

# The Role of Communication, Product Knowledge, Creativity and Empathy for Increasing Interest in Purchasing MSMEs for the South Bandung Livestock Cooperative Pangalengan

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## Abstract

*The share of the health food market in Indonesia continues to grow and shows positive growth potential. Although Indonesia's economic growth has not been satisfactory, the standard of living is increasing, which of course is accompanied by an increase in expectations of a healthier lifestyle. In turn, this increase will create a new need for quality products and brands that can be relied on in order to achieve a better level of health and life. Personal selling is the right promotional strategy to achieve the company's goals in facing the current era of globalization. Personal selling serves to attract consumers, considering that consumers feel more cared for and it is easier to understand the products offered. The South Bandung Pangalengan Livestock Cooperative also carried out the same promotion to increase consumers' buying interest, namely using personal selling. This study aims to find out whether personal selling has a positive effect on the buying interest of milk consumers of the South Bandung Livestock Cooperative Pangalengan in the city of Bandung, the location of the study was in one of the retail outlets in the city of Bandung for 2 (two) months, namely March – April 2019. This type of research is descriptive with a quantitative approach. The descriptive method is used to describe various symptoms and facts contained in the personal selling factor of the South Bandung Pangalengan Livestock Cooperative in depth. The results of testing the validity and reliability of the questionnaire for 27 (twenty-seven) statements were declared valid and suitable for use in research, the hypothesis partially and simultaneously resulted in the conclusion that personal selling had a positive effect on buying interest. The results of the hypothesis test were declared significant to meet the test criteria. The amount of personal selling influence on buying interest was 38.1%.*

## Keywords

product knowledge; creativity;  
buying interest; empathy;  
MSMEs

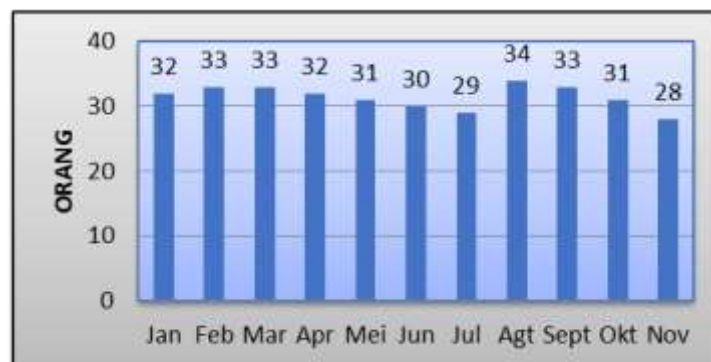


## I. Introduction

Nowadays, marketing is not only developing a good product, setting attractive prices and making the product easily accessible to the targeted consumers. The dynamics of increasingly fierce business competition between various companies in producing and selling their products, influences the view that companies must notify and introduce their products to the public in order to be encouraged to buy company products through promotional activities. Companies usually use promotion mix communication facilities which include: advertising, sales promotion, direct marketing, publicity, and personal selling to convey to intermediaries, consumers, and the public (Saladin, 2010: 188). A salesperson when selling a product is needed who is well trained to explain the benefits of the product, so it really needs to be

understood how to create consumer satisfaction and profit for the company. The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019). They must know how to analyze sales data, measure market potential, collect market information and strategize a marketing plan. Personal selling is an effective tool at certain stages of the buying process, for example, at the buying stage, negotiating, and selling. To sell a product, a salesperson is needed who can explain the benefits of the product so as to create consumer satisfaction.

