Research Article

The Effect Of Price Perception And Personal Selling On Car Purchase Decisions At PT Arista Jaya Lestari – Wuling Jayakarta

Marison Sitorus[1], Calista Syahla[1]

[1] Politeknik STMI Jakarta, Jl. Letjen Suprapto No.26, Jakarta Pusat, 10510, Indonesia

ABSTRACT

This research aims to determine the effect of price perception and personal selling both partially and simultaneously on Car Purchase Decision at PT Arista Jaya Lestari – Wuling Jayakarta. This study uses the independent variables price perception (X1) and personal selling (X2) as well as the dependent variable purchasing decisions (Y). This analysis uses quantitative methods using probability sampling with simple random sampling techniques. The analytical method used is multiple linear regression analysis. The data obtained is the result of primary data from distributed questionnaires and interviews and secondary data obtained from companies, books, previous journals, and articles. The sample used to fill out the questionnaire using a likert scale in this study was 83 respondents who are consumers who have made purchases Wuling car at PT Arista Jaya Lestari - Wuling Jayakarta. The data analysis used was validity and reliability test, classical assumption test, coefficient of correlation and determination test, linear multiple regression analysis, and hypothesis testing. The study's conclusion shows that price perception and personal selling simultaneously and partially have a positive and significant effect on Car Purchase Decisions at PT Arista Jaya Lestari – Wuling Jayakarta.

INTRODUCTION

The Indonesian automobile sector's sales success has increased significantly in recent years, however the impact of the corona virus (Covid-19) epidemic has had an influence on the national vehicle business. PT Arista Jaya Lestari - Wuling Jayakarta is one of the impacted automobile firms. PT Arista Jaya Lestari - Wuling Jayakarta is one of the dealer branches of PT Arista Jaya Lestari, an automobile firm that is the official dealer of Wuling Motors, a company formed by a cooperation between General Motors and local Chinese corporations (SAIC and Guangxi Automobile Group). PT Arista Jaya Lestari - Wuling Jayakarta concentrates its operations on 3S services (Sales, Service, and Spare parts). Despite the fact that it has developed a variety of operational and promotional activities, PT Arista Jaya Lestari – Wuling Motors Jayakarta is experiencing a problem with sales deflation in 2021.

Based on data from PT Arista Jaya Lestari - Wuling Jayakarta car sales from 2019 s.d. In 2021, it can be seen that PT Arista Jaya Lestari - Wuling Jayakarta experienced a decline in Wuling car sales in the previous two years, with a 7% decline in 2020 and a 9% decline in 2021. The deflation in sales can be attributed to external factors describing product purchase decisions. According to Firmansyah (2018), a purchase decision is the result or output of a mental or cognitive process that leads to the selection of an action path among several available alternatives. Every decision-making process concludes with a final choice. The outcome can be either an action or an opinion on the option.

The influence of price perception on purchasing decisions is very important because the price level set by the company can be a benchmark for demand for a product. Therefore, in determining the price, the company must be able to decide on the selling price according to the target market share so that product sales and market share will increase (Makaleuw et al., 2018). Personal selling also plays a vital role in making buying decisions. This means

that personal selling must be able to make consumers interested in the products provided. The smarter personal selling is in persuading and explaining products, the more consumers will believe and buy the products offered (Tarigan, 2021).
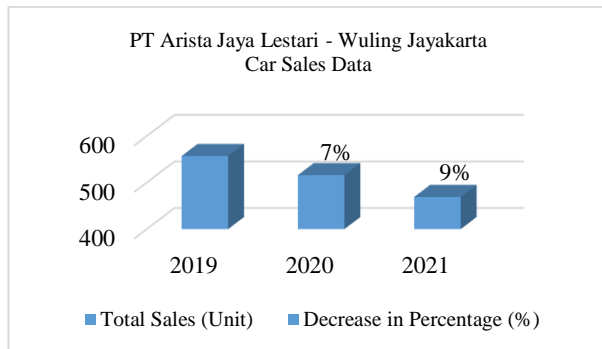

Figure 1 PT Arista Jaya Lestari – Wuling Jayakarta Car Sales Data
Source : PT Arista Jaya Lestari – Wuling Jayakarta

According to the results of a pre-survey of 20 respondents, the four price variable indicators have a significant impact on purchasing decisions at PT Arista Jaya Lestari – Wuling Motors Jayakarta, with an average value of 4.91. Aside from the price variable, the promotion variable with personal selling indicators received an average of 5.2. As a result, the use of a marketing mix strategy in terms of price and personal selling promotions, in which the company tries to set competitive prices and conduct effective and efficient personal selling promotions, can be said to support the company's sales activities.

