

The Influence of Personal Selling and Telemarketing on Sales Volume of Container Export Services: Case Study in the General Agency Division of PT Samudera Agencies Indonesia Surabaya Branch

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ABSTRACT

The growth of exports by sea shows an increase in export sales volume in Indonesia. A leading local company in Indonesia, PT. Samudera Indonesia, widely known in the export and import industry. This study aims to identify and know about the Effect of Personal Selling and Telemarketing on the Sales Volume of Container Export Services in the General Agency Division of PT Samudera Agencies Indonesia Surabaya Branch. This research method is quantitative descriptive. The results of this study are Personal Selling and Telemarketing have a significant positive effect on the Sales Volume of Container Export Services, Personal Selling variables have a significant positive effect on the Sales Volume of Container Export Services, Telemarketing variables have a significant positive effect on the Sales Volume of Container Export Services.

INTRODUCTION

Indonesia's exports are the main pillar of the country's economic growth and foreign exchange reserves. It also supports the import funding of domestic industries. The trade sector is strengthened with an emphasis on ease of distribution of goods and services. Sea transportation has a significant impact because Indonesia consists of many islands. Strategic port infrastructure is important for economic growth, both nationally and regionally.

According to BPS (2022), Indonesia's export value in 2021 reached US\$ 231.61 billion, an increase of 41.92% from the previous year. Exports through sea transportation modes reached US \$ 219.24 billion, an increase of 45.95%, and accounted for 94.66% of total national exports. This shows the dominance of sea transportation in Indonesia's exports, especially because of its large carrying capacity. The growth of exports by sea reflects an increase in overall export sales volume.

Sales volume is the number of products or services sold in a certain period of time, being the main indicator of a company's sales performance. Increasing sales volume is a top priority for companies, therefore, evaluating sales volume is important to prevent losses for companies (Hulu et al., 2021). An effective marketing strategy can increase the company's sales volume, achieve its business goals.

According to (Yanto & Putri, 2022) Personal Selling is one form of promotion that is very important in maintaining product sales volume and building a good relationship between companies and consumers, This method affects buyer emotions directly and can drive spontaneous purchase decisions. In addition to Personal Selling, Telemarketing is also a marketing strategy to increase sales volume. Telemarketing, or telemarketing, is a marketing strategy that uses telephone and call centers to attract the attention of potential customers, make sales to existing customers, and provide services by taking orders and responding to inquiries over the phone (Mariani & Admotjo, 2019). This approach creates a satisfying relationship between the company and the customer. The combination of Personal Selling and Telemarketing marketing strategies has great potential to enlarge Indonesia's export sales volume, help understand international markets, increase brand awareness, and support the overall development of international trade.

According to (Ridhwan et al., in Isdiana & Aminata, 2019) explained that the maritime transportation industry in Indonesia still faces challenges in achieving optimal levels of efficiency. The large scale of the maritime transportation industry contributes to the deficit in Indonesia's services balance.

Table 1 Indonesia's Export of Sea Transportation Modes in 2018-2022

Source: Export of Transportation Modes (www.bps.go.id/id) (2018-2022)

Year	Weight (thousand tons)	Value (Million US\$)	Change (%)	
			Weight	Value
(1)	(2)	(3)	(4)	(5)
2018	600.812,2	167.841,1	11,89	7,20
2019	647.240,3	154.230,1	7,78	-8,04
2020	573.418,7	150.237,1	-11,41	-2,59
2021	615.312,5	219.243,8	7,31	45,93
2022	641.631,6	278.869,4	4,28	27,20

Indonesia's export data through sea transportation shows significant fluctuations during 2018-2022. The positive trend occurred in 2019 and 2021, but there was a drastic decline in 2020. PT. Samudera Indonesia is a well-known local Indonesian company in the field of export and import, with a wide business reach in the Asian region.

The company's sales volume often fluctuates due to demand for goods or services from consumers, while management actively strives to continuously improve the company's profitability, especially in the service sector (Yulia et al., 2020). PT. Samudera Agencies Indonesia faces fluctuations in sales volume and implements marketing strategies, such as improving Personal Selling and Telemarketing to overcome these challenges and achieve sustainable growth. The following are the results of container shipping volume and revenue from PT. Samudera Indonesia for 2018-2022 listed below:

Table 2 Container Volume PT. Samudera Indonesia Year 2018-2022
 Source: Annual Report PT. Samudera Indonesia 2018-2022, processed

Year	Number of Ships	Volume (TEUs)	Revenue (Million US\$)	Changes (%)
(1)	(2)	(3)	(4)	(5)
2018	20	1.97 Juta	348,2	11,7%
2019	20	1.9 Juta	304,0	-12,7%
2020	24	32.183	370,4	21,8%
2021	24	33.208	555,5	50,0%
2022	25	1.9 Juta	1.015,7	82,8%

The development of container shipping volume of PT. Samudera Agencies Indonesia from 2018-2022 experienced fluctuations, but showed significant growth in 2021 and 2022. The research will focus on the factors that affect container sales volume, specifically Personal Selling and Telemarketing strategies in the company.

