The Influence Of Personal Selling And Publicity On Increasing Sales Volume

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ABSTRAK

Peningkatan volume penjualan adalah jumlah penjualan yang dicapai dalam suatu perusahaan dalam jangka waktu tertentu. Faktor yang mempengaruhi peningkatan volume penjualan adalah personal sales dan publisitas. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh personal sales dan publisitas terhadap peningkatan volume penjualan baik secara langsung maupun tidak langsung (pada CV Raja Tani Makmur). Penelitian ini merupakan penelitian kuantitatif dengan jenis penelitian asosiatif. Sampel dalam penelitian ini berjumlah 30 responden. Metode pengumpulan data menggunakan observasi, angket dan wawancara. Metode analisis yang digunakan adalah regresi linier berganda yang dibantu dengan software IBM 24. Hasil penelitian menunjukkan hal itu. 1. Personal Selling dan Publisitas mempunyai pengaruh yang signifikan terhadap peningkatan volume penjualan. 2 Personal Selling berpengaruh positif dan signifikan terhadap peningkatan volume penjualan. 3. Publisitas berpengaruh positif dan signifikan terhadap peningkatan volume penjualan.
Kata kunci: Personal Selling; Publisitas ; Peningkatan Volume Penjualan

ABSTRACT

Increase in sales volume is the amount of sales achieved within a company in a certain time period. Factors that influence increasing sales volume are personal selling and publicity. The aim of this research is to determine the effect of personal selling and publicity on increasing sales volume both directly and indirectly (at CV Raja Tani Makmur). This research is quantitative research with associative research type. The sample in this study consisted of 30 respondents. Data collection methods use observation, questionnaires and interviews. The analysis method is multiple linear regression assisted by IBM 24 software. The research results show that. 1. Personal selling and publicity have a significant influence on increasing sales volume. 2 Personal selling has a positive and significant effect on increasing sales volume. 3. Publicity has a positive and significant effect on increasing sales volume
***Keywords:** Personal Selling; Publicity; Increase in Sales Volume*

PENDAHULUAN

Marketing is a very important role for a company, this is because marketing is a determinant in the development of a business, it can be said to be the heart of a business. If marketing is not good it can reduce the company's income, this can cause the business to go bankrupt. Likewise, if marketing is done well, it can cause income to continue to increase.

Marketing is a system that is a comprehensive activity of a business that is directed at organizing, pricing, marketing and distributing services or goods that meet the needs of both existing and potential buyers. (Kotler, 2008:76), Marketing can be said to be an interaction between sellers and buyers which can benefit each other.

Personal selling or personal selling is personal interaction with customers and potential consumers to make sales and maintain relationships with customers (Kotler & Armstrong, 2014: 484). Personal selling is product marketing by making direct sales where the seller and the buyer meet directly. In this sale, it is a big opportunity for us as sellers because by meeting face to face we can explain the product we are selling in detail, which means consumers can understand the advantages and disadvantages of the product.

Publicity is the encouragement of impersonal demand for a product, service, or business unit by presenting it directly either on radio, television, or on stage, which is not paid for by sponsors. (Kotler, 2001: 799). Meanwhile, other experts stated that publicity is the presentation of information about a person, item, or organization that is disseminated to the public through

the media without being collected or without supervision from sponsors. (Basu Swastha, 2000:273). In this case, publicity can be said to be the provision of information conveyed to consumers or the public regarding products, services, organizations and so on using certain media in order to gain trust from consumers in the products, services, organizations being marketed. . Publicity is a product promotion that is carried out in various ways, either by using media or by spreading the word of a business so that the product being marketed can be recognized by the wider community and the product being marketed can be trusted by consumers. This can determine the sustainability of the product or business being run. If the product we market can be recognized by the wider community then the business can increase and survive for a long time.

Sales volume can be measured in two ways, first, achievement of sales targets can be measured from product units sold. Second, increasing the number of sales, increasing the profits obtained from the total value of the company's real sales in a certain period. CV Raja Tani Makmur is a company operating in the cigarette industry where its activities produce and sell cigarettes with the RJ (raja tani) brand. CV Raja Tani Makmur was established in November 2021, located in Krajan Hamlet RT 04 / RW 01 Tamansari Village, Mumbulsari District, Jember Regency. CV Raja Tani Makmur produces cigarettes that are complete like other cigarettes, such as having a product logo on the packaging, having two types of packaging, namely 12 filters and 16 filters, and have excise stamp checks. Based on what Mr. Anton said, RJ cigarettes have their own natural advantage, namely in their aroma, where the cigarettes have their own natural and distinctive aroma.