LITERATURE VIEW

Price Perception

Schiffmann & Kanuk (Budiyanto, 2021) described price perception as the consumer's perspective on whether a product is reasonable, expensive, or cheap. According to Chandra & Santoso (2019) everyone has a different price perception, even if consumers' product or service is the same. From the explanation of the theory above, price differences will impact consumer purchasing decisions, especially at the lowest or cheapest price for a product.

Personal Selling

According to Andrews & Shimp (2018) personal selling is a form of person-to-person communication in which a salesperson works with prospective buyers in attempting to determine their purchase needs to provide a match with the company's products or services. It can also be concluded that personal selling is a salesperson who makes verbal presentations with one or more prospective buyers to sell products to certain targeted locations or stores.

Purchase Desicion

According to Peter & Olson Indrasari (2019), purchasing decision is an integration process used to evaluate two or more alternative behaviors and choose one of them. Then, Stanton (Firmansyah, 2018) claims that the purchase decision is an actual buying process that involves evaluating several alternatives before consumers decide to buy a product or service. Based on some of the opinions expressed above, it is possible to conclude that consumer purchasing decisions result from consumer considerations before purchasing a product.

Previous Research

Bakti et al., (2021) conducted a study entitled "The Influence of Price, Personal Selling, Product Quality and Word of Mouth on Motorcycle Purchase Decisions at PT. Yamaha Putera Langkapura motorcycle dealership ". The study aims to determine the effect of price, personal selling, product quality, and worth of mouth on purchasing decisions at PT Yamaha Putera Langkapura motorcycle dealership. The results showed that the variable price, personal selling, product quality, and word of mouth have a significant and positive effect on purchasing decisions at Dealer Yamaha Putera Langkapura.

Sary et al., (2020) conducted a study entitled "The Effect of Price, Sales Promotion and Personal Selling on the Daihatsu Sirion Purchase Decision at PT Capella Medan". The purpose of this study was to analyze the effect of price, sales promotion, and personal selling on the Daihatsu Sirion purchasing decision at PT Capella Medan. The study's conclusion 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.

Literature review by Septyadi et al. entitled "Literature Review of Purchase Decisions and Consumer Purchase Interest on Smartphones: Prices and Promotions" reviewed several journals related to prices with purchasing decisions, with the conclusion that the formulation of hypotheses that can be used by further research is that the price affects purchasing decisions, the better the perception of price by consumers, the better it will affect purchasing decisions (Septyadi et al., 2022).

Based on the description above, researchers are interested in conducting research on PT Arista Jaya Lestari - Wuling Jayakarta with the research title "The Influence of Price Perception and Personal Selling on Car Purchase Decisions at PT Arista Jaya Lestari - Wuling Jayakarta". The thing that distinguishes it from previous research is that this study examines the significant influence not only partially

but also simultaneously price perception and personal selling on purchasing decisions.

Research Hypothesis

The hypothesis according to Sugiyono (2019, p. 65) is an explanation or conjecture that must be tested for truth. Based on the framework above, the hypothesis that will be tested in this study can be proposed as follows:

H1: There is a partially significant effect of Price Perception on Purchase Decisions.

H2: There is a partially significant effect of Personal Selling on Purchase Decision.

H3: There is a simultaneous significant effect of Price Perception and Personal Selling on Purchase Decisions.
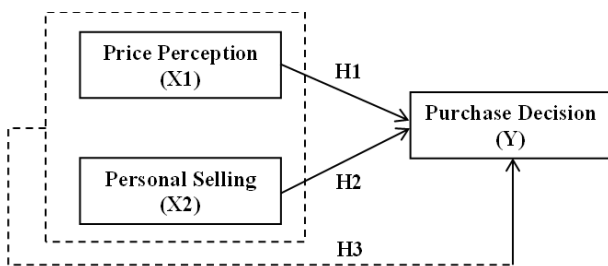
Conceptual Framework

Figure 2 Conceptual Framework
Source: Data Process, 2022

RESEARCH METHODS

This type of research is quantitative research. The population of this research is customers who buy four-wheeled vehicles from PT Arista Jaya Lestari – Wuling Motors Jayakarta in 2021. The sampling technique used in this study is a probability sampling method with a simple random sampling technique. According to Sugiyono (2019) sample is part of the number and characteristics possessed by the population. The total population of this research was 469 people, and the sample used for filling out the questionnaire using a Likert scale in this research was 83 respondents. The number of indicators from this research is 12 indicators.

