

The Influence of Personal Selling and E-Marketing Marketing Communications of Dapurnya Ami UMKM on Consumer Brand Awareness in Banuhampu District, Agam Regency

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ABSTRACT

This study aims to analyze the impact of marketing communication through personal selling on consumer brand awareness in Banuhampu District, Agam Regency. Additionally, this study evaluates the effect of electronic marketing communication (e-marketing) by the micro, small, and medium enterprises (MSME) Dapurnya Ami on consumer brand awareness in the area. The research method used is a quantitative approach conducted in Banuhampu District, which consists of seven villages. The sample was selected using proportionate stratified random sampling, purposive sampling, and accidental sampling techniques, with a total of 400 respondents. Data was collected through questionnaires distributed to consumers who are the target market of the MSME Dapurnya Ami. Data analysis was performed using various techniques, including single table analysis, cross-tabulation analysis, and hypothesis testing using Spearman's rho rank. The results show a positive correlation between the personal selling marketing communication of Dapurnya Ami and consumer brand awareness, indicated by $r=0.001$ and $p=0.718$. This suggests that the first hypothesis is accepted with a significance level of less than 0.05. Furthermore, the correlation between electronic marketing communication (e-marketing) of Dapurnya Ami and consumer brand awareness is also positive, with $r=0.001$ and $p=0.836$, indicating that the second hypothesis is accepted at the same significance level

INTRODUCTION

Marketing communication has a very important role in building and developing businesses, especially for Micro, Small and Medium Enterprises (MSMEs). Through marketing communications, businesses can deliver strategic messages to their target market. Marketing communication serves as a vital bridge between businesses and consumers, playing a central role in building, strengthening and maintaining brand image. The implementation of good marketing communication is needed by businesses to provide information and promote products as well as a means to build strong brand awareness in the minds of consumers.

Today, competition among MSMEs is getting tighter so that marketing communication plays an important role in the development of MSMEs. Communication strategies must be carefully designed as a key element of success in MSMEs. The selection of the right communication channel and the selection of the right market segment are very important in the success of marketing communication. Effective marketing communication can help businesses build brand awareness, increase consumer loyalty and generate high competitiveness.

The most important characteristic of MSMEs is that the capital can be said to be small, the employees or workers are few, most of them are engaged in a household scale, and usually produce on a small scale. Often, MSMEs pay little attention to marketing and promotion of their products because they are still centered around production and sales. In fact, sales will definitely adjust if supported by effective and targeted promotion. This is where the importance of MSMEs to prepare a good marketing communication strategy to achieve optimal results for their business.

Related to small business capacity, the obstacle for MSMEs in carrying out their marketing communication strategies often lies in the funding factor. It is undeniable that the promotional costs of successful products in the market are often soaring beyond the ability of MSMEs that are still struggling to pursue their profit margins. In fact, along with the development of technology, there are many effective marketing communication channels that can be utilized optimally while still reducing costs.

Planning and selecting marketing communication tools is important because these tools are the company's communication intermediaries in marketing and introducing their goods and services. Marketing communication tools commonly used for marketing include advertising, sales promotion, public relations, personal selling, e-marketing, and direct marketing. Business actors must really think about communication messages and marketing communication media in conveying these messages. Careful planning is needed in formulating the forms of marketing communication that will be used. This aims to further maximize the information that will be conveyed to the target audience. Marketing communication tools that are most widely used by MSMEs today are personal selling, e-marketing, and direct marketing (Munawar, Juningsih, & Maulana, 2021).

Personal selling as part of marketing communication offers a direct, effective and interactive approach. This tool has three strengths, namely personal interaction, development and response (Jatmiko, 2019). MSMEs can utilize personal selling to interact directly with potential customers. In the context of MSMEs, personal relationships have a high value, providing an opportunity to form direct connections with consumers. With personal selling, MSMEs have the opportunity to explain in detail the value and uniqueness of their products to potential customers. This not only creates a more personal experience but also strengthens the memory of the MSME brand.

Fulfilling the needs and wants of consumers directly can be better through personal selling. Because the presence of personal selling is needed to provide detailed product explanations to consumers so that communication is established to support purchase transactions (Husni, 2022). The use of personal selling marketing communication tools can create opportunities to build direct trust with consumers. Trust factors are often the main determinants of purchasing decisions. Personal relationships between businesses and consumers can help MSMEs build a strong reputation.

Personal selling is a trigger to create a strong word of mouth effect. Consumers who are satisfied with personal selling interactions are more likely to speak positively about an MSME brand to others. Therefore, personal selling can expand the reach of brand awareness through personal recommendations. The positive experience created by personal selling can be a key element in shaping consumers' understanding, perception and memory of the products and brands of an MSME so that they will then try to buy them (Husni, 2022).

