

PERSONAL SELLING ANALYSIS IN PT HONDA KUMALA GROUP*ANALISA DATA PENJUALAN DI PT. HONDA KUMALA GRUP*

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Abstract: In this modern century, the development of Science and Technology is progressing. This encourages the development of an increasingly rapid business world and increasingly fierce market competition, thus demanding the existence of an increasingly good marketing system in every company engaged in industry and services. Based on the formulation of the problem above, the research objectives to be achieved are as follows: To find out consumer behavior in purchasing vehicles at PT. Honda Kumala Group, seen from the price, taste, quality, resale price, and promotion, to find out the most dominant factors affecting consumer behavior in purchasing vehicles at PT. Honda Kumala Group, how is the personal selling of sales staff in PT. Honda Kumala Group?, what is the pss of sales staff in PT. Honda Kumala Group. This research uses a qualitative method that is collecting data by interview. The results of this research from 10 informants from sales in PT. Honda Kumala Group. The findings of this study revealed that three factors have a significant impact on sales involvement on personal selling: Motivation, Approaches, Good Grooming.

Keywords: *personal selling*

Abstrak: Di abad modern ini, perkembangan Ilmu Pengetahuan dan Teknologi mengalami kemajuan. Hal tersebut mendorong perkembangan dunia bisnis yang semakin pesat dan persaingan pasar yang semakin ketat, sehingga menuntut adanya sistem pemasaran yang semakin baik disetiap perusahaan yang bergerak di bidang industri dan jasa. Berdasarkan rumusan masalah di atas maka tujuan penelitian yang ingin dicapai adalah sebagai berikut: Untuk mengetahui perilaku konsumen dalam pembelian kendaraan pada PT. Honda Kumala Group dilihat dari harga, rasa, kualitas, harga jual kembali, dan promosi, untuk mengetahui faktor-faktor yang paling dominan mempengaruhi perilaku konsumen dalam pembelian kendaraan pada PT. Honda Kumala Group, bagaimana personal selling staf penjualan di PT. Honda Kumala Group?, apa pss staf penjualan di PT. Honda Kumala Group. Penelitian ini menggunakan metode kualitatif yaitu pengumpulan data dengan wawancara. Hasil penelitian ini dari 10 informan bagian penjualan di PT. Grup Honda Kumala. Temuan penelitian ini mengungkapkan bahwa tiga faktor yang memiliki pengaruh signifikan terhadap keterlibatan penjualan terhadap penjualan pribadi: Motivasi, Pendekatan, Perawatan yang Baik.

Kata kunci: *penjualan pribadi*

INTRODUCTION

Research Background

In this modern century, the development of Science and Technology is progressing. This encourages the development of an increasingly rapid business world and increasingly fierce market competition, thus demanding the existence of an increasingly good marketing system in every company engaged in industry and services. Marketing is one means for companies to achieve the goals set by the company. In order for these objectives to be achieved, each company must strive to produce and deliver goods or services desired by consumers by providing pleasant services and supporting facilities. Providing superior service is a very important strategy because it can produce more new customers. Service is a core value component that drives every company to succeed.

Companies that want to develop and gain competitive advantage must be able to provide products in the form of quality goods or services at low prices, and good service to customers from competitors. To meet customer satisfaction in the service industry, the quality of important services is well managed by the company.

A buying behavior can be said to be something unique. Because someone's preferences and attitudes are very different in wanting to buy something they want. So the company must have a unique and different strategy to attract customers.

The automotive industry comprises a wide range of companies and organizations involved in the design, development, manufacturing, and selling of motor vehicles. It is one of the world's largest economic sectors by revenue.

After world war II, the U.S. produced about 75% of world's auto production. In 1980, the U.S. was overtaken by Japan and then became world's leader again in 1994. In 2006, Japan narrowly passed the U.S. in production and held this rank until 2009 when China took the top spot with 13,8 million units. with 19,3 million units manufactured in 2012, China almost doubled the U.S. production, with 10.3 million units, while Japan was in third place with 9.9 million units. From 1970 (140 models) over 1998 (260 models) to 2012 (684 models), the number of automobile models in the U.S. has grown exponentially.

