

The Impact of Personal Selling (Case Study on Home Design)

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ABSTRACT

Competition between businesses is becoming more stringent than before, this is especially the case in the field of interior design which has developed throughout Indonesia. The availability of interior design services facilitates the arrangement of space and the actualization of the client's desired aesthetic goals. Because with the help of interior design services, they can get the look and feel that is exactly the same as the room they dream of. In the face of business competition, you must choose the right marketing strategy. One of the most successful marketing strategies is to engage in one-on-one interaction (personal selling). Several factors that can be influenced by personal selling, among others: buying interest and purchasing decisions / decisions to use services. The purpose of this article is to generate hypotheses for use in further research. Article review is one of the methods used in this paper, a method with a literature study approach sourced from previous research and supporting literature.

Keywords: Personal selling, buying interest and purchasing decisions.

1. Introduction

Human demand for material goods and services increases in line with technological advances. The growth of the creative economy is one of them, and it plays a role in both of these areas. The many branches of design (interior design, architecture, photography, fashion design, etc.) reflect the needs of society as a whole. According to the Ministry of Commerce, (2021), the creative economy is defined as an industry that arises from the use of individual creativity, skills and talents to generate wealth and employment by generating creative power and creativity and using individuals. Creative industries have creative ideas, talents and skills that come from human resources as creators.

The creative industry in Indonesia is now growing rapidly (Kementerian Komunikasi dan Informatika RI, 2022). Then there are bigger opportunities and challenges that companies have to face. The development of an effective marketing plan is a major constraint for the extraction sector. So in this case it requires every business to excel in marketing the products and services it offers. The creative industry is closely related to the field of design, one of which is interior design that is well known to people. These entrepreneurs run interior design services because it allows them to put their ideas, creativity, and various inspirations to use in ways that benefit the public and the people who live in the space for which they are designed, as things change (Simon & Harjanti,

2013). The mentality of people becomes more progressive, which in turn influences people to change their way of life. Interior design services are in high demand, especially among the wealthy, who no longer regard the aesthetic value of a product or service as secondary to its former primary purpose.

Home design service businesses not only provide drawing services but also offer home accessories design services such as curtains. Curtains that are tailored to the wishes of consumers to get beautiful results in every room in the house. The availability of interior design services facilitates the arrangement of space and the actualization of the client's desired aesthetic goals. Because with the help of interior design services, they can get the exact look and feel of the room they dream of, down to the furniture. Construction of residences, workplaces, retail outlets, and other types of buildings has also increased the demand for interior designers and other design professionals.

As a result of globalization, competition between businesses is becoming more intense than before; this is especially the case in the field of *interior design* which has developed throughout Indonesia. To succeed in this industry, you must be able to think outside the box when it comes to marketing products and services, including in-house design services. Promotion, in a marketing context, is the exchange of information between vendors and end users, or between various members of the distribution chain (Jatmiko, 2014). This is done to familiarize consumers with the product so that they can find out the benefits before making a purchase decision.

To provide all the information they need to potential customers, *personal selling* is essential. (Rizeki, 2021). *Personal selling*, as defined by Kotler and Armstrong (2014), is the practice of having direct one-on-one contact with customers to increase sales and strengthen relationships. Hollensen, (2010) suggests that “*Personal selling Person-to-person interaction between a buyer and a seller wherein the seller's purpose is to persuade the buyer to accept a point of view, to convince the buyer to take a course of action, or to develop a customer relationship*”. In *personal selling*, vendors meet potential customers face-to-face in an effort to build relationships and persuade them to make a purchase. Given this context, further research is needed on the Influence of *Personal Selling* on Decisions to Use *Home Design Services*.

When making decisions, shoppers decide what to buy and what not to buy based on *online* and *offline behavior*. Customers research product names and prices, as well as store and manufacturer reputation, product similarities, and in-store offerings, before making a final purchase decision (Wang, et al., 2020), familiarity, advertising (Adnan et al., 2019) and product brand, fair price, service (Waluya et al., 2019) al., 2019) design (Widyastutir & Said, 2017) and brand image (Ravaja et al., 2013) price (Ravaja et al., 2019) (Ngo et al., 2019). Consumers will prioritize cost and quality when choosing between generations of durable products such as refrigerators, cars, and color televisions (Jia & Zhang, 2013).

2. Literature Review

2.1 Personal Selling in Service Marketing

Svend Hollensen (2010:89) suggests that “*Personal selling Person-to-person interaction between a buyer and a seller where in the seller's purpose is to persuade the buyer to accept a point of view, to convince the buyer to take a course of action. Develop a customer relationship*”. In *personal selling*, the vendor meets with potential customers face-to-face in an effort to build a relationship and persuade them to make a purchase. Svend Hollensen (2010: 508) provides the dimensions of

personal selling used in this analysis, namely: *Closing the deal and building loyalty* and *building the relationship*.

