The Effect of Personal Selling and Skills on Consumer Interest in Nuriza Mart in Meureudu District, Pidie Jaya Regency

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Abstract

This study aims to determine "The Influence of Personal Selling and Skills on Consumer Interest in Nuriza Mart in Meureudu District, Pidie Jaya Regency". Where the independent variables are Personal selling (X1) and Skills (X2) and consumer interest (Y) as the dependent variable. The population in this study are consumers who buy consumers at Nuriza Mart in Meureudu District, Pidie Jaya Regency, where there are 100 consumers. The entire population in this study was taken as a sample. Data were collected using a survey method through questionnaires filled out by respondents. Then the data obtained were analyzed using multiple regression analysis. This analysis includes Validity Test, Reliability Test, Multiple Regression Analysis Classical Assumption Test, Hypothesis Testing through F Test and t Test, and Analysis of the Coefficient of Determination (R²). Based on the results of the study, the regression equation was obtained: Y = 3.838 + 0.422 X1 + 0.426 X2. Based on the results of the analysis above, it can be concluded that from the two variables studied, it turns out that the Skills variable (X2) has the most dominant influence of 42.6% on consumer interest in Nuriza Mart in Meureudu District, Pidie Jaya Regency. The relationship between the dependent and independent variables, namely Personal selling (X1) and Skills (X2) variables on consumer interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency with a correlation index of 81.1% This means that the relationship is very strong. Then the index of determination of each variable Development of Personal selling (X1) and Skills (X2) variables is 67.5%, this means that it has a significant effect on consumer interest in Nuriza Mart in Meureudu District, Pidie Jaya Regency and by 32.5% which is influenced by other variables not examined in this study.

I. Introduction

The development of the business world is so rapid, of course, creates intense competition between companies, especially for companies that are in the same or similar industry. This situation has led to an attitude of caution in every company as an organization in marketing its products. Where the current market conditions are full of various kinds of products offered and the competition is very tight.

The business world has also recently been faced with a process of great universal change caused by the influence of globalization that has hit various aspects of life. This process will expose business people to increasingly complex conditions including fierce competition, scarce resources, growing demands of society accompanied by environmental changes that are increasingly rapid and full of uncertainty.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to

Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Marketing is an important activity in a company, because these activities are aimed at increasing and facilitating the flow of goods and services from producers to consumers. The marketing activity itself is an activity carried out by the company, from start to finish planning price, distribute and promote the products produced by the company, in order to meet the needs. One of the marketing activities carried out by companies is promotional activities, promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing companies that have prepared and have set the appropriate price and have chosen the channel. proper distribution, also requires a promotion to introduce the goods or services that are marketed so that consumers know them and like them, so that there is a desire to buy or use these products.

Formally, promotion can be grouped into four types, namely personal selling, advertising, publicity and sales promotion. The availability of various promotions does not mean that there are opportunities for companies to simply choose without careful consideration. The more diverse the promotional media used, the more factors the company must consider before carrying out promotional activities. Factors that need to be taken into consideration in choosing promotional media include: the state of market competition, the nature of the products offered, the product life cycle and the available promotional budget.

The company's accuracy in choosing personal selling as one of the promotions will greatly affect changes in the level of product sales offered by the company, because in this case the task of personal selling is offer, introduce and demonstrate the use of the product to be marketed.

Based on the above background, the formulation of the problem of this research is how the influence of personal selling and skills on consumer interest in Nuriza Mart in Meureudu District, Pidie Jaya Regency.

In accordance with the formulation of the problems above, this study aims to determine the effect of personal selling and skills on consumer interest in Nuriza Mart in Meureudu District, Pidie Jaya Regency.

II. Review of Literature

2.1 Personal Selling

Personal sellingis an oral presentation by the company to one or several prospective buyers with the aim that the goods or services offered can be sold. So, in personal selling there is direct personal contact between the seller and the buyer, so as to create two-way communication between the seller and the buyer. Besides explaining or telling about products and persuading potential buyers, personal selling also accommodates complaints and suggestions from buyers as feedback for the company (Assauri, 2011).

According to Kotler & Keller (2012) personal selling is direct interaction with one or more prospective buyers to make presentations, answer questions and receive orders.

