

INFLUENCE OF SALES PROMOTION, DIRECT MARKETING, AND PERSONAL SELLING ON CONSUMER PURCHASE INTENTION

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Abstract: The purpose of this study is to determine the effect of integrated marketing communication (Integrated Marketing Communication): sales promotion, personal selling and direct marketing on purchase interest either partially or jointly. The research method used is descriptive method with statistical calculations analyzed using the SPSS program. To measure the influence of the independent variable on the dependent variable, multiple linear regression analysis was used to include the classical assumption test (normality test, multicollinearity test, and heteroscedasticity test), validity testing, reliability testing and partial effect testing and F test. The results showed that sales promotion, direct marketing, and personal selling together have an influence on consumer buying interest by 90.6% while the remaining 9.4% is influenced by other factors that are thought to be public relations and advertising and other factors. However, for partial testing, only direct marketing and personal selling variables have an influence on buying interest, while sales promotion variables have no effect. Consumers' purchase intention in WPS Office application products can be influenced by promotional programs that attract consumers' attention, live, active and interactive relationships with consumers and direct sales programs that provide comprehensive information. Thus, the three factors above can have an influence on consumer purchase interest in the WPS Office application.

Keywords: Sales Promotion, Direct Marketing, Personal Selling, Purchase Intention

1. Introduction

The development of Information Technology has provided various positive impacts on human life. One of the many positive impacts is the convenience for humans in doing work in various fields of life. Likewise, the presence of office applications or software (office suites) has provided many conveniences and helped humans in completing daily work in the office (O'Brien & Marakas, 2011, p. 130). Furthermore, O'Brien & Marakas (2011) stated that office applications (office suites) are general-purpose application programs that are able to perform data processing tasks for end users. Some examples of office applications (office suites) that are commonly used (O'Brien & Marakas, 2011, p. 130) include word processing applications, spreadsheet processors, presentation slides, database management applications and so forth. Gartner (2012, p.1) mentions several companies that have created office applications (office suites), including Microsoft, Adobe, Apple, Google, Haansoft, Zoho, Kingsoft, Oracle, Corel and IBM. Heriyanto (2015) stated that office suites are one of the biggest revenue contributors

for Microsoft. This application built by Microsoft, commonly referred to as Microsoft Office, has the largest number of users in the world, namely 1.2 billion people, 9.2 million of whom are cloud -based Office users (Heriyanto, 2015). It is undeniable that the Microsoft company is able to dominate the market with various software that has been developed it produces.

This is what drives other manufacturers to compete to win the market in the office suite sector and one of them is Kingsoft, which is a software company that has its head office in Hong Kong, China (Kingsoft, 2016). Kingsoft has marketed an office application called WPS Office which consists of 3 (three) main products, namely Writer, Presentation and Spreadsheet (Kingsoft, 2016). Broida (2015) stated that WPS Office is an alternative office suite solution besides Microsoft Office, which we have known for a long time as a market leader . However, with the presence of WPS Office, it will be an alternative that can be used by users in the world, including the Indonesian market.

At the beginning of 2018, Kingsoft decided to spread its wings in Indonesia after they managed to sell their products in Thailand since 2017. To enter the Indonesian market, Kingsoft takes steps to cooperate with PT Erajaya Swasembada, TBK, which has been in the distribution and retail sector for a long time so that Kingsoft hopes to market WPS Office application products. to all corners Indonesia.

PT Erajaya Self-Sufficiency TBK. (Erajaya) was founded in 1996 and has grown not only as the largest integrated importer, distribution, and retail trading company for cellular telecommunications equipment, Erajaya is also recognized as the largest and most trusted company in its business in Indonesia (Erajaya, 2020). Erajaya carries out business activities of importing, distributing and retailing cellular telecommunication devices such as cellular phones and tablets, SIM cards, mobile network operator top-up vouchers, accessories, and gadgets such as computers and other electronic devices (Erajaya, 2020). Erajaya won the trust of Kingsoft as the Principal of the WPS Office to market this application by holding the status as a Distributor for the market in Indonesia. One of Kingsoft's considerations for working with Erajaya is because Erajaya already has a cooperative relationship with products from China such as Xiaomi. Armed with sufficient experience, a customer database and a retail network spread throughout Indonesia, Erajaya Management has the confidence to market WPS Office applications. in the Indonesian market. Erajaya's experience in implementing the promotion mix is expected to be able to help the marketing and sales of WPS office applications in the market Indonesia.

