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THE INFLUENCE OF PRODUCT QUALITY, INDIVIDUAL SALES AND RELATIONAL MARKETING ON DECISIONS CUSTOMER PURCHASES AT PT. PANCA NIAGA JAYA LESTARI

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ABSTRACT
PT. Panca Niaga Jaya Lestari is a company engaged in the sale of fast-moving products , offering various brands such as Kurnia, Hatari, Fox, and Indodes. Located in Mekar Baru Kisaran, the company faces challenges from increasingly tight competition, which causes a decline in customer purchases every year. Although this decline is not very significant, if it is allowed to continue, it can have a greater negative impact. In this study, the population used was 197 customers. By using the Slovin sampling technique at a 95% confidence level and a 5% margin of error, the number of samples determined was 132 customers. The results of the study indicate that Product Quality has a positive and significant influence on Purchasing Decisions, Personal Selling also has a positive and significant influence on Purchasing Decisions, and Relationship Marketing also has a positive and significant influence on Purchasing Decisions. Overall, Product Quality, Personal Selling, and Relationship Marketing simultaneously have a significant influence on Purchasing Decisions.

Keywords: *Product Quality, Personal Selling, Relationship Marketing, Purchase Decision*

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INTRODUCTION

In the context of the economy, marketing plays an important role and is often considered the spearhead for a company. Interesting and unique marketing activities can increase consumer interest in purchasing the products offered. Therefore, companies compete to implement various marketing strategies to attract consumers' attention and increase sales of their products.

PT. Panca Niaga Jaya Lestari is a company engaged in the sale of fast-moving products with various brands such as Kurnia, Hatari, Fox, and Indodes, located in Mekar Baru Kisaran. Increasingly tight business competition has caused a decline in product purchases by customers every year. Although this decline is not too large, if it is allowed to continue, it can have a negative impact in the long term.

From the observation results, the decline in customer purchasing decisions was known to be caused by several factors, including product quality, personal selling, and relationship marketing. Customers complained about the product quality which was considered poor, which caused hesitation in making repeat purchases. In addition, personal selling activities are considered ineffective in attracting potential new customers to become regular customers. Information also shows that the company's relationship marketing is still not optimal, so that some customers feel less cared for and choose to look for other companies that pay more attention to them.

Based on the background described above, the author is interested in conducting a study entitled: The Influence of Product Quality, Personal Selling, and Relational Marketing on Customer Purchasing Decisions at PT. Panca Niaga Jaya Lestari.

The identification of problems in this study are: There is information about customers who complain about the poor quality of the product so that customers hesitate to make repeat purchases for the second time, There is information about ineffective personal sales activities because they cannot get many potential new customers so that they can be loyal to continue making repeat purchases, There is information about the company's relational marketing activities which are still rarely carried out so that some customers feel that the company is not paying enough attention to them and decide to look for a company that pays more attention, There is information that customer purchases of the products offered by the company have decreased where this happens every year which although not too significant, can have a bad impact if left unchecked for a long time.

LITERATURE REVIEW

A. The Influence of Product Quality on Purchasing Decisions

According to Firmansyah (2019), product quality is an understanding that the product offered by the seller has a higher selling value that is not possessed by competing products. Therefore, companies try to focus on product quality and compare it with products offered by competing companies. According to Meisyarandi and Purnawanto (2021), Product quality indicators:

1. Durability
2. Employee Interaction
3. Aesthetics
4. Impression of Quality

B. The Influence of Personal Selling on Purchasing Decisions

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According to Handini, et al. (2019), personal selling involves salespeople interacting directly with potential consumers by explaining the benefits of the company's products. Compared to other promotional mix elements, sales is the most appropriate means of communication because it is aimed directly at prospective consumers. According to Nurmansyah (2021), Personal selling indicators:

1. *Conversion*
2. *Cultivation*
3. *Response*

C. The Influence of Relationship Marketing on Purchasing Decisions

According to Rizal (2020), relationship marketing is a process of identifying and building, maintaining, accelerating and whenever necessary terminating relationships with consumers and other parties interested in the company to make a profit, so that it can achieve the goals of all parties involved with it.

According to Rizal (2020), the personal sales indicators used:

1. Trust
2. Familiarity
3. *Professional Awareness*

D. **The Influence of Product Quality, Personal Selling and Relationship Marketing on Purchasing Decisions**

According to Septiana (2017), every consumer will definitely go through several stages in the purchasing decision process of a product, starting from the emergence of needs to post-purchase actions. The decision-making is not a single decision that comes from the consumer. However, understanding the entire process is important because marketers can influence each stage with various marketing stimuli and predict the responses given by consumers.

