

# THE INFLUENCE OF PERSONAL SELLING AND ADVERTISING ON CONSUMER BUYING DECISION AT VAPORZONE VAPESTORE MANADO

## PENGARUH PENJUALAN PERSONAL DAN IKLAN TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI VAPORZONE VAPESTORE MANADO

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**Abstract:** This research aims to test the influence of Personal Selling and Advertising on Consumer Buying Decision at Vaporzone Vapestore Manado. The method that used in this study is multiple linear regression analysis, a sample was taken is 100 respondents. The results of this study shows tha Personal Selling has a significant effect on Consumer Buying Decision and Advertising has a significant effect on Consumer Buying Decision..

**Keywords:** personal selling, advertising, consumer buying decision

**Abstract:** *Resarch ini bertujuan untuk menguji pengaruh Personal Selling dan Advertising terhadap Keputusan Pembelian Konsumen di Vaporzone Vapestore Manado. Metode yang digunakan dalam penelitian ini adalah multiple linear regression analysis, sampel yang diambil adalah 100 responden. Hasil penelitian ini menunjukkan bahwa personal selling memiliki pengaruh yang signifikan terhadap Keputusan Pembelian Konsumen dan Iklan berpengaruh signifikan terhadap Keputusan Pembelian Konsumen*

**Keywords:** *penjualan personal, iklan, keputusan pembelian konsumen*

## INTRODUCTION

### Research Background

One of the behaviors of Indonesian society that can be found in almost every community is smoking habit. Cigarettes are nothing new in society anymore. People smoke very easily such as at home, office, cafe even in public place. Smoking behavior is seen from various points of view is very detrimental, both for yourself and the people around him. In terms of health, the influence of chemicals contained by cigarettes such as nicotine, CO (Carbon monoxide) and tar spur the work of the central nervous system and sympathetic nerve makeup resulting in increased blood pressure and rapidly increasing heart rate, stimulating cancer and various other diseases such as narrowing of blood vessels, high blood pressure, heart, lungs, and chronic bronchitis (Komalasari and Helmi, 2000). The presence of smoking behavior as part of lifestyle and needs, and see the dangers of smoking high enough, making the emergence of technological innovations in terms of smoking with e-cigarette products or an electric vaporizer commonly called vape. Currently the presence of vape products trend in various cities in Indonesia called "vaping". The name "Vaping" itself comes from the word Vapor which means steam. Indeed, the way e-cigarettes work itself is to turn liquid into steam that resembles smoke like smoking. Although reaping

the pros and cons, vaping is increasingly spreading and increasingly favored by the public because vaping itself is touted as a healthier smoking alternative.

As one part of the promotion mix, it is necessary to take a direct approach to prospective consumers (Personal Selling) to achieve the goals of the company, because Personal Selling has a very important role in creating and forming a good relationship between salesperson and prospective customers. A good relationship can form a bond between the seller and his consumer so that they can keep the consumer to buy the product offered by the seller, a good relationship can also create satisfaction because consumers who are satisfied with the products offered by the store, and sellers must also be able to attract new consumers that not understand about vaping, for example such as consumers who want to switch from tobacco cigarettes but are still hesitant to use e-cigarettes because of lack of information about vape, therefore the sellers must be able to convey information about vape to every consumer and the personal sales skill is very important to attract consumers to know more about vape and make consumers curious about the vape product and influenced the consumers to make decisions to buy the vape product itself.

Another aspect that businesses need to pay attention to to influence consumer purchasing decisions is Advertising. Advertising according to Liliweri (1992), Advertising is a communication process that has very important power as a marketing tool that helps sell goods, provide services, and ideas or ideas through certain channels in the form of persuasive information. Technological advances today are certainly profitable for manufacturers and marketers who want to market their products through advertising with various forms of advertising. Advertising through social media is now considered effective and efficient enough to attract consumers. Through social media such as Instagram, Facebook, and Youtube, vape and liquid manufacturers and marketers can be more creative and innovative in advertising their products. Vape users in Manado use ads on social media as a reference before deciding to buy liquid, from ads in the form of photo or video uploads, reviews, positive and negative comments. This is certainly a strong enough reason because vape users in Manado are quite difficult to get a tester of a liquid product that is interested or before deciding to buy. The composition of taste, the accuracy of PG/VG, nicotine, and aroma that certainly can not be known just by looking at the packaging, from that many of the vape users in Manado are looking for references from liquid product ads on social media. With this social media is expected to directly target consumers and will affect Consumer Buying Decision, which starts from increasing the buying interest of consumers to be more interested in buying the products offered