Mihaela (2014) in his journal states that currently consumers can obtain various sources of information, which is why the role of integrated marketing communication (IMC) is very important and continues to increase. Campaigns conducted through IMC through communication media are able to influence the behavior of the target audience . By designing effective messages and choosing the right communication media, it is an important step in creating and maintaining customer preferences for a product or brand of a company (Mihaela, 2014). Furthermore, Mihaela (2014) also defines integrated marketing communication as an activity that supports profitable customer relationships and creates value for a company's product or brand. IMC also aims to ensure the consistency of messages conveyed through various communication media such as: advertising, direct marketing, public relations, and other online communications.

Ilham (2018, p.121) in his research results states that marketing communication is the responsibility of the marketing department, all of which must be expensive, sparkly and excessive because it promotes products that will generate profits for the bank or company. The ancient view of marketing communications is still held by credit card providers in Indonesia. Thus, sometimes marketing communications carried out by banks are more about marketing factors than awareness and education to customers and customers. When it comes to marketing communications carried out by the Erajaya company, this company needs to take concrete steps

to provide awareness and education to its customers about WPS Office application products. the.

Furthermore, Ilham (2018, p.121) also states that marketing communication is often considered something trivial, without the need for special planning and adaptation to the environment in which it is carried out. The success of marketing communications is highly dependent on clear and rigorous planning. Elements that often underlie the work of marketing communications include: segmentation, targeting and positioning. By understanding this segmentation, it can understand the target of the marketing communication that is carried out. While targeting will show the target audience and focus on that group will be the goal in marketing communications. Then the last factor is positioning which explains in which position to provide marketing communications to the target audience.

Mahsa, et al (2015, p.72) state that many companies in the world use the promotion mix as a strategy to win business competition. In addition, Mahsa emphasized that this promotion mix can also be used to measure the strength of the elements in the promotional mix in influencing customer purchase decisions . Meanwhile, according to Kanina (2013, p.5), many small and large companies adopt a promotion mix with the aim of attracting and retaining customers in long-term relationships and productivity growth. The marketing mix can also be interpreted as a communication process between the company and its customers with the aim of creating a positive attitude towards the product or service so that it can bring customers into the buying process (Novak, 2011, p.505). Likewise, what was conveyed by Rawal and Upadhayay (2017, p.21) that by using integrated marketing communications, companies can ensure that their messages are received by the target audience (target audience).

Shahnaz and Wahyono (2016) have explained that interest in a product or service can arise if consumers have a perception that the product or service they use is of good quality and can meet or even exceed consumer desires and expectations. That's why companies need to communicate about their products so that consumers have an interest in these products. Yoebrilianti (2018) adds that to attract buyers, one of the steps that can be taken is discounting prices and giving gifts as well as product sales carried out in packages (bundling). Companies can cooperate with other companies to conduct joint sales in the form of packages or bundling that are complementary in nature, for example: sales of computers equipped with official application licenses. Not only price discounts can attract consumer buying interest, Satria (2017) explains in his research that price, promotion and product quality have a significant effect on consumer buying interest in the A-36 business. This further complements that several factors can influence the buying interest of consumers. Likewise, Utami and Hendra (2017) clarify in their research that price has a significant effect on consumer buying interest. Thus, companies need to pay special attention to product prices in order to be able to attract buying interest from consumers the consumer.

This is what Erajaya has realized in order to be able to market WPS Office products since 2018, this company needs to implement integrated marketing communications so that Erajaya is able to influence consumers in their decisions to buy WPS Office products. this. Without this integrated marketing communication, Erajaya will have difficulty in introducing this product to the Indonesian market considering that this product is a new product for the Indonesian people, especially office suite users . With the implementation or application of integrated marketing communications for WPS Office products it is expected that consumers can recognize and understand this product well so that it can become an alternative that can meet consumer needs. If the WPS Office product can meet consumer needs, consumers will not hesitate to make purchasing decisions on products.

One form of sales promotion activity carried out by Erajaya is to provide special prices for companies that want to license a large number of WPS Office applications, for example: purchasing a minimum number of 500 licenses. Erajaya will offer special prices up to 50% of

the normal price offered. In addition to the special price given, Erajaya will also provide special services for customers in the form of training for users and services for migrating from old applications to WPS Office applications. It doesn't even stop there, customers will also get a free upgrade service. If Kingsoft launches the latest version to the market, companies that already have a WPS Office license will get application updates for free. This is a form of sales promotion offered by Erajaya to attract potential customers to buy a license from this WPS Office application.