According to Firmansyah (2020), the purchasing decision indicators used are:

1. Problem identification
2. Information seeker
3. Evaluation of alternatives
4. Purchase decision
5. Post-purchase behavior

E. Conceptual Framework

The following is a picture of the conceptual framework in this study which describes the relationship between the independent variables and the dependent variables:

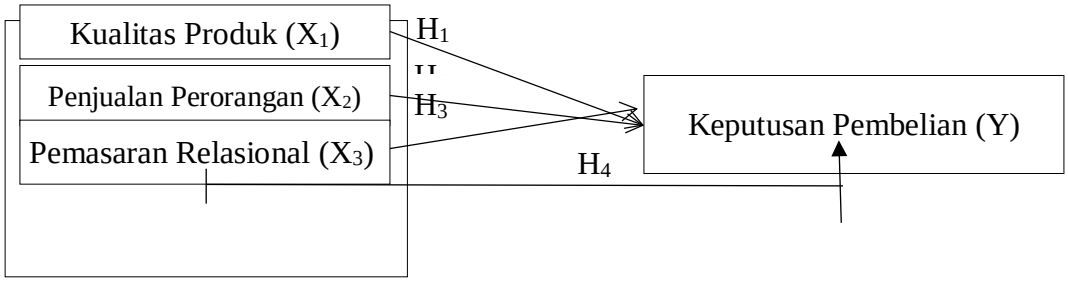

Figure 1. Conceptual Framework

F. Research Hypothesis

The hypothesis of this study is:

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H $_1$: Product quality influences the purchasing decisions of PT. Panca Niaga Jaya Lestari customers.

H $_2$: Personal Selling influences the Purchasing Decision of PT. Panca Niaga Jaya Lestari customers.

H $_3$: Relational Marketing influences the Purchasing Decision of PT. Panca Niaga Jaya Lestari customers.

H $_4$: Product Quality , Personal Selling and Relational Marketing influence on the Purchasing Decision of PT. Panca Niaga Jaya Lestari customers.

METHODOLOGY RESEARCH

A. Place and Time of Research

This research will be conducted at PT. Panca Niaga Jaya Lestari which is located at Jalan Mekar Baru Kisaran . Research period May 2024 - October 2024.

B. Research methods

This research approach is based on a quantitative approach because this research has a clear and orderly flow. This type of research is a type of quantitative research. The nature of this research is causal research which is also known as explanatory research where this type of research examines whether there is a causal relationship between two separate events. This will happen when there is a change in one of the independent variables, which causes a change in the dependent variable.

C. Population and Research Sample

The research population that will be used in the study is: all customers who made purchases at the company during the 2022 period as many as 197 customers. Because the number of populations used is 197 customers, the number of populations will be reduced using the slovin sampling technique with a confidence level of 95% and an *error level of* 5% where the slovin formula used is:

$$n = \frac{N}{1+N\,(e^2)}$$

Information:

n = Number of Samples

N = Population Size

e = Error Tolerance (5%)

$$n = \frac{197}{1+197\,(5\%^2)} = \frac{197}{1+197\,(0{,}0025)} = \frac{197}{1+0{,}4925} = \frac{197}{1{,}4925} = 132$$

D. Data Types and Sources

According to Rangkuti (2017:8), "The data used in statistics is quantitative data. In the context of quantitative research data analysis, it is data in the form of numbers."

According to Mustafa (2020:28) based on the source, data is divided into:

1. Primary Data

   Data obtained or collected by researchers directly from the data source. Primary data is also referred to as original data or new data that has the latest nature. The techniques usually used to collect primary data are observation, interviews, and questionnaires.

2. Secondary Data

   Data obtained or collected by researchers from various existing sources. Secondary data can be obtained from various sources such as books, reports, journals, and others.