LITERATURE REVIEW

Personal Selling

Personal Selling is a direct interaction between sellers and consumers carried out verbally to introduce products to potential customers and increase their understanding of the product, with the aim that potential customers try and are willing to buy the product, which ultimately increases sales (Yanto & Putri, 2022). Personal Selling is a sales strategy that involves direct interaction between the company's salespeople and prospective buyers, aims to introduce the product, increase consumer understanding of the product, and encourage them to try and buy the product.

Telemarketing

Telemarketing refers to the use of telephone and call centers to attract leads, make sales to existing customers, and provide services by taking orders and answering questions over the phone (Mariani & Atmodjo, 2019). Telemarketing or telemarketing is a marketing method that uses telephone and

call centers to attract leads, make sales, and provide services to customers through telecommunication interactions with the aim of promoting the company's products as well as forming exchange relationships to meet human needs and desires.

Sales Volume

According to (Kotler in Arifudin et al., 2020) explained that sales volume is the quantity of sales that can be achieved in a certain period. To achieve the goals of the enterprise, it requires a constant increase in sales volumes, so that consumers consistently buy a large number of products offered by such organizations. Sales volume is the total quantity of units of products successfully sold during a certain period, reflects the movement of goods from producers to consumers, and is an indicator of sales fluctuations with units in various dimensions such as units, kilograms, tons, or liters, which are needed to achieve company goals and support company growth.

Conceptual Framework

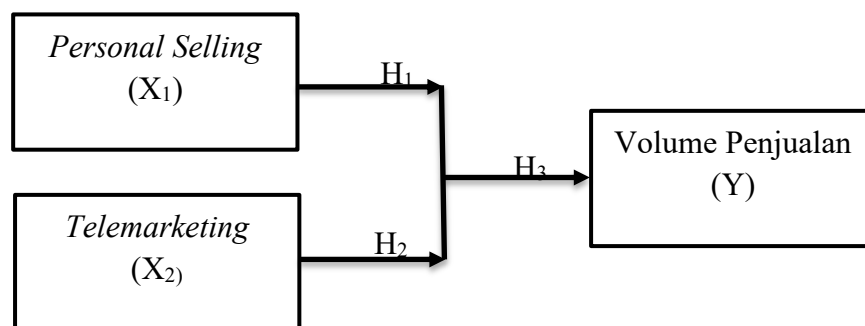


Figure 1.. Conceptual Framework

Hypothesis

H1: Personal Selling allegedly affects Sales Volume

H2: Telemarketing allegedly affects Sales Volume

H3: Personal Selling and Telemarketing allegedly affects Sales Volume

METHODOLOGY

This research applies quantitative descriptive method, because it uses data in the form of numbers analyzed using statistics. This method focuses on numerical data taken from the company's marketing reports, then processed to obtain scientific information. The population in this study is the number of Personal Selling, Telemarketing, and total sales volume in the General Agency Division of PT. Samudera Agencies Indonesia Surabaya Branch every week from January - December 2023, with a total of 52 data. Data analysis using SPSS software version 25, through classical assumption tests, multiple regression, coefficients of determination, F test, and t test.

RESEARCH RESULT

Classical Assumption Test

1) *Multicollinearity Test*

The results of the analysis using SPSS 25 show the tolerance and VIF values for each variable, as listed in the following table:

Table 3 Multicollinearity Test Results Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	<i>Personal Selling</i>	.977	1.024
	<i>Telemarketing</i>	.977	1.024

a. Dependent Variable: Volume Penjualan

Source : Processed Data, 2024

The results of the multicollinearity test in Table 3 show that the variables Personal Selling (X1) and Telemarketing (X2) have a Variance Inflation Factor (VIF) value of ≤ 10 , respectively, and a tolerance value of ≥ 0.01 . Thus, there is no indication of multicollinearity in all variables in this regression model.