Building the Relationship, the company is now giving a presentation about the product it wants to sell. An effective presentation is very important to make an impression on the customer. It is hoped that consumers will be lured to buy the products we market if we give them a good presentation. Understanding the seller's needs and working to address them is essential to developing any kind of relationship with them.

Closing the deal and building loyalty Learning how to deal with customer objections is an important sales skill. If these barriers can be removed, customers will be happier. Following up on customers after they have made a purchase can help keep the lines of communication open between your business and theirs, which is especially important after a successful closing and subsequent first order. Research by Hollensen (2010) shows that one of the most successful sales strategies is one-on-one interaction. Koshnick in Backstorm (2008:3) argues that sales can be understood as a process of helping and inviting consumers to buy a product in exchange for profits for the seller.

2.1.1 Functions and Benefits of *Personal Selling*

The definition of *personal selling* according to Swastha (1993:31) is as follows: 1. Direct personal interaction allows targeting specific consumers. 2. Personal interaction facilitates greater adaptability in business transactions as the number of sales force can be freely determined 3. In particular, consumers value face-to-face selling because it is more likely to result in actual sales and signing of order forms.

2.1.2 *Personal Selling Characteristics*

One of the most powerful forms of advertising is one-on-one interaction with potential customers, which manifests itself in a series of individual buyer attitudes, values and behaviors. *Personal selling* has three distinct advantages over advertising, according to Kotler (1997: 224) in his book *Marketing Management*, namely: a. *Personal Confrontation* When two or more people interact face to face in a natural setting, it is called *Personal selling*. Both parties gain a clearer understanding of the other party's requirements and nature and are able to respond quickly. b. *Cultivation* All *kinds* of relationships, from purely business-based to purely friendship-based, are possible through *personal selling*. c. *Feedback* *Buyers* are more likely to listen to the salesperson attentively and take action during *personal selling* because of this sense of obligation.

2.1.3 Forms of *Personal Selling*

Djaslim Saladin and Yevis Merti Oesman (2006: 180) distinguish three types of *personal selling*: 1. *Field Selling*, a type of sales force whose job is to go door to door or from one business to another to make sales from outside. *Field selling* include: a. *Door-to-door selling*, or direct selling, is a relatively new method of distributing goods. It takes a lot of work and time to make these sales. b. Sales that occur automatically, as a result of using pre-programmed machines that are available around the clock, are known as "auto sales". c. *Purchasing services*. That is, organizations such as schools, hospitals, insurance companies, and financial institutions that sell their products in the form of services. 2. *Retail Selling*, to be more specific, salespeople who generate income by providing services to customers who come directly to the company. 3. *Executive Selling*, is a relationship made by the company's top executives with other top executives or with government officials to increase sales.

2.2 Purchase Interest

Consumers buy goods or services based on various interests is a process that occurs between evaluating alternatives and making a purchase decision. The customer is considering making a purchase after analyzing the available alternatives. "Purchase intention is the possibility that consumers will make a purchase," (Aniek Wahyuati, 2016). The tendency of consumers to associate a product or service with more attention to claims that appeal to consumers can be observed through the form of sacrifices they are willing to make to try the product or service. Optimistic by nature, those who are interested in goods tend to spread the word about them, both to others who share the same enthusiasm for the product and to those who may be hesitant to buy it. Several indicators, among others: can be used to determine whether a consumer intends to make a purchase. The motivation to make a purchase is an example of pure transactional interest. Extensive research has been conducted on the variable of buyer interest; some examples are (Hanif, 2021), (Putri and Faculties, 2016), and (Aniek Wahyuati, 2016). (Lestari, 2015).

2.3 The Decision To Buy Or Choose To Use Home Design Services.

"Consumer preference among several brands to choose and use which brand is more useful," wrote Kotler and Keller (2012: 170). According to Kotler and Keller (2012, p. 170), the factors that influence consumer preferences when deciding on a service are: 1. Brand The final decision on which brand to buy and use is in the hands of consumers. Keller and Kotler (2012:231) A brand is any distinguishing feature of a product or service that helps it stand out from the competition and attract buyers. 2. *The dealer*, after assigning a certain label, is to find a retailer that provides that brand. 3. *Quantity* refers to the number of products the buyer plans to acquire. 4. *Timing*, buying at the right time is very important. 5. *Payment method*, the options available for consumers to complete a transaction after they decide to buy a product.

3. Research Methodology

The method of writing this scientific article is the *SLR Method (Systematic Literature Review Method)*. used to find literature on phenomena of interest, evaluate the quality of that literature, and draw meaningful conclusions from that literature. The SLR approach allows for systematic review and identification of journals, with each step or protocol carried out according to established guidelines.

This study uses systematic commissioning analysis (Tikito & Souissi, 2019), a systematic analysis of "basic scientific practice" which aims to track bias by carrying out detailed activities ranging from review, decision making, methodology, debate, and so on. reports to bibliographic research that are widely published in scientific articles. Meta-analysis, which plays an important role in providing statistical methods for synthesizing results, is one of the systematic review procedures. This study adopted the approach used in literature analysis (Wu & Wu, 2016).