Erajaya conducts direct activities marketing by using Internet facilities or via email (electronic mail) and seminar activities. Through these emails, Sales staff provide information about WPS Office applications to their customers so that these applications can be introduced to them. In addition, through seminars which are held every two or three months, Erajaya invites prospective buyers to get presentations and demos about the WPS Office application as well as conduct question and answer sessions to obtain more detailed information. Through this activity, Erajaya can introduce the Kingsoft application directly to several potential customers at once, for example for 10-20 companies who are interested in knowing and knowing more about the advantages of this WPS Office application. In addition, with this activity, Erajaya can save time and costs compared to making individual visits to each company to give presentations and demos of WPS Office applications. But instead, the company needs to incur marketing costs in the form of renting a place and procuring food at this event.

In addition to sales promotion activities carried out by Erajaya, personal selling activities are still carried out by each Sales staff. Personal selling as a form of person-to-person communication, where Sales staff try to help and or persuade potential buyers to buy a license for the WPS Office application . In addition, personal selling is also a form of two-way communication, namely the sales staff trying to attract potential customers who have the potential to make a purchase, besides that at the same time they can obtain information (feedback) from potential customers. Sales staff or sales representatives function to bridge the company with consumers personally. Personal selling activities carried out by Erajaya through its sales staff are by giving presentations on the WPS Office application, demo features of this application to giving potential buyers the opportunity to do a trial or trial to use this Kingsoft application. Usually the trials given have a certain time span, for example: 30 days. During this time, prospective buyers can test the WPS Office application in order to find out in more detail the advantages that can be obtained by using the WPS Office application in the company's daily operational activities. Erajaya's steps to provide a trial service are aimed at making prospective buyers feel the benefits of the WPS Office application so that in the end they can decide to purchase a license from Erajaya to be used by all employees of the buying company. Even during the trial, if potential buyers need technical assistance, Erajaya will gladly assist them in obtaining the necessary information.

For this reason, in this study, researchers will examine the effect of integrated marketing communication on consumer buying interest in WPS Office application or software products (office suite). In this study, researchers used three components of integrated marketing communication, namely sales promotion , personal selling, and direct marketing . This is in accordance with the steps taken by Erajaya to influence consumers so that they have an interest in buying WPS Office application products. Thus, in this study, we will measure and see the effect of these three components on consumer buying interest in WPS Office application products from Erajaya as the only authorized distributor for the market Indonesia.

Based on the background described above, the formulation of the problem in this study is (1) is there any influence of Sales Promotion on Buying Interest? (2) is there any influence of Personal Selling on Buying Interest? (3) is there any influence of Direct Marketing on Buying Interest? (4) is there any influence of Sales Promotion, Personal Selling, and Direct Marketing together on Buying Interest?

While the objectives to be achieved, among others to (1) test and analyze the influence of Sales Promotion on Buying Interest, (2) test and analyze the influence of Personal Selling on Buying Interest, (3) test and analyze the influence of Direct Marketing on Buying Interest, (4) test and analyze the effect of Sales Promotion, Personal Selling, and Direct Marketing on Buying Interest

The results of this study are expected to be able to contribute ideas to enrich the repertoire of disciplined thinking in Communication Science with a concentration in Marketing Communications, especially those related to the Promotional Mix in Buying Interest of Customers in buying a product, especially an application product or office software (office suite). Practical benefits from the results of this research are expected to be able to contribute ideas to the wider community regarding the Promotional Mix in Buying Interest of Customers in a product, especially application products or office software (office suite).

2. Literature Review

Priansa (2017, p.1) states that communication that occurs between companies and consumers is called communication to consumers. When compared to individual communication, communication to consumers is much more complicated and complex because it involves a large number of consumers (Priansa, 2017, p.1). Furthermore, Priansa also explained that communication to consumers is an exchange of ideas, ideas, input, information and criticism that has a specific purpose, presented personally or impersonally through symbols or signals so that messages from the company or from consumers can be understood easily effective.

Marketing is one of the strategic functions within the company in carrying out its business activities, especially when competition in the industry shows a higher intensity (Priansa, 2017, p.29). Marketing is the spearhead for the company's existence in the long term. Many companies fail and go bankrupt because they fail to carry out their marketing activities effectively. Effective marketing can bring together companies and consumers, either directly or through intermediary markets. Thus, the company is able to effectively fulfill the needs and desires of its consumers.