In the city of Manado, business competition between vape shops is competing to try to provide impression and value for its consumers. And in the development of the business as a way of competition in the modern marketing of vape shops in Manado not only uses price strategies and products that are cheap and attractive to customers but also try to establish communication and familiarity with consumers. In selling vape products consumers have complex desires and expectations about how the products they will get. Based on this, in achieving marketing targets, especially in the sale of vape products, personal approaches and advertising have a very important role because in the sale of vape products customers have many desires and expectations that require a deep understanding of their products. Existing vape shops in Manado are business entities engaged in the e-cigarette industry and in the application of its business, just like other businesses requires planning with the aim of achieving its sales targets, especially in the field of e-cigarette industry.

### **Research Objectives**

Based on research problems, the purpose of this research is as follows :

1. To find out if the personal selling influence partially on purchasing decisions.
2. To find out if the advertising influence partially on buying decision.
3. To find out if the personal selling and advertising influence simultanously on buying decision.

## **THEORETICAL FRAMEWORK**

### **Personal Selling**

According to Gitosudarmo (1995: 240), private sales (personal selling) is an activity of the company to make direct contact with its prospective customers. According to Hermawan (2012:105), personal sales are direct communication between sellers and potential customers to introduce a product to potential customers and form a customer's understanding of the product so that they will then try and buy it.

## **Advertising**

Advertising is a key tool for entrepreneurs to influence their consumers. Advertising can be done by entrepreneurs through newspapers, radio, magazines, cinemas, television, or in the form of posters installed on the roadside or strategic places (Gitosudarmo, 1995:238). British Advertising Practitioners Institute in Jefkins (2006:5) defines advertising as highly persuasive sales messages directed at potential buyers of certain goods or services at the lowest cost.

## **Buying Decision**

At one point in the purchasing process, the consumer must stop searching and stop evaluating to make purchase decisions. Schiffman and Kanuk (2010) defining a decision as the selection of an action of two or more alternative options. According to Kotler (2002), purchasing decisions are the actions of consumers to be willing to buy or not against the product. From various factors that affect consumers in making purchases of a product or service, usually consumers always consider the quality, price and products already known by the public before consumers decide to buy, usually consumers go through several stages first, namely, (1) the introduction of problems, (2) information search. (3) alternative evaluation, (4) decision to buy or not, (5) post-purchase behavior.

## **Previous Research**

Kereh (2013) examined the influential factors on consumers purchase decision at Hotel Sedona Manado. Discriminant analysis the statistical method used in the analysis of this research, with sales promotion, personal selling, advertising, and consumer purchase decision as the variables. Theories supporting this research are sales promotion, personal selling, advertising, and consumers purchase decision. The population that is mainly observed in this research is people who have stayed at Hotel Sedona Manado with the sample size as many 50 respondents. The result shows that both purchase and non purchase of Hotel Sedona Manado have significant differences, which sales promotion is the most dominant variable in discriminating consumer purchase decision, followed by personal selling and advertising.

Sary, Aprilia and Suryanto (2020) analyzed the effect of price, sales promotion and personal selling on the Daihatsu Sirion purchasing decision at PT Capella Medan. There was a decrease in purchasing decisions, reflecting the failure to achieve company targets due to prices, sales promotions and personal sales. The population in this study may be 230 consumers and the sample is considered to be 146 consumers. The sampling technique used was random sampling. The data analysis used was validity and reliability test, classical assumption test, linear multiple regression analysis, and hypothesis testing. The conclusion of the study shows that simultaneously and partially price, sales promotion and personal selling have a positive and significant effect on the purchasing decision of the Daihatsu Sirion at PT Capella Medan.

Tarigan (2021) determined the effect of personal selling on product purchasing decisions partially at Sibolang Durian Business, Medan. The sample used simple random sampling which directly selected 38 consumers. This type of research uses quantitative research with a causal associative research approach by using questionnaires which are considered appropriate to the research conducted which aims to determine the causal relationship between the independent variable (influencing variable) and the dependent variable (influenced variable). In this study, using validity and reliability and normality testing and using data analysis techniques, namely multiple linear regression analysis with the help of SPSS 20 software. t test), namely  $t_{count} (2.229) > t_{table} (1.688)$  with a significance value  $< 0.05$ . This means that the personal selling hypothesis H1 is accepted and H0 is rejected. So it can be concluded that sales through personal selling marketing means carried out by the Sibolang Durian business also have an influence on consumer decision making in buying Sibolang Durian products.