2.2 Skills

According to Irianto (2011) interpreting skill is not only related to a person's expertise to do something tangible. In addition to physical, the meaning of skill also refers to a person's mental, manual, motor, perceptual and even social abilities.

According to Goldon (2010), skills are the ability to operate work easily and carefully. This understanding usually tends to psychomotor activity. Skills can also be interpreted as activities that require practice or can be interpreted as the implications of activities.

2.3 Buying Interest

According to Kotler and Armstrong (2012) buying interest is something that arises after receiving a stimulus from the product he sees, then the desire to buy and own it arises.

According to Schiffman and Kanuk (2010), purchase intention is a psychological force that exists within an individual, which has an impact on an action. Buying interest is considered as a measurement of the possibility of consumers buying certain products where high buying interest has an impact on the possibility of a large enough purchase decision.

According to Durianto (2013), buying interest is the desire to have a product, buying interest will arise if a consumer is already affected by the quality and quality of a product, information about the product.

Hypothesis

Based on the formulation of the problem in this study and supported by several theories related to the problem being studied, the hypothesis in this study is "There is a significant influence of personal selling and skills on consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency".

III. Research Method

3.1 Research Objects and Locations

In this study, the object of research is personal selling and skills on consumer buying interest. The research location is at Nuriza Mart in Meureudu District, Pidie Jaya Regency, which is located on Jalan Medan - Banda Aceh, Meureudu, Pidie Jaya Regency, Aceh.

3.2 Population and Sample

Sample is choosing a certain number (sample) from the entire population (Nasution, 2012:86). The sample is part or representative of the population studied. In this study, the authors make consumers of Nuriza Mart in Meureudu District, Pidie Jaya Regency as the population in this study. The procedure which is then used for data collection is a probability sampling technique, which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample.

3.3 Sample

Then the Simple Random Sampling method is used, namely the sampling of population members is carried out randomly without regard to the existing strata in the population. Due to the fact that the population is not known for certain, to determine the size of the sample, it is by using the Unknown Populations formula: (Sugiyono (2017)

$$n = \frac{z^2}{4\mu^2}$$

Information :

n = Sample size

Z = Confidence level at = 5% (95%) then Z = 1.96

  = Margin of error, the level of error that can be tolerated (specified 10%), then obtained calculation asfollowing :

$$n = \frac{z^2}{4\mu^2}$$
$$n = \frac{1,96^2}{4(0,1)^2}$$

n= 96.4 = rounded up to 100 respondents

From the results of these calculations, it is known that the required sample size is 100 respondents.

3.4 Data and Data Sources

According to Supono (2012) primary data is data that comes directly from data sources collected specifically and has a direct relationship with the problems studied. The type of data used in this study is primary data in the form of respondents' responses which contain their opinions or judgments about personal selling and skills that affect consumer buying interest obtained from the results of distributing questionnaires.

The scale used in this study is the Likert scale. Likert scale according to Sugiyono (2010), which is a measuring instrument used to measure attitudes, income, and perceptions of a person or group of people about social phenomena.

3.5 Method of Collecting Data

The data collection method used in this study is the Questionnaire Method, namely by distributing a list of questions or statements to respondents, so that the data collected by the authors are truly in accordance with the actual situation.

3.6 Data Analysis Method

Data analysis is the activity of processing the data that has been collected and then being able to provide an interpretation of these results. Activities in data analysis include grouping the data for each variable studied, performing calculations to test the proposed hypothesis.

The data analysis method used in this research is Multiple Linear Regression Analysis. Regression model is used to assume that there is a linear relationship between the variable consumer buying interest (Y) with the variable Personal Selling (X1), and Skills (X2).

The regression equation model that can be done in this study is a multiple regression model. Is as follows:

$$Y = \alpha + b1 \ X1 + b2 \ X2 + e$$

Information:

Y   = Consumer Buying Interest

α   = Constanta

b1b2 = Coefficient of Regression

X1 = Personal Selling
X2 = Skills
e = error term (level error)

3.7 Data Measurement Technique

This study uses research instruments to obtain data in the following ways: Questionnaires, Questionnaires are widely used and critical instruments for eliciting data on public awareness and perceptions of environmental hazards (Iqbal, M, 2021), to obtain quantitative data on competency variables. that is, to obtain a descriptive picture of the respondents related to the research variables used, the respondent's answer index number is used. The technique used is to use index numbers. This index number is used to determine the general perception of respondents regarding a variable under study. All independent variables will use a Likert scale of 1-5 with an assessment of the Likert Scale is a scale used to measure attitudes, opinions, and perceptiona person/group of people about social phenomena Sugiyono (2010).

