

The Application of Personal Selling, Word of Mouth and Perceived Quality on Consumer Purchase Interest in Flexible Conduit Products

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ABSTRACT

The purpose of this study is to understanding the effect of implementing personal selling, word of mouth and perceived quality on consumer purchase interest. Customers in the target market for this study's sample are those who need flexible conduit items. The data analysis used is multiple linear regression analysis with a sample size of 70 respondents. The results in this research indicate that the simultaneous application of personal selling word of mouth and perceived quality has a positive and significant effect on consumer buying interest. Then, partially personal selling has a positive but not significant effect on consumer buying interest, while word of mouth and perceived quality have a positive and significant effect on consumer buying interest.

INTRODUCTION

In the 21st century, technology and information have developed very far compared to the past, when most of society's activities still used human or manual labor. The use of technology such as robots will make it easier for companies to carry out production processes that are usually carried out by humans so that errors can be minimized. This of course makes robot technology increasingly widely used in industrial business processes both in Indonesia and globally. In discussing technology, especially robots, of course we cannot escape from the large number of cables needed or used to operate the robot, because many companies need special cable protectors to protect their robot cables so that the use of the robot can last for a long time or last a long time. A conduit pipe (flexible conduit) is a tube or enclosure made of metal, fiber or plastic and is used to provide protection and provide a safe path for electrical cables.

Based on data according to IFR(<https://ifr.org/>), It is evident that Indonesia used more robots between 2016 and 2019 than before, from 679 units in 2016 to 2500 units in 2019. This is because many companies from various industries are aware of the existence of robots is starting to make company activities easier. Seeing the large market for robot use, of course the need for cable protection is also growing. Many companies that provide protective equipment market their products to companies or customers who need this. These provider companies must have a strategy in carrying out personal selling accompanied by the use of word of mouth and consumer perceptions of the quality of their products to be able to attract consumer interest and buy the product. However, usually companies often encounter problems decreased consumer buying interest due to the quality of products or services that do not meet expectations and the promotions carried out by the company are ineffective. There are several variables that have a relationship or influence with buying interest according to research by (Dhameria, 2019); (Dewi and Kristiyana, 2021); (Amelia, 2018) namely personal selling, word of mouth and perceived quality variables.

According to (Fitriah, 2018) defines buying interest as creating something that can be recorded in the consumer's mind and then making it a very strong desire by means of motivation. If low buying interest continues, it is possible that product sales will decline and the company will experience a decline in revenue. This can have an impact on the company's financial health, and can impact the business's capacity to invest and develop products in the future. Low purchase interest in a product can indicate that there is a problem with the product itself, for example the quality is poor or it does not meet market needs.

A seller and a potential buyer can communicate to present a product and help the buyer comprehend it before the buyer decides to try to purchase it. This is known as personal selling (Firmansyah, 2020). When carrying out personal selling, companies are often inaccurate in their delivery. Usually, companies do not understand how to convey the necessary things to meet customer needs, so that many potential customers do not make purchases of the products offered. Based on research conducted by (Zebua and Syahriza, 2022),

it is clear that personal selling simultaneously has a positive and significant effect on buying interest.

The purpose of word-of-mouth marketing is to get customers to talk about, promote, and advocate a good or service by using talkers, themes, tools, and by participating and recording their experiences offline or online (Haque-Fawzi et al., 2022). Bad reviews or comments from customers can spread quickly and damage a brand's image. Additionally, it is difficult to control or trigger positive recommendations consistently, especially if the product or service does not meet customer expectations. Research conducted by (Aries, 2018) shows that word of mouth has a significant effect on buying interest.

Customers' perceptions of the quality of a product or service are known as perceived quality. These perceptions are based on comparisons to competitors' offers as well as expectations (Kusuma et al., 2020). Differences in quality perceptions between various consumer segments can also be a problem, requiring different marketing strategies to serve their needs. Ambiguity and uncertainty in measuring and managing perceived quality is also a problem, because quality is often subjective and can change from time to time. According to research results (Widjajanta et al., 2020), it is clear that perceived quality produces a positive influence on buying interest.

From the explanation given above, researchers still found several differences between researchers regarding the factors that influence buying interest. Then the researcher carried out this research because it is still rare for other researchers to carry out or research this topic, especially on flexible duct products. Therefore, the purpose of this study is to ascertain whether, partially or concurrently, the effects of word-of-mouth marketing, personal selling, and buy interest have on consumer interest in flexible conduit items.

LITERATURE REVIEW

Purchase Interest

Purchase intention is an approach or concept used to explain why and how someone decides to buy or not buy a product or service. According to Fitriah (2018), buying interest is defined as creating something that can be recorded in the consumer's mind and then making it a very strong desire by means of motivation. According to Suryaningsih et al. (2020) factors that influence buying interest are: psychological factors, personal factors and social factors. Meanwhile, the indicators that can be used to measure buying interest according to Priansa (2021) are: interested in transactions, referential, preferred, and exploratory activities.

Personal Selling

One type of promotional activity is personal selling., namely a way to introduce and attract consumer interest in products offered face to face. According to Firmansyah (2020) personal selling is a promotional tool that is verbal in nature, both to a person or more potential buyers with the objective to use people as a marketing tool in order to create a purchasing transaction that benefits both parties. Kotler and Keller (2016) explain that there are six steps

that should be carried out or carried out by personal selling, including: prospecting and qualifying, preliminary approach, presentation and demonstration, overcoming objections, closing the sale and maintenance follow-up. The indicators used in measuring personal selling according to Hermawan (2012) are: prospecting, communicating and servicing.

Word of Mouth

Word-of-mouth communication is referred to as word of mouth. This marketing strategy is based on how customers feel about a product after using it and recommending it to others. According to Bancin (2021) word of mouth is a form of promotion in providing or spreading information about a product or product company from one client to another. There are several factors that influence word of mouth according to Priansa (2017), namely: Involvement, Knowledge possessed, Desire possessed, reduction of uncertainty and critical power. The indicators used to measure word of mouth according to Bancin (2021) are: discussing, recommending and encouraging.

Perceived Quality

Perceived quality refers to how consumers or users of products or services evaluate the degree of satisfaction with a product or service depending on how they view and feel it. According to Kusuma et al. (2020) explain that Perceived quality refers to a customer's assessment of a product or service's quality in relation to expectations and how it compares to similar offerings from competitors. According to Kusuma et al. (2020) perceived quality has several dimensions, namely: performance, features, reliability, suitability, durability, convenience and aesthetics. According to Kurniawan (2020) there are indicators that can be used to measure perceived quality, namely: consistency, reliability, dependability and superiority.

The Effect of Personal Selling, Word of Mouth and Perceived Quality On Purchasing Interest Simultaneously

Based on research conducted by Dhamera (2019), it is explained that perceived quality and word of mouth have a positive and significant effect on buying interest. Research conducted by Amelia (2018) explains that personal selling and word of mouth have a significant effect on buying interest. This was then reinforced by research by Dewi and Kristiyana (2021) who also explained that perceived quality and word of mouth simultaneously had a significant effect on buying interest. This shows that if the company pays more attention to consumers or customers, it will influence consumers' or customers' buying interest. The hypothesis put out in this study is:

H1: Personal selling, Word of mouth and Perceived quality simultaneously has a favourable and noteworthy impact on consumers' interest to purchase flexible conduit items.

The Effect Between Personal Selling on Purchase Interest

Based on research conducted by Zebua and Syahriza (2022), it is clear that personal selling simultaneously has a positive and significant effect on buying interest. Then, This is reinforced by research conducted by Aprianto and

Candraningrum (2019) that personal selling had a significant effect on buying interest. This shows that if the message or information needed by consumers is truly conveyed by the salesperson well, it will enable consumers to be interested in buying. The hypothesis put out in this study is:

H2: Personal selling has a favourable and noteworthy impact on consumers' interest to purchase flexible conduit items.

The Effect Between Word of Mouth on Purchase Interest

Research conducted by Aries (2018) shows that word of mouth has a significant effect on buying interest. This is reinforced by research conducted by Firdayulia and Jamiat (2021) showing that electronic word of mouth has an effect on buying interest. This means that good word of mouth will have an influence on purchasing interest for consumers and potential company consumers. The hypothesis put out in this study is:

H3: Word of mouth has a favourable and noteworthy impact on consumers' interest to purchase flexible conduit items.

The Effect Between Perceived Quality on Purchase Interest

According to the research results of Widjajanta et al. (2020) explained that perceived quality produces a positive influence on buying interest. This is reinforced by research conducted by Dhameraia (2019) that perceived quality has a positive and significant effect on buying interest. This means that if the perception of the quality of the company's products is in accordance with consumer desires, it will foster a sense of trust and purchase interest in using products from the same company. The hypothesis put out in this study is:

H4: Perceived Quality has a favourable and noteworthy impact on consumers' interest to purchase flexible conduit items.

Conceptual Framework

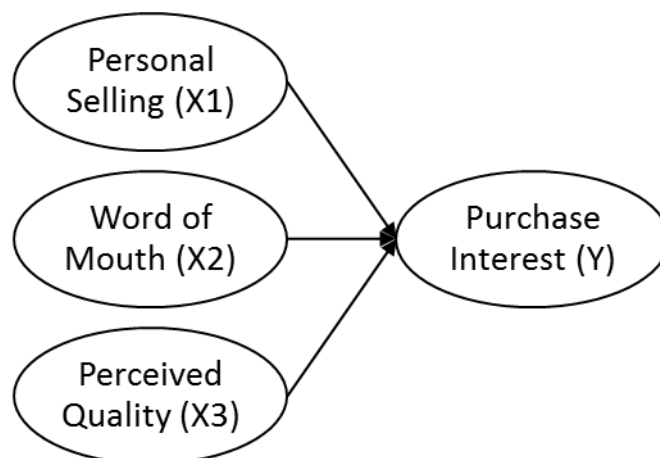


Figure 1. Conceptual Framework

METHODOLOGY

Population and Sample

Population as reported by Lubis (2021) is defined as all study items with specific qualities that the researcher determines as a data source, after which the researcher makes inferences based on the information gathered. The participants in this study is company's consumers. Non-probability sampling was used in this study to determine the sample. Purposive sampling was the non-probability sampling method that was selected with the following criteria:

1. Business Entity.
2. Manufacturing Companies.

According to Ferdinand (2014), research where the number of respondents is not known is recommended for the sample size taken to be 5-10 times the number of research indicators or items. statements used in research. The quantity of indicators utilised in this research is 14 items, so the number of samples used is $5 \times 14 = 70$, therefore this research uses a sample size of 70 company or person respondents.

Types of Data

To obtain the necessary data and information, the type and source of data used in this research according to Ramadhani and Bina (2021) is primary data, which is data obtained or collected straight from the origin by researchers or people who need it and secondary data which is data obtained or collected from existing sources, such as previous research reports, reference books, or magazines or people as well as archives both published and not published in general.

Data Collection Method

Data collection techniques or how to obtain information from various sources are carried out by means of library studies which are carried out by reading and studying literature, library sources, previous research reports and articles related to the problem being researched and questionnaires which are data collection techniques which are carried out using a way of providing responders a written or a collection of statements to respond to.

Data Analysis Method

The method of data analysis employed in this study is multiple linear regression analysis. according to Priyatno (2023) explains that multiple linear regression is an analysis to ascertain if there is a significant partial or simultaneous influence between two or more independent variables on one dependent variable using the SPSS ver 25 application.

RESEARCH RESULT
Consumer Characteristic

Table 1. Recapitulation of Consumer Characteristics

No	Variable	Categories	Amount	Percentage
1	Gender	Male	46	66%
2	Age	26-35 Years	25	36%
3	Education	S1	52	74%
4	Work Place	BUMS	48	69%

Source: Primary data processed, 2023

Based on table 1, it can be known that that the majority of consumers are male, namely 66% or 46 people, which is because basically this position is given priority to men. Age group in this research are consumers aged 26-35 years, namely 36% or 25 people. This shows that the average consumer is in their productive period. Consumers' last education was a bachelor's degree, namely 74% or 52 people. This shows that the average consumer has knowledge of information about the products they use based on experience in the world of education and more consumers work in BUMS (Private-Owned Enterprises), namely 69% or as many as 48 people. Basically, the place of work is not a requirement for becoming a consumer, but this can explain that BUMS consumers are easier to reach than other business entities.

Multiple Correlation Coefficient

Table 2. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903 ^a	0.815	0.807	2.512

a. Predictors: (Constant), *Perceived quality*, *Personal selling*, *Word of mouth*

Source: Primary data processed, 2023

The relationship between personal selling, word of mouth and perceived quality on consumer buying interest in flexible conduit products which shows a correlation figure of 0.903 in table 2, which means it has a very strong and positive relationship. This shows that the higher the personal selling, word of mouth and perceived quality, the higher the consumer's buying interest in flexible conduit products.

Coefficient of Determination

Based on table 2, it can also be seen that the amount of R square is 0.815 or 81.5%, which explains that the contribution of The Effect of personal sales

variables, word of mouth and perceived quality to consumer buying interest is 81.5%. while the remaining 18.5% of The Effect is explained by other variables outside the regression equation or which were not examined in this research such as product, price, brand, place, reference and promotion according to (Satriadi et al., 2021). A coefficient of determination value above 50% can be said to be good and the research is correct according to (Sarwono, 2017).

F Test Result

The F test is used to see Effect of the independent variable simultaneously on the dependent variable. The following are the results of simultaneous testing:

Table 3. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1834.30	3	611.435	96.875	.000b
	Residual	416.566	66	6.312		
	Total	2250.871	69			

a. Dependent Variable: Purchase interest

b. Predictors: (Constant), *Perceived quality*, *Personal selling*, *Word of mouth*

Source: Primary data processed, 2023

Based on the Fcount value in Table 3, it is known that Fcount is 96,875 and the Ftable value for $\alpha = 0.05$ with degrees of freedom $V1 = 4-1 = 3$ and $V2 = 70-3-1 = 66$ is 2,744. So Fcount is greater than Ftable ($96,875 > 2,744$) then it can be concluded that H_0 is rejected and H_a is accepted, which means that with a confidence level of 95%, simultaneously the variables personal selling, word of mouth and perceived quality has a favourable and noteworthy impact on consumers' interest to purchase flexible conduit items.

t Test Result

This t test is called a partial test, this test aims to partially test the significance of Effect of the independent variable on the dependent variable. As for the criteria for formulating the t test, if tcount is smaller than ttable ($tcount \leq ttable$) at $\alpha = 0.05$ then H_0 is accepted and H_a is rejected, meaning that there is no significant influence between the independent variable and the dependent variable. Meanwhile, if tcount is greater than ttable ($tcount > ttable$) at $\alpha = 0.05$ then H_a is accepted, meaning there is a significant influence between the independent variable and the dependent variable.

Table 4. t Test Result

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

(Constant)	-2.713	3.043		-0.891	0.376
<i>Personal selling</i>	0.133	0.105	0.098	1.261	0.212
1 <i>Word of mouth</i>	0.496	0.120	0.371	4.125	0.000
<i>Perceived quality</i>	0.588	0.072	0.555	8.144	0.000

a. Dependent Variable: Purchase interest

Source: Primary data processed, 2023

Based on Table 4, it can be seen that the personal selling variable obtained a tcount value of 1.261 and a ttable value for $\alpha = 0.05$ with degrees of freedom $70-3-1 = 66$ of 1.668, meaning $tcount < ttable$ ($1.261 < 1.668$). So, H_0 is accepted by H_a and rejected, meaning that personal selling has a positive but not significant effect on consumer buying interest. The word of mouth variable obtained a tcount value of 4.125, meaning $tcount > ttable$ ($4.125 > 1.668$). so that H_0 is rejected and H_a is accepted, meaning that word of mouth has a positive and significant effect on consumer buying interest. Then the perceived quality variable obtained a tcount value of 8.144, meaning $tcount > ttable$ ($8.144 > 1.668$). so that H_0 is rejected and H_a is accepted, meaning that perceived quality has a positive and significant effect on consumer buying interest.

DISCUSSION

The Effect of Personal Selling, Word of Mouth and Perceived Quality on Purchasing Interest Simultaneously

Based on the Fcount value in Table 3, it is known that Fcount is 96,875 and the Ftable value for $\alpha = 0.05$ with degrees of freedom $V_1 = 4-1 = 3$ and $V_2 = 70-3-1 = 66$ is 2,744. So Fcount is greater than Ftable ($96,875 > 2,744$) then it can be concluded that H_0 is rejected and H_a is accepted, which meaning that H_1 is accepted. This result explains that simultaneously the variables personal selling, word of mouth and perceived quality has a favourable and noteworthy impact on consumers' interest to purchase flexible conduit items. This is consistent with studies carried out by Amelia (2018) explaining that personal selling and word of mouth simultaneously have a positive and significant effect on buying interest, and also research conducted by Dewi and Kristiyana (2021) which also explains that perceived quality and word of mouth of mouth simultaneously has a significant effect on buying interest.

The Effect of Personal Selling on Consumer Purchase Interest

Considering the outcomes of partial testing (t test), it is known that the personal selling coefficient value of 1.261 is positive and the significance is 0.212, which indicates that personal selling has a favourable but negligible impact on consumers' interest in purchasing flexible conduit products meaning that H_2 is rejected. These results explain that personal selling does not directly effects consumer buying interest. This is in accordance with research conducted by (Hardiyannah et al., 2023) which explains that personal selling does not have a significant effect on buying interest.

The Effect of Word of Mouth on Consumer Purchase Interest

Considering the outcomes of partial testing (t test), it is known that the word of mouth coefficient value of 4.125 is positive and the significance is 0.000, which indicates that word of mouth has a positive and significant Effect on consumer buying interest, meaning that H3 is accepted. These results explain that word of mouth directly Effects consumer buying interest. This is in accordance with research conducted by (Firdayulia and Jamiat, 2021) showing that electronic word of mouth Effects buying interest.

The Effect of Perceived Quality on Consumer Purchase Interest

Considering the outcomes of partial testing (t test), it is known that the perceived quality coefficient value of 8,144 is positive and the significance is 0,000, which indicates that perceived quality has a positive and significant Effect on consumer buying interest, meaning that H4 is accepted. These results explain that perceived quality directly Effects consumer buying interest. This is in accordance with research conducted by (Widjajanta et al., 2020) which explains that perceived quality produces a positive Effect on buying interest.

CONCLUSION AND RECOMENDATION

Considering the outcomes that has been conducted regarding the application of personal selling, word of mouth and perceived quality to consumer buying interest in flexible conduit products, several conclusions have been drawn as follows:

1. The application of personal selling, word of mouth and perceived quality simultaneously has a favourable and noteworthy impact on consumers' desire to purchase flexible conduit items.
2. The implementation of personal selling partially has a favourable but negligible impact on consumers' interest in purchasing flexible conduit products. Meanwhile, word of mouth and perceived quality partially has a favourable and noteworthy impact on consumers' desire to purchase flexible conduit items.

Based on the research results and conclusions obtained, the author proposes the following suggestions:

1. For the personal selling variable, companies should focus on quality prospects, they need to make a personal approach to each prospect. This will make prospects feel more valued and interested in learning more about the company's products or services.
2. For the word of mouth variable, companies should be able to improve product or service quality, increase operational efficiency, improve marketing strategies and diversify their business.
3. For the perceived quality variable, the company should work with suppliers to obtain high quality materials and components and provide usage manuals and video tutorials to help customers use the product correctly.

4. For the purchase interest variable, the company should provide a positive experience to consumers, create a referral program that is easy to use and communicate the referral program effectively.

ADVANCED RESEARCH

There are several obstacles in conducting this study including limited information in contacting and visiting constituents in obtaining questionnaire results. For the further research, other variables can be added that can influence consumer buying interest, such as product, price, brand, place, references and promotions.

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