## **RESEARCH METHOD**

### **Research Approach**

In this research the analytical technique used is quantitative analysis, a technique that emphasizes on testing theory through the measurement of research variables with numbers and conducting data analysis with statistical procedures (Erlina, 2011:12).

### **Population, Sample, and Sampling Technique**

The population in this study is consumers who have purchased and continued to use vape or e-cigarette products in Manado City with a population of 10.599 people. Sugioyono (2017) explains that the sample is part



of the number and characteristics that the population has, Based on the formula then n or the number of samples used is 100 respondents so in this study at least the author must take sample data of at least 100 people. This research using Purposive Sampling, according to Sugiyono (2017), purposive sampling is technique for determining research samples with certain considerations.

### Data Collection Method

In this research questionnaire is used. Questionnaire is a data collection by providing or disseminating a list of statements / questions to respondents in the hopes of responding or a list of questions (Sugiyono, 2017). In this study questionnaire will be distributed to everyone who has been and still uses Vape product in Manado.

### Instrument Testing

The research instruments used in this study are questionnaires or questionnaires made by researchers themselves. Sugiyono (2017) states that a research instrument is a data gathering tool used to measure observed natural and social phenomena. Thus, the use of research instruments is to find complete information about a problem, natural and social phenomena.

### Data Analysis Method

The data analysis technique used in this study is to use multiple linear regression analysis techniques because there is more than one independent variable in it. Thus in this case multiple linear regression analysis is done to look for the influence between advertising variables on purchasing decisions, the influence between personal selling variables on purchasing decision variables and the influence of both variables to jointly influence the variables of purchasing decisions.

## RESULT AND DISCUSSION

### Result

**Table 1. Validity Test**

|                  | Item | Pearson core | Significant Value | Descriptions |
|------------------|------|--------------|-------------------|--------------|
| Personal Selling | X1.1 | 0.790        | 0.000             | Valid        |
|                  | X1.2 | 0.872        | 0.000             | Valid        |
|                  | X1.3 | 0.839        | 0.000             | Valid        |
|                  | X1.4 | 0.845        | 0.000             | Valid        |
|                  | X1.5 | 0.871        | 0.000             | Valid        |
| Advertising      | X2.1 | 0.816        | 0.000             | Valid        |
|                  | X2.2 | 0.858        | 0.000             | Valid        |
|                  | X2.3 | 0.887        | 0.000             | Valid        |
|                  | X2.4 | 0.864        | 0.000             | Valid        |
| Buying Decision  | Y.1  | 0.866        | 0.000             | Valid        |
|                  | Y.2  | 0.875        | 0.000             | Valid        |
|                  | Y.2  | 0.928        | 0.000             | Valid        |

Source : SPSS Output(2022)

The validity test used is to perform a bilivariate correlation between each indicator score and the total construct score. A statement indicator is said to be valid if the correlation between each indicator shows significant results. If the validity value of each answer obtained when giving a list of questions is greater than 0.5 then the question item can be said to be valid.

**Table 2. Reliability Test**

| Variable | Alpha Cronbach's | Descriptions |
|----------|------------------|--------------|
| X1       | 0.898            | Reliabel     |
| X2       | 0.878            | Reliabel     |
| Y        | 0.867            | Reliabel     |

Source : SPSS Output (2022)

Testing cronbach' alpha statistics, the instrument is said to be reliable for measuring variables when it has an alpha value bigger than 0.60. Look at cronbach's alpha values and each variable. Reliability is generally acceptable at a value of 0.60. Tests whose reliability is below 0.60 are considered unreliable