Kotler & Keller (2012), sales promotion “consist of short-term incentives to encourage the purchase or sales of a product or service whereas advertising offers reasons to buy a product or service, sales promotion offers reasons to buy now”. Sedangkan menurut Belch (2013), sales promotion is generally defined as those marketing activities that provide extra value or incentives to the sales force, the distributors, or the ultimate customer and can stimulate immediate sales. Sales promotion is main factor of marketing campaign.

According to Belch (2013), personal selling is defined as “a form of person to person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act on an idea” . A form of person-to-person communication in which a seller tries to assist and/or persuade a potential buyer to buy a company's product or service or act on an idea. In addition, personal selling is also a form of two-way communication where the seller tries to attract potential consumers who have the potential to make a purchase, besides that at the same time they can obtain information (feedback) from potential consumers.

Direct marketing (Belch, 2013) is an interactive marketing system that utilizes one or more advertising media to generate measurable responses and transactions at each location. Through direct marketing , consumers can save time and for sellers to establish long-term relationships with customers and gain new opportunities. Direct marketers take advantage of multiple channels to reach prospects and customers.

According to Rizky and Yasin (2014), the interest that arises in buyers or potential consumers is often contrary to the financial condition of that person. Buying interest from a consumer is a hidden desire that is in the minds of consumers. Consumer buying interest is always hidden in each individual and sometimes other people do not necessarily know what consumers want and expect. In addition, according to Nulufi & Murwatiningsih (2015), consumers who already have a positive attitude towards a product or brand will generate buying interest in the product or service.

The research framework is described as follows:

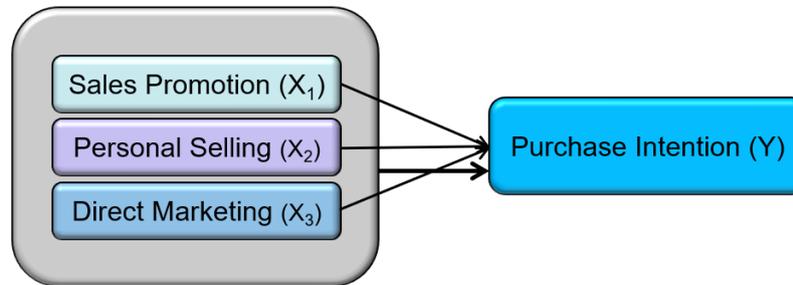


Figure 1: Research framework
 Sources: Data processing by researchers

Some research hypotheses that will be tested include: (1) There is the influence of Sales Promotion on Buying Interest, (2) There is the influence of Personal Selling on Buying Interest, (3) There is the influence of Direct Marketing on Buying Interest and (4) There is the influence of Sales Promotion, Personal Selling and Direct Marketing to Purchase Intention.

3. Method

The research approach used by the researcher is a quantitative approach. The purpose of quantitative research is to determine the relationship between variables in a population. There are two kinds of quantitative research designs, namely descriptive and experimental. Descriptive quantitative studies take measurements only once. Quantitative data in the form of data in the form of questionnaire data from the respondents. According to Sugiyono (2014), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples. The sampling technique is generally done randomly, data collection uses research instruments, data analysis is quantitative or statistical in nature with the aim of testing predetermined hypotheses. The data collection in this study is through the distribution of questionnaires. The primary data was specifically collected by the researcher to obtain answers to the questionnaires distributed to the selected respondents.

The population in this study were 235 prospective customers from PT Erajaya Swasembada TBK who already knew sales promotion, personal selling and direct marketing that had been carried out by the company. While the number of samples needed in this study were 70 respondents who were prospective customers from PT Erajaya Swasembada TBK. Validity and reliability testing as well as various other tests were conducted on 70 respondents using the IBM SPSS Statistic

4. Result and Discussion

Some of the results of tests carried out with the SPSS program obtained results, including:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.648	2.278		2.919	.005
	Sales Promotion	-.050	.130	-.034	-.387	.700
	Personal Selling	.596	.219	.382	2.719	.008
	Direct Marketing	.645	.122	.578	5.269	.000

a. Dependent Variable: Minat Beli

Figure 2: Coefficients result

Sources: Data processing by researchers (using SPSS)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.906 ^a	.821	.813	2.96124	.821	101.082	3	66	.000	2.310

a. Predictors: (Constant), Direct Marketing, Sales Promotion, Personal Selling

b. Dependent Variable: Minat Beli

Figure 3: Model Summary result

Sources: Data processing by researchers (using SPSS)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2659.162	3	886.387	101.082	.000 ^b
	Residual	578.751	66	8.769		
	Total	3237.913	69			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Direct Marketing, Sales Promotion, Personal Selling

Figure 4: ANOVA result

Sources: Data processing by researchers (using SPSS)

Based on several tests that have been carried out in this study, the results obtained include:

- Sales Promotion, Direct Marketing, and Personal Selling variables have a joint and significant effect on the variable on Purchase Interest (Y). The magnitude of the influence of Sales Promotion (X1), Direct Marketing (X2), and Personal Selling (X3) together on Purchase Interest (Y) can be seen by looking at the value of R square in Figure 12, which is $0.906 = 90.6\%$. So the variables Sales Promotion (X1), Direct Marketing (X2), and Personal Selling (X3) affect the Purchase Interest variable (Y) together by 90.6% and the remaining 9.4% is influenced by other variables. outside of this research.
- Calculated F value is obtained from the F value of 101.082 (Sig. 0.000) which is greater than the F table according to the level of significance and the level of df (degree of freedom). This shows that Sales Promotion (X1), Direct Marketing (X2), and Personal Selling (X3) have an effect on Purchase Interest (Y) carried out by the company capable of influencing consumer buying interest to make product purchases.
- Multiple linear regression model equation: $Y = 6.648 - 0.5X_1 + 0.596X_2 + 0.645X_3$
- In the partial test there is no significant effect of the Sales Promotion variable (X1) on the Purchase Interest variable (Y). With these results, it can be interpreted that the act of persuasion directly to consumers has not been able to stimulate or generate buying interest from potential consumers for the products offered. Suroto (2013) in his research also states that the price does not significantly influence the decision to buy formula milk products in Malang.

- e. In the partial test there is a significant effect of the Direct Marketing variable (X2) on the Purchase Interest variable (Y). With these results, it can be interpreted that the marketing system carried out by the company as the seller has an influence on consumer buying interest. The results of this study are in line with research conducted by Kurniawan (2021) that direct marketing has an effect on consumer buying interest. This result can also verify the opinion conveyed by Belch (2013).
- f. In the partial test there is a significant effect of the Personal variable Selling (X 3) to the buying interest variable (Y). With these results, it can be interpreted that the form of communication that has been carried out by the company as the seller has helped consumers or potential consumers to buy the products they need. These results are in accordance with research conducted by Sukmana and Japariato (2018) which states that personal selling has an effect on consumer buying interest in powdered coconut milk products. This result can also verify the opinion conveyed by Belch (2013).

5. Conclusions

Based on the results of the research above, several conclusions can be drawn. First, Sales Promotion (X1) conducted by PT Erajaya Swasembada, TBK did not significantly affect Purchase Interest (Y). In other words, it can be interpreted that Sales Promotion in the form of direct persuasion to consumers has not been able to stimulate consumer buying interest in the products offered. Second, Direct Marketing (X2) conducted by PT Erajaya Swasembada, TBK has a significant effect on Buying Interest (Y). In other words, it can be interpreted that the marketing system carried out by the company as the seller has an influence on consumer buying interest, however, steps need to be taken to continue to strengthen this influence on potential consumers. Third, Personal Selling (X3) conducted by PT Erajaya Swasembada, TBK has a significant effect on Buying Interest (Y). In other words it can be interpreted that Personal Selling which is carried out in the form of communication that has been carried out by the company as the seller has helped consumers or potential consumers to decide on the purchase of the products they need. Fourth, Sales Promotion (X1), Personal Selling (X2), and Direct Marketing (X3), together on Purchase Interest (Y) of 90.6% and there is still the influence of other factors or variables outside of this study by 9.4%.

Some suggestions that can be conveyed to the Management of PT Erajaya Swasembada, TBK include (1) Management needs to evaluate the Sales Promotion program that has been carried out previously in order to update the steps to create a sales promotion program that is more effective in attracting consumers' attention, program promotions that are able to direct consumers to WPS Office products , promotional programs that further stimulate consumer buying interest and even purchase products at the same time, (2) need to take concrete steps to strengthen Direct Marketing to all consumers to be able to further strengthen the influence of Direct Marketing that can increase consumer buying interest in WPS Office products, (3) Management needs to continue to maintain and even improve Personal steps Selling which has been able to influence consumers in deciding to purchase WPS Office products in the form of training and mentoring for sales staff so that they are able to carry out this form of communication, (4) for further research, there are still several other variables that can be studied related to Integrated Marketing Communications such as Advertising variables and Public Relations . These two variables also have the possibility to influence consumer buying interest for a product or service.

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