E. Operational Identification of Variables

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Table 1. Operational Identification of Variables

Variables	Definition	Indicator	suring Scale
oduct Quality (X 1)	quality is the understanding that the product offered by the seller has added selling value that competing products do not have.	Durability Employee Interaction Aesthetics Impression of Quality ndi and Purnawanto (2021)	*kert* Scale
rsonal Sales (X 2)	selling involves salespeople interacting directly with potential customers by explaining the benefits of the company's products.	*Conversion* *Cultivation* *Response* test Showman (2021)	*kert* Scale
nship Marketing (X 3)	hip marketing is the process of identifying and building, maintaining, accelerating and, when necessary, terminating relationships with consumers and other parties.	Trust *Familiarity* *Professional Awareness* 20)	*kert* Scale
ying decision (Y)	g decisions are behaviors that refer to the final purchasing behavior of consumers, both individuals and households who purchase services or products for personal consumption.	Problem introduction Information seeker Alternative evaluation Buying decision Post-purchase behavior ansyah (2020)	*kert* Scale

F. Validity Test

According to Herlina (2019:57), validity testing shows the level of validity of the measurement results of a questionnaire. To determine whether a questionnaire item is suitable for use or not is to conduct a correlation coefficient significance test at a significance level of 0.05 (5%), which means that an item is considered valid if it correlates significantly with the total item score.

G. Reliability Test

According to Sudarto, et al. (2019:56), the purpose of the reliability test is to determine the extent to which the measurement results remain consistent, if carried out twice or more on the same symptoms using the same measuring instrument. The method used is *Cronbach Alpha* which is used to calculate reliability. The criteria for a study to be said to be reliable if *Cronbach Alpha* > 0.6 .

H. Research Model

According to Sugiyono (2019:41) Descriptive statistics are used as a testing method related to the presentation or collection of data or test results obtained so that they can provide useful information in this study. These statistics can also provide information about data in the form of tables, diagrams and graphs that will be presented neatly and concisely.

I. **Normality Test**

According to Marsam (2020:129), normality testing can be done in 2 ways , namely with a histogram graph and *a normal probability plot of regression* . If the data is spread around the diagonal line and follows the direction of the diagonal line, then the histogram graph and *the normal probability plot of regression* show a normal distribution pattern, then the regression model

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meets the assumption of normality. If the data is spread far from the diagonal line and/or does not follow the direction of the diagonal line, then *the normal probability plot of regression histogram graph* does not show a normal distribution pattern, so the regression model does not meet the normality assumption.

According to Priyatno (2018:130), normality testing with statistics can use the *One Kolmogorov Smirnov method* , the testing criteria are as follows:

a. If the significance value > 0.05, then the data is normally distributed.
b. If the significance value < 0.05, then the data is not normally distributed.

J. **Multicollinearity Test**

According to Ghodang (2020:47), the multicollinearity test is used to see the relationship between independent variables so that the simple linear regression test does not use the multicollinearity test because the simple regression test only has one independent variable:

a. Multicollinearity does not occur if the *tolerance value* is greater than 0.1 and the VIF (*Variance Inflation Factor*) value is less than 10.
b. Multicollinearity occurs if the *tolerance value* is less than 0.1 and the VIF (*Variance Inflation Factor*) value is greater than or equal to 10.

K. **Heteroscedasticity Test**

According to Riyanto and Hatmawan (2020:139), the heteroscedasticity test aims to test whether there is inequality in the variance of the residuals from one observation to another in the regression model. The measurement method uses *a Scatterplot* where if there is a certain pattern, such as points that form a certain regular pattern, it identifies that heteroscedasticity has occurred and vice versa if there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

L. Multiple Linear Regression Analysis

According to Priyatno (2018:107), "Multiple regression analysis is used to determine whether there is a significant partial or simultaneous influence between two or more independent variables on one independent variable."

$$\mathbf{Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3}$$

Description: Y = Purchase Decision *(dependent variable)*
X_1 = Product Quality *(independent variable)*
X_2 = Personal Sales *(independent variable)*
X_3 = Relationship Marketing *(independent variable)*
a = Constant
b = Regression coefficient

M. **Coefficient of Determination (*Adjusted* ^{R2})**

According to Ariawan, et al (2017:111), To compare two R^2 from two models, it is necessary to take into account the number of independent variables in the model. This can be done using *Adjusted R Square* . The term adjustment means that the $R^{2\ value}$ has been adjusted for the number of variables (degrees of freedom) in the model. Indeed, this adjusted R^2 will also increase along with the increasing number of variables, but the increase is relatively small. It is also often suggested, if there are more than two independent variables, to use *Adjusted R Square* .