Promotion strategy activities that must be carried out by a company, one of which is personal selling promotion is the right method or promotion strategy to achieve the company's goals in facing this era of globalization. personal selling is different from other promotional activities personal selling can function to attract consumers, because consumers will feel more cared for and easier to understand the products offered. To find out the number of personal selling in the South Bandung Pangalengan Livestock Cooperative, you can see in Figure 1 as follows:



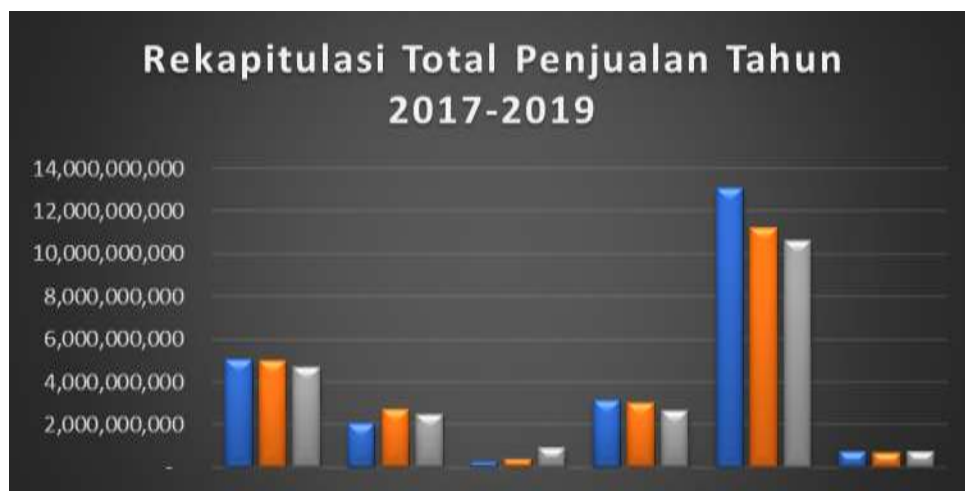
**Figure 1.** The Number of Personal Selling in the South Bandung Pangalengan Livestock Cooperative

Source: Dinas KUKM Kab Bandung 2019

Buying interest arises when consumers are stimulated by external factors and become a purchase decision based on their personal characteristics and purchasing decision process, as for what is meant by *purchase intention* (purchase interest) according to Kotler and Keller (2012: 481) is a process used to evaluate consumers' purchasing decisions. With *personal selling*, there is a direct influence that arises in face-to-face meetings between sellers and buyers, where there is communication of external factors needed to influence purchasing decisions or use psychological factors in order to persuade and provide courage at the time of making purchase decisions with the aim of making sales transactions, (Assauri, 2010: 278). Thus, *personal selling* is an effective marketing activity at certain stages of the purchasing decision-making process, especially in building preferences, information exploration, buying actions and referential actions (Adji, 2014: 1-10). One way to increase *brand awareness* and consumers' buying intentions is through advertising and personal selling. *Personal selling* is considered a sub-element in promotion that has a significant impact in influencing buying interest compared to sub-elements in other promotions, for example with *display* and visual activities of a publication nature or with advertising bombardments in various mass media (Rizan and Anjarestu, 2013).

South Bandung Pangalengan Livestock Cooperative or abbreviated as KPBS Pangalengan is a cooperative consisting of dairy farmers located in Pangalengan District, Bandung, West Java. This cooperative, which was founded in 1969, is an outstanding operation in 2007. Along its journey, this cooperative has also gained a series of national achievements such as the National Exemplary Cooperative award (1982, 1984, and 1985), Independent Cooperative (1988), The Honorary Mark of the Main Service Star (1997), the Honorary Cooperative for Producers (2004), the Cooperative Award (2007), BAKTI KOPERASI (Chairman) (2010), the Sabilulungan Award (2015), the Bakti Koperasi dan Usaha Kecil dan Menengah Award (2016), the Honorary Sign of Satyalencana Wira Karya (2017).

Together with PT Frisian Flag and four other milk production centers in Indonesia, KPBS Pangalengan is determined to make milk self-sufficiency in Indonesia a success. PT Frisian Flag is the main partner of KPBS Pangalengan because PT Frisian Flag buys fresh milk from KPBS Pangalengan [6] and provides funding assistance. It can be seen from the sales data of the Bandung area recap per year from 2017-2019, in the following figure 2:



**Figure 2.** Recap of MSME Sales of Cow Milk Products Producers in the Bandung Regency Region 2017-2019

Judging from the data above, sales are volatile. This happens due to the lack of continuous promotion so it is desirable to *push* from the management to market the products of the Bandung Selatan Pangalengan Livestock Cooperative to take the segmentation of young children, young adults, adults and the elderly throughout the city area and districts with a continuous or continuous promotion strategy. From the facts above, it can be seen that the role of *personal selling* is very important for the company because the message conveyed is individual and two-way so that the seller can provide persuasive information that can affect the interests of buying and increasing sales. Without *personal selling*, the company will find it difficult to obtain information that occurs in the market.