CV Raja Tani Makmur has several types of marketing techniques in the form of 15 motorbikes located in Jember, 2 motorbikes located in Jakarta, where the activities of these motorbikes are sales that offer mobile products to shops in these 2 locations, and 1 car in This car is an SPG from RJ cigarettes which offers products directly to 13 consumers in Jember.

With its new establishment, CV Raja Tani Makmur already sells and delivers goods every day, so it can produce every day, although not that much. Based on the statement from the owner, the marketing applied at CV Raja Tani Makmur is not optimal, this is because the employees at CV Raja Tani Makmur do not understand product marketing which can cause difficulties in getting regular customers. Based on the problems that have been explained in this background, the author is interested in conducting marketing research entitled "The Influence of Personal Selling and Publicity on Increasing Sales Volume at CV Raja Tani Makmur".

Sugiyono (2015:32) states that both pure and applied researchers all start from problems, only for applied research the results can be directly used to make decisions. According to Sugiyono (2015:35), "problems can be interpreted as deviations between what should happen and what really happened." After the problem is known, selected and identified, the next stage is problem formulation. The formulation of the problem in research is very important because it will explicitly provide a description of a problem that is in accordance with the variables displayed. Based on the background above, the formulation of this research problem is

1. Is there an influence of personal selling and publicity on increasing sales volume at CV Raja Tani Makmur?
2. Is there an influence of personal selling on increasing sales volume at CV Raja Tani Makmur?
3. Is there an influence of publicity on increasing sales volume at CV Raja Tani Makmur?

Based on the problem formulation above, the objectives of this research are:

1. To determine the effect of personal selling and publicity on increasing sales volume at CV Raja Tani Makmur
2. To determine the effect of personal selling on increasing sales volume at CV Raja Tani Makmur
3. To determine the effect of publicity on increasing sales volume at CV Raja Tani Makmur

METODE PENELITIAN

This research is quantitative research, using an associative approach. The location of the research was at CV Raja Tani Makmur, whose address is Krajan, RT03/RW02, Tamansari Village, Mumbulsari District. This research was conducted for three months, namely from June to August.

The population in this study were 30 employees in the marketing sector owned by CV Raja Tani Makmur. The population and sample for this research are 30 respondents consisting of 17 motorbike operators, 13 sales marketing at CV Raja Tani Makmur. Therefore, this research uses saturated sampling, using the entire population.

Data sources are primary data obtained from questionnaires and secondary data from organizational archives and literature sources which provide information regarding personal sales and publicity as well as increasing sales volume. Data collection was carried out by observation, interviews and questionnaires

The research instrument (questionnaire) was tested first using validity and reliability tests. After the data was collected, the classical assumption test was carried out consisting of a normality test and a multicollinearity test. The data analysis technique uses multiple linear regression analysis.

HASIL DAN PEMBAHASAN

1.1 Research results

1. Validity and Reliability Test

In this study the number of samples (n) = 30 and the df size can be calculated as 30-2=28. With df=28 and alpha (α) 5%, rtable = 0.361. If rcount > rtable and the value is positive then the statement item is valid. From the results of the validity test, it can be seen that all statement items have a value of rcount > rtable. So it can be concluded that all the statement items used in this research passed the validity test and were declared valid.

Reliability through SPSS calculations is measured using the Cronbach Alpha statistical test, a variable is said to be reliable if it provides a Cronbach Alpha value > 0.6. Based on the results of the reliability test, it is known that all variables have a Cronbach's alpha value > 0.6. So it can be concluded that all statement items used in this research were declared reliable.

2. Test classical assumptions

The normality test uses the One Sample Kolmogorov Smirnov statistical method. Based on the normality test results, it can be seen that the Kolmogorov-Smirnov Z value is 0.086 and the Asymp value. signature. = 0.067 is greater than 0.05. It can be concluded that the processed data has normal residual values. To see whether there is multicollinearity in the regression model, look at the VIF (Variance Inflation Factor) value and tolerance value.

Based on the results of the multicollinearity test, it can be seen that the tolerance value for the personal sales (X1) and publicity (X2) variables is greater than 0.10. So the VIF value of the two variables is smaller than 10. So it can be concluded that there is no multicollinearity.

3. Coefficient of Determination Test (R2)

Based on the Adjusted R Square value, it is 0.228. This means that it simultaneously influences the increase in sales volume by 22.8%, of which 77.2% is influenced by other factors not explained in the research. This shows that the variables personal selling and publicity simultaneously have an effect of 0.228 on the variable increasing sales volume.