Identification and Operational Definition of Research Variables

Table 1 Operational Definition of Research Variables

Variables	Variables Definition	Indicators
Price Perception (X1)	Price perception is the consumer's perspective on whether a product is reasonable, expensive, or cheap. Source: Schifmann & Kanuk (Budiyanto, 2021).	1. Price Affordability 2. Price Compatibility with Product Quality 3. Price Compatibility with Benefits 4. Price Compatibility with Ability or Price Competitiveness
		Source: Kotler & Armstong (Indrasari, 2019).
Personal Selling (X2)	Promotional activities carried out face to face with the aim of introducing and attracting potential buyers to the products offered. Source: Firmansyah (2019).	1. Salesmanship 2. Negotiating 3. Relationship Marketing Source: Tjiptono (Firmansyah, 2019).
Purchase Decision (Y)	A process of gathering and processing information, evaluating it and selecting the best possible option so as to solve a problem or make a buying choice. Source: Mishra (2019)	1. Product Choice 2. Brand Choice 3. Distributor Choice 4. Purchase Time 5. Purchase Amount Source: Kotler & Keller (Indrasari, 2019)

Data Analysis Method

Validity Test

A validity test shows a measuring instrument's ability to measure something (Siregar, 2020, p. 75). If r count ≥ r table and positive, it means that the question item is said to be valid.

Reliability Test

A reliability test aims to determine the measurement results stability from research instruments (Siregar, 2020, p. 87). The questionnaire is reliable if the value of Cronbach Alpha in this test is above 0.6.

Classic assumption test

Normality test

The normality test is carried out on the data to know whether a population of data is normally distributed or not (Siregar, 2020, p. 153). The data results are valid if they are normally distributed with the significant value criteria above 0.05.

Multicollinearity Test

The multicollinearity test examines whether there is a correlation between the independent variables in the regression model (Gunawan, 2019, p. 133). The regression

model is good if there is no correlation between the independent variables and the criteria for the VIF value in the range of 1-10 and the Tolerance value 0.10.s

Heteroscedasticity Test

The heteroscedasticity test examines whether there is an inequality of variance between the residuals in one observation and another (Gunawan, 2019, p. 146). Researchers will use the Glejser test with a significant value above 0.05.

Data analysis method

Coefficient of Correlation Test (R) and Determination (R2)

The correlation coefficient test or the R test, seeks to determine the strength or direction of the independent variable's relationship to the dependent variable. (Siregar, 2020, p. 335). The range of R values is 0-1. When the value of R is getting closer to 1, then the relationship is getting closer, and vice versa.

The coefficient of determination test, also known as the R2 test, is a statement or use of numbers that allows the contribution given by the independent variable to the dependent variable to be known (Siregar, 2020, p. 338). The R2 test results will be converted into a percentage (%).

Multiple Linear Regression Analysis

Linear regression aims to determine the effect of the independent variable on the dependent variable (Siregar, 2020, p. 405). Multiple linear regression will test the impact of several independent variables on the dependent variable in this study. The following is the equation of multiple linear regression:

$$Y = a + b_1X_1 + b_2X_2$$

Hypothesis Testing

T Test

The t test aims to measure the impact of each independent variable on the dependent variable separately (Siregar, 2020, p. 410). The t test also determines how significant each independent variable's influence on the dependent variable is. The results will be seen by comparing the t count with the t table or comparing significant figures with a research error of 0.05.

F Test

The f test is used to see the extent of the simultaneous influence between the independent variables on the dependent variable (Siregar, 2020, p. 408). The results of the f test can be seen from the ANOVA table in the f count section and the sig section. After that, f count will be compared with f table and the sig value will be compared with the research error of 0.05.

RESULTS AND DISCUSSION

Results of Research Data Analysis

Validity test

Based on the test results, X1 (Price Perception), X2 (Personal Selling), and Y (Purchase Decision) are all greater than the r table value of > 0,2159. That can imply that all instrument items are valid or relevant for use in research.

Reliability Test

The Cronbach alpha value obtained in the X1 variable (Price Perception) is 0,900, the X2 variable (Personal Selling) is 0,916, and the Y variable (Purchase Decision) is 0,888. Since the Cronbach alpha value obtained is greater than 0.6, the conclusion of the statement item is said to be reliable.