IV. Results and Discussion

4.1 Results
a. Validity Test

Testing the validity of the items from this questionnaire is carried out statistically, using the product moment correlation method, with the criteria for determining if the correlation coefficient (r) obtained is greater than the coefficient from the table of critical values r, which is at a significant level of 5%, the test instrument that was tested was declared valid. The value of r table for this research is 0.195. If rcount is greater than rtable then the questionnaire is said to be valid and vice versa if rcount is smaller than rtable then the questionnaire is said to be invalid as a research instrument. The results of these tests are as follows:

Table 1. Validity Test Results

Variable	Question	Correlation coefficient	Critical Value=5%(100)	Note:
X_1	X1.1	0.341	0.195	Valid
	X1.2	0.638	0.195	Valid
	X1.3	0.384	0.195	Valid
	X1.4	0.654	0.195	Valid
	X1.5	0.669	0.195	Valid
X_2	X2.1	0.551	0.195	Valid
	X2.2	0.244	0.195	Valid
	X2.3	0.266	0.195	Valid
	X2.4	0.501	0.195	Valid
	X2.5	0.693	0.195	Valid
Y	Y.1	0.483	0.195	Valid
	Y.2	0.473	0.195	Valid
	Y.3	0.475	0.195	Valid
	Y.4	0.212	0.195	Valid
	Y.5	0.565	0.195	Valid

Source: Primary Data Processed, (2020)

The results above indicate that the questionnaire items in this study are valid, this is indicated by the calculated r value for each item that is greater than r table (0.195), meaning that all questions can be used as research instruments.

b. Reliability Test

Test reliability shown to test the extent to which the measurement results are reliable. High and low reliability is described by the reliability coefficient in a certain framework. In reliability testing, an internal consistency test is used, namely a testing system for a certain group, then the score is calculated and the consistency is tested against various items in the group.

The alpha coefficient value varies from 0 (zero) to 1 (one) and the alpha value = 0.60 or less indicates that the measuring instrument is less reliable.

Table 2. Reliability of Alpha Research Variables

No	Variable	Variable Items	Alpha Value	Reliability
1	*Personal selling*(X1)	5	0.724	Reliable
2	Skills (X2)	5	0.614	Reliable
3	Consumer Purchase Interest (Y)	5	0.630	Reliable

Source: Primary Data Processed, (2020)

Based on the table above, it can be seen that the alpha for each variable, namely the Personal selling variable (X1), obtained an alpha value of 0.724, and the Skills Variable (X2) obtained an alpha value of 0.614 and the consumer buying interest variable (Y) obtained an alpha value of 0.630.

Thus, the measurement of the reliability of the research variables shows that the measurement of reliability meets the requirements of reliability or in other words that this questionnaire is reliable as a research instrument.

4.2 Discussion
The Influence of Personal Selling and Skills on Consumer Purchase Interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency

To determine the effect of personal selling and skills on consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency, data analysis was carried out through multiple linear regression. Where the results can be seen in the following table:

Table 3. The Effect of Each Independent Variable on the Dependent Variable

Variable Name	B	Standard Error	Beta	t_{count}	t_{table}	Sign
constant	3,838	1,205		3.185	1,660	,000
Personal selling(X1)	,422	,063	,469	6,082	1,660	,000
Skills (X2)	,426	,077	,427	5,530	1,660	,000
Correlation Coefficient (R)	= .811[a]					
Coefficient of Determination (R2)	= .675					
Adjusted R Squares	= .650					
F count	= 92,955					
F table	= 3.09					
Sign F	= 0.000					

Source: Processed Research Primary Data, (2020)

From the SPSS output above, using the multiple regression model, it can be used in the form of the following equation:

The constant value of 3.838 means that if Personal selling (X1) and Skills (X2) are considered constant, then consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency is 3.838 on a Likert scale unit, which indicates that consumer buying interest (Y) is Nuriza Mart in Meureudu District, Pidie Jaya Regency is very good.