N. Research Hypothesis Testing

1. Partial Hypothesis Testing (t-Test)

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According to Priyatno (2018:121), "The t-test is used to determine whether the independent variable has a significant partial effect on the dependent variable or not". The test uses a significance level of 0.05 and a 2-sided test. The form of the test has an assessment criterion, namely Hα is accepted if: $t_{count} > t_{table}$

2. Simultaneous Hypothesis Testing (F Test)

According to Priyatno (2018:119), "The F test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable" . The test uses a significance level of 5%. The form of the test has assessment criteria, namely Hα is accepted if: $F_{count} > F_{table}$

RESEARCH RESULT

A. Normality Test

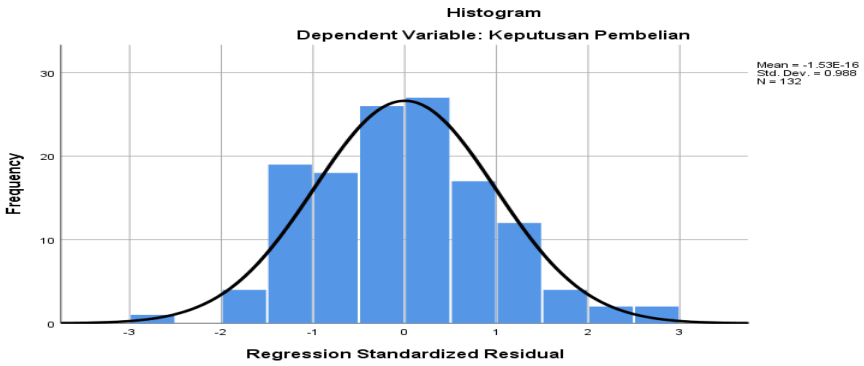
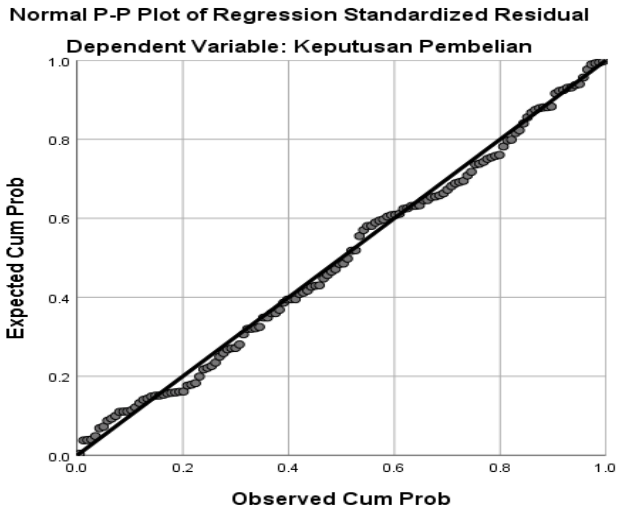


Figure 2. Histogram
Source: Data Processing Results, 2023

This a picture of a row for a bell , no movement to the left or to the right . So it shows b a hwa d a ta b e rdistribution norm a l and meet a sum of norms .



Picture. 3 ***Normal Probability Plot of Regression***
Source: Data Processing Results, 2023

This shows that the points are spread around the diagonal line and follow the diagonal line. So the residuals of the regression model are normally distributed.

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Table 2. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		132
Normal Parameters [a,b]	Mean	.0000000
	Std. Deviation	2.25008430
Most Extreme Differences	Absolute	.048
	Positive	.048
	Negative	-.036
Test Statistics		.048
Asymp. Sig. (2-tailed)		.200 [c,d]

a. Test distribution is Normal.
b. Calculated from data.
c . Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
Source: Data Processing Results, 2023

Thus, the significant value produced is greater than 0.05, which is 0.200, so it can be concluded that the data is classified as normally distributed.

B. Multicollinearity Test

Table 3. Multicollinearity Test Results (VIF Test)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	8,047	2,065		3,897	.000		
	Product Quality	.351	.053	.406	6,622	.000	.681	1,468
	Personal Sales	.508	.067	.464	7,523	.000	.673	1,486
	Relationship Marketing	.329	.078	.215	4.218	.000	.985	1,015

a. Dependent Variable: Purchase Decision
Source: Data Processing Results, 2023

Thus, it can be seen that for each variable that has a *tolerance value* > 0.1 and a VIF value < 10, no multicollinearity problems were found.