Vision of PT. Honda Kumala Group is Being a leading automotive distributor company in Indonesia, especially in Eastern Indonesia with the best service, Mission of PT. Honda Kumala Group is conduct business activities in a transparent and accountable manner.

- a) Improve good relations and mutual trust with principals, employees, dealers and suppliers
- b) Creating customer satisfaction through the best sales and after-sales services
- c) Conduct business expansion and development
- d) Respect individual abilities without ignoring teamwork
- e) Always contribute to economic and social development

Research Objectives

This research paper aims to:

To examine what is personal selling of sales staff in PT. Honda Kumala Group.

THEORETICAL REVIEW

Marketing

In Marketing is a way of promoting products and services in order to increase the selling. According to Kotler (2009), Marketing concept emerged in the mid 1950s. the concept shifted from product centered philosophy to the consumer centered philosophy and 'sense-and-respond' is consumer centered. Kotler (2009) also stated that marketing can be found in almost everywhere. People and organizations in a various number of activities that bring them all together called marketing. Currently good marketing is a vital ingredients for a success of a business, and also marketing had profoundly affected our day-to-day activities..

Personal Marketing

Personal selling is information communication in person (face to face) to persuade consumers to buy products offered, by providing information about goods and services so as to create two-way communication that raises consumer buying interest. And this can not be separated from the skills and expertise of salespeople / salespeople in persuading consumers to buy products. The definition of personal selling according to some

marketing experts

Personal Selling Process

Job The trustee or salesperson whose duty is to deal directly with the target consumer must understand and explore the steps taken in forming a personal selling effectively.

Previous Research

Harri Terho (2015) The title of the first article is “How sales strategy translates into performance: The role of salesperson customer orientation and value-based selling”. The role of selling has become increasingly analytical and it is a central topic on senior management’s agenda in business markets. Still, sales strategy remains an under-researched topic in the business-to-business marketing domain. Very little is known about how to implement it effectively or about the mechanisms of how sales strategy affects performance, despite its apparent importance for firm success.

Supriyanto and Maya Ariyanti (2018) The second article explained about “The influences of sales training and personal selling on sales force performance, evidence of Indonesia”. This research is to investigated the influence of sales training and personal selling either partially or simultaneously to sales force performance in a company that marketing pharmaceutical products, vitamins, vaccines and poultry equipment in Indonesia.

Murianki Morris Murithi (2015) The title of the third article is “Effects of personal selling on sales : A case of woman groups in imenti north district, meru county, kenya” is also used as a reference in this study. As firms increase in number, modern marketing calls for more than just producing the products, pricing them and amking them accessible to the target market, in addition, they must also communicate to present and potential consumers and the general public.

Conceptual Framework

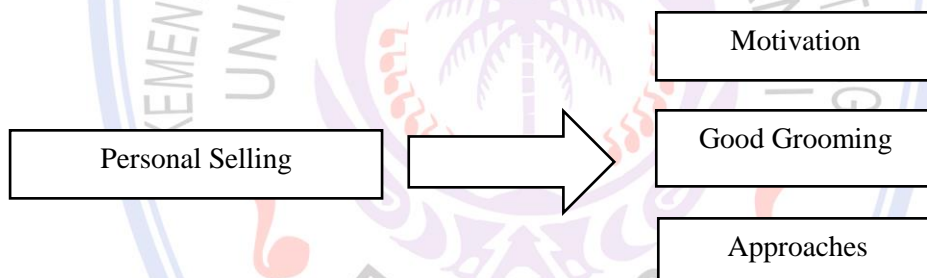


Figure 1. Conceptual Framework
 Source: *Data Analysis Method, 2020*

Figure 1 shows that this study aims to find out how is the Job Crafting on Administration Division at PT. Honda Kumala Group

RESEARCH METHOD

Research Approach

This research used qualitative research methodology to personal selling analysis in PT. Honda Kumala Group, qualitative research is exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures typically collected in the participant's setting. Data analysis is inductively build from particulars to general themes, and the researcher making interpretations of the meaning of the data.