*Personal selling* has a very large role in consumer *purchase intentions*, where consumer perceptions of *sales people* including their ability to attract consumer attention have influenced consumers' intentions to make purchases (Kotler and Keller, 2012: 493). In this study, four indicators of *personal selling* will be discussed (Gunasekharan et al, 2015) which consist of communication skills, product knowledge, creativity and empathy. These four indicators are considered to be more influential on buying interest because at this stage salespeople interact a lot with consumers. The application of the right *personal selling* in the company will provide a great contribution or benefit in marketing a product. In *personal selling*, salespeople can directly know the needs, wants, motives, complaints, and behavior of

consumers. In *personal selling*, sellers can make adjustments to the messages conveyed to buyers according to the unique characteristics of each prospect or potential customer. Furthermore, with its observational and auditory power, sellers can receive feedback on the message and its explanation according to the degree and degree of its delivery. If the feedback indicates that the messages are not as received as they should, the seller will quickly make adjustments to the presentation method. Thus, companies have the opportunity to find exactly their goals more effectively compared to other means of promotion.

## II. Review of Literature

### 2.1 Personal Selling

*Personal selling* is one of the components of *the promotion mix* in addition to *advertising*, *sales promotion* and *publicity* which emphasizes persuasive communication to be able to arouse the possibility of consumers to make purchases.

Kotler and Armstrong (2012:112) say that *personal selling* is a personal presentation by the company's salespersons (salespeople) in order to succeed sales and build relationships with customers. Meanwhile, according to Mc Daniel (2010: 167), *personal selling* is a direct communication between a seller's representative and one or more potential buyers in an effort to influence one another in the purchase situation. Tjiptono (2011: 224) also argues that *personal selling* is a direct (face-to-face) communication between sellers and potential customers to introduce a product to potential customers and form a customer's understanding of a product so that they will then try to buy it. Therefore, the work system is more flexible when compared to other media.

From some of the definitions above, it can be concluded that *personal selling* is a sales promotion that is carried out in two directions and is considered more effective in marketing products, because the ultimate goal in a promotion is to make sales. In addition, *personal selling* is the activity of communication between producers represented by salespersons and potential consumers that involve thoughts and emotions, and of course face to face because of dealing directly with potential consumers, *personal selling* has advantages compared to other promotional tools.

A *personal selling* program that uses *sales people* and emphasizes *dydac communication* (communication between two people or groups) allows for more specific and *customized* message design, more personalized communication and the collection of feedback directly from customers. Therefore, this method is the only way of promotion that can arouse the hearts of buyers immediately, and at that place and time it is also expected that potential consumers will decide to buy the products offered.

### 2.2 Purpose of Personal Selling

The purpose of *personal selling* is very diverse, ranging from just raising awareness about the availability of a product, stimulating buyer interest, to comparing prices and terms of buying and selling and completing transactions. Shimp (2010:281) mentions "the main goal. *Personal selling* is educating customers, providing useful products and marketing assistance, and providing after-sales service and support to buyers. Meanwhile, according to Boyd (2010:20) the objectives of *personal selling* are:

- a. Win acceptance of new products by existing customers.
- b. Win new customers for existing products.

- c. Maintain customer loyalty now by providing good service.
- d. Complete future sales facilities by providing technical services to potential customers.
- e. Complement future sales by communicating product information.
- f. Get market information.

Based on the description above, it can be concluded that the purpose of *personal selling* in addition to increasing sales is also to maintain customer loyalty, provide technical services and communicate product information fully related to broader marketing goals, namely maintaining and increasing sales to current customers.

