

The Role of Communication, Product Knowledge, Creativity and Empathy to Increase Purchase Interest

Gregorius Widiyanto, Sugandha, Hendra, Rinintha Parameswari, Agus Kusnawan
Faculty of Business, University of Buddhi Dharma Tangerang, Indonesia.

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Abstract:

The health food market share in Indonesia continues to grow and shows the potential for positive growth. Although Indonesia's economic growth has not been satisfactory, living standards have increased, which is accompanied by increased expectations for their healthier lifestyle. It will increase to create new needs for quality products and brands that can be relied upon for the achievement of a better level of health and life. Personal selling is the right promotional strategy to achieve the company's goals in facing the current era of globalization. Personal selling functions to attract consumer interest, with the consideration that consumers feel more cared for and easier to understand the products offered by PT. Kalbe Nutritional Bandung and also do the same promotion to increase consumer buying interest, namely using personal selling. This study aims to determine whether personal selling has a positive effect on buying interest of Prenagen milk consumers in the city of Bandung, the location of the study is at one retail outlet in the city of Bandung for 2 (two) months, from March to April 2018. This type of research is descriptive verification with a quantitative approach. Descriptive method is used to describe various symptoms and facts contained in personal selling factors of PT. Kalbe Nutritional Bandung in depth. The results of testing the validity and reliability of the questionnaire for 27 (twenty seven) statements were declared valid and feasible to be used in research, the hypothesis partially and simultaneously resulted in the conclusion that personal selling had a positive effect on buying interest. The results of the hypothesis test stated significantly meet the test criteria. The amount of personal selling influence on buying interest is 38.1%.

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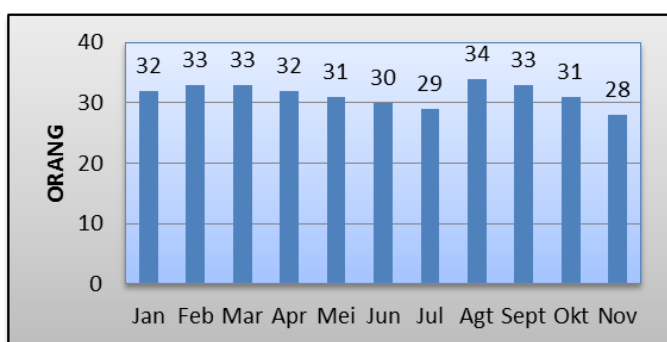
Preliminary

Today's marketing does not only develop good products, set attractive prices and make them easily accessible to targeted consumers. The dynamics of increasingly fierce business competition between various companies in producing and selling their products have an influence on the view that companies must inform and introduce their products to the public. So they are encouraged to buy company products through promotional activities.

Companies typically utilize promotion mix communication tools which include: (*Advertising*), (*sales promotion*), (*direct marketing*), (*publicity*), and (*personal selling*) to deliver to intermediaries,

consumers and the public (Saladin, 2010:188). A salesperson when selling a product is needed who is well-trained to explain the benefits of the product, so it really needs to be understood how to create customer satisfaction and profits for the company. They must know how to analyze sales data, measure market potential, gather market information and strategize marketing plans. *Personal selling is an effective tool at certain stages in the purchasing process, for example, at the stage of purchase, negotiation, and the sales stage.* To sell a product, a salesman is needed who can explain the benefits of the product so as to create customer satisfaction.

A promotional strategy activity that must be carried out by a company, one of which is the promotion of personal selling is the right promotional method or strategy to achieve the company's goals in facing this globalization era. *Personal selling is different from other promotional activities. Personal selling can function to attract consumers, because consumers will feel more cared for and easier to understand the products offered. To find out the number of personal selling in PT Kalbe Nutritionals Bandung can be seen in Figure I.1 as follows:*



Sumber: PT Kalbe Nutritionals Bandung 2014

Buying interest arises when consumers are stimulated by external factors and become a buying decision based on their personal characteristics and buying decision processes, as for what is meant by purchase intention according to Kotler and Keller (2012:481) is a process used to evaluate consumer purchasing decisions. With personal selling there is a direct influence arising in face-to-face meetings between sellers and buyers, where there are communication external factors needed to influence purchasing decisions or use psychological factors in order to persuade and give courage when making purchasing decisions in order to make sales transactions occur (Assauri, 2010:278). Thus, personal selling is an effective marketing activity at certain stages of the purchasing decision making process, especially in building preferences, exploring information, buying actions and referral actions (Adji, 2014 : 1-10). One way to increase brand awareness and consumer purchase intention is through advertising and personal selling. *Personal selling is considered as a sub element in the*

promotion that has a significant impact on influencing buying interest compared to sub elements in other promotions, for example by display and visual activities that are publications or by advertising bombardment in various mass media (Rizan dan Anjarestu, 2013).