Nowadays, e-marketing has become an integral component in marketing communication strategies. E-marketing allows MSMEs to utilize social media as the main platform to promote their brand, as social media is a form of e-marketing (Lyons, 2022). Actively interacting on platforms such as Facebook, Instagram, WhatsApp and others, MSMEs can deliver brand messages, share engaging content, and build brand awareness among their online consumers. Through e-marketing, MSMEs can create and distribute engaging visual content, video tutorials or other creative content. Engaging visual content can help MSMEs differentiate themselves amidst online competition and increase brand appeal.

An e-marketing strategy includes search engine optimization (SEO) that can help increase the visibility of an MSME on search engines such as Google (Syed, 2023). By appearing in relevant search results, MSMEs can attract more attention from potential consumers and build brand awareness organically. Using paid social media online advertising, an MSME can target specific audiences based on demographics, interests or online behavior. In addition, e-marketing allows MSMEs to track and analyze data in real time. Targeted advertising promotions can help increase brand awareness among consumers who may be interested in their products or services.

The synergy between personal selling and e-marketing brings significant benefits in optimizing MSME marketing communications. A thoughtful integration between these two tools can create a stronger effect than using each separately. Personal selling can create a strong foundation. Direct interaction between businesses and consumers provides an opportunity to convey messages with a depth that is difficult to achieve through digital media alone. The information gained through these personal interactions can be used to detail consumer preferences and needs, while e-marketing can utilize the data and insights gained from personal selling.

Content generated from personal selling, such as consumer testimonials or positive stories can be integrated into e-marketing promotions. This provides evidence that can increase consumer trust online. Social media can also be used to reinforce messages that have been delivered through personal selling, extending brand reach and mobilizing consumers to share their positive experiences.

The interaction between personal selling and e-marketing creates a continuous feedback cycle. Data obtained from online interactions can provide additional insights to improve personal selling strategies in the field. Conversely, insights from personal selling can guide e-marketing promotions to be more targeted. In addition, it is important to create consistency in brand messaging and appearance across channels. Uniform logos, colors and visual styles across personal selling and e-marketing help cement the brand identity of MSMEs in the eyes of consumers. By leveraging these synergies, an MSME can achieve a competitive advantage, expand brand awareness and build strong relationships with consumers, aiding long-term growth and success in the market.

The expansion of MSMEs is a key factor in Indonesia's economic development. This is because compared to large companies, MSMEs have a much greater potential to absorb labor. Many organizations, including the government, have understood the importance of MSMEs for economic development. Therefore, many MSMEs receive government support in the form of loans, grants and other resources for them to grow (Inanna, Ahmad, Hasan, Dinar, & Permatasari, 2023).

MSMEs as one of the economic sectors have also shown their existence in the economy because they can survive the shock of the 1997 economic crisis and the Covid-19 pandemic so that the economy can continue to run (Sulastri, 2022). For developing countries such as Indonesia, MSMEs have a very important and strategic role in the economy. Therefore, the development of MSMEs is needed in order to improve the economy. In addition, MSMEs are an alternative to controlling social problems such as poverty and unemployment (Priyatna, 2023).

Agam Regency has a lot of potential that can be developed seen from the potential of regional trade in areas with different geographical and altitude. One of them is the MSME sector which is spread across 16 sub-districts in Agam Regency. Based on data from the Agam Regency Statistics Agency as outlined in the Agam Regency in Figures report in 2023, it states that the total of all MSMEs is 7603 MSME units. Banuhampu Sub-district is one of the sub-districts that has the largest number of MSMEs and has good labor absorption among other sub-districts.

The development of MSMEs in Banuhampu Sub-district is fairly good. The trade and services sector is located not far from the city of Bukittinggi, which has a considerable influence on the prospects for trade and services in Banuhampu Sub-district. According to data from the Agam Regency Central Bureau of Statistics, there were 916 MSMEs and were able to absorb 3635 workers in 2022. This number has increased from 2021, which had 896 MSMEs and was able to absorb 3573 workers. Meanwhile, in terms of products, Banuhampu Sub-district MSMEs have two superior products, namely the food industry and the embroidery industry. This is a great potential that must be optimized. The most important thing is that MSMEs must be a business sector that provides new things in its products and marketing (Lutfiyani & et al, 2022).

One of the MSMEs in Banuhampu District that uses personal selling and e-marketing marketing communication is Dapurnya Ami. Dapurnya Ami MSME is one of the production houses that participates in efforts to maintain the authenticity of West Sumatra specialties. The promotional activities implemented by Dapurnya Ami are promoting their products by directly visiting consumers such as in government or non-government offices and events. In addition, Dapurnya Ami also distributes its products to various supermarkets and supermarkets. Furthermore, Dapurnya Ami also utilizes social media, especially WhatsApp and Instagram to promote its products. Each social media will share content and testimonials using the features provided by the social media.