## 2.2 Personal Selling Criteria

Sellers who are assigned to do *personal selling* must meet the following criteria, Tjiptono (2011: 224):

- a. *Salesmanship*

Personal *sellers* must have knowledge about products and the art of selling, including how to approach customers, overcome customer claims, make presentations, and how to increase sales.

- b. *Negotiating*

Personal *selling actors* are expected to have the ability to negotiate with the conditions.

- c. *Relationship Marketing*

Personal *sellers* must know how to foster and maintain good relationships with customers. In *personal selling*, potential customers or buyers are given an education on the products offered or shown how their company can help customers to benefit from the products offered or financially benefits by being a part of it (making customers as partners, as a mutually beneficial symbiosis).

## 2.3 Key Aspects in Personal Selling

It is known that *face to face* is one aspect of *personal selling*. These steps focus on getting new customers to get orders from them, so that if salespeople can carry out the *Personal Selling* process effectively, the company's sales volume will increase. The techniques contained in the *personal selling* process according to Kotler and Armstrong (2012: 25) are:

- a. Approach

It is a *personal selling* process where salespeople meet and greet buyers to get a relationship or to start a good start.

Boone and Kurtz (2010:14) say that successful salespeople are those who make careful preparations, analyzing all available data on product lines that consumers need and other related information before making initial contact.

- b. Presentation

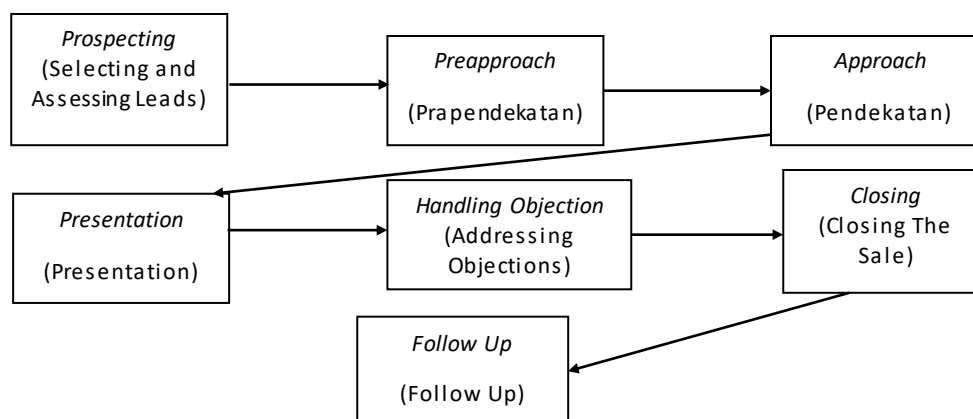
That is a *personal selling* process where the salesperson tells the product history to the buyer, showing how the product will make or save money for the buyer. The salesperson outlines the features of the product for customers.

- c. Overcoming objections (*Handing Objection*)

That is a *personal selling* process where the salesperson investigates, clarifies and overcomes the customer's objections to buying. During presentations, customers almost always have objections.

#### d. Closing The Sale

That is a *personal selling* process where the salesperson asks what the customer wants to order. Having overcome the prospect's objections, now the salesperson can try to close the sale. Salespeople should be aware of the signs of closure from buyers including physical movements, comments and questions.



**Figure 3. Personal Selling Process**  
Source: Kotler and Armstrong (2015:225)

### 2.4 Personal Selling Indicator

Kotler and Keller (2012:493) explain that *personal selling* can also make a strong contribution to the marketing of consumer products. Many companies use *sales persons* to collect weekly orders and maintain stock availability in warehouses. *Personal selling* has a very large role in consumer *purchase intentions*, where consumer perceptions of *sales people* including their ability to attract consumer attention have influenced consumers' intentions to make purchases. Regarding this, Gunasekharan *et al.*, (2015: 7) use 4 indicators to measure the effectiveness of *personal selling* in increasing consumer interest in making purchases, namely: communication ability, product knowledge, creativity, empathy.