Kalbe Nutritionals is a subsidiary of a leading pharmaceutical company in Indonesia, PT Kalbe Farma. At first Kalbe Nutritionals was established under the name PT Sanghiang Perkasa and the company runs its business in the health sector. The products produced are health food and beverage products that reach at every critical point in the stages of human growth and development. The products produced include milk for infants, children, teenagers, pregnant and lactating women, some special needs of the elderly, as well as baby biscuits and cereals. Kalbe has successfully positioned its brands as leaders in each of the therapeutic categories and industry segments not only in Indonesia but also in various international markets, with health products and medicines that have always been a mainstay of the family, in this case the research focused on Prenagen milk products. Can be seen from the sales data recap Bandung area per year from 2015-2017, in the following figure 1.2:

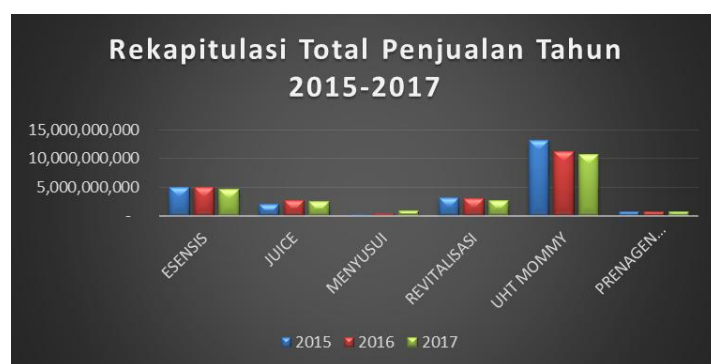


Figure I.2: Prenagen Sales Recap of Bandung Region in 2015-2017

Seen from the data above is prenen fluctuating. This is due to the lack of continuous promotion so it is expected that push from the management to market the Prenagen products to take the segmentation of pregnant women throughout the area of Bandung with continuous promotion

strategy. From the facts above it can be seen that the role of personal selling is very important for the company because the message delivered is individual and two-way so the seller can provide persuasive information that can affect the interests of the purchase and increase sales. Without personal selling, companies will have difficulty in obtaining information that occurs in the market.

Personal selling has a very big role on consumer purchase intention, where consumer perceptions of sales people including their ability to attract consumers' attention has influenced consumer intentions to make purchases (Kotler dan Keller, 2012:493). In this study four indicators of personal selling will be discussed (Gunasekharan et al, 2015) which consists of communication skills, product knowledge, creativity and empathy. These four indicators are considered more influential on buying interest because at this stage salespeople interact with consumers a lot. Applying the right personal selling within the company will contribute or benefit greatly in marketing a product. In personal selling, salespeople can directly know the needs, desires, motives, complaints, and consumer behavior. In personal selling, sellers can make adjustments to the messages conveyed to buyers according to the unique characteristics of each prospect. Furthermore, with the power of observation and hearing, the seller can receive feedback about the message and its explanation according to the level and degree of delivery. If the feedback shows that messages are not being received as as it should be, the seller will quickly make adjustments in the presentation method. Thus, companies have the opportunity to find their goals more effectively than other promotion methods.

Literature review

Personal Selling

Personal selling is one component of the promotion mix in addition to advertising, sales promotion and publicity which emphasizes persuasive communication to arouse the possibility of consumers making purchases. Kotler dan

Amstrong (2012:112) said that personal selling is a personal presentation by the salespeople of the company in order to succeed sales and build relationships with customers. Meanwhile, according to Mc Daniel (2010: 167), personal selling is direct communication between a seller's representatives with one or more prospective buyers in an effort to influence one another in a buying situation. Tjiptono (2011:224) also argues that personal selling is a direct communication (face to face) between the seller and prospective customers to introduce a product to potential customers and form a customer understanding of a product so that they will try to buy it. Therefore, the working system is more flexible when compared to other media.