In 2023, Dapurnya Ami was awarded by Bank Bri at the UMKM event in Bukittinggi as the best content creator and became one of the best at Bank Bri's monthly event in empowering MSME players (BRIncubator). In the pre-observation, researchers obtained information that Dapurnya Ami is one of the main pioneers of healthy frozen food in West Sumatra and also one of the MSMEs that has good business development in Banuhampu District.

Dapurnya Ami MSMEs have shown a strong commitment to innovating their products. One tangible proof of their innovation can be seen through changes in product packaging. In the past, their products were simply packaged, but now they have improved their product packaging to be more attractive and high quality, even worthy of being displayed in supermarkets. This step shows their dedication to keep growing and adapting to the increasingly stringent market demands.

UMKM Dapurnya Ami has a variety of testimonials that can convince people who see promotions to be interested in trying their products. These testimonials can be seen on social media such as Facebook and Instagram (@Dapurnyaami). Testimonials can be in the form of consumer chat orders, photos and also videos of products that consumers buy. Testimonials, as a form of positive feedback or experience from previous customers, play an important role in building consumer trust and interest in a brand or product.

Dapurnya Ami has implemented personal selling and e-marketing marketing communication strategies. Through personal selling, Ami's kitchen sales team has been actively involved in direct interaction with potential consumers. Such as attending various MSME events by opening tenants and providing in-depth information about the product directly. Likewise, selling products at the production site, Dapurnya Ami also provides the same service. The personal selling team plays a role in shaping consumers' positive perceptions of the brand.

Banuhampu District has MSMEs that have superior products in the food sector and are directly adjacent to the tourist city of Bukittinggi. Thus, Dapurnya Ami faces its own challenging dynamics in building and increasing brand awareness. It is hoped that by knowing the effect of marketing communication through personal selling and e-marketing, Dapurnya Ami can find out efforts to expand the target market and strengthen the brand position in the midst of high competition. Personal selling with its ability to interact directly with consumers is not only to promote products, but also to strengthen brand awareness among consumers. The role of e-marketing can also influence consumer brand awareness. Dapurnya Ami's use of digital technology and social media to promote their products can have a big impact on brand awareness among consumers.

The reality that occurs in the field based on initial observations is that Dapurnya Ami has not been maximized and less consistent in using the marketing communication mix of personal selling and e-marketing. This is due to the lack of resources such as personnel, budget and more knowledge about this. these shortcomings can affect consumer brand awareness about Dapurnya Ami. Therefore, research on the effect of personal selling and e-marketing marketing communication of Dapurnya Ami on consumer brand awareness in Banuhampu District, Agam Regency can provide useful information regarding the effect of using the marketing communication mix, especially personal selling and e-marketing.

The use of personal selling and e-marketing by Dapurnya Ami provides a personal and interactive dimension in communicating directly with consumers and allows a wider reach through digital platforms. By understanding the extent to which personal selling and e-marketing marketing communications influence brand awareness, Dapurnya Ami can optimize their efforts to achieve marketing goals and increase competitiveness in the local market.

Based on these things, it increases the interest of researchers to conduct research related to the effect of marketing communication through personal selling and e-marketing of Dapurnya Ami MSMEs on consumer brand awareness in Banuhampu District, Agam Regency.

LITERATURE REVIEW

Research Paradigm

This research applies the positivism paradigm as a research guideline. Positivism is the oldest paradigm inherited from the natural sciences adhering to the ontology of realism, which believes that social reality exists and runs according to natural laws. This paradigm places the researcher behind the scenes to observe the nature of reality as it is and maintain the objectivity of the findings. Positivism adheres to methods through hypothesis testing in a deductive logic structure and research quality criteria are objectivity, reliability and validity (Malik & Nugroho, 2016).

In this study, researchers sought to test an event related to the effect of marketing communication through personal selling and e-marketing in increasing brand awareness of UMKM Dapurnya Ami by using existing theories and concepts and using statistical tests in analyzing them. The application of the positivism paradigm aims to conduct tests related to theories using statistical procedures and measurement of research variables (Rakhmawati, 2019).

Marketing Communication

Marketing communication can be understood by describing two main elements, namely communication and marketing. Communication is the process of conveying information from one party to another with the aim of influencing each other. Meanwhile, marketing is a set of activities where companies or other organizations transfer values (exchange) with their consumers. When combined marketing communication represents a combination of all elements of the marketing mix, which facilitates exchange by creating a meaning that is disseminated to consumers (Shimp, 2014).