C. Heteroscedasticity Test

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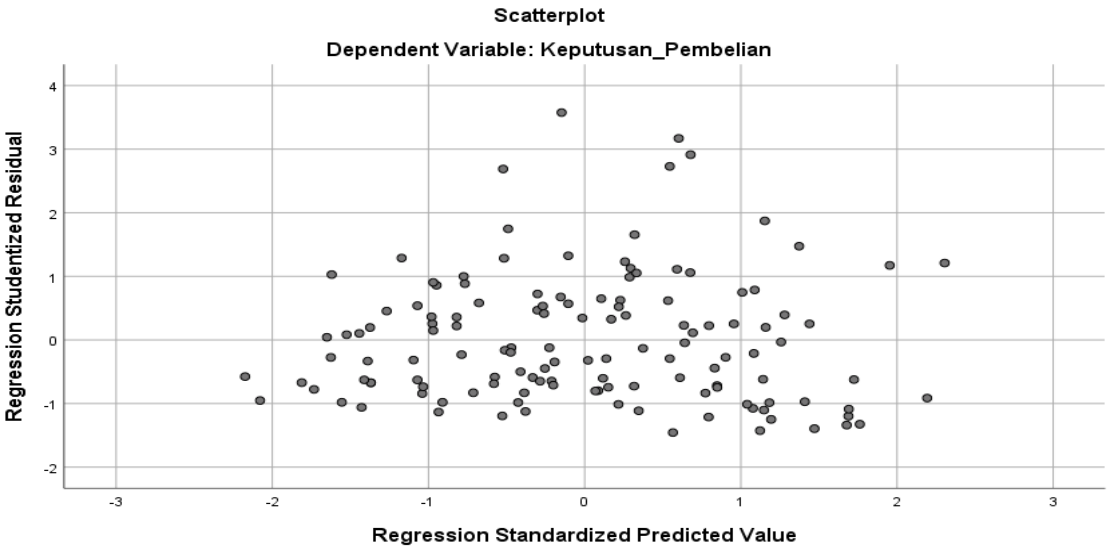

Figure 4. ***Scatterplot***
Source: Data Processing Results, 2023

This, the points are spread randomly and do not form a clear pattern, meaning that there is no heteroscedasticity in the regression model.

Table 4. Glejser Test Results (Heteroscedasticity)

Coefficients [a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.188	1.208		.156	.877
	Product Quality	-.022	.031	-.074	-.703	.483
	Personal Sales	.023	.039	.062	.583	.561
	Relationship Marketing	.080	.046	.154	1,755	.082

a. Dependent Variable: Purchase_Decision

Thus, the level of significance of each variable is greater than 0.05, meaning that no heteroscedasticity was found.

D. Research Model

Table 5. Results of Multiple Regression Coefficient Test

Coefficients [a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	8,047	2,065		3,897	.000		

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	Product Quality	.351	.053	.406	6,622	.000	.681	1,468
	Personal Sales	.508	.067	.464	7,523	.000	.673	1,486
	Relationship Marketing	.329	.078	.215	4.218	.000	.985	1,015

a. Dependent Variable: Purchase Decision

Source: Data Processing Results, 2023

1. Constant (a) = 8.047. This means that if the independent variables, namely Product Quality (X1), Personal Selling (X2), and Relational Marketing (X3) have a value of 0, then the Purchase Decision (Y) is 8.047.
2. If there is an increase in Product Quality, there will be an increase in Purchasing Decisions by 35.1%.
3. If there is an increase in Personal Sales, Purchasing Decisions will increase by 50.8%.
4. If there is an increase in Relational Marketing, Purchasing Decisions will increase by 32.9%.

E. Coefficient of Determination (R^2)

Table 6. Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820 [a]	.672	.665	2.276

a. Predictors: (Constant), Relational Marketing, Product Quality, Personal Selling

b. Dependent Variable: Purchase Decision

Source: Data Processing Results, 2023

Thus, the *Adjusted R Square determination coefficient value* is 0.665. Its influence on Purchasing Decision (Y) is 66.5 % . While the remaining 33.5 % is the influence of other independent variables.

F. Simultaneous Hypothesis Testing (F-Test)

Table 7. ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1360.005	3	453,335	87,490	.000 [b]
	Residual	663.237	128	5.182		
	Total	2023.242	131			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Relational Marketing, Product Quality, Personal Selling

Source: Data Processing Results, 2023

Thus, F_{table} (2.70) and significant α = 5% (0.05) namely F_{count} (87.490) and sig.a (0.000 [a]) so that the results prove that simultaneously Product Quality, Personal Selling, and Relational Marketing have a positive and significant influence on Purchasing Decisions.