From some of the definitions above, it can be concluded that personal selling is a sales promotion carried out in two directions and judged to be more effective in marketing products, because the ultimate goal in a promotion is to sell. Besides personal selling is a communication activity between producers represented by salespeople and potential consumers that involve thoughts and emotions, and of course face to face. Because dealing directly with potential customers, personal selling has advantages compared to other promotional tools.

Personal selling programs that use salespeople and emphasize dydac communication (communication between two people or groups) allow the design of messages to be more specific and customized, more personal communication and gathering feedback directly from customers. Therefore, this method is the only way of promotion that can arouse the hearts of buyers immediately, and at that place and time it is also expected that potential customers decide to buy the products offered.

Personal Selling Purpose

Personal selling goals are very diverse, ranging from simply raising awareness about the availability of a product, stimulating buyer interest, to comparing prices and terms of sale and purchase and settlement of transactions. Shimp (2010:281)

mention "the main goal. Personal selling is to educate customers, provide useful products and marketing assistance, as well as provide after-sales service and support to buyers. Meanwhile, according to Boyd (2010: 20) personal selling goals are:

- a. Win the acceptance of new products by existing customers.
- b. Win new customers for existing products.
- c. Maintaining customer loyalty now by giving good service.
- d. Completing future sales facilities by providing technical services to prospective customers.
- e. Complement future sales by communicating product information.
- f. Get market information.

Based on the description above, it can be concluded that the purpose of personal selling is not only to increase sales but also to maintain customer loyalty, providing technical services and communicating product information is fully related to broader marketing objectives, namely maintaining and increasing sales to current customers.

Personal Selling Criteria

Sellers who are assigned to do personal selling must meet the following criteria, Tjiptono (2011: 224):

- a. *Salesmanship*
Personal selling person must have knowledge about products and the art of selling, including how to approach customers, resolve customer claims, make presentations, and how to increase sales.
- b. *Negotiating*
Personal selling is expected to have the ability to negotiate along with the terms.
- c. *Relationship Marketing*
Personal selling person must know how to build up and maintain good relations with customers. In personal selling, prospective customers or buyers are given an education of the products offered or shown how the

company can help customers to benefit from the products offered or financial benefits by being a part in it (making customers as partners, as a symbiosis of mutual benefit).

Aspek Utama dalam *Personal Selling*

It is known that face to face is one aspect of personal selling. These steps focus on getting new customers to get orders from them, so if the salesperson can carry out the Personal Selling process effectively, the company's sales volume will increase. The techniques contained in the process of personal selling according to Kotler and Armstrong (2012: 25) are:

- a. Approach

That is the process of personal selling where salespeople meet and greet buyers to get a relationship or to start a good start.

Boone and Kurtz (2010: 14) say that successful salespeople are those who make careful preparations, analyze all available data about product lines needed by consumers and other relevant information before making initial contact. Therefore, before the salesperson visits a prospective customer, he must be able to choose the right time so that it does not interfere with the activities of potential customers.

- b. Presentation

That is the process of personal selling where the salesperson tells the history of the product to the buyer, shows how the product will produce or save money for the buyer. Salespeople describe product features for customers. Using a needs satisfaction approach, salespeople begin by searching for the customer's talking needs. For that the salesperson must have the ability to listen and solve problems properly.

- c. Handling Objection

That is the process of personal selling where the sales force investigates, clarify and resolve customer objections to buying. During the presentation, Customers almost always have objections. Likewise, when they were asked to write orders, The problem can be logical, it can also be psychological, and mutual objections are not expressed out. In overcoming objections, salespeople must use a positive approach, probe hidden objections, asks the buyer to explain the objection, using objections as opportunities to provide more information, and change the objection into a reason to buy. Every salesperson needs training in objection handling skills.

d. Closing

That is the process of personal selling where salespeople ask what customers want to order. After overcoming the prospect's objections, now salespeople can try to close the sale. Salespeople must know the signs of closure from the buyer including physical movements, comments and questions. For example, customers might sit forward leaning and nodding in agreement or asking about the price and terms of credit payments.

Boone and Kurtz (2010: 154) say that an important point in the sales relationship is when salespeople ask prospects to actually buy is closing or transaction. If the presentation successfully matches the features of the product with the needs of consumers, closure is a reasonable end result.