Effective marketing communications play an important role in increasing brand awareness. Business actors use various marketing communications mixes to convey their messages to consumers. This will have an impact on brand awareness and knowledge. A successful marketing process consists of a series of continuous steps which according to Kotler consists of three stages, namely segmentation, targeting and positioning or what is often called the STP concept (Morrison, 2015).

In the Exchange Theory framework, brand awareness plays an important role in forming relationships between companies and consumers. Consumers who are aware of a brand are more likely to consider that product or service when they make purchasing decisions. Brand awareness can be considered as a form of value exchanged between companies and consumers. Companies invest in marketing efforts to increase their brand awareness, while consumers give them attention and care in return. Brand awareness can influence the level of consumer satisfaction and loyalty towards the brand. Consumers who have high awareness of a brand tend to be more satisfied and tend to choose that brand in future purchasing decisions (Muttaqien, 2023).

E-Marketing

Currently marketing has developed along with technological developments. Marketing activities have become broader with the existence of the internet. The use of the internet and the facilities available on the internet to carry out marketing activities is known as e-marketing. E-marketing is the marketing of goods and services via the internet. This makes it easier for businesses to reach potential consumers widely because so many people use the internet today (Lyons, 2022).

E-marketing is a marketing strategy, system and process that utilizes internet-based information and communication technology. These strategies, systems and processes are an inseparable part of conventional marketing strategies used by companies to market their products (Priansa, 2017).

E-marketing strategy is electronic marketing that utilizes developments in information technology as a tool to market a company's products, in the form of goods or services, information or ideas through internet technology communication and other communication tools. E-marketing strategy involves basic technology and applications.

Personal Selling

Personal selling or in Indonesian Personal selling is a direct communication (face to face) between the seller and prospective consumers to introduce a product to prospective consumers and form consumer understanding of the product so that they will try to buy it. Personal selling emphasizes persuasive communication to be able to arouse the possibility of consumers to make a purchase (Firmansyah, 2020). Kotler and Armstrong say that personal selling is a personal presentation by the company's sellers (salespeople) in order to make sales successful and build relationships with consumers (Kotler & Armstrong, 2019).

Social Media

Social media is an online media where users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are perhaps the most common forms of social media used by people around the world. Online social media is a media designed to facilitate interactive social interaction based on internet technology which changes the pattern of information dissemination from previously broadcast media monologue (one to many audiences) to social media dialogue (many audiences to many audiences) (Kurniawan P., 2017).

The types and composition of online social media in the virtual world are very diverse, including social networks (Facebook, Instagram, Friendster, LinkedIn, etc.), microblogging platforms (Twitter, Plurk, KoproL, etc.), photo and video sharing networks (Flickr, Youtube, etc.), Podcasts, Chat rooms, Message boards, Forums, Mailing lists, and many others. Social media has now become a digital marketing tool or activity, such as social media endorsement and social media activation (Cahyono, 2016).

Developing communication patterns on social media will be beneficial for the development of MSME marketing. Digital marketing by utilizing social media provides a great opportunity for MSMEs to attract new consumers and reach existing consumers more efficiently (Permadi, Sari, & Prawitasari, 2022).

Brand Awareness

Brand awareness can be interpreted as how a brand appears in consumers' minds. Apart from that, brand awareness is the key for a brand to be in a brand equity position. Brand awareness can be reflected by the knowledge and characteristics of a brand in consumers' minds according to David Aaker in (Sitorus, et al., 2022). This awareness is in the form of consumers' tendency to buy a brand that is already known, because by buying a brand that is already known, they feel safe and avoid various risks of use. Brand awareness is defined as the ability of potential consumers to recognize or remember the brand which is part of the product category (Oktiani & Khadafi, 2018)

Brand awareness is the ability of a potential buyer to recognize or recall a brand that is part of a product category. The consumer's ability to recognize or remember a product brand depends on the level of communication or consumer perception of the product brand. which is offered.

Micro, Small and Medium Enterprises (MSMEs)

According to Law No. 20 of 2008 concerning MSMEs, large businesses are productive economic businesses carried out by business entities with net assets or annual sales results greater than medium-sized businesses. Large businesses include state-owned or private national businesses, joint ventures, and foreign businesses that carry out economic activities in Indonesia. MSME Criteria MSME criteria are also explained in the Law of the Republic of Indonesia no. 20 of 2008 concerning MSMEs. An explanation of the criteria for MSMEs is contained in Chapter V Article 6 of Law of the Republic of Indonesia No. 20 of 2008 concerning MSMEs (Subroto & Kumalasari, 2022).