G. Partial Hypothesis Testing (t-Test)

Table 8. Partial Test Results

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Coefficients [a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	8,047	2,065		3,897	.000		
	Product Quality	.351	.053	.406	6,622	.000	.681	1,468
	Personal Sales	.508	.067	.464	7,523	.000	.673	1,486
	Relationship Marketing	.329	.078	.215	4.218	.000	.985	1,015

a. Dependent Variable: Purchase Decision

Source: Data Processing Results, 2023

Based on the table above, it can be seen that:

1. $_{calculated}$ t value for the Product Quality variable (X1) shows that the $_{calculated\ t\ value}$ (6.622) > t $_{table}$ (1.984) with a significance level of 0.031 < 0.05 so it can be concluded that there is a significant positive partial influence between Product Quality and Purchasing Decisions.
2. $_{calculated}$ t value for the Personal Sales variable (X2) shows that the $_{calculated\ t\ value}$ (7.523) > t $_{table}$ (1.984) with a significance level of 0.000 < 0.05 so it can be concluded that there is a significant positive partial influence between Personal Sales and Purchasing Decisions.
3. $_{calculated}$ t value for the Relational Marketing variable (X3) shows that the $_{calculated\ t\ value}$ (4.218) > t $_{table}$ (1.984) with a significance level of 0.000 < 0.05 so it can be concluded that there is a significant positive influence partially between Relational Marketing and Purchasing Decisions.

H. Discussion of Research Results

The Influence of Product Quality on Purchasing Decisions

calculated t value for the Product Quality variable (X1) shows that the $_{calculated\ t\ value}$ (6.622)> t $_{table}$ (1.984) with a significance level of 0.031 <0.05 so that it can be concluded that there is a significant positive effect partially between Product Quality and Purchasing Decisions. The results of this study are in line with previous research conducted by Arianto and Giovanni (2020), where the results of the study showed that the variables Product Quality and price both partially and simultaneously have a positive and significant effect on Purchasing Decisions.

The Influence of Personal Selling on Purchasing Decisions

$_{calculated}$ t value for the Personal Selling variable (X2) shows that the $_{calculated\ t\ value}$ (7.523)> t $_{table}$ (1.984) with a significant level of 0.000 <0.05 so it can be concluded that there is a significant positive effect partially between Personal Selling and Purchasing Decisions. The results of this study are in line with previous research conducted by Yusni, et al. (2019), where the results of the study showed that the variables *Personal Selling*, product development and price partially and simultaneously have a positive and significant effect on Purchasing Decisions.

The Influence of Relationship Marketing on Purchasing Decisions

$_{calculated}$ t value for the Relational Marketing variable (X3) shows that the $_{calculated\ t\ value}$ (4.218)> t $_{table}$ (1.984) with a significant level of 0.000 <0.05 so that it can be concluded that there is a significant positive influence partially between Relational Marketing on Purchasing Decisions. The results of this study are in line with the research conducted by Manik (2018) entitled The Influence of Corporate Image and *Relationship Marketing* on Consumer Purchasing

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Decisions of PT. Astra Internasional Medan where the results show that partially and simultaneously corporate image and *relationship marketing* have a positive and significant effect on purchasing decisions.

The Influence of Product Quality, Personal Selling and Relationship Marketing on Purchasing Decisions

The value of F_{table} (2.70) and significant α = 5% (0.05) namely F_{count} (87.490) and sig.a (0.000^{a}) so that the results prove that simultaneously Product Quality, Personal Selling, and Relational Marketing have a positive and significant effect on Purchasing Decisions. The *Adjusted R Square* determination coefficient value is 0.665. Its influence on Purchasing Decisions (Y) is 66.5 % . While the remaining 33.5 % is the influence of other independent variables. The results of this study are in line with previous research by Edbert, et al. (2014), where the results of the study showed that both partially and simultaneously *image*, price, advertising, and Product Quality have a positive and significant effect on Purchasing Decisions.

CONCLUSION

The conclusion that can be drawn withdrawn researcher from results study This is as following:

1. Product quality has a positive and significant effect on purchasing decisions.
2. Personal Selling has a positive and significant effect on Purchasing Decisions.
3. Relationship Marketing has a positive and significant influence on Purchasing Decisions.
4. Simultaneously, Product Quality, Personal Selling and Relational Marketing have a significant influence on Purchasing Decisions.

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