2) *Heteroskedastisitas Test*

The results of the heteroscedasticity test can be seen in the following figure:

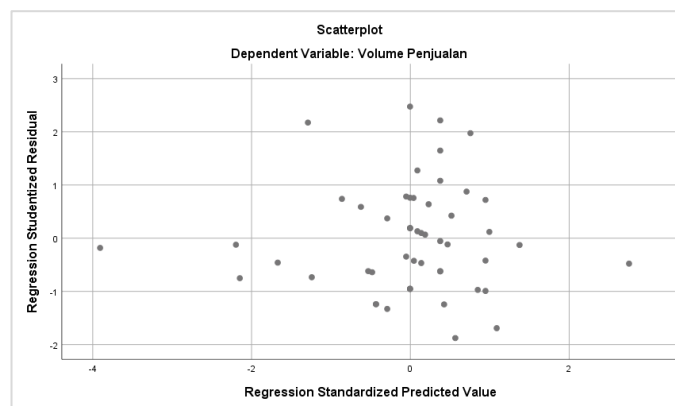


Figure 2. Heteroscedasticity Test Results (Scatterplot)

The results of the heteroscedasticity test showed that there was no consistent or regular pattern in the dissemination of data. The distribution of data is evenly distributed on both sides of the zero line on the Y-axis, indicating that data variations tend to be homogeneous across the range of values. Based on these results, it can be concluded that the regression model used does not show symptoms of heteroscedasticity.

3) *Autocorrelation Test*

The results of the autocorrelation test can be seen in the following table:

Table 4 Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.647 ^a	.418	.394	1.36564	1.980

a. Predictors: (Constant), *Telemarketing*, *Personal Selling*

b. Dependent Variable: Volume Penjualan

Source: Processed Data, 2024

Based on the data in Table 4, with $n = 52$ and $d = 1.980$, dL and dU values of 1.474 and 1.633 were obtained, respectively. Furthermore, the value of $4-dU$ is 2.367. From these results, it can be concluded that there is no indication of autocorrelation, because d is between dL and dU .

4) *Normality Test*

The results of the normality test can be seen in the following figure:

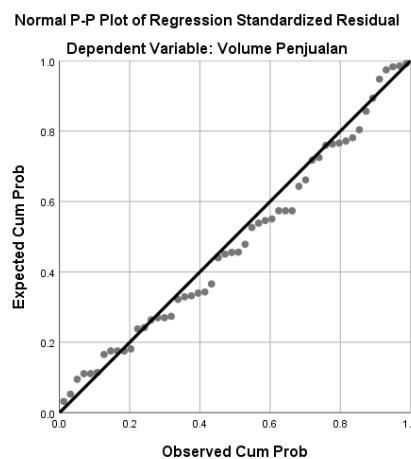


Figure 3. Figure 3 Normality Test Results (Probability Plot)

The normality test results show that the data points on the P-P plot graph are evenly distributed around the diagonal line, indicating a near-normal distribution of data. Thus, it can be concluded that in this study, the distribution of data was considered normal.

Multiple Linear Regression Analysis Test

The following regression test results are available in the following table:

Table 5 Multiple Linear Regression Analysis Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.481	1.947		-0.247	.806
	Personal Selling	.483	.153	.384	3.160	.003
	Telemarketing	.214	.080	.327	2.690	.010

a. Dependent Variable: Volume Penjualan

Source: Processed Data, 2024

From Table 5, the regression coefficient b_1X_1 is 0.483 and b_2X_2 is 0.214. Therefore, the multiple linear regression equation becomes:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = -0,481 + 0,483X_1 + 0,214X_2 + e$$

The interpretation of the regression equation is:

- A constant value (a) of -0.481 indicates that if the score of the Personal Selling (X1) and Telemarketing (X2) variables is 0, then the sales volume (Y) will have a negative value of 0.481.
- The regression coefficient for the Personal Selling variable (X1) of 0.483 indicates the positive influence of that variable on sales volume (Y). Every 1 unit increase in the Personal Selling variable (X1) will result in an increase in sales volume (Y) of 0.483, assuming the value of the other independent variable remains constant.
- The regression coefficient for the Telemarketing variable (X2) of 0.214 also shows the positive influence of that variable on sales volume (Y). Every 1 unit increase in the Telemarketing variable (X2) will result in an increase in sales volume (Y) of 0.214, assuming the value of the other independent variable remains constant.