MSMEs as a forum for business actors in carrying out business activities are designed in such a way that the identity of this forum needs to be recognized by every person associated with MSMEs. For this reason, the MSME Law includes a number of principles in Article 2 of the MSME Law which explains that: "Micro, Small Businesses and Medium based (Hanim & Noorman, 2018), namely kinship; economic democracy; togetherness; fair efficiency; sustainable; environmentally friendly; independence; balance of progress; national economic unity.

Conceptual Framework

The conceptual framework in this research can be explained as follows:

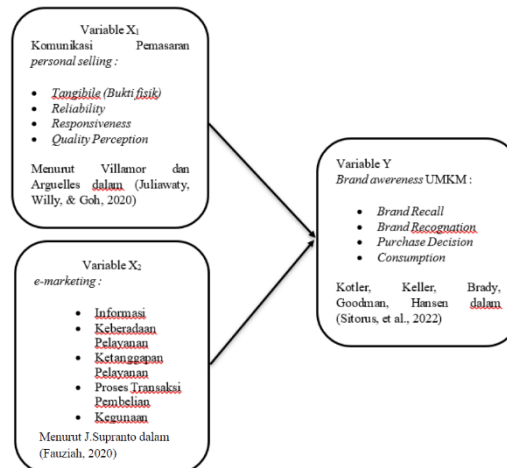


Figure 1. Conceptual Framework

METHODOLOGY

Research Methods

The research method used in this research is a quantitative observational approach with survey methods. A quantitative approach based on positivism views reality as something concrete, can be categorized according to type and behavior, does not change and can be measured/verified (Sinulingga, 2021). Purwanto in (Siswanto & Suyanto, 2020) said that quantitative research has the advantage of upholding objectivity. The truth is accepted unanimously by observers, so that the conclusions reached are strong.

Research with a quantitative approach uses instruments that have been tested for validity and reliability and uses appropriate and appropriate analysis so that the research results do not deviate from actual conditions. Apart from that, the quantitative approach clearly separates the data collection process from its analysis and data analysis in quantitative research is aimed at answering hypotheses that have been previously formulated. As with the research that researchers will conduct to analyze the influence of marketing communications through personal selling and e-marketing in increasing brand awareness of Dapurnya Ami MSMEs.

Identification and Operational Definition of Variables

Measurements in quantitative research are carried out on each variable studied up to hypothesis testing. The variables used in this research are:

Free Variable or Independent Variable (X)

The independent variables used in this research are personal selling marketing communications (X1) and e-marketing communications (X2).

Bound Variable or Dependent Variable (Y)

The dependent variable used in this research is brand awareness.

Measurement Scale

In research, a measurement scale is needed to classify the variables being measured so that errors do not occur in determining data analysis and next research steps.

The following is the scoring on a Likert scale:

Table 1. Likert Scale

No.	Statement	Skor
1	Strongly agree	5
2	Agree	4
3	Disagree	3
4	Don't agree	2
5	Strongly Disagree	1

Population and Sample

In this study, the population is the community spread across 7 villages in Banuhampu District. Nagari is an administrative regional division in West Sumatra which is equivalent to a village. According to data published by the Agam Regency Central Statistics Agency, the population in Banuhampu District is 38,244 people.

In this research, the author uses an error tolerance of 5%. The 5% error rate is used to refer to the tolerable error rate in social science research. Based on the Slovin formula, the sample size is obtained as follows. Based on the Slovin formula, the sample size is 400 people.

Teknik Pengambilan Sampel

This research used three sampling techniques. The sampling technique used in this research is:

The sampling technique used when there is a population that is proportionally divided into stratified or homogeneous groups (Sugiyono & Lestari, 2021).

1. *Proportionate Stratified Random Sampling*

$$s = \frac{\text{class population}}{\text{total population}} \times \text{number of samples specified}$$

2. *Purposive Sampling*

This technique is a sample determination technique with certain considerations. Therefore, the researcher determined the sample criteria as follows:

- a. People from 7 villages in Banuhampu District
- b. Productive age: 15-64 years
- c. I once bought Ami's Kitchen products in the form of frozen food

3. *Accidental Sampling*

Research sampling will continue to be carried out until the researcher reaches the desired number of samples, namely 400 samples. When the research samples required by researchers have reached 400 samples, sampling will be stopped.

Data Collection Technique

Data collection techniques are the process of collecting information or data. In quantitative research, collecting data in research is important. The data collection in this research was through:

1. Data collection in this research is a questionnaire.
2. The next data collection technique is through observation.
3. The next data collection technique is through various sources such as books, journals, or official documents, namely Banuhampu sub-district data in 2022 figures conducted by BPS, previous research, as well as data or news that can support the presentation contained in this research.