Population, Sample, and Sampling Technique

The target population and sample are explained below, include the sampling technique in order to describe

the respondents or informants criteria before doing the research.

Population

In The sales population at PT Honda Kumala Group is starting to increase and it is targeted that this year it will sell 600-700 units of cars. and PT Honda Kumala Group has issued a new Honda Brio which is the main weapon for sales or attracting buyers.

Sampling Technique

Sample is the subset or subgroup of population (Bougie, 2010). Sarantakos (2000) defined Sampling is also utilize in qualitative research and is less strictly applied than in the case of quantitative research. Furthermore, sampling in qualitative research is relatively limited, is based on saturation, is not representative, involves low cost, is not time consuming, and its size is not statistically determined. It can therefore be inferred that in qualitative investigations, non-probability sampling is used almost without exception. Kumar (2011) mentioned a sample is a subgroup of the population which is the focus of your research enquiry and is selected in such a way that it represents the study population. Sample in qualitative research is not called as respondent instead as a sources, participant, informant, friend and teacher in research process. Sample in qualitative research also is not statistical sample but a theoretical and constructive sample because the purpose is to gain theory and the source data is the source of constructed phenomenon that was previously unclear before. To gain informant, researcher focus on member of Facebook Forum Jual-Beli in North Sulawesi who always buy or sell something in group.

Data Collection Method

Data collection method are important by providing useful information to understand the process before gaining the result. In this research, data collection method use primary data.

Primary Data

Primary data is an original data source, that is one in which the data are collected firsthand by the researcher for a specific research purpose or project. According to Kumar, R (2011) Information collected for the specific purpose of a study either by the researcher or by someone else . Sources that provide primary data such as interviews, observations.

Secondary Data

According to Kumar (2011) secondary data is sometimes the information required is already available in other sources such as journals, previous reports, censuses and researcher extract that information for the specific purpose of this study. This type of data which already exists but researcher extract for the purpose of this study is called secondary data. Data is available from the previous research, case studies and library records, online data, company websites, and internet in general. The secondary data in this research were gathered from articles, several journals as the literature review, books regarding to the study of this research.

Operational Definition of Research Variables

Table 1. Definition of Research Variable

Variables	Definition	Indicator
Personal Selling	Personal selling is also known as vace-to-face selling in which one person who is the salesmen tries to convince the customer in buying a product. It is promotional method by which the salesperson uses his or her skills and abilities in an attempt to make a sale	<ol style="list-style-type: none"> 1. Motivation 2. Approaches 3. Good Grooming

RESULT AND DISSCUSSION

Result

The result contains explanation in detail about the information that have been gained from the informants through in-depth interview.

Table 2. Characteristics of Informants

No.	Informant	Gender	Age
1.	Informant 1	Female	24 th
2.	Informant 2	Female	23 rd
3.	Informant 3	Male	25 th
4.	Informant 4	Male	26 th
5.	Informant 5	Male	30 th
6.	Informant 6	Female	25 th
7.	Informant 7	Male	22 nd
8.	Informant 8	Male	28 th
9.	Informant 9	Male	22 nd
10.	Informant 10	Male	27 th

Source: Primary Data, 2020

Table 2 shows that here are 10 informants on administration division who have been done the job crafting before. There are 7 Male informants and 3 Female informants