**Classic Assumption Test**

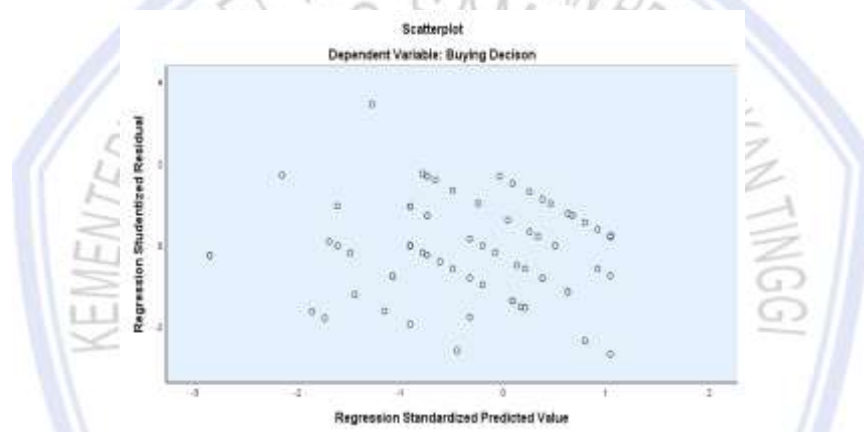
**Table 3. Multicollinearity Test**

| Model |                  | Coefficients <sup>a</sup>   |            |                           |       | Collinearity Statistics |           |       |
|-------|------------------|-----------------------------|------------|---------------------------|-------|-------------------------|-----------|-------|
|       |                  | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig.                    | Tolerance | VIF   |
|       |                  | B                           | Std. Error | Beta                      |       |                         |           |       |
| 1     | (Constant)       | .991                        | .925       |                           | 1.071 | .287                    |           |       |
|       | Personal Selling | .412                        | .074       | .608                      | 5.603 | .000                    | .306      | 3.267 |
|       | Advertising      | .175                        | .084       | .227                      | 2.094 | .039                    | .306      | 3.267 |

a. Dependent Variable: Buying Decision

Source : SPSS Output (2022)

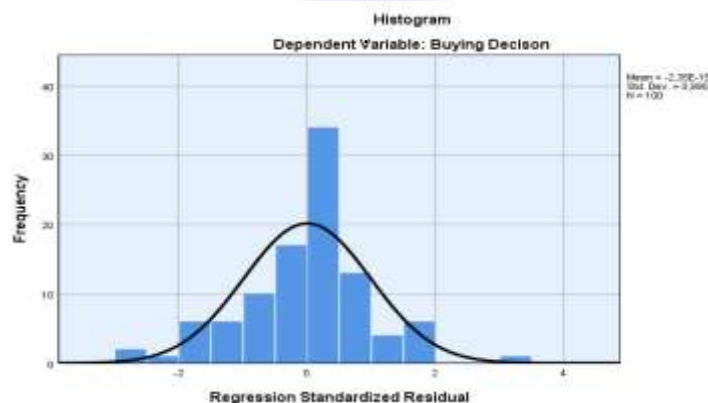
Based on table above showing that the output coefficients showed that the variance inflation factor (VIF) values of Personal Selling (X1), Advertising (X2), and Buying Decision (Y) are each smaller than 10 (all VIF values < 10), then in the regression model in this study that formed no multicollinier symptoms.



**Figure 1. Heteroskedasticity Test**

Source: SPSS Output (2022)

Figure 1 above the scatterplot chart displayed for the heteroskedasticity test shows randomly spreading points and no clear pattern is formed and in their spread the points spread below and above the number 0 on the Y axis. It identifies the absence of heteroskedasticity in regression models, so it is and is worth using to predict the Buying Decision variable.



**Figure 2. Normality Test**

Source : SPSS Output (2022)

Looking at the normal curve on the histogram in Figure 2, it can be said that the model is normal distribution, because it forms a bell. Suliyanto (2011:69) states that to see the normal curve in the histogram if the model is normally distributed because it forms a bell.

**Table 4. Multiple Linear Regression Equation Result Coefficients<sup>a</sup>**

| Model |                  | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                  | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)       | .991                        | .925       |                           | 1.071 | .287 |
|       | Personal Selling | .412                        | .074       | .608                      | 5.603 | .000 |
|       | Advertising      | .175                        | .084       | .227                      | 2.094 | .039 |

a. Dependent Variable: Buying Decision

Source : SPSS Output (2022)

Based on table 4, the multiple regression equations are obtained as follows:

$$Y = a + b_1.X_1 + B_2.X_2$$

$$Y = 0.991 + 0.412 + 0.175$$

The interpretation is:

1. The value of a 0.991 is a constant or state when the Buying decision (Y) variable has not been affected by other variables, namely Personal Selling (X1) and Advertising (X2). If the independent variable does not exist then the Buying Decision(Y) variable does not change.
2. b1 (regression coefficient value X1) of 0.412 , indicating the Personal Selling (X1) variable has a positive influence on the buying decision (Y) variable which means that each unit 1 of the Personal Selling variable (X1) will affect the Buying Decision by 0.412 , assuming that other variables are not studied in this study.
3. b2 (regression coefficient value X2) of 0.175 , indicating the Advertising (X2) variable has a positive influence on the buying decision (Y) variable which means that each unit 1 of the Advertising (X2) variable will affect the Buying Decision by 0.175 , assuming that other variables are not studied in this study.