Validity and Reliability Test

The validity of a study is related to the extent to which a researcher measures what is supposed to be measured. In particular, the validity of quantitative research is rooted in an empirical view that emphasizes evidence, objectivity, truth, deduction, reasoning, facts and numerical data (Budiastuti & Bandur, 2018).

Reliability is the consistency of research results using various research methods under different conditions. Specifically, the concept of reliability refers to the consistency of the score results on the items contained in the questionnaire so that the reliability test tests the accuracy of the research instrument measurement scales (Budiastuti & Bandur, 2018).

Data Analysis Technique

Single Table Analysis

According to Situmorang in (Tampubolon, 2023) an analysis is carried out by grouping research variables into categories based on their frequency.

Cross Tabulation Analysis

Cross tabulation analysis or Crosstabs is used to calculate the frequency and percentage of two or more variables simultaneously by crossing variables that are considered related so that the meaning of the relationship between two variables is easy to understand descriptively.

Hypothesis testing

Hypothesis testing is a task that aims to simplify data so that it is easy to interpret and present. Apart from that, hypothesis testing is also used to test an assumption. Relationship analysis is a type of analysis that utilizes inferential statistical tests with the aim of assessing the extent of the relationship between two variables.

Correlation Coefficient Analysis

Sugiyono in (Oktri, 2020) stated that correlation coefficient analysis is used to determine the direction and strength of the relationship between two or more variables. Direction is expressed in the form of positive and negative relationships, while the strength or weakness of the relationship is expressed in the magnitude of the correlation coefficient.

RESULT

Validity Test Results

Based on the data in the validity test results table for research variables, it states that the validity test on the 38 questions in the questionnaire prepared is valid. This is in accordance with the provisions that the question item is declared valid if $r_{count} \geq r_{table}$. The value of r_{table} is known through the R distribution table with a significance value of 5% and DF (n-2) is 0.361.

Reliability Test Results

The researcher carried out a reliability test of the questionnaire using the SPSS version 24 software application. The reliability test was carried out after carrying out a validity test on 38 questions. The reliability test results table can be seen in detail in the research attachment. All questions in this research questionnaire are said to be valid because they have shown good reliability values. The reliability figure for each variable is greater than the Cronbach Alpha value. So it can be used as a reliable and reliable measuring tool and is suitable for measuring data in this research.

Hypothesis Testing

After completing the single table and cross table analysis, the researcher took the next step, namely testing the hypothesis. This hypothesis testing aims to find out whether the three hypotheses in this research are rejected or accepted. This hypothesis includes the independent variable (X1) namely "personal selling of Dapurnya Ami" and the independent variable (X2) namely "e-marketing of Dapurnya Ami" with the dependent variable (Y) namely "consumer brand awareness".

Table 2. Hypothesis Testing

		Correlations		
		Variabel X1	Variabel X2	Variabel Y
Variabel X1	Pearson correlation	1	,725**	,718**
	Sig. (2 tailed)		<,001	<,001
	N	400	400	400
Variabel X2	Pearson correlation	,725**	1	,836**
	Sig. (2 tailed)	<,001		<,001
	N	400	400	400
Variabel Y	Pearson correlation	,718**	,836**	1
	Sig. (2 tailed)	<,001	<,001	
	N	400	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

Sumber: Hasil Pengolahan Data Primer, 2024

Based on the correlation results using the Correlation Coefficient formula by Spearman, H_0 is rejected if the significance is <0.05 . In the table it can be seen that the significance value of each of the three variables is <0.001 , which means that the number is <0.05 , so H_{01} , H_{02} , H_{03} are rejected and H_{a1} , H_{a2} , H_{a3} are accepted.

The personal selling variable as a marketing communications promotion tool for Dapurnya Ami and consumer brand awareness has a correlation value of 0.718. The correlation value between e-marketing as a marketing communications promotion tool for Dapurnya Ami and consumer brand awareness is 0.836. Furthermore, the personal selling and e-marketing variables as marketing communications promotion tools for Dapurnya Ami and consumer brand awareness have a correlation value of 0.725.

Based on the correlation results using the correlation coefficient formula by Spearman in the table above, the following statement can be drawn:

- a) The magnitude of the correlation between personal selling marketing communications of Dapurnya Ami and consumer brand awareness in Banuhampu District is 0.718 with a significance value of <0.001 . This means that the personal selling variable and brand awareness have a significant variable relationship. The value of the correlation coefficient is positive, which means that the two variables are positively correlated. The correlation coefficient figure is in the range of 0.71-0.90 which indicates a strong correlation. Because the significance level obtained is <0.005 , H_01 is rejected and H_{a1} is accepted.
- b) The magnitude of the correlation between Dapurnya Ami's e-marketing marketing communications and consumer brand awareness in Banuhampu District is 0.836 with a significance value of <0.001 . This means that the e-marketing variable and brand awareness have a significant variable relationship. The value of the correlation coefficient is positive, which means that the two variables are positively correlated. The correlation coefficient figure is in the range of 0.71-0.90 which indicates a strong correlation. Because the significance level obtained is <0.005 , H_02 is rejected and H_{a2} is accepted.
- c) The magnitude of the correlation between personal selling and e-marketing marketing communications for Dapurnya Ami on consumer brand awareness in Banuhampu District is 0.725 with a significance value of <0.001 . This means that the personal selling variable and brand awareness have a significant variable relationship. The value of the correlation coefficient is positive, which means that the two variables are positively correlated. The correlation coefficient figure is in the range of 0.71-0.90 which indicates a strong correlation. Because the significance level obtained is <0.005 , H_03 is rejected and H_{a3} is accepted.

Next, the researchers tested the coefficient of determination, which is

It is a metric to evaluate the level of suitability or accuracy between predicted values or regression lines and sample data. If the correlation coefficient value is known, then the coefficient of determination can be calculated by squaring it.

According to this formula calculation, it can be concluded that the coefficient of determination of personal selling and e-marketing of Dapurnya Ami's marketing communications on consumer brand awareness is 53%. This figure states that there is a relationship between personal selling and e-marketing as a promotional tool for Ami's Kitchen marketing communications on consumer brand awareness, the remaining 47% is another factor outside the variables in this research. These other factors are other marketing communication mixes, namely advertising, publicity, direct marketing and others.

DISCUSSION

Personal Selling as a Marketing Communication Promotion Tool for Ami's Kitchen

Personal selling is an effective marketing strategy used by Dapurnya Ami to interact directly with consumers, understand their needs, and offer appropriate solutions. With this approach, Dapurnya Ami is able to explain products in detail, provide demonstrations, special offers and discounts (Husni, 2022; Shinta, 2011). This strategy also helps build strong relationships with consumers, increase loyalty, and expand market share (Kotler & Armstrong, 2019).

This research involved questionnaires to 400 respondents in Banuhampu District, which measured sellers' abilities in promoting products, providing service, responding to questions, and conveying information. The results show that the majority of respondents assess the seller's ability in promotion, product explanation and service to be very good. More than 80% of respondents thought that friendly and responsive service really influenced them in remembering the Dapurnya Ami brand.

In terms of providing accurate and reliable information, 58% of respondents considered the seller's abilities to be very good. In addition, more than 50% of respondents stated that sellers showed a very good willingness to respond to questions and convey product information clearly. The seller's knowledge about the product also influences consumer perceptions of the brand.

This research is in line with previous studies which state that personal selling is an effective marketing communications promotion tool (Risanti & Riyanto, 2021; Jalil, 2023; Radji, 2023; Tiana et al., 2023). The correlation between personal selling and consumer brand awareness in Banuhampu District was found to be very high, with a correlation value of 0.718 and a significance of 0.001.

Overall, this research shows that personal selling plays an important role in the marketing communications promotion of Dapurnya Ami. The seller's ability in promotions, friendliness, product explanations, and responses to consumer questions greatly influence brand awareness and consumer loyalty. Ami's Kitchen needs to continue to innovate in promotions and improve product excellence to compete in the market.

E-Marketing Online Marketing Communication Ami's Kitchen

E-marketing has become an important tool for Dapurnya Ami in increasing visibility, reaching consumers, developing brands, and increasing sales through online platforms such as websites, social media, email, and search engines. Ami's Kitchen mainly utilizes WhatsApp, Facebook and Instagram for product promotion, with WhatsApp and Instagram being the most frequently used.

Social Media and Promotion:

- a) Facebook and Instagram: Used to promote products through images, videos, stories and testimonials. Facebook is used for product status, while Instagram utilizes feeds, reels, highlights and stories.
- b) WhatsApp: The ultimate platform for direct interaction with consumers. Consumers are directed to WhatsApp for purchases after seeing promotions on Facebook and Instagram. More than 200 potential consumers are actively reordering via WhatsApp.

Questionnaire Results:

Product Information: 60% of respondents consider the information provided on social media to be very good. Product testimonials can be easily accessed via Instagram highlights and WhatsApp statuses.

Attractive Promotions:

Shared promotional content, such as food images, testimonials, presentation videos, and local influencer promotions, was considered interesting by more than 200 respondents.

Customer Service:

Most respondents were satisfied with the responsiveness of business actors in responding to customer requests and questions. More than 50% expressed satisfaction with efficient service. Easy Purchasing Process: Respondents appreciated the ease of the purchasing process and the variety of payment options provided.