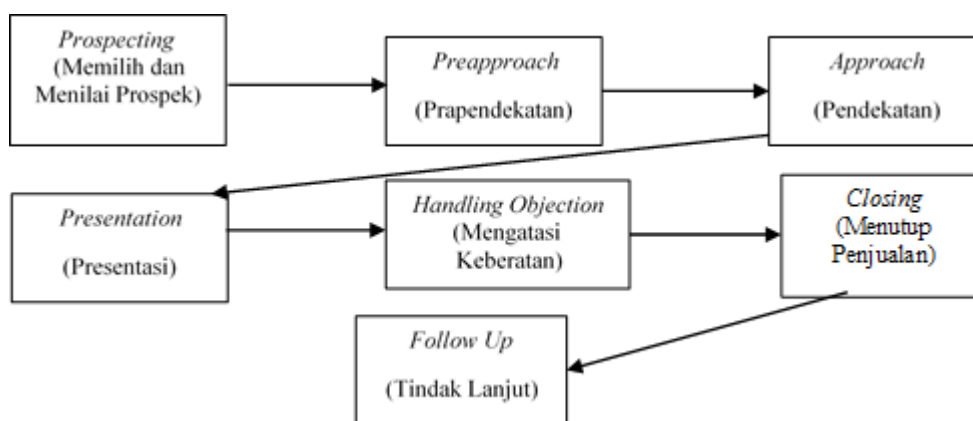


Figure II.2: Personal Selling Process
Sources: Kotler dan Armstrong (2012:225)

Personal Selling Indicator

Kotler dan Keller (2012:493) explained that personal selling can also make a strong contribution to the marketing of consumer products. Many companies use sales people to collect weekly orders and maintain stock availability in warehouses. *Personal selling* has a very big role on consumer purchase intentions, where consumers' perceptions of sales people including their ability to attract the attention of consumers have influenced consumer

intentions to make purchases. Regarding this matter, Gunasekharan et al, (2015: 7) uses 4 indicators to measure the effectiveness of personal selling in increasing consumer interest in making purchases, namely:

- a. Communicationability
Communication skills show the ability of personal sales to establish good communication with consumers, have a polite attitude, able to control emotions.

- b. Product knowledge
Product knowledge shows the ability of the sales person in explaining product characteristics, product benefits, and being able to answer various questions raised by consumers regarding the products offered.
- c. Creativity
Creativity refers to the skills of a sales person in marketing a product, using various communication methods in attracting the attention of consumers, and having patience when offering products to consumers.
- d. Empathy
Empathy refers to the ability of sales people to give individual attention to consumers, truly prioritizing the interests of consumers and understanding of sales people to the needs of consumers and the ability of sales people to provide solutions to problems faced by consumers.

Purchase Interest

Schiffman and Kanuk (2004) define interest as a quality of motivation which is a process of encouragement that causes behavior even though it does not provide the exact direction of the behavior, but interest in a product is not always consistent with behavior depending on other situations. According to Dodds, Monroe & Grewal (1991) in Grewal, Monroe & Krishnan, (1998). Purchasing interest is defined as the likelihood of a consumer intending to buy a product Consumer buying interest on a product is strongly influenced by several factors (Lamb, Hair, McDaniel, 2001). Interest is part of the perceived value that will affect the willingness to buy. *Perceived value* consist of *Perceived Quality* dan *Perceived Scrifice*, namely the dimension of *Perception of Price*. (Doods & Monroe, 1991). Meanwhile, according to Cyntia J. Gantt, 2001 (in Lamb 2001), buying interest is an indicator to measure the extent of one's efforts to achieve the objectives of his behavior. There are two dimensions to buying interest, namely attitude and one social subjective norm. Attitude is a part of the Response