Classic Assumption Test

Normality Test

The significance value obtained from the Kolmogorov Smirnov one-sample table is 0.200. This value exceeds 0,05, indicating that the data is normally distributed.

Multicollinearity Test

Variables X1 (Price Perception) and X2 (Personal Selling) have a tolerance value of 0,883 > 0,1 and VIF 1,133 < 10. As a result of the two variables mentioned above, it is possible to conclude that there is no multicollinearity in the research data.

Heteroscedasticity Test

Since the significant number for each variable is greater than 0,05, it is concluded that there is no heteroscedasticity. Thus, from the two variables above, there is no multicollinearity in the research data.

Data analysis

Coefficient of Correlation Test (R) and Determination (R2)

Table 2 Coefficient of Correlation Test (R) and Determination (R2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729[a]	.531	.519	2.412
a. Predictors: (Constant), Personal Selling, Price Perception				
b. Dependent Variable: Purchase Desicion				

The R value obtained is 0,729, this value is getting closer to 1. Thus, the independent variables have a close relationship with the dependent variable. The R2 value is 0,531, it can be concluded that the effect of the independent

variable (price perception and personal selling) on the dependent variable is 53,1%.

Multiple Linear Regression Test

Table 3 Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.088	1.699		4.759	.000
	Price Perception	.258	.064	.328	4.022	.000
	Personal Selling	.512	.076	.548	6.730	.000
a. Dependent Variable: Purchase Desicion						

$$Y = 8,088 + 0,258 X1 + 0,512 X2$$

The explanation of multiple linear regression above are:

a) A constant of 8,088 states that if the independent variables of price perception (X1) and personal selling (X2) do not exist or are constant, the dependent variable is the purchase decision (Y) on amounting to 8,088 units.

b) The price perception (X1) independent variable regression coefficient is 0,258 and is positive that if each increase in the price perception (X1) of 1 unit of the independent variable will increase the dependent variable of the purchase decision (Y) by 0,258 units, assuming the other variables are constant.

c) The regression coefficient of the personal selling (X2) independent variable is 0,512 and is positive that if every 1 unit increase in the personal selling (Y) independent variable will increase the dependent variable of the purchase decision (Y) by 0,512 units, assuming the other variables are constant.

d) According to the Standardized Coefficients, the personal selling (X2) has a regression coefficient value of 0,076 and the price perception (X1) has a regression coefficient value of 0,328. This indicates that the personal selling (X2) has a stronger impact on purchase decision (Y) than the price perception (X1).

Hypothesis testing

T Test

Table 4 Partial Test (t test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.088	1.699		4.759	.000
	Price Perception	.258	.064	.328	4.022	.000
	Personal Selling	.512	.076	.548	6.730	.000
a. Dependent Variable: Purchase Desicion						

Variable X1 has a significance value of 0,000 < 0.05 and a t count value is 4,022 > t table 1,990. Then the X1 variable has a significant effect on Y. The X2 variable has a significance value of 0,000 <0,05, and the t count value is 6,730 > t table 1,990. Thus, the X2 variable has a significant effect on Y.

F Test

The resulting significance value is 0,000 < 0,05, and the calculated f value is 45,313 > f table is 3,11. Thus, it can be concluded that the variable price perception and personal selling simultaneously affect purchasing decisions.

Table 5 Simultaneous Test (f test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	527.108	2	263.554	45.313	.000[b]
	Residual	465.301	80	5.816		
	Total	992.410	82			
a. Dependent Variable: Purchase Desicion						
b. Predictors: (Constant), Personal Selling, Price Perception						

Discussion

Effect of Price Perception on Purchase Decision

This study shows that the price perception positively and partially significantly effects on car purchasing decisions at PT Arista Jaya Lestari - Wuling Motors Jayakarta. It can be seen from the positive price perception regression coefficient of 0,258, the t count value is 4,022 > t table 1,990, and the significance value is 0,000 < 0,05. The results show that the price of Wuling products which are considered affordable and can be adjusted to consumer needs is one of the factors that influence consumer purchasing decisions.