Benefits of E-marketing:

Relatively Low Cost:

E-marketing allows promotion at a lower cost than traditional methods, providing an opportunity for Dapurnya Ami to compete in a competitive market.

Wider Market Reach:

Social media expands market reach and increases consumer brand awareness of Dapurnya Ami.

Interaction and Loyalty:

Direct interaction through social media helps build strong relationships with consumers and increase repeat orders.

Exchange Theory:

Reciprocity:

Digital interactions with consumers create reciprocal value that strengthens relationships and brand awareness. Consumers provide loyalty and purchase, while Dapurnya Ami provides quality products and services.

Hypothesis Test Results:

High Correlation: There is a significant correlation between e-marketing and consumer brand awareness in Banuhampu District with a correlation value of 0.836 and a significance of 0.001.

Understanding Brand Awareness

Brand awareness is the level of understanding and knowledge possessed by consumers about a particular brand or product (Kotler & Keller, 2016). Ami's Kitchen needs to introduce their products in a clear and attractive way to build strong brand awareness in Banuhampu District.

Banuhampu District Consumer Brand Awareness

Ami's Kitchen Marketing Strategy Product Communication: Explains the advantages and benefits of the product. **Customer Service:** Provide good service and consistent product quality. **Personal Interaction:** Using a personal approach in interacting with consumers.

Social Media:

Using platforms such as WhatsApp and Instagram to interact with consumers.

Exchange Theory and E-Marketing

Reciprocity:

Building strong relationships through personal and digital interactions.

Social Media Content: Provide valuable content via WhatsApp and Instagram.

Satisfaction and Loyalty: Increase customer satisfaction and loyalty.

Research result

Consumer Memory:

60% of respondents have a good memory for the product after being exposed to promotions.

Ability to Recognize Brand:

The majority of respondents were able to recognize the logo and brand name of Dapurnya Ami, both in offline stores and on social media. **Influence of Direct Promotion and Social Media:** Direct promotion and via social media are effective in increasing brand awareness and consumer preferences to choose Dapurnya Ami products as their main shopping choice.

Correlation and Coefficient of Determination

Correlation:

The correlation value between personal selling and e-marketing and brand awareness is 0.725, indicating a high correlation.

Coefficient of Determination:

53% of brand awareness is influenced by personal selling and e-marketing, while 47% is influenced by other factors.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research that has been conducted, it can be concluded that there is a relationship between personal selling marketing communications and e-marketing of Dapurnya Ami MSMEs and consumer brand awareness in Banuhampu District, Agam Regency. The conclusions obtained in this research are summarized as follows:

- 1) There is an influence between the personal selling communication of Dapurnya Ami MSMEs and consumer brand awareness in Banuhampu District, Agam Regency. Personal selling implemented by UMKM Dapurnya Ami succeeded in increasing brand awareness among consumers in Banuhampu District. Ami's kitchen directly accepts consumers who come to her production house and offer their products. Next, go directly to potential consumers, namely people who are busy working at their place of work. Ami's kitchen also distributes its products to various supermarkets in Agam Regency and participates in various events such as bazaars to promote its products. Personal selling, or direct selling, has proven to be effective in introducing and promoting products directly to consumers, so that they know and remember the Dapurnya Ami brand better. Apart from that, the results of the hypothesis test values are positively correlated, showing a unidirectional relationship. This means that H01 is rejected and Ha1 is accepted.
- 2) There is an influence between the e-marketing communications of UMKM Dapurnya Ami and brand awareness of consumers in Banuhampu District, Agam Regency. The use of e-marketing or electronic marketing also shows positive results. This strategy helps Dapurnya Ami reach more consumers through digital media, such as social media, which makes it easier for consumers to find out more about the product and brand. Ami's kitchen uses social media Facebook, Instagram and WhatsApp, but the most frequently used are WhatsApp and Instagram because consumers use these two platforms more. Dapurnya Ami uses the features on social media to promote its products, such as highlights, reels and feed features on Instagram for testimonials, stories on Instagram and WhatsApp for testimonials and open pre-orders. Apart from that, the results of the hypothesis test values are positively correlated, showing a unidirectional relationship. This means that H02 is rejected and Ha2 is accepted.
- 3) There is an influence between personal selling communication and e-marketing of Dapurnya Ami MSMEs and consumer brand awareness in Banuhampu District, Agam Regency. Overall, both personal selling and e-marketing have contributed significantly to increasing Ami's Dapurnya brand awareness in the community. Thus, it can be concluded that the combination of these two marketing communication promotion mixes is very effective in strengthening the brand's position in the market and making Dapurnya Ami products better known to consumers in Banuhampu District. Apart from that, the results of the hypothesis test values are positively correlated, showing a unidirectional relationship. This means that H03 is rejected and Ha3 is accepted.

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