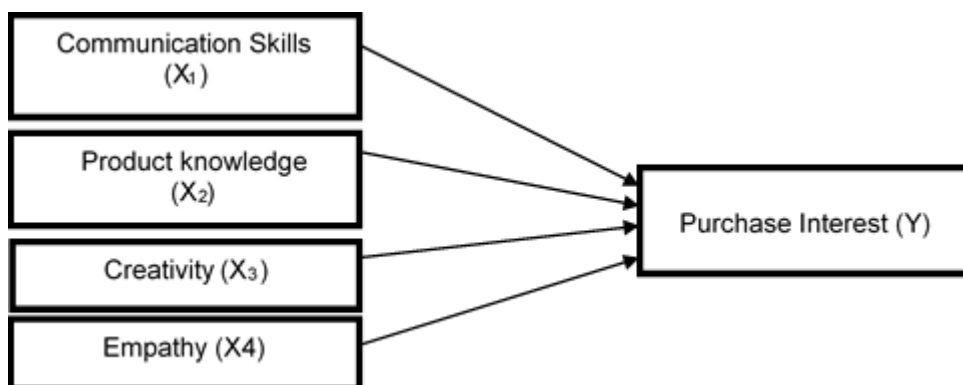
Hierarchy Model (Kotler, 2003), which is at the Affective Stage stage, which is a feeling for a particular product or a thorough evaluation of the object, which is also influenced by consumers' perceptions of the product or service under study. This is usually considered an attitude. So that the attitude in this study to measure of consumer buying interest influenced by External Influences in the form of marketing stimuli and non marketing stimuli. Marketing stimuli in the form of a marketing mix consisting of Product, Price, Place, Promotion, People, Physical Evidence, and Process, or what is called Firm's marketing. While non-marketing stimuli include, for example, economic conditions, social class technology, politics, culture (Schiffman & Kanuk, 2000: 443 in Margaretha: 2011). According to Swastha et al (1997), buying interest is the activities of individuals who are directly involved in obtaining and using goods and services, including the decision making process in the preparation and determination of these activities. Whereas repurchase intention is part of buying behavior where in the context of repurchase interest there is the concept of loyalty (Soderlund and Vilgon, 1999). The high interest in repurchase this will bring a positive impact on the success of the company. According to Anoraga (2000), buying intention or purchase intention is a decision making process carried out by consumers before making purchases of products offered or needed by these consumers Assael (2002) defines consumers as inclinations to buy a brand or take related actions with purchases measured by the level of likelihood of consumers making a purchase. According to Howard (1994) in Durianto and Liana, (2004) buying intention is something that is related to the consumer's plan to buy a particular product as well as several units of product needed in a certain period. Buying interest arises when consumers are stimulated by external factors and become a purchasing decision based on their personal characteristics and the buying decision process. According to Ferdinand (2002: 129) buying interest can be identified through the following indicators:

1. Transactional interest, which is a person's tendency to buy products.
2. Referential interest, namely a person's tendency to refer products to other people.
3. Preferential interest is an interest that describes the behavior of someone who has a primary preference on the product, where this preference can only be replaced if something happens with the product of his preference.
4. Explorative interest, namely interest that describes the behavior of someone who is always looking for information about the product of interest and looking for information to support the positive qualities of the product in question.

palladium medan)" the results of this study are that there is a relationship between personal selling activities of Lomani perfume to the act of buying at Matahari Department Store Grand Palladium Medan customers. Other research that supports the above research is a study by Adhi Rah Kusuma (2009) which revealed that statistical results can be proven that service quality, sales force competencies, and company image have a positive and significant influence on repurchases interest. Where the three variables, service quality has the greatest influence so the policy implications that are implemented must be focused on improving quality services. In contrast to the three studies above, research by Dian Yudhiartika and Jony Oktavian Haryanto in 2012 stated the results that sales promotion had a positive effect on awareness of the Pond's beauty products brand. Another finding is that personal selling and brand awareness have a positive effect on the desire to buy products, personal selling and appearance do not have a significant effect on the variable awareness of Pond's beauty products and sales promotions have a positive effect on intentions to buy Pond's beauty products.

Framework

The research by Devina Florencia is in line with research conducted by Ria Safitri in 2010 with the research title "personal selling and buying interest (correlational study of personal selling activities of lomani perfume and buying interest of customers in the sun department store grand



Source: Gunasekharan et al (2015: 29) and Ferdinand (2002: 129) adapted for this study

Figure II.3: Framework

Research Hypothesis

On the basis of the above framework, a hypothesis can be proposed as follows:

1. Communication skills of sales person have a positive and significant influence on consumers' buying interest in

Prenagen milk to Consumers PT. Kalbe Nutritionals Bandung Region.

2. Knowledge of sales person product has a positive and significant influence on consumer buying interest of Prenagen

milk for Consumers PT. Kalbe Nutritionals Bandung Region.