**Table 5. Analysis of Correlation (R) and Coefficient of Determination (r<sup>2</sup>) Result Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | F Change | df1 | df2 | Sig. F Change |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|----------|-----|-----|---------------|
| 1     | .807 <sup>a</sup> | .651     | .644              | 1.04919                    | .651            | 90.381   | 2   | 97  | .000          |

a. Predictors: (Constant), Advertising, Personal Selling

Source : SPSS Output (2022)

### Coefficient Correlation Result

The result of the correlation coefficient or R of 0.807 this shows that the relationship of Personal Selling and Advertising to Consumer Buying Decision at Vaporzone Vapestore Manado has a positive relationship of 80.7% or it can be said that the relationship is very strong.

### Coefficient Determination Result

The result of the Coefficient of Determination or R square (R<sup>2</sup>) is 0.644 equal to 64,4%. The figure means that Personal Selling and Advertising affects the Buying Decision by 64.4% while the remaining 35.6% is influenced by other variables outside this regression model. Thus independent variables including Personal Selling and Advertising have a very strong relationship to consumer buying decisions at Vaporzone Vapestore Manado.

### Hypothesis Test

The test is conducted to see whether or not the effect of personal selling and advertising on buying decision. The t test can be done by comparing the number of significant level of calculation results with a significant level of 0.05 (5%) as follows:

1. The value for the Personal Selling variable is 5.603 with a significant rate of 0.000 < 0.05. It can then be concluded that H0 is rejected and Ha is accepted, meaning that there is a influence, or Personal Selling (X1)

has a significant effect on Buying Decision (Y). These results mean that the hypothesis that Personal Selling affects the Consumer Buying Decision at Vaporzone Vapestore Manado is accepted.

- The value for the Advertising variable is 2.094 with a significant rate of  $0.039 < 0.05$ . It can then be concluded that  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a influence, or Advertising ( $X_2$ ) has a significant effect on Buying Decision (Y). These results mean that the hypothesis that Advertising affects the Consumer Buying Decision at Vaporzone Vapestore Manado is accepted.

**Table 6. T-Test**

| Model |                  | Coefficients <sup>a</sup>   |            |                           |  |       | Collinearity Statistics |           |       |
|-------|------------------|-----------------------------|------------|---------------------------|--|-------|-------------------------|-----------|-------|
|       |                  | Unstandardized Coefficients |            | Standardized Coefficients |  | T     | Sig.                    | Tolerance | VIF   |
|       |                  | B                           | Std. Error | Beta                      |  |       |                         |           |       |
| 1     | (Constant)       | .991                        | .925       |                           |  | 1.071 | .287                    |           |       |
|       | Personal Selling | .412                        | .074       | .608                      |  | 5.603 | .000                    | .306      | 3.267 |
|       | Advertising      | .175                        | .084       | .227                      |  | 2.094 | .039                    | .306      | 3.267 |

a. Dependent Variable: Buying Decision

Source : SPSS Output (2022)

**Table 7. F-Test**

| Model |            | ANOVA <sup>a</sup> |    |             |        |                   |
|-------|------------|--------------------|----|-------------|--------|-------------------|
|       |            | Sum of Squares     | df | Mean Square | F      | Sig.              |
| 1     | Regression | 198.982            | 2  | 99.491      | 90.381 | .000 <sup>b</sup> |
|       | Residual   | 106.778            | 97 | 1.101       |        |                   |
|       | Total      | 305.760            | 99 |             |        |                   |

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Advertising, Personal Seling

Source : SPSS Output (2022)

The test was conducted by comparing the number of significant level of calculation results with a significant level of 0.05 (5%). Based on calculations showed that the calculated value of F of 90.381 with a significant rate of  $0.000 < 0.05$  then  $H_0$  was rejected and  $H_a$  was accepted. So the hypothesis that alleged Personal Selling, Advertising jointly affects Consumer Buying Decison at Vaporzone Vapestore Manado is accepted.

