. A questionnaire is deemed reliable when an individual's responses to its items exhibit a high degree of consistency or stability across repeated administrations. Calculations can be done by classifying the Cronbach's Alpha results which must be above 0.60 so that the questionnaire can be affirmed as Reliable or consistent. The reliability test results carried out have obtained the following results:

Variable	Alpha Cronbach's	Conclusion
X1	0,833	Reliable
X2	0,917	Reliable
X3	0,943	Reliable
Y1	0,815	Reliable

Source: Processed data, 2024

4.3 Outer Model

The variables in this research produce indicators which are expressed in the form of research statements. Research variables are reflective in the external model. Based on Smart-PLS 4.0.1.9 the outer model formed is depicted in the image:



4.4 Coefficient of Determination (R²)

This test is carried out by looking at the value of the Coefficient of Determination (R²), this is done after the estimated model has met the discriminant validity criteria. The level of the coefficient of

determination (R2) shows how much influence the independent variable has on the dependent variable.

Table 4.1 Result Koefisien Determinasi (R²)

	Adjusted R-square
Purchasing Decision	0.260

Source: Processed data SmartPLS 4

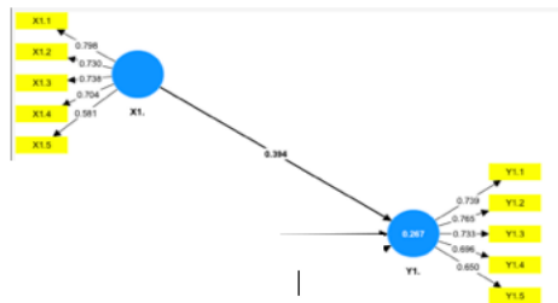
The table above shows the Determination Coefficient (R2) value of 0.260, meaning that the Purchasing Decision Variable is influenced by 26.0% by the independent research variable, while the remainder is influenced by other variables outside the research variable. The results of the inner model test are in the low/weak category.

4.5 Influence Personal selling (X1) on Purchasing Decision (Y)

The influence of Personal Selling (X1) on Purchasing Decision (Y) can be seen based on the data processing results of the Smart-PLS 4.0.1.9 application below.

Table 4.2 Influence Personal Selling (X1) on Purchasing Decision (Y)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Personal Selling (X1) on Purchasing Decision (Y)	0,394	0,391	0,064	6,127	0,000



Picture 4.1 Calculation Results Statistik Influence Personal Selling (X1) on Purchasing Decision (Y)

The computation findings for the original sample data (O) are 0.394, which indicates that the Personal Selling variable has a positive and substantial effect on Purchasing

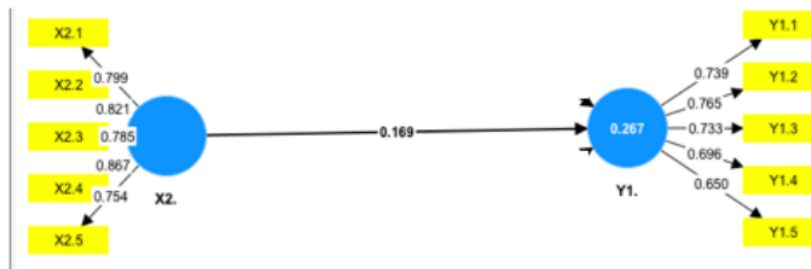
Decision based on table 4.2 and picture 4.1. The average value of the Personal Selling Variable was found to be 0.391 in the sample mean (M) value. Additionally, a value of 0.064 for Standard Deviation (STDEV) was recorded. This indicates that the data distribution is low since the value tends to be near 0. To help with hypothetical decision-making, the original sample statistical data are divided by the standard deviation to yield the T Statistics value of 6.127. Purchasing Decision P-Values personal selling on the hypothesis is used to determine whether to accept or reject the hypothesis.

4.6 Influence of Social Media Marketing (X2) on Purchasing Decision (Y)

Influence of Social Media Marketing (X2) on Purchasing Decision (Y) dapat dilihat berdasarkan hasil pengolahan data aplikasi Smart-PLS 4.0.1.9 di bawah ini.

Table 4.3 Influence Social Media Marketing (X2) on Purchasing Decision (Y)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Media Marketing (X2) on Purchasing Decision (Y)	0,169	0,172	0,051	3,324	0,000



Picture 4.2 Calculation Result Statistik Influence Social Media Marketing (X2) on Keputusan Pembelian (Y)

The computation findings for the original sample data (O) are 0.394, which indicates that the Personal Selling variable has a positive and substantial effect on Purchasing Decision based on table 4.3 and picture 4.2. The average value of the Personal Selling Variable was found to be 0.391 in the sample mean (M) value. Additionally, a value of 0.064 for Standard Deviation (STDEV) was recorded. This indicates that the data distribution is low since the value tends to be near 0. To help with hypothetical decision-

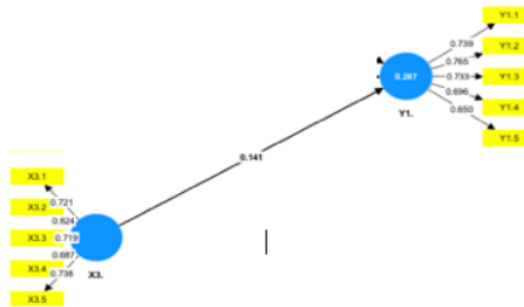
making, the original sample statistical data are divided by the standard deviation to yield the T Statistics value of 6.127. Purchasing Decision P-Values personal selling on the hypothesis is used to determine whether to accept or reject the hypothesis.

4.7 Influence Sales Promotion (X3) on Purchasing Decision (Y)

Influence Sales Promotion (X3) on Purchasing Decision (Y) can be seen based on the data processing results of the Smart-PLS 4.0.1.9 application below.

Table 4.4 Influence Sales Promotion (X3) on Purchasing Decision (Y)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Sales Promotion (X3) on Purchasing Decision (Y)	0,141	0,161	0,066	2,144	0,016



Picture 4.3 Calculation Results Statistik Influence Sales Promotion (X3) on Purchasing Decision (Y)

10 The computation findings for the original sample data (O) are 0.141, which indicates that the Sales Promotion Variable has a positive and significant influence on Purchasing Decision based on table 4.4 and picture 4.3. The sample mean (M) value, which displays the average value of the sales promotion variable, was found to be 0.161. Additionally, a value of 0.070 for Standard Deviation (STDEV) was found. This indicates that the data distribution is low since the value tends to be near 0. To help with hypothetical decision-making, the original sample statistical data are divided by the standard deviation to yield the T Statistics value of 2.144. Purchasing Decision P-Values personal selling on the hypothesis is used to determine whether to accept or reject the hypothesis.

5. CONCLUSION

Based on the results of the analysis, the following conclusions are obtained:

1. Personal selling has a direct positive and significant effect on Buying Decisions in Telkomsel Orbit customers with a value of 0.394.
2. Social Media Marketing has a direct positive and significant effect on Buying Decisions in Telkomsel Orbit customers with a value of 0.169.
3. Sales Promotion has a direct positive and significant effect on Buying Decisions in Telkomsel Orbit customers with a value of 0.141.
4. Personal selling, Social Media Marketing and Sales Promotion has a direct positive and significant effect on Buying Decisions with a value of 0.267.

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