The Influence of Personal Selling on Purchase Decisions

This study shows that personal selling positively and partially significantly effects on car purchasing decisions at PT Arista Jaya Lestari - Wuling Motors Jayakarta. It can be seen from the positive personal selling regression coefficient of 0,512, the t count value is 6,730 > t table 1,990, and the significance value is 0,000 <0.05. According to the results of this study, the salesmen of PT Arista Jaya Lestari – Wuling Motors Jayakarta are capable of assisting customers in the buying process until they decide to purchase Wuling products.

The Influence of Price perception and Personal Selling on Purchase Decisions

This study shows that price perception and personal selling have a simultaneous positive and significant effect on car purchasing decisions at PT Arista Jaya Lestari – Wuling Motors Jayakarta. It can be seen from the hypothesis test

by utilizing the f test. Then the calculated f value is 45,313 > f table is 3,11, where the significance value is 0.000 < 0.05. The results of this study indicate that price perception and personal selling can influence purchasing decisions. The sample studied believes that price perception and personal selling are the most important factors in decision making and should be considered when purchasing a product.

CONCLUSIONS

The results of research and discussion, it can be concluded as follows: price perception has a partially significant effect on car purchasing decisions at PT Arista Jaya Lestari – Wuling Motors Jayakarta, personal selling has a partially significant effect on car purchasing decisions at PT Arista Jaya Lestari – Wuling Motors Jayakarta, and price perception and personal selling have a simultaneously significant effect on car purchasing decisions at PT Arista Jaya Lestari – Wuling Motors Jayakarta. Based on the result, it can be recommendation for company that company need to pay attention to the weaknesses shown by the price variable, companies can arrange discounts or promos to customers, in increasing prices they also need to pay attention to current market competition. Besides that, considering the weaknesses disclosed by the personal selling variable, the company is expected to be able to increase the number of salesmen, increasing the sales area route, and to provide training to salesmen, particularly in how to promote products in order to attract customers' purchasing interest.

REFERENCES

Andrews, J., & Shimp, T. (2018). Advertising, Promotion, and other aspects of Integrated Communications Marketing. In *Cengage Leraning*.

Bakti, U., Hairudin, & Setiawan, R. (2021). Pengaruh Harga, Personal Selling, Kualitas Produk, danWord of Mouth Terhadap Keputusan Pembelian Motor pada Dealer PT. Yamaha Putera Lengkapura. *Jurnal Cakrawala Indonesia*, *1*(1).

Budiyanto, A. (2021). *Pemasaran Jasa: Pengertian Dan Perkembangan*. Cipta Media Nusantara (CMN).

Chandra, A., & Santoso, T. (2019). Pengaruh Brand Image, Kualitas Produk, dan Harga terhadap Keputusan Pembelian di Outlet Mini Melts Surabaya. *Agora*, *7*(1), 1–5. http://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/8172

Firmansyah, A. (2018). *Perilaku Konsumen: Sikap dan Pemasaran*. Deepublish Publisher.

Firmansyah, A. (2019). *Komunikasi Pemasaran*. CV. Penerbit Qiara Media.

Gunawan, C. (2019). *Mahir Menguasai SPSS: Mudah Mengolah Data Dengan IBM SPSS Statistic 25)*. Deepublish Publisher.

Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Unitomo Press.

Makaleuw, M. M., Sumarauw, J. S. B., & Ogi, I. W. J. (2018). Pengaruh Citra Merek, Fitur Dan Persepsi Harga Terhadap Keputusan Pembelian (Studi Pada Pt. Gemilang Emas Indonesia Cabang Manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *6*(4), 3713–3722.

Mishra. (2019). *Marketing Management*. SBPD Publishing House.

Sary, S., Aprila, T., & Suryarto. (2020). The Effect of Price, Sales Promotion and Personal Selling on the Daihatsu Sirion Purchase Decision at PT Capella Medan. *Jurnal Mantik*, *4*(2), 1212–1216. https://iocscience.org/ejournal/index.php/mantik

Septyadi, M. A. K., Salamah, M., & Nujiyatillah, S. (2022). *Literature Review Keputusan Pembelian dan Minat Beli Konsumen pada Smartphone: Harga dan Promosi*. *3*(1). https://doi.org/10.38035/jmpis.v3i1

Siregar, S. (2020). *Statistik Parametrik untuk Penelitian Kuantitatif: Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS*. PT Bumi Aksara.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Tarigan, J. (2021). The Effect of Personal Selling on Product Purchase Decision in Sibolang Durian. *Jurnal Global Manajemen*, *10*(1), 90–109. https://doi.org/10.46930/global.v10i1.1117