Table 3. Coding Categorizing

No	Indicator of	Description	Respondent
1.	Motivation	Money/bonus Better life/future Show my ability to my work For family Get an awards	R3,R4,R8,R9, R2,R5,R6,R10 R7 R1,R2 R3
2.	Good grooming	Have a fixed uniform Looks neat and clean To female sales people must use Blezer and 3cm heels Hair must not be stark Using make up every weekday	R1,R2,R4,R6,R10 R1,R6,R8 R8,R10 R8,R9,R10 R8,R9,R10
3.	Approaches	Explain the product Emotional approach Distributing brochures Indicates the bonus that will be earned Provide good service	R1,R4 R2 R3,R6,R7 R5 R8,R10

Source: Primary Data, 2020

Table 3 shows that the coding from all the answers that were collected from all the informants, In the table above is a grouping of points that have been obtained from respondents, grouping is divided into motivation, good grooming and approaches. The researcher conducted the results from the table above the section outlined how the individual findings from this study fit into the theoretical framework of this paper. These all investigate various aspects of sales involvement in selling vehicles.

Researchers get results from the first indicator table which is motivation that money / bonus has four respondents, a better life / future has four respondents, show my ability to work has one respondent, for families have two respondents and get the achievement of having one respondent.

The second indicator is a good appearance that the uniform still has five respondents, neatly dressed and clean has three respondents, the sales of women must use Blezer and 3cm heels have two respondent, hair should not be colored strikingly thinking about three respondents, using make up every working day have three respondents. The third indicator is the approach that explains the product has two respondents, the emotional approach has one respondent, distributing brochures has three respondents, shows the bonus that will be obtained has one respondent, gives a good servant has two respondents.

Discussion

The Motivation is the driving force or puller that causes behavior towards a certain goal. Students will be serious because they have high motivation Mulyasa (2003:112). This study defines sales involvement in personal selling. In doing a job, sales must have motivation to work or to do a job that makes them feel more enthusiastic in completing work.

For Good grooming means practicing good hygiene techniques. Good grooming includes showering and having neat hair and clean, trimmed fingernails. Good grooming also includes having brushed teeth and clean clothes. When people talk about good grooming, they are referring to the practice of keeping one's entire body clean, neat, and organized, from head to toe. This includes things like having clean clothes, combing and arranging the hair, trimming and cleaning the nails, brushing the teeth, and just generally being presentable. Many people consider good grooming to be a matter of etiquette. After all, not many people would volunteer to sit next to someone who smells bad and looks like they just crawled out of a cave after a year of hibernation. Good grooming is one way people ensure they don't drive others away with bad smells and inappropriate appearance. Approach is a path or method or policy adopted by someone who approaches, to achieve a goal that will be achieved if a Suherman approach is carried out. The approach intended in this research is how to approach prospective buyers to buy a vehicle. from interviews that I get there are various ways to approach prospective buyers.

The results of the interview that I got was a sales way to approach that is by explaining the product or vehicle to the prospective buyer, by explaining the product, namely giving an explanation of the advantages or new features about the vehicle that if the prospective buyer wants to buy will also get benefits or bonuses that are is obtained

CONCLUSIONS AND RECOMMENDATION

Conclusion

Based The conclusions which are drawn from the interviews and discussion above are from the research results it can be concluded that the approach to prospective buyers is very important for sales to do. Strategies used by sales such as providing promotions are very good things to attract potential buyers From the research results provide the fact that ten of the informants gave the best performance to get the bonus.

Recommendations

This This research was conducted to analyze sales strategies in selling vehicles. When the results were obtained that the influence of sales was very influential in personal sales, these were some recommendations for companies, sales and prospective customers and for future researchers who wanted to make similar research. for sales people are more enthusiastic in making sales in order to show good job performance For universities, similar to the previous points, it is good to educate students and give them more knowledge about creativity strategies in social media marketing which are media for customer involvement. Students can learn how to use social media to try to maintain business in the future.

For future researchers who want to make research similar to this research, the study recommends to be done in a wider population, and more diverse applications, to get more samples and to get more results and more problems about sales in carrying out a strategy for analyzing personal sales.

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