The first step is to set research questions and identify keywords (Gomezelj, 2019), the purpose of this research is to see the relationship in purchasing decisions through *personal selling variables* and buying interest/service users. The database comes from *Scopus Online*, which is structured as an integrated and trusted journal website for scientific journals, international journals, and cross-disciplinary publications. Research articles were searched on the Scopus online database published between 2011 and 2021. Researchers looked at the evolution of studies in the marketplace for personal data, consumer interest in that data, and consumer purchasing decisions through 2021 and

over the previous decade. There will be more pre-existing posts to sift through if the payback period is extended, which will take some research.

Second, these are the inclusion and exclusion criteria: 1) Academic writing in the form of articles in marketing and business scientific magazines. 2) academic research on consumer considerations such as cost, quality, and brand loyalty when making a purchase. Article in English, number three. 4.) studies that are in some way connected. Group discussion about the researcher after reading the entire article was used to determine its relevance. Articles that did not meet the criteria were removed from the study. Articles written for use in a classroom or other non-journal setting. Articles that adhere to a central theme or are written in a language other than English. In accordance with these prerequisites, 23 research articles were selected for discussion.

4. Results

4.1 Influence of Personal Selling on Purchase Decision

Morrison (2010: 34) argues that the key to success in personal selling is the ability to adapt one's message to each individual client. Because of the immediate and more precise feedback that can be obtained from interactions with potential buyers or customers in a one-on-one setting, personal selling can have an impact on consumer spending. This highlights the fact that consumer purchasing decisions are influenced by individual salespeople's efforts to win their hearts, which is supported by Widiana's (2014) research which shows that individual sales variables have a significant effect on purchasing decisions.

4.2 Influence of Purchase Interest on Purchase Decision

Influence from outside on consumer spending. There is some evidence that people's emotions play a big role when choosing a product to buy. Positive and negative emotions, such as happiness and anger, respectively, inform consumer behavior (Ravaja et al., 2013). Brand evaluation can be based on (a) declarative information (brand attributes and brand knowledge) or (b) experiential information (emotions and experiences evoked by the brand) (Schwarz, 2004, Ravaja et al., 2013). Product attributes, which are defining characteristics, often have a significant impact on how consumers decide whether to make a purchase or not. Intention to purchase, cost, location, and sway are examples of attributes. On the other hand, factors such as background and education have a greater impact on non-product-related attributes. The price of a product will be a determining factor for those with limited purchasing power, while those with more income will prioritize other factors such as quality (Kristina & Kuswahyuning, 2020).

4.3 Purchase Decision Influenced by Personal Selling and Purchase Interest

The variables in the linkage model are influenced by purchasing decisions (the dependent variable). There are many factors (independent variables) that determine what a company should buy and why. In general, there are three different factors that always play a role in a consumer's final purchase decision. Consider the following list of factors as independent factors: The first and most important factor in influencing consumers' final decisions is face-to-face interactions during the sales process (Singh et al., 2018). In the buyer's eyes, the seller's ability to engage in *personal selling* is a powerful communication tool that can influence the purchasing decisions of both existing and potential customers. *Personal selling* is the biggest factor influencing purchasing decisions. In addition, buying interest needs to be communicated and encouraged to new

consumers or customers interested in buying goods/services so that sales income increases (Waluya et al., 2019)

5. Discussion

Both theory and methodology form the basis of this research. According to theorists, there are essential differences between every type of business and every type of business. Involvement of buyers and customers in the purchase decision phase of the Interconnection model *Personal selling* can be strengthened over time. *Personal selling*, buyer interest, and customer service interest are examples of independent variables that can influence purchasing decisions the dependent variable, which in turn can be influenced by the challenges facing businesses and businesses. Also, qualitative and quantitative methods are not the only ones available for conducting research. There may not be as many participants in a qualitative study as in a quantitative study, but the information gathered and analysis may be more in-depth and thorough.

However, this study has some limitations. For starters, the analysis is limited because it is drawn from a single database and because it only considers publications from a small number of publishers. Also, articles are reviewed and written for a period of ten years. It's hard to imagine how such a subject could develop. To better understand the systematic review literature, future studies can look back 15, 20, or even more years to the date of publication. Deeper knowledge and sharper insight into scientific advances are expected to inform future study findings.

6. Conclusion

Based on a *review* of several scientific articles and the results of research that has been carried out by previous researchers, the conclusions of this study are:

- Personal Selling has a positive effect on *client interest*. The greater the value of the offer made to customers through personal selling, it will increase purchase interest and the decision to choose to use home design services.
- Asking for a purchase has a positive effect on the decision to choose to use *home decor services*. The higher the buying interest of prospective *clients*, it will increase the decision to use the service.
- *Personal selling* and buying interest have a positive effect on the decision to choose to use *home decor services*. The higher the *personal selling* and buying interest of prospective customers, it will increase the decision to use *home decor services*.

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