Personal selling regression coefficient value of 0.422 can be interpreted that every 1% increase in Personal selling (X1), consumer buying interest will be 42.2%. This means that there is an increase in consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency.

Based on the results of the analysis above, it can be concluded that from the two variables studied, it turns out that the Skills variable (X2) has the most dominant influence of 42.6% on consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency. The relationship between the dependent and independent variables, namely Personal selling (X1) and Skills (X2) variables on consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency with a correlation index of 81.1% This means that the relationship is very strong.

Then the index of determination of each variable Development of the Personal selling variable (X1) and Skills (X2) of 67.5% means that it has a significant effect on consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency and by 32.5% which is influenced by other variables not examined in this study.

a. Hypothesis Testing Results t test

The t-test was conducted to see the significance of the influence of the independent variables individually on the dependent variable (partially). Partial proof of the hypothesis can be explained as follows:

Table 4. t test analysis results

Model		Unstandardized Coefficients		Standardized Coefficients	T_{count}	T_{table}	Sig.
		B	Std. Error	Beta			
1	(Constant)	3,838	1,205		3.185	1,660	.000
	Personal selling(X1)	,422	,063	,469	6,082	1,660	.000
	Skills (X2)	,426	,077	,427	5,530	1,660	.000

Source: Processed Research Primary Data, (2020)

Personal selling variable (X1) obtained tcount 6,082 > ttable1,660, so that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. From the results of this t test, it can be concluded that the Personal selling variable (X1) has a significant influence on consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency.

Variable Skills (X2) obtained tcount 5.530> ttable 1.660, so that the null hypothesis (Ho) is rejected and the Alternative Hypothesis (Ha) is accepted. Pidie Jaya Regency.

b. F test

The f test was conducted to see the effect of the independent variable on the dependent variable simultaneously (simultaneously). The proof can be explained as follows:

Table 5. F Test Analysis Results

Model	Sum of Squares	df	Mean Square	F	F_{table}	Sig.
1 Regression	112.574	2	56,287	92,955	3.09	0.000
Residual	58,736	97	,606			
Total	171,310	99				

Simultaneous test results obtained Fcount 92,955 > Ftable 3.09. Thus the results of this calculation can be taken a decision that accepts the alternative hypothesis (Ha) and rejects the null hypothesis (Ho), meaning that the Personal selling (X1) and Skills (X2) variables together have a significant effect on consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency.

V. Conclusion

The conclusions from the results of research on "the influence of Personal selling and Skills on consumer interest in Nuriza Mart in Meureudu District, Pidie Jaya Regency are as follows:

1. The relationship between the dependent and independent variables, namely Personal selling (X1) and Skills (X2) variables on consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency with a correlation index of 81.1% This means that the relationship is very strong.
2. Then the index of determination of each variable Development of Personal selling (X1) and Skills (X2) variables is 67.5%, this means that it has a significant effect on consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency and by 32.5% which is influenced by other variables not examined in this study.
3. Personal selling variable (X1) obtained tcount 6,082 > ttable1,660, so that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. From the results of this t test, it can be concluded that the Personal selling variable (X1)There is a significant influence on consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency.
4. Variable Skills (X2) obtained tcount 5.530> ttable 1.660, so that the null hypothesis (Ho) is rejected and the Alternative Hypothesis (Ha) is accepted. Pidie Jaya Regency.
5. Simultaneous test results obtained Fcount 92,955 > Ftable 3.09. Thus the results of this calculation can be taken a decision that accepts the alternative hypothesis (Ha) and rejects the null hypothesis (Ho), meaning that the Personal selling (X1) and Skills (X2) variables together have a significant effect on consumer buying interest at Nuriza Mart in Meureudu District, Pidie Jaya Regency.

Suggestion
In order to obtain a more in-depth and comprehensive picture, the authors suggest the following:

1. To researchers
Future research is expected to use more complete and accurate test methods and tools so that more valid conclusions can be obtained.
2. To company
The results of this study found that personal selling has more influence on consumers and is also supported by skills to attract consumer buying interest. For this reason, it is recommended that Nuriza Mart in Meureudu District, Pidie Jaya Regency pay more

attention to skills so that they can be optimized so that they can maximize the influence of good personal selling.

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