## Discussion

### The Influence of Personal Selling and Advertising on Consmer Buying Decision

Based on the results of research, personal selling and advertising variables affect the consumer buying decision simultaneously. These results show a significant influence on personal selling and advertising variables on consumer buying decisions at Vaporzone Vapestore Manado. The test was conducted by comparing significant numbers, calculation results with a significant level of 0.05 (5%). The results showed that the test value of F of 90.381 with a significant level of  $0.000 < 0.05$  which means personal selling and advertising is good enough and adequate to make Vaporzone Vapestore consumers interested in buying products. The results of this study are relevant to the research from Chantya and Sunaryo (2016) that Personal Selling and Advertising have positive and significant effect on Consumer Buying Decision.

### The Influence of Personal Selling on Consumer Buying Decision

The results of the study obtained that Personal Selling had significant effect on Consumer Buying Decision at Vaporzone Vapestore Manado. In the results of the test t it is said that Personal Selling has a positive effect on Consumer Buying Decsion with a t value of 11.542 and a significant result of 0.000 or below 0.05 which means Personal Selling has a positive effect on the Consumer Buying Decision. Personal Selling Direct communication (face-to-face) between sellers and prospective customers to introduce a product to prospective customers and form a customer's understanding of the product so that customers will then try and buy it. Personal selling basically has three benefits: personal confrontation, strengthening relationships and creating responses. The results of this study are relevant to the research from Situmeang et al. (2020) that Personal Selling has a positive and significant effect on Consumer Buying Decision.



### **The Influence of Advertising on Consumer Buying Decision**

The results of the study obtained that Advertising had an significant effect on Consumer Buying Decision at Vaporzone Vapestore Manado. In the results of the test t that Advertising has a positive effect on consumer buying decision with a value of 10.678 with a significant level of 0.000 or below 0.05 which means advertising has a positive effect on consumer buying decision. To be able to carry out marketing functions, advertising of course not only provides information to the audience but also intended to influence the feelings, knowledge, meaning, trust, attitudes and image of consumers related to a product or brand. The best product image is usually created through advertising activities, and also the selected market segment determines the pattern of advertising to be launched or the media to be selected. A good advertisement must be made in such a way as to attract the interest of consumers. Conversely, poor product advertising can lead to low consumer satisfaction with the product. The results of this study are relevant to the research from Chantya and Sunaryo (2016) that have a positive and significant effect on Consumer Buying Decision.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

The results of research on the influence of Personal Selling and Advertising on Consumer Buying Decisions can be made to the following conclusions:

1. The test was conducted by comparing significant numbers, calculation results with a significant level of 0,05 (5%). The results showed that the test value of F of 90,381 with a significant level of 0,000 < 0,05 which means The Personal Selling and Advertising simultaneously have a significant effect on Consumer Buying Decisions at Vaporzone Vapestore Manado.
2. The results of the test t it is said that Personal Selling has a positive effect on Consumer Buying Decsion with a t value of 11,542 and a significant result of 0,000 or below 0,05 which means Personal Selling partially has a positive effect on the Consumer Buying Decision at Vaporzone Vapestore Manado.
3. The results of the test t that Advertising has a positive effect on Consumer Buying Decision with a value of 10,678 with a significant level of 0,000 or below 0,05 which means Advertising Partially has a positive effect on Consumer Buying Decision at Vaporzone Vapestore Manado.

### **Recommendation**

Based on the results of the analysis and discussion conducted, the suggestions that can be submitted in this study are as follows:

1. The results showed that there is a positive influence between Personal Selling and Advertising on Consumer Buying Decision in Vaporzone Vapestore Manado and it should further increase personal selling and advertising so that the level of product purchase decisions by consumers increases.
2. For Vaporzone Vapestore Manado is advised to increase personal selling in terms of performance, by increasing the way of conveying information from vaporista/salespeople who aim to better convince consumers in deciding on the purchase of a product.
3. For Vaporzone Vapestore Manado to create innovation in the creation of advertising by providing more detailed information about the products offered in order to produce an effective advertisement, so that vape products advertised in accordance with what is expected by consumers and in the end consumers are easier to make purchasing decisions of a product.
4. It is expected to be a reference material for further research for the development of Marketing Management science, especially for Personal Selling and Advertising on Consumer Buying Decisions that are still not widely researched.

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