3. The creativity of the sales person has a positive and significant effect on the buying interest of Prenagen milk consumers in Consumers PT. Kalbe Nutritionals Bandung Region.
4. Empathy sales person has a positive and significant influence on consumer buying interest of Prenagen milk to Consumers PT. Kalbe Nutritionals Bandung Region.

sales in 2017 reaching Rp. 24,663,000,000 or ± 325,658 consumers or an average of 54,035 consumers / month. Researchers took a population of purchases in an average of 1 month as many as 54,035 consumers of Prenagen milk in the Bandung area. In determining the number of members of the sample the researchers determined from the population of buyers of Prenagen milk 1 month in 2017, obtained from the company data that is attached a monthly average of 54,035 consumers and using sampling techniques according to Taro Yamane cited by Hamdi (2010: 131) with Slovin formula is as follows:

$$n = \frac{N}{N.d^2 + 1}$$

Where:

n = number of samples

N = population = 54,035

d2 = precision (set at 10% and a confidence level of 90%)

Based on this formula the following sample sizes are obtained:

$$\begin{aligned} N &= 54.035 \\ n &= \frac{54.035}{[54.035(0,1)^2 + 1]} \\ &= 54.035/541.35 \\ n &= 99, 81 = 100 \text{ (rounded off)} \end{aligned}$$

To test the validity of research instruments used the product moment correlation or Pearson method, with the formula:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{\{N \sum X^2 - (\sum X)^2\}\{N \sum Y^2 - (\sum Y)^2\}}}$$

Dimana:

r_{xy} = correlation coefficient between x and y

N = number of subjects

$\sum xy$ = number of multiplications between score x and score y

X = total number of scores x

y = total score of y

x^2 = the sum of squares x

y^2 = sum of squares y

Research methods

In this study the data used are quantitative data, because it is stated in figures that indicate the value of the magnitude of the variables used. The types of data in this study can be divided into two, namely primary and secondary data. Sugiyono (2013: 64) argues "Dependent variable is a variable that is affected or which is due, because of the independent variables". In this study there are 2 variables, namely:

1. The independent variable (Independent) which is the independent variable is personal selling (X).
2. The dependent variable (Dependent) that becomes the dependent variable is the purchase interest (Y).

The tool used to collect primary data in this study was a questionnaire. Researchers used a questionnaire developed by Delgado and Munuera (2010: 110). The scale used in this study is the Likert scale. This scale interacts 1-5. Population is a generalization area that consists of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions ". In this case the target population chosen by researchers is consumers of Prenagen dairy products at PT. Kalbe Nutritionals in the Bandung region with the level of

Reliability testing was carried out using Cronbach Alpha. Cronbach Alpha coefficient > 0.60 indicates the reliability (reliability) of the instrument (if repeated research with different times and dimensions will produce the same conclusion) and if the Cronbach Alpha coefficient < 0.60 indicates less reliability of the instrument (if the variables the re-study is carried out with different times and dimensions will produce different conclusions). In this study, a simple regression analysis was used to prove the extent of the influence of personal selling on interest in buying Prenagen dairy products at PT Kalbe Nutritionals. Where the analysis processes use SPSS Software (Statistical Product and Service Solution) version 20.0. The regression equation for one independent variable is as follows:

$$Y = a + bX$$

Source: Sugiyono (2013: 247)

Where:

Y = dependent variable (sales decision)

a = unit of constant numbers which is the value of Y if X = 0

b = regression coefficient, is the change in the Y variable due to change one variable unit X

X = free variable X (personal selling)

It means that each increase in the value of the independent variable will increase the value of the dependent variable. If the coefficient b is negative, it can be concluded that the independent variable has a negative effect on the dependent variable, meaning that any increase in the value of the independent variable will result in a decrease in the value of the dependent variable.

Results and Discussion

Validity test

To find out whether the instrument is feasible or not to be included in the analysis, first we first test the validity and reliability. If declared valid and reliable, then the instrument is eligible to be included. The

characteristics of validity that is the product moment correlation coefficient measurement results must meet the requirements if the results obtained r count > r table.

Table 4.1: Test the Validity of Personal Selling Variables (Variabel X)

Pernyataan	Nilai r Kritis	Nilai r tabel	Kesimpulan
1	0,352	0,300	Valid
2	0,480	0,300	Valid
3	0,753	0,300	Valid
4	0,362	0,300	Valid
5	0,755	0,300	Valid
6	0,675	0,300	Valid
7	0,739	0,300	Valid
8	0,625	0,300	Valid
9	0,670	0,300	Valid
10	0,620	0,300	Valid
11	0,610	0,300	Valid
12	0,741	0,300	Valid
13	0,488	0,300	Valid
14	0,513	0,300	Valid
15	0,687	0,300	Valid
16	0,590	0,300	Valid
17	0,512	0,300	Valid
18	0,846	0,300	Valid

Source: Questionnaire Data Processing With SPSS V.21

Based on the data table above, it shows that the results of testing of personal selling variable instruments by using a sample of 100 respondents indicate that all items of the research instrument have a validity index greater than 0.300 so that it can be concluded that the questionnaire used to measure personal selling variables (Variable X) is already valid. While the results of the validity of the Buy Interest variable shows that all indicators of 9 (nine) statements have a value of more than 0.300. Meanwhile, the value of service quality validity can be illustrated in the following table:

Table 4.2: Test the Validity of Purchase Interest Variables (Variable Y)

Pernyataan	Nilai r Kritis	Nilai r tabel	Kesimpulan
19	0,611	0,300	Valid
20	0,707	0,300	Valid
21	0,865	0,300	Valid
22	0,520	0,300	Valid
23	0,925	0,300	Valid
24	0,845	0,300	Valid
25	0,870	0,300	Valid
26	0,900	0,300	Valid
27	0,868	0,300	Valid

Source: Questionnaire Data Processing With SPSS V.21

Reliability Test

The concept of reliability is more emphasized on the problem of consistency, to see the reliability of the conditions that must be met is to calculate with a significant level of 10% where n = 100 must be greater than r table. In this case the correlation

coefficient for product moment is r table 0,300. For the reliability test the calculation results can be shown in the table below:

Table 4.3: Reliability Test

Variabel	Nilai r Kritis	Nilai r tabel	Kesimpulan
X	0,849	0,300	Reliabilitas Kuat
Y	0,936	0,300	Reliabilitas Kuat

Source: Questionnaire Data Processing With SPSS V.21

In the table above shows that the critical r value is greater than the value of r table, so it can be concluded that the statements on both personal variables alternating and buying interest variables are in the classification of Strong Reliability.

Multiple Linear Regression Analysis

Based on the calculation results of multiple linear regression analysis using SPSS Version 21 obtained the regression coefficients as follows:

Table 4.3.1: Multiple Regression Coefficients Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.339	0.455		20.503	0.000
	X1	0.201	0.04	0.277	4.981	0.000
	X2	0.100	0.033	0.171	2.990	0.003
	X3	0.112	0.056	0.114	1.984	0.048
	X4	0.119	0.045	0.152	2.654	0.008

a Dependent Variable: Purchase Interest

The first test of the coefficient test indicates the overall X test results by adding up the variables X1, X2, X3 and X4, it can be concluded that personal selling of Prenagen milk products significantly influences consumer buying interest (Table 4.3.1). From table 4.3.1 shows that the Gana regression equation obtained from the analysis results are:

$$Y = 9,339 + 0,201 X_1 + 0,100 X_2 + 0,112 X_3 + 0,119 X_4$$

The regression equation is that the price $\alpha_1 = 0.201$ is positive $\alpha_2 = 0.100$ is positive and $\alpha_3 = 0.112$ is positive and $\alpha_4 = 0.119$ is positive. Thus there is a positive relationship between X1 and Y, a positive relationship between X2 and Y, there is a

positive relationship between X3 and Y and also a positive relationship between X4 and Y.

The calculated t value was obtained using SPSS software application version 21. Furthermore, the calculated t value will be compared with the

error rate ($\alpha = 5\%$) degrees of freedom (df) = (n-k).
Decision making criteria:

- O H0 is accepted if t arithmetic > T table
- O Ha accepted if t count < t table

Table 4.3.2 Significance Level X1 (Communication Capability) Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.339	.455		20.503	.000
	X1	.201	.040	.277	4.981	.000

a Dependent Variable: Purchase Interest

Hypothesis 1:

H0: There is no influence between communication ability X with consumer buying interest

Ha: There is an influence between communication ability X with consumer buying interest.

Seen in the Sig / significance column is 0,000 or the probability is below 0.005 (test criteria) and the t table for df (n-2) or df (98) is 1, 66055 \approx 1.66 smaller than t arithmetic (4.981 < 1, 66), then Ha is accepted, then Ha is accepted or the coefficient of communication skills of sales person significantly influences consumer buying interest

Table 4.3.3 Significance Level X2 (Product Knowledge) Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.339	0.455		20.503	0.000
	X2	.100	.033	.171	2.990	.003

a Dependent Variable: Purchase Interest

Hypothesis 2:

H0: There is no influence between product knowledge on consumer buying interest

Ha: There is an influence between product knowledge on consumer buying interest.

Seen in the Sig / significance column is 0.003 or the probability is below 0.005 (test criteria) and the t table for df (n-2) or df (98) is 1, 66055 \approx 1.66 smaller than t arithmetic (2.990 < 1, 66), then Ha is accepted or the coefficient of knowledge of the

product sales person significantly influences consumer buying interest.

**Table 4.3.4 Level of Significance X3 (Creativity)
Coefficients (a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.339	0.455		20.503	0.000
	X3	.112	.056	.114	1.984	.048

Dependent Variable: Purchase Interest

Hypothesis 3:

H0: There is no influence between the creativity of the sales person on consumer buying interest
Ha: There is an influence between the creativity of the sales person on consumer buying interest.

Seen in the Sig / significance column is 0.048 or the probability is below 0.005 (test criteria) and the t table for df (n-2) or df (98) is 1, 66055 ≈ 1.66 smaller than t arithmetic (1.984 < 1, 66), then Ha is accepted or the coefficient of Prenagen milk product sales person creativity significantly influences consumer buying interest.

**Table 4.3.5 Level of Significance X4 (Empathy)
Coefficients (a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.339	0.455		20.503	0.000
	X4	.119	.045	.152	2.654	.008

Dependent Variable: Purchase Interest

Hypothesis 4:

H0: There is no influence between sales person empathy on consumer buying interest
H1: There is an influence between sales person empathy on consumer buying interest.

Seen in the Sig / significance column is 0.008 or the probability is below 0.005 (test criteria) and the t table for df (n-2) or df (98) is 1, 66055 ≈ 1.66 smaller than t arithmetic (2,654 < 1, 66), then Ha is accepted or the empathy coefficient of the sales person of Prenagen dairy products significantly influences consumer buying interest.

Conclusion

Based on the results of the study indicate that personal selling influences buying interest both simultaneously and partially. This means that the increasing performance of personal selling will make consumers' buying interest in Prenagen milk increase, and conversely, the decline in personal selling performance will have the same impact, which will also decrease consumer buying interest. This study is in line with research conducted by Devina Florencia Sukmana and Edwin Japarianto in 2017 which resulted in the conclusion that personal selling and brand activation have a significant effect on purchase intention. The more dominant variable

that influences is brand activation. Other studies that are conducted by Ria Safitri in 2010 which concluded that there was a relationship between Lomani's perfume personal selling activities to buy at Matahari Department Store's Grand Palladium Medan customers.

This research has been able to build a theoretical model about the values contained in personal selling in relation to consumer buying interest. The results of this study have implications that can provide an overview of the references used in this study. This picture can be addressed from previous studies with research findings that are being studied. Theoretical implications were developed to strengthen the support of several previous studies that explain the personal selling of buying interest. This research has implications for the Kalbe Nutritionist Company to be able to evaluate the performance of the sales person, so they can find out if a problem occurs so that they can immediately make improvements to create effectiveness in the organization of the company. The results of this study are expected to be input for companies to be able to increase the level of sales person ability by paying attention to communication skills, creativity, product knowledge and empathy that develops in the expertise of a sales person as well as providing soft skills in technology and adaptation to the development of the latest marketing methods to maintain consumer interest does not decrease due to the method of approach that is already using. In this study, there are several limitations including:

- a) Respondents do not have free time to fill out the questionnaire.
- b) Location of data retrieval which is in retail resulted in respondents not focusing enough in filling out the questionnaire because they have another purpose namely shopping.
- c) The respondent might answer the statement not seriously and carefully in answering it.
- d) Limited time in observing research objects.

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