4. Multiple Linear Regression Analysis

The results of multiple linear regression analysis equation is obtained, namely:

$Y = 5.693 + 0.292X1 + 0.599X2$

a. A positive constant value of 5.693 means that without being influenced by several independent variables, the result obtained is an increase in sales volume which has a value of 5.693

b. The coefficient value of the personal selling variable is positive 0.292, meaning that if there is an increase in the personal selling variable units it will increase the sales volume by 0.292 units. This means that the higher the personal selling, the sales volume at CV Raja Tani Makmur will increase.

c. The coefficient value of the positive publicity variable is 0.599, meaning that if there is an increase in the units of the publicity variable it will increase sales volume by 0.599 units. This means that the higher the publicity carried out, the sales volume at CV Raja Tani Makmur can increase.

5. Simultaneous Test (F Test)

Based on the results of the F test, the value of Fcount > Ftable is obtained, namely 5.277 > 3.35 with a significance value of 0.012. With Fcount > Ftable and a significance value < 0.05, it means that H1 is accepted. This means that personal sales and publicity together have an effect on increasing sales volume.

6. Partial Test (t Test)

Based on Table 1, you can see the t value of the personal selling (X1) and publicity (X2) variables on increasing sales volume (Y) as follows:

a. The relationship between the personal selling variable and the sales volume increase variable shows t count 2.072 > t table (2.0518) with a significance of 0.048 < 0.05. So H01 is rejected and Ha1 is accepted, indicating that partially there is a significant influence between the personal selling variable on increasing sales volume.

b. The relationship between the publicity variable and the sales volume increase variable shows t count 2.254 > t table (2.0518) with a significance of 0.033 < 0.05. So H01 is rejected and Ha1 is accepted, indicating that partially there is a significant relationship between the product publicity variable and increasing sales volume.

7. Discussion

The following is a discussion of each hypothesis that has been carried out:

1. The Influence of Personal Selling and Publicity Variables on Increasing Sales Volume

Based on the test results at CV Raja Tani Makmur, it shows that personal selling and publicity influence the increase in sales volume simultaneously and significantly. This is proven by the results of simultaneous testing using SPSS 24, fcount of 5.277 and ftable value of 3.35 (fcount > ftable) in other words 5.277> 3.35, which means the alternative is accepted or it can be said that the influence of personal selling and publicity on increasing volume sales are significant and positive

2. Influence of Personal Selling Variables on Increasing Sales Volume

Based on the calculation results, it can be concluded that the personal selling variable for the increase in sales volume variable shows tcount 2.072 > ttable (2.0518) with a significance of 0.048 < 0.05. So H01 is rejected and Ha1 is accepted, indicating that partially there is a significant influence between the personal selling variable on increasing sales volume. "The Effect of Personal Selling on Increasing Sales Volume at PT Djitoe ITC Surakarta" researcher Ana Yuliana in 2012. The results of the calculations show that personal selling is significant on sales volume, this is shown by Fcount > Ftable (30.068 > 2.56) and significance < 0 .05 (0.000 < 0.05). Based on the results of respondents' answers in this research, the first alternative hypothesis which states that the personal selling variable influences product publicity at CV Rajatani Makmur is accepted.

3. The Influence of Publicity Variables on Increasing Volume

Based on the calculation results, it can be concluded that the publicity variable for the increase in sales volume variable shows t count 2.254 > t table (2.0518) with a significance of 0.033 < 0.05. So H01 is rejected and Ha1 is accepted, indicating that partially there is a significant relationship between the product publicity variable and increasing sales volume. Publicity partially has a significant influence on sales volume, according to research by Dea Yuhensia, Nurul Qomari, Abdul Fattah (2017), this is proven by the significance value for this variable < 0.05. The personal selling variable is a variable that has a dominant influence on sales volume. So from the results of respondents' answers in this study, the first alternative hypothesis which states that the publicity variable has an influence on product publicity at CV Rajatani Makmur is accepted.

KESIMPULAN

Based on the problem, the objectives of the research and the results of the analysis, it can be concluded as follows:

1. Simultaneously, personal selling and product publicity have a significant influence on increasing sales volume. This is proven by the F count which is 5.277 which is 3.35 F table, and the significance is 0.012 which is smaller than 0.05 so that Ha1 is accepted and there is a significant influence of personal selling and product publicity on increasing sales volume.

2. Partially, personal selling has a significant influence on increasing sales volume. This is proven by the personal selling variable which is 2.072, which is greater than 2.0518, while the significance value of 0.048 is smaller than 0.05, so there is a significant influence of personal selling on increasing sales volume partially.
3. Partially, product publicity has a significant influence on increasing sales volume. This is proven by the product publicity variable which is 2.254, which is greater than 2.0518, while the significance value of 0.033 is 0.05 smaller, so there is a significant influence of product publicity on increasing sales volume partially.

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