### 2.5 Buying Interest

Schiffman and Kanuk (2004) define interest as a motivational quality that is a process of encouragement that causes behavior although it does not give the exact direction of the behavior, but interest in a product is not always consistent with behavior depending on other situations. According to Dodds, Monroe & Grewal (1991) in Grewal, Monroe & Krishnan, (1998). Buying interest is defined as the possibility of a consumer to intend to buy a product Consumers' buying interest in a product is strongly influenced by several factors (Lamb, Hair, McDaniel, 2001). Interest is part of *the perceived value* that will affect the willingness to buy (buying interest). *Perceived value* consists of *Perceived Quality* and *Perceived Sacrifice*, which are dimensions of *Perception of Price*. (Doods & Monroe, 1991). Whereas according to Cyntia J. Gantt, 2001 (in Lamb 2001), buying interest is an indicator to measure the extent of a person's efforts to achieve the goals of his behavior. There are two dimensions in buying interest, namely *attitude* and *one social subjective norm*. *Attitude* or attitude is part of the *Response Hierarchy Model* (Kotler, 2003), which is at the *Affective Stage* stage, which is a feeling towards a certain product or a thorough evaluation of the object, which is also influenced by consumer perception of the product or service under study. This is usually considered an attitude. So that the attitude in this study is that the measure of consumers' buying interest is influenced by *External Influences*, namely in the form of marketing stimuli and non-marketing stimuli. Marketing stimuli are in the form of a marketing mix consisting

of *Product, Price, Place, Promotion, People, Physical Evidence, and Process*, or the so-called *Firm's Marketing*. Meanwhile, *non-marketing* stimuli are in the form of economic conditions, socio-technological classes, politics, culture (Schiffman & Kanuk, 2000: 443 in Margaretha: 2011).

According to Swastha et al (1997), buying interest is the activities of individuals who are directly involved in obtaining and using goods and services including the decision-making process on the preparation and determination of these activities. Meanwhile, repurchase interest is part of buying behavior where in the context of repurchase interest there is the concept of loyalty (Soderlund and Vilgon, 1999). This high interest in repurchase will have a positive impact on the success of the company. According to Anoraga (2000), buying intention or purchase intention is a decision-making process carried out by consumers before making a purchase of products offered or needed by consumers Assael (2002) defines as the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of probability of consumers making a purchase. According to Howard (1994) in Durianto and Liana, (2004) buying intention is something that relates to the consumer's plan to purchase a particular product as well as some units of the necessary product in a certain period. Buying interest arises when consumers are stimulated by external factors and become purchasing decisions based on their personal characteristics and purchasing decision process. According to Ferdinand (2002:129) buying interest can be identified through the following indicators:

1. Transactional interest, that is, the tendency of a person to purchase products.
2. Referential interest, that is, the tendency of a person to refer a product to another person.
3. Preferential interest, that is, an interest that describes the behavior of a person who has a primary preference for the product, wherein this preference can only be replaced if something happens with the product of his preferences.
4. Exploratory interest, that is, an interest that describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product in question.

### III. Research Method

In this study, the data used is data that is quantitative, because it is expressed in numbers that show the value of the amount of the variable used. The types of data in the study can be divided into two, namely primary and secondary data. Sugiyono (2013:64) stated "Bound variables are variables that are influenced or that become consequences, due to the existence of free variables". In this study, there were 2 variables, namely:

1. The Independent variable that becomes a free variable is personal selling (X).
2. The Dependent variable that becomes the bound variable is the purchase interest (Y).

The tool used to collect primary data in this study was a questionnaire. Researchers used a questionnaire developed by Delgado and Munuera (2010:110). The scale used in this study is the likert scale. This scale intersects 1-5. Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are set by the researcher to study and then draw conclusions". In this case, the target population chosen by the researcher is consumers of MSME products of the South Bandung Pangalengan Livestock Cooperative in the Bandung region with the level of sellers in 2019 reaching Rp. 24,663,000,000, - or  $\pm 325,658$  consumers or an average of 54,035 consumers / month. Researchers took a purchase population in an average of 1 month as many as 54,035 milk consumers of the South Bandung Pangalengan Livestock Cooperative or abbreviated as KPBS Pangalengan in the Bandung area. In determining the number of members of the

sample, researchers determined from the population of KPBS milk buyers 1 month in 2019, which was obtained from company data attached to an average per month of 54,035 consumers and using sampling techniques according to Taro Yamane quoted by Hamdi (2010: 131) with slovin formulas as follows:

$$n = \frac{N}{N.d^2 + 1}$$

where:

n = number of samples

N = total population = 54,035

d2 = precision (set 10 % and confidence level 90%)

Based on the formula obtained the following number of samples:

$$N = \frac{54.035}{[54.035 (0,1)^2 + 1]}$$

$$= 54.035/541.35$$

$$n = 99.81$$

$$n = 100 \text{ (rounded up)}$$

To test the validity of the research instrument used product moment correlation or pearson method, with the formula:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{(N \sum X^2 - (\sum X)^2)(N \sum Y^2 - (\sum Y)^2)}}$$

Where:

rx<sub>y</sub> = correlation coefficient between x and y

N = number of subjects

∑ xy = the number of multiplications between the x score and the y score

x = total number of scores x

y = number of y scores

x<sup>2</sup> = sum of the squares x

y<sup>2</sup> = sum of squares y

Reliability testing was performed using Cronbach Alpha. The Cronbach Alpha coefficient > 0.60 indicates the reliability (reability) of the instrument (when re-researched with different times and dimensions will result in the same conclusion) and if the Cronbach Alpha coefficient <0.60 indicates the lack of reliability of the instrument (if the variables are re-researched with different times and dimensions it will result in different conclusions). In this study, a simple regression analysis was used to prove the extent of the influence of personal selling on the interest in buying milk products at KPBS Pangalengan. Where the analysis process uses the SPSS (Statistical Product and Service Solution) Software assistance tool version 20.0. the regression equation for one independent variable is as follows:

$$Y = a + bX$$

Source: Sugiyono (2013:247)

Where:

Y= bound variable (sales decision)



a = unit of number of constants that are values of Y if X=0

b= regression coefficient, is a change in the variable Y due to a change in one unit of variable X

X= free variable X (personal selling)

If the coefficient b is positive, it can be concluded that the independent variable has a positive effect on the dependent variable, meaning that any increase in the value of the independent variable will increase the value of the dependent variable. If the coefficient b is negative, it can be concluded that the independent variable negatively affects the dependent variable, meaning that any increase in the value of the independent variable will result in a decrease in the value of the dependent variable.

## IV. Discussion

### 4.1 Validity Test

To find out whether the instrument is feasible or not to be included in the analysis, validity and reliability testing is first carried out. If it is declared valid and reliable, then the instrument deserves to be included. The characteristics of validity are that the results of measuring the product moment correlation coefficient must meet the requirements if the results obtained are  $> r_{table}$ .

**Table 1.** Personal Selling Variable Validity Test (Variable X)

Statement	Critical r value	Table r value	Conclusion
1	0,352	0,300	Valid
2	0,480	0,300	Valid
3	0,753	0,300	Valid
4	0,362	0,300	Valid
5	0,755	0,300	Valid
6	0,675	0,300	Valid
7	0,739	0,300	Valid
8	0,625	0,300	Valid
9	0,670	0,300	Valid
10	0,620	0,300	Valid
11	0,610	0,300	Valid
12	0,741	0,300	Valid
13	0,488	0,300	Valid
14	0,513	0,300	Valid
15	0,687	0,300	Valid
16	0,590	0,300	Valid
17	0,512	0,300	Valid
18	0,846	0,300	Valid

Source: Questionnaire Data Processing with SPSS V.21

Based on the tabel data above, it shows that the test results of *the personal selling* variable instrument using a sample of 100 respondents showed that all items of the research instrument had a validity index greater than 0.300 so that it could be concluded that the questionnaire used to measure *the personal selling* variable (Variable X) was valid. Meanwhile, the validity results for the Buying Interest variable show that all indicators as

many as 9 (nine) statements have a value of more than 0.300. Meanwhile, the validity value of service quality can be described in the following table:

**Table 2.** Test the Validity of the Buying Interest Variable (Variable Y)

Statement	Critical r value	Table r value	Conclusion
19	0,611	0,300	Valid
20	0,707	0,300	Valid
21	0,865	0,300	Valid
22	0,520	0,300	Valid
23	0,925	0,300	Valid
24	0,845	0,300	Valid
25	0,870	0,300	Valid
26	0,900	0,300	Valid
27	0,868	0,300	Valid

Source: Questionnaire Data Processing with SPSS V.21

#### 4.2 Reliability Test

The concept of reliability emphasizes more on the issue of consistency, to see reliability, the condition that must be met is a r hitung with a significant level of 10% where  $n = 100$  must be greater than r table. In this case the correlation coefficient for the product moment for is r table 0.300. For the reliability test, the calculation results can be used in the table below:

**Table 3.** Reliability Test

Variable	Critical r value	Table r value	Conclusion
X	0,849	0,300	Strong Reliability
Y	0,936	0,300	Strong Reliability

Source: Questionnaire Data Processing with SPSS V.21

The table above shows that the value of the critical r is greater than the value of r of the table, so it can be concluded that the statements on both *the personal interlude* variable and the buying interest variable are in the Classification of Strong Reliability.

#### 4.3 Multiple Linear Regression Analysis

Based on the calculation results of multiple linear regression analysis using SPSS Version 21, the regression coefficients were obtained as follows:

**Table 4.** Multiple Regression Efficiencies  
Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	9.339	0.455		20.503	0.000
	X1	0.201	0.04	0.277	4.981	<b>0.000</b>
	X2	0.100	0.033	0.171	2.990	<b>0.003</b>
	X3	0.112	0.056	0.114	1.984	<b>0.048</b>
	X4	0.119	0.045	0.152	2.654	<b>0.008</b>

a Dependent Variable: Buying Interest

The first test of the coefficient test indicates the overall test results of variable X by summing the variables X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub> and X<sub>4</sub>, it can be concluded that *personal selling* of dairy products has a significant effect on consumers' buying interest (Table 4.3.1). From table 4.3.1 shows that the gana regression equation obtained from the results of the analysis is:

$$Y = 9.339 + 0.201 x_1 + 0.100 x_2 + 0.112 x_3 + 0.119x_4$$

The regression equation is that the price of  $\alpha_1 = 0.201$  is positively marked  $\alpha_2 = 0.100$  is positively marked and  $\alpha_3 = 0.112$  is positively marked and  $\alpha_4 = 0.119$  is positively marked. Thus, there is a positive relationship between X<sub>1</sub> and Y, a positive relationship between X<sub>2</sub> and Y, there is a positive relationship between X<sub>3</sub> and Y and also a positive relationship between X<sub>4</sub> and Y. The calculated t value is obtained using the help of the SPSS software application version 21. Furthermore, the calculated value of t will be compared with the error rate ( $\alpha = 5\%$ ) degree of freedom (df) = (n-k). Criteria decision making:

- H<sub>0</sub> is accepted if t count > t table
- H<sub>a</sub> is accepted if t count < t table

**Table 5.** Significance Level X<sub>1</sub> (Communication Ability)  
Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.339	.455		20.503	.000
	X1	.201	.040	.277	<b>4.981</b>	<b>.000</b>

a

Dependent Variable: Buying Interest

**Hypothesis 1:**

H<sub>0</sub> : There is no influence between communication ability X and consumers' buying interest

H<sub>a</sub> : There is an influence between X's communication ability and consumers' buying interest.

Seen in the *Sig/significance* column is 0.000 or probability below 0.005 (test criteria) and the t table for df (n-2) or df (98) is 1.66055 ≈ 1.66 is smaller than t count (4.981 < 1.66), then H<sub>a</sub> is accepted then H<sub>a</sub> is accepted or the sales person's communication ability coefficient has a significant effect on consumers' buying interest

**Table 6.** Significance Level X<sub>2</sub> (Product Knowledge)  
Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.339	0.455		20.503	0.000
	X2	.100	.033	.171	<b>2.990</b>	<b>.003</b>

a Dependent Variable: Buying Interest

**Hypothesis 2:**

H<sub>0</sub> : There is no influence between product knowledge and consumers' buying interest

H<sub>a</sub> : There is an influence between product knowledge and consumers' buying interest.

Seen in the Sig/significance column is 0.003 or probability below 0.005 (test criteria) and t tabel for df (n-2) or df (98) is 1.66055  $\approx$  1.66 smaller than t count (2.990 < 1.66), then H<sub>a</sub> received or *the sales person's product* knowledge coefficient has a significant effect on consumers' buying interest.

**Table 7.** Significance Level X<sub>3</sub> (Creativity)  
Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant) X3	9.339	0.455		20.503	0.000
		.112	.056	.114	<b>1.984</b>	<b>.048</b>

Dependent Variable: Buying Interest

**Hypothesis 3:**

H<sub>0</sub> : There is no influence between the creativity of *the sales person* on the buying interest of consumers

H<sub>a</sub> : There is an influence between the creativity of *the sales person* on the buying interest of consumers.

Seen in the Sig/significance column is 0.048 or probability below 0.005 (test criteria) and the t table for df (n-2) or df (98) is 1.66055  $\approx$  1.66 smaller than t count (1.984 < 1.66), then H<sub>a</sub> received or the coefficient of creativity of *the sales person* of dairy products has a significant effect on the interest in buying.

**Table 8.** Significance Level X<sub>4</sub> (Empathy)  
Coefficients (a)

Mode l		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant) X4	9.339	0.455		20.503	0.000
		.119	.045	.152	<b>2.654</b>	<b>.008</b>

Dependent Variable: Buying Interest

**Hypothesis 4:**

H<sub>0</sub> : There is no influence between *the empathy of the sales person* on the buying interest of consumers

H<sub>1</sub> : There is an influence between *the sales person's* empathy on consumers' buying interest.

Seen in the Sig/significance column is 0.008 or probability below 0.005 (test criteria) and the t table for df (n-2) or df (98) is 1.66055  $\approx$  1.66 smaller than t count (2.654 < 1.66), then H<sub>a</sub> received or the coefficient of empathy of *the sales person* of dairy products has a significant effect on consumers' buying interest.

## V. Conclusion

Based on the results of research shows that personal selling affects buying interest both simultaneously and partially. This means that the increasing performance of personal selling will make the buying interest of milk consumers of the South Bandung Pangalengan Livestock Cooperative increase and vice versa the decreasing performance of personal selling will have the same impact, namely the decrease in consumers' buying interest. This research is in line with research conducted by Devina Florencia Sukmana and Edwin Japariato in 2017 which resulted in the conclusion that personal selling and brand activation have a significant influence on purchase intention. The more dominant variable is brand activation. Another research that is in line is a study conducted by Ria Safitri in 2010 which resulted in the conclusion that there is a relationship between the personal selling activities of Lomani perfume and the act of buying at Matahari Department Store Grand Palladium Medan customers.

This research has been able to build a theoretical model of the values contained in personal selling in relation to consumers' buying interest. The results of this study have implications that can provide an overview of the references used in this study. This picture can be aimed at from previous research with the findings of the research being studied. Theoretical implications were developed to strengthen the support of several previous studies that explained personal selling of buying interest. This research has implications for South Bandung Pangalengan Livestock Cooperative to be able to evaluate the management of sales person performance, so that they can find out if there is a problem so that they can immediately make improvements to create an effectivity in the company's organization. The results of this study are expected to be an input for companies to be able to improve the level of sales person ability by paying attention to communication skills, creativity, product knowledge and empathy that develops in the expertise of a sales person as well as providing technological soft skills and adaptation to the development of the latest marketing methods to keep consumer interest from decreasing due to the already used approach method. In this study, it has several limitations, including:

- a) Respondents did not have free time to fill out the questionnaire.
- b) Data collection locations that are in retail result in respondents being less focused on filling out questionnaires because they have another purpose, namely shopping.
- c) Respondents may answer statements not earnestly and meticulously in answering them.
- d) Limited time inside observing the object of study.

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