Coefficient of Determination Test (R^2)

The results of the coefficient of determination test can be seen in the following table:

Table 6 Determinant Coefficient Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.647 ^a	.418	.394	1.36564	1.980

a. Predictors: (Constant), Telemarketing, Personal Selling

b. Dependent Variable: Volume Penjualan

From Table 6 the value of the coefficient of determination R² is 0.418, showing that about 41.8% of the variation in sales volume of the General Agency Division of PT. Samudera Agencies Indonesia is influenced by Personal Selling and Telemarketing variables. The rest, about 58.2%, were influenced by other factors not included in the study.

t test (Partial)

The results of the t test can be seen in the following table:

Table 7 Test Results t (Partial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.481	1.947		-.247	.806
	<i>Personal Selling</i>	.483	.153	.384	3.160	.003
	<i>Telemarketing</i>	.214	.080	.327	2.690	.010

a. Dependent Variable: Volume Penjualan

Source: Processed Data, 2024

Table 7 shows that t_{table} values with a significance level (α) of 5% (0.05) are calculated as follows:

$$\begin{aligned}
 T_{table} &= \left(\frac{\alpha}{2}; n - k - 1 \right) \\
 &= \left(\frac{0,05}{2}; 52 - 2 - 1 \right) \\
 &= 0,025 ; 49
 \end{aligned}$$

From these calculations, the value of t_{table} is 0.025; 49 for 2,010. Then it can be explained as follows:

- a. The significance value for the Personal Selling variable (X1) is $0.003 \leq 0.05$ and the calculated value is $3.160 > t_{table}$ is 2.010. Therefore, H₀ is rejected and H₁ is accepted, indicating that the Personal Selling variable (X1) partially has a significant positive effect on sales volume (Y).
- b. In the Telemarketing variable (X2), the significance value is $0.010 > 0.05$ and the calculated value is $2.690 > t_{table}$ 2.010. Therefore, H₀ is rejected and H₂ is accepted, indicating that the Telemarketing variable (X2) partially has a significantly positive effect on sales volume (Y).

F Test (Simultaneous)

Table 8 F (Simultaneous) Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.785	2	32.393	10.132	.000 ^b
	Residual	156.657	49	3.197		
	Total	221.442	51			

a. Dependent Variable: Volume Penjualan

b. Predictors: (Constant), *Telemarketing*, *Personal Selling*

Source: Processed Data, 2024

The $F_{\text{calculate}}$ value is 10.132, with a significance value (Sig) of 0.000. At a significance level of 5%, the result is considered significant because the Sig (0.000) value ≤ 0.05 . In addition, the calculated F_{table} value is 3.23. Since $F_{\text{calculate}} 10.132 > F_{\text{table}} 3.23$, H_0 is rejected and H_3 is accepted. This shows that simultaneously, Personal Selling (X_1) and Telemarketing (X_2) have a significant influence on sales volume (Y).

DISCUSSION

The Effect of Pesonal Selling and Telemarketing on Sales Volume

The results showed that Personal Selling and Telemarketing had a positive effect on the sales volume of container export services of the General Agency Division of PT. Samudera Agencies Indonesia. The statistical F test shows the significance of the influence of both at a significance level of 5%, with a very low significance value ($0.000 \leq 0.005$), reinforcing the conclusion that both simultaneously have a significant positive effect on sales volume.

The Effect of Pesonal Selling on Sales Volume

Personal Selling (X_1) has a positive and significant effect on the sales volume (Y) of container export services General Agency Division of PT. Samudera Agencies Indonesia. A calculated value of 3.160 exceeds a ttable value of 2.010 with significance levels of $0.003 \leq 0.005$, indicating rejection of H_0 and acceptance of H_1 .

The Effect of Telemarketing on Sales Volume

Telemarketing (X_2) has a positive and significant influence on the sales volume (Y) of container export services General Agency Division of PT. Samudera Agencies Indonesia. With a calculated value of 2.690 exceeding ttable 2.010 at significance levels of $0.010 \leq 0.05$, H_0 is rejected and H_1 is accepted.

CONCLUSIONS AND RECOMMENDATIONS

This study aims to determine and analyze the effect of Personal Selling and Telemarketing on the Sales Volume of Container Export Services: A Case Study in the General Agency Division of PT Samudera Agencies Indonesia Surabaya Branch. Based on the results of the analysis that has been carried out in the previous section, it can be concluded that:

1. Partially, Personal Selling has a significant effect on the Sales Volume of container export services of the General Agency Division of PT Samudera Agencies Indonesia Surabaya Branch.
2. Telemarketing partially has a significant effect on the Sales Volume of container export services of the General Agency Division of PT Samudera Agencies Indonesia Surabaya Branch.
3. Simultaneously, Personal Selling and Telemarketing have a significant effect on the Sales Volume of container export services of the General Agency Division of PT Samudera Agencies Indonesia Surabaya Branch.

ADVANCED RESEARCH

For researchers who will conduct research with similar themes or objectives in the future, it is advisable to develop diversity in considering factors that affect sales volume. In addition to marketing strategies such as sales calls and telemarketing, further research can expand the scope by considering other factors that may contribute